

# WHAT TO EXPECT ENVIRONMENTAL DESIGN PROJECTS

## 1 **Getting Started**

When you accept a project proposal, we'll create a project timeline, sign a contract, and schedule a Discovery Meeting.

## 2 **Discovery Meeting**

Our Discovery Meeting is all about listening, learning, and seeing. The environmental design and development process is a new experience for most of our clients, so we'll send you a few questions to get you thinking about vision, strategy, and inspiration and how it all plays out in your physical space. It's like "interior design" but with your mission, vision, and brand implemented at every corner (literally).

## 3 **Research & Walk Through**

After that conversation, our team will continue the learning process by getting to know you and your physical space. We'll walk through it, take pictures, and look at how people currently use the space. We'll jump into the nitty gritty like floor plans, traffic flow, ADA compliance, and how the space is currently being used. Essentially, we'll spend time learning what your space communicates.

## 4 **Brand Brainstorm & Development**

We'll gather all the notes, data, and ideas we jotted down during our walk through and begin planning and design. The goal of this step is to bring your space to life by connecting your brand with your building.

## 5 **Design Strategy**

We want to develop a holistic design experience with you. We'll create concept art for the signage, physical spaces, or anywhere that has brand elements in the space. We'll also make a floor plan map that describes when and how signs are needed and used. We'll assess the "feel" of the space—colors, lighting, and usage of art or pictures—and then we'll create any additional design that might be required.

## 6 **Signage Strategy**

After we brainstorm and develop our design plans, we'll address signage as it pertains to the design and flow of your space. Signage companies are great at making signs, but less great at designing them; that's where we come in. We will design signs because beautiful space will fall short if it isn't properly-signed, intuitive, and consistent with the flow of your building.

## 7 **Production & Installation**

Finally, we'll collaborate with the appropriate companies, individuals, and artists to produce any additional art, signage, or environmental elements we deem necessary throughout the process. Then the fun begins, and it'll be time to make your physical space a clear representation of who you are by installing signage, painting, arranging, and anything else that might be required to make this project a knockout.

# AMENABLE