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MESSIAH STUDIO

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Get some divine inspiration: Work with us.

There are plenty of companies, both locally and offshore, that would be happy to do web development work for you on contract. But who would *you* be happy giving it to? We want to partner with design, brand and marketing agencies that *we* respect, and here's what we believe we can give you.

The support to enable you to
Do better work

Technical backup so that you
Have fewer hassles

A commission system so you can
Make more money

If that appeals to you, we'd like to get together to discuss the possibilities. This deal *is not* for everyone - and we want to make sure that we get the right fit. So, feel free to keep reading for more detail...

Doing better work

A workshop, not a sweatshop

We have systematised our approach – making the implementation of websites smooth and reliable, without losing the ability to build bespoke designs. That includes everything from the project management to the programming. If you can provide us with the right files, we'll provide you with a finished site.

How it gets done

We hand-craft our HTML & CSS for every project. It's a point of pride that we maintain an extremely high-standard in our code, with a particular emphasis on accessibility and future-proofed design. We are happy to act as consultants to you during the design phase, providing feedback about everything from current technology trends to usability design.

Finally, we have our own, intuitive specification process that produces a document that designers, clients and programmers can all read with ease. For any large or complicated projects, we generally insist on generating such documentation – a process that makes visual design, as well as the programming and implementation, much smoother for all involved.

Having less hassle

We've got your back

If you need back-up, we'll attend any design meeting with you and your client at no further charge, acting as your de-facto 'web expert'. We'll then provide detailed costs, and access to an online project management system that details every last...well, detail...of your projects. No more guessing what your developer is up to – simply login and select your project to get a real-time view.

Get your problems sorted here...

And we'll take care of all the 'hard stuff' – domain name registration, hosting packages, e-commerce, security, SEO. Don't lose a moment's sleep about it – we've got it covered – for you, and for your client. They're going to love you, and you're going to get paid for it.

Web hosting

Hosting is a compulsory aspect of what we provide. Why? Mostly for the sake of service and accountability, the two things most lacking from public hosting plans. We provide secure and well maintained servers, with hourly, encrypted offsite file & database backups. It also means a single point of contact for future website queries – making your client's life easier. This is a professional level service – for professional sites.

Making more money

Know your stuff

We've broken down the things we can do into small, easy-to-understand chunks, so that you can sell a website to your clients with confidence, and talk with charm and aplomb about everything from CMS to CRM. The end result will still be custom – there is no 'copy-and-paste' coding here; but you'll know how to *describe* the details of the website both to the client and to us.

A description of the kinds of features we build is provided with this document, and is also available online. This is reflected in the 'Project Referral Form' – again, also to be found online – which gives you guidance on the kind of information we require from yourself and the client to get your project underway.

Now cash in

We contract either directly to you (making us invisible to your client) or directly to the client (saving you the hassle of paying our bills). It's your call. By agreeing to work with us regularly, you'll earn a commission of 15% of the development fee for any contract undertaken. This is additional to any design fee that you may charge the client directly.

It's not a gimmick. We worked out what it costs us to acquire new clients, and thought that it was only fair to pass this on to those people that put in *their* time and effort to bring those clients to us.

Not sure if you want to sign a preferred supplier agreement? Then try us out. We'll still offer you 10% on a trial basis, as a thank-you for taking the chance.

Who are we?

We've been building websites, as a company, since 2001. We know what we're doing, and we've built websites for hundreds of NZ businesses. We've got a good reputation in what can be an otherwise unreliable industry.

We're specialists in web design – we don't do print, we don't dabble in branding, and we're not into billboards. For us, it's always been about the web.

So in 2009, having worked successfully with several designers over the previous few years, we decided to make support to design agencies one of our primary goals. This is what we came up with.

Fine print

We take a deposit on all projects. For most jobs this is 50% of the value of the features, unless otherwise agreed with the client.

The commission is paid when the final payment for the development is received.

Working with us

Submitting projects

Please refer to the 'project referral form' for information on what to expect when submitting a project to us, and for guidelines on exactly how to go about it. This can be found online at <http://messiah.co.nz/portfolio/designer-guidelines.html>

Front-end vs. features

For convenience, we break our projects down into two main elements: **front-end**, & **features**. **Front-end** incorporates all of the things that website users can see – the graphics, and the behaviour (such as drop down menus, image slideshows etc.,) whereas the **features** represent the core functionality.

As a designer, the key thing you'll be able to provide to us are visual guidelines for the look and behaviour of the front-end. Some notes on how to do that are included in the next section.

The thing is, web design is not 2-dimensional. A typical website has a depth of content that can be accessed in a multitude of ways, and this content can change over time. It's like being asked to design a product that is going to constantly change shape and evolve throughout it's lifetime – a daunting challenge.

Customise & accessorise

Our strength is in *making* websites – good quality code that is going to survive that process. These notes help you to understand some of the more general features we can build. However, it is important to note that ***we can customise any feature***, to almost any degree. Our ability to write bespoke code is what sets us apart – so don't be afraid to use it.

If you need a feature that is not described in this document – please contact us and request it. We may have either built something like it before, or will build something new for you on the spot.

Remember – we write our own code as needed. We can, given the time and budget, make just about anything.

Design templates

In each design, you may find a need to create several different layouts, i.e. one type of layout for the homepage, one type of layout for a text page, and another for a product page. Each new template that we turn into HTML incurs some cost, but there is no hard limit to the number of layouts you can have us build.

For each new layout, we require a separate design file (either a PDF, Photoshop file or similar – please refer to the specs.) This is to ensure that there is clarity for the web designer that is building your design template, and less to-ing and fro-ing with corrections. If all of the design templates are included in the one file, please supply separate screenshots for each distinct layout.

Some things are difficult to describe in a design file – such as how drop-down menus behave when hovered over, or the speed of image transitions in a slideshow. So – to aid communication, please feel free to attach written notes, and/or screenshots of particular behaviour.

Sitemaps

A good sitemap is hard to beat – but feel free to keep it granular – i.e. no need to detail every last page if there are hundreds of pages that are the same (from a design point of view) – simply describe the main *structure* of the site.

Technical Specs for design files

File-Type:

Preferably ONE complete Adobe Photoshop* file, with organised and clearly labelled layers. 'Resolution' does not translate directly to the web, but for consistency, use 72 dpi.

Colour Mode: RGB

Colour Profile: sRGB IEC61966-2.1

More info: <http://www.usabilitypost.com/2008/07/30/photoshop-color-profiles-for-web-images/>

Colour View:

[Proof Setup] Select Monitor RGB

[Proof Colors] Select/Enable

Design Screenshots: ONE of each distinct layout (.pngs/.jpegs/.pdf) e.g Home, Content Page, Shopping Cart

Copy: As a separate text file. (.doc, .odt, .txt) Images: As a separate folder of images, cropped and prepared ready for web (72dpi at 100%)

*We also work with other design files (e.g Gimp, Adobe Indesign, Adobe Illustrator,) but please note there may be a surcharge for file preparation.

Features

Below are general descriptions of the range of website features we build most commonly. It is by no means **everything** that we can build – but it gives you a good starting point for describing the project to your client, or even to our programming team. If in doubt, call us for advice. The call is free, and it could save you time and money.

For examples of these features in action on live sites, please refer to our online portfolio, or contact us for access to specific implementations.

Content Management Systems (CMS)

Customisable banner

Allows the site admin to manage a set of graphic banners. Admin can add or remove banners, and choose which should be currently on display. Banners can be linked to any page on or off the site. Great for seasonal promotions, specials etc.

Article-style CMS

This tool is excellent for 'Latest News' or 'Events'-type information, allowing the site admin to add as many articles as required, organised by date, and to attached files &/or images to each article.

Single page CMS

A useful micro-feature that allows a specific page (or pages) in an otherwise static site to have editable text and images, within a given template.

Full site text CMS

Allows the site admin to add, edit or remove all text pages of a site. This CMS can be implemented with multiple layout-templates, can support multiple levels of pages and sub-pages, and is extremely easy to use with a much simpler interface than most current CMS tools.

Product Catalogue CMS

This tool is specifically designed for online catalogues, suitable for e-commerce product catalogues, design portfolios, or categorised reference material. Allows for the creation of multiple levels of categories and product pages.

Photo Gallery CMS

Using the same interface elements as all the above, this tool is specifically set-up to allow for easy management of folders of images, with captions and simple but attractive image slideshow effects.

Website user elements

User subscription system / contact database

Allow website users to subscribe to a particular service online, saving their records into a database for the Site Admin. Admin has full access to data online, or can download into a spreadsheet-type format for use offline.

User logins / user homepage

Set-up a system allowing any users registered in a user/contact database (as above) to login to the site to gain access to a particular service or content, and to optionally update their own details, or to see customised content on their own homepage.

Email newsletter template & setup

The implementation of a newsletter template and set-up of an account using one of any of the various email newsletter services now available. Once set-up, training is provided to client/designer, so that ongoing email campaigns can be managed independently.

E-commerce

Shopping cart

A shopping cart is the code that collects the website user's product choices and gives them a total cost and tally. It is usually combined with a product catalogue (see CMS features above.) It then (usually) feeds this information to a payment gateway and orders system. Custom set-ups are possible.

Payment gateway

A payment gateway is run by one of many local third-party suppliers. These suppliers have been approved by various banking institutions to process credit-card payments online. Clients must discuss their intentions with their bank before we can set this up, but we can otherwise assist them through this process. We then set-up the website to talk directly to the payment gateway.

Order management / database

This is the system that collects orders, and allows the site Admin to dispatch them, save them, search through them or delete them. It can be modified to suit the client, as all businesses have slightly different workflows for this process.

Misc features

Forum

A basic forum including topics, threads, messages etc. Ideally, this is coupled with a user database & login system.

Internal site search tool

A common and very useful search tool – tailored for the client's site to search products, text or any other data and return results in a customised format as required.

Basic contact forms

Most sites use a simple form to allow website users to contact salespeople, or to submit requests or queries. Forms can vary in complexity greatly, but a simple form can be built into a site very quickly.

Custom feature

Couldn't find your feature here? Then call us, and we'll design it for you.