



CROCODILE HOUSE

WORKING PRACTICES

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Photography
Graphic Design

Introduction

One of the most important aspects we undertake in the creative process is to understand you and your organisation. The result of which is the production of innovative work that will communicate more effectively with your audience.

Because we care about the work you do either in the voluntary or business sectors we always value feedback from each project helping us to maintain our high quality service. You will always find us friendly, approachable and reliable to work with.

Additional benefits of working with Crocodile House include:

- Free, no obligation consultations with each project
- Free advisory facility on each project to ensure the end result is the most effective one
- Fixed fees for each project rather than an hourly rate enabling budgets to be met
- Effective communication between you and the designers or photographers
- A creative, dynamic and well researched service

A decorative graphic consisting of several overlapping circles of varying sizes, arranged in a descending, diagonal pattern from the top left towards the bottom right. The circles are light gray and have thin outlines.

PHOTOGRAPHY

Project Structure

Choosing Your Images

Image Formats

Use of Images

Project Structure

Creating a Brief

Whether you provide us with one or we work with you to produce one, a brief will clearly define what is expected from each party in order to successfully complete a project. Here we will also draw up a timescale for the project with deadlines for us all to work to. As part of our free consultation, we can gather all the information and produce a project brief for you, submitting it along with our quote.

Shooting the Images

Working from the agreed brief we can organise the entire shoot from concept to final image. As well as studio work we can organise locations, props and models depending on the type and style of image you require. We ensure that the appropriate consent and model release forms are completed.

Proof Approval

After the initial few images are produced it is important that we present them to you for confirmation of content and style. Only when you are completely satisfied will we progress with the project.

Choosing Your Images

For greater choice and control of your budget you can select the images you want as and when required. We provide full colour contact sheets with appropriate file names for each project. You can also access a gallery of your images from your login area on our website.

Image Formats

Your digital image files can be supplied in a variety of sizes and formats. If you need them in a size or format not listed below please contact us.

- JPEG, TIFF, EPS or Layered PSD
- From 100MB (300dpi) files to 1MB (72dpi) web images
- CMYK or RGB
- On DVD or CD with full colour contact sheet
- Download from client login area

As with your digital files there is a vast range of materials we can produce your photographs on. Whatever your needs please contact us as we will be happy to discuss your requirements.

Use of Images

There are two ways to purchase our images:

- Royalty Free - allowing you to use the images as and when you wish
- Rights Managed - we retain control of the use of the images

Unlike many of our competitors, when you purchase our rights managed photographs we still allow their use for any purpose within your organisation. We simply retain the copyright and can place them in our image library for sale. This can be a cost effective way of acquiring professional images for your organisation that are still relevant, creative and effective.

For a comprehensive explanation of image use see our terms and conditions of business.



GRAPHIC DESIGN

Project Structure

Fee Structure

Proof Approval

Ownership of Design

Project Structure

Creating a Brief

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Design Stage 1

This stage will involve market and subject research, team meetings and studio work. Using the project brief as a guide, we develop a range of design concepts, ideas and styles which we will then present and discuss with you. Once you are completely satisfied with the concepts and direction of the project we will take the ideas forward to the next stage.

Design Stage 2

This involves; the development of the chosen designs and concepts, the production of the final designs, the provision of colour proofs and the production of artwork. Also included will be any special requirements such as photography, illustration or liaising with third party suppliers.

All aspects of a project are clearly outlined in the project briefs and quotations we provide which show a breakdown of our fees and the costs of any third party suppliers. Client confirmation of a project and its costs will always be required before we begin any work.

Fee Structure

Our fees may include any number of the following services:

- Market Research
- Subject Research
- Concept Development
- Photography
- Image Manipulation
- Illustration
- Production of Colour Visuals
- Artwork Production
- Liaising with Third Parties
- Attending Meetings/Steering Groups
- Training

We calculate a fixed fee for the completion of a project rather than running an hourly tab. This gives our clients greater control over budgets and funding bids. Every quotation is based on the input required to successfully complete the project on time and to the satisfaction of the client. This is why two similar jobs may cost different amounts to produce.

Proof Approval

With all our work we seek approval of proofs from our clients before creating final artwork. When proofs are supplied by third party suppliers we like to oversee them with the client to ensure quality control. By working together we can help make sure that all parties are completely satisfied and enjoy the success of the final product.

Copyright

Crocodile House owns the copyright of all, or part of any concepts, ideas, designs and artwork that we produce. Only through prior agreement can any party use or alter the work created by us.