

LISTEN UP

YOUR WEB DESIGN

**YOUR WEB DESIGN
SUCKS**

[MY FAVORITE LINKS](#)

[RECENT LEGAL LOSSES](#)

[FEES](#)

[BANKRUPTCY](#)

[OUR SOFTBALL TEAM](#)

[SITEMAP](#)

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Bali voted "Best Island" in the world

Seven of last Nine Years "Travel & Leisure" Mag.

BALI



Island of the Gods
Island of the Gods

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HERE

179 JOHN ST. 6TH FL
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CANADA M5T 1X4
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BLAB!
READ OUR
ERUDITE MUSINGS
& PROLIX BLATHERING ON OUR
BLOG!
BIG ORANGE SLIDE

IN CASE YOU DIDN'T KNOW, WE'RE AN
ADVERTISING
AGENCY.
WE DO THINGS LIKE
TV SPOTS
DIGITAL
RADIO
STRATEGY
BRANDING

OMG WTF

THE FOLLOWING
NAVIGATIONAL
TECHNIQUES
AND METHODS
ARE AVAILABLE TO ALL USERS TO HELP
GET AROUND



CLICK &
DRAG



ARROW
KEYS



SCROLL
WHEEL



MENU
(IT'S AT THE TOP)



SPACE
BAR

EVERY ONE OF THE
GRIP
FACTS

GRIP LIMITED About Us

SMART
SEASONED
PEOPLE

GET TO BETTER IDEAS FASTER
NOW, TAKE THOSE INDIVIDUALS—FROM
EVERY DISCIPLINE—AND PUT THEM
UNDER ONE ROOF.
AND WHAT YOU GET IS
AMAZING IDEAS
UNPARALLELED EFFICIENCIES
BIG COST SAVINGS, AND, YES,

BETTER
BUSINESS RESULTS

INTERCOMMUN
IPACKASTRATA
PROMOTISING™

At Grip Limited we hate the word "Silo". We have no preconceived ideas about the form our ideas should take, where they should be placed or how big or small

GRIP LIMITED Jobs

SO, YOU WANT A
JOB?
WELL, THAT'S GREAT BECAUSE
WE'RE ALWAYS LOOKING FOR
DYNAMIC
TALENTED
GAME-CHANGING
BOAT-ROCKING
MAVERICK
UNORTHODOX
BRILLIANT
VISIONARIES
LIKE YOU.

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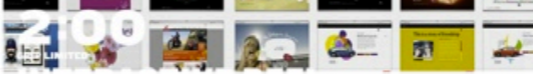
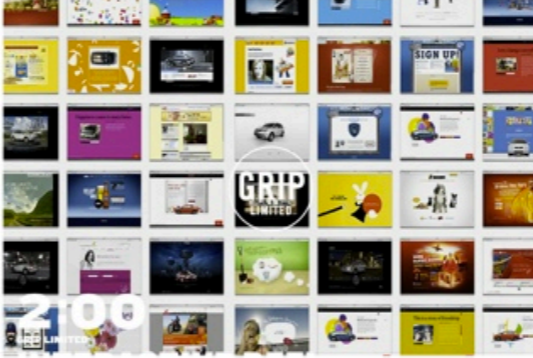
GRIP LIMITED Our Reels



TELEVISION



INTERACTIVE



GRIP LIMITED New Work

ORIGINAL! FRESH!
NEW
WORK

SPRUNG FROM THE SURGING PROTOPLASMIC LIFE-GIVING PRIMORDIAL KALEIDOSCPIC DEYSERS
OF THE CREATIVE MINDS OF GRIP LIMITED



WHY DOES IT SUCK?

FAILURE TO »

FAILURE TO » IDENTIFY

FAILURE TO »

FAILURE TO » COMMUNICATE

FAILURE TO »

FAILURE TO » **BE CLEAR**

LET'S DE-SUCKIFY...

PHASE1 » DEFINE THE PROJECT

PHASE1 » **DEFINE THE PROJECT**

IDENTIFY » **GOALS**

PHASE1 » **DEFINE THE PROJECT**

IDENTIFY » **AUDIENCE**

PHASE1 » **DEFINE THE PROJECT**

IDENTIFY » **BRAND & VOICE**

PHASE1 » **DEFINE THE PROJECT**

IDENTIFY » **CONTENT**

PHASE1 » **DEFINE THE PROJECT**

IDENTIFY » **DEADLINES**

PHASE1 » **DEFINE THE PROJECT**

IDENTIFY » **LOOK & FEEL**

PHASE1 » **DEFINE THE PROJECT**

IDENTIFY » **FUNCTIONALITY**

GOALS

AUDIENCE

BRAND & VOICE

CONTENT

DEADLINES

LOOK & FEEL

FUNCTIONALITY

CREATIVE BRIEF

WHAT IS A **CREATIVE BRIEF**?

OUTLINE

COMMUNICATES »

OUTLINE

COMMUNICATES » OBJECTIVES

OUTLINE

COMMUNICATES » STRATEGY

OUTLINE

COMMUNICATES » ELEMENTS

OUTLINE

COMMUNICATES » EXECUTION

COMMUNICATION IS KEY.

WHO CREATES THE CB?

PROJECT MANAGER
INFORMATION ARCHITECT
CONTENT STRATEGIST
VISUAL DESIGNER
DEVELOPER
CLIENT

WEB DESIGN TEAM

BITCHIN'. WHAT'S NEXT?

PHASE2 » **PLAN**

PHASE2 » PLAN

RESEARCH » USERS

PHASE2 » PLAN

RESEARCH » CONTENT

PHASE2 » PLAN

RESEARCH » CREATIVE

PHASE2 » PLAN

RESEARCH » FUNCTIONALITY

PHASE3 » **BUILD**

PHASE3 » BUILD

PRODUCE » THE DESIGN

PHASE3 » BUILD

CODE » THE SITE

PHASE3 » BUILD

POPULATE » THE CONTENT

PHASE4 » TEST

PHASE4 » **TEST**

REVIEW » **CONTENT**

PHASE4 » TEST

SQUASH » BUGS

PHASE4 » TEST

RESOLVE » DESIGN

PHASE5 » **DEPLOY**

PHASE5 » DEPLOY

LAUNCH » THAT BABY

PHASE5 » **DEPLOY**

BREAK OPEN » **THE BOURBON**

PHASE5 » DEPLOY

MAINTAIN » CONTENT

GOT IT?

CREATE » **CREATIVE BRIEF**

CREATE >>

CREATE » **SITE MAP**

THINGS TO **KEEP IN MIND**...

- » Small teams, more responsibilities
- » Kill the assembly line
- » Collaboration is critical
- » Creative & development partners
- » Compromise
- » Push boundaries

“

**WEB DESIGN IS PRODUCT
DESIGN. WEB DESIGN
IS EXPERIENCE DESIGN.**

— Andy Rutledge, Design + View

PHASE5 » DEPLOY

PHASE5 » DEPLOY

PHASE5 » **DEPLOY**

BREAK OPEN »

PHASE5 » **DEPLOY**

BREAK OPEN » **THE BOURBON**

PHASE5 » DEPLOY

IDENTIFY »

IDENTIFY » GOALS

IDENTIFY »

IDENTIFY » AUDIENCE

IDENTIFY »

IDENTIFY » **BRAND & VOICE**

IDENTIFY »

IDENTIFY » CONTENT

IDENTIFY »

IDENTIFY » DEADLINES

IDENTIFY »

IDENTIFY » **LOOK & FEEL**

IDENTIFY »

IDENTIFY » **FUNCTIONALITY**