

# Web Services Checklist

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CLIENT CONTACT

BUDGET #

JOB #

DATE

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## Web Consulting Services

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### **ASSESSMENT AND EVALUATION**

- Assessment of current website and technology.

### **WEBSITE PLANNING** (AFTER BUDGET APPROVAL)

- Propose website navigation, features.
- Evaluate and propose web-based software for website (e.g. CMS, modules).
- Provide resources and schedule content development: writers, editors and photographers.

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## Web Design Services

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### **WEBSITE DESIGN PLANNING**

- Provide analysis of competing and peer websites.
- Collect and analyze images and other graphic elements such as logos, graphs and charts.
- Evaluate whether identity development is required (logos, type treatment).
- Discuss roles/responsibilities, define collaborative process between client, designer & developer.

### **WEBSITE DESIGN**

- Full Site design
- Existing site design update
- Provide proofs for client (RGB PDF format)
- Identity development, new identity applied to other item  
(STATIONERY PACKAGE, BROCHURES, POSTERS, BANNERS, ETC.)
- If using a content management system start to gather content and begin defining/designing content types  
EXAMPLES: FEATURES, DIRECTORY, NEWS, EVENTS, CALENDAR, DIRECTORY, ETC.
- Develop sublevel page layouts.

### **IMAGE / ILLUSTRATION DEVELOPMENT & PRODUCTION**

- Photography, photo artdirection, photo research
- Retouch, crop and process images provided by client for web.
- Design and build illustrations and artwork (maps, tables, charts & infographics) as needed.
- Illustration

# Web Services Checklist

## Web Development Services

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### **WEBSITE TEMPLATING**

- XHTML code and Cascading Style Sheets (CSS) for website layout.
- Javascript for interactive features such as flyout menus, rotating/fading graphics and other animations.
- Build menu system and other global elements such as headers, footers and sidebars.
- Browser testing

### **DATABASE INSTALLATION AND CONFIGURATION**

- Install database server (typically MySQL).
- Configure database security and user accounts.

### **CONTENT MANAGEMENT SYSTEM (CMS) INSTALLATION AND CONFIGURATION**

- Perform content management system installation (usually Drupal, but can be Wordpress, Joolma or other system).  
**WE DO NOT INSTALL SHAREPOINT. SHAREPOINT INSTALLS ARE PROVIDED BY UW TECH.**
- Configure CMS (modules, users).
- Theme CMS ('templating').
- Develop custom *content types* and *views*.

### **WEBSITE PRODUCTION**

- Create content pages for website.
- Quality Control: Collaborate and consult with design and client to build new content & layouts as needed.
- Write additional server-side scripts in PHP and SQL to perform additional functions as needed.
- Integrate social media (Facebook, Twitter) links and feeds as needed.

### **WEB APPLICATION PLANNING**

- Determine web application requirements: server/security environment, payment processing and reporting.
- Propose database schema and table structure.
- Develop sample user and administration form screens to demonstrate application features and flow.

### **WEB APPLICATION PRODUCTION**

- Create application forms and backend processing of data.
- Implement encryption scheme and storage for selected data.
- Write code for login/authentication and reporting.

# Web Services Checklist

## Email Services

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### EMAIL PLANNING

- Determine whether to use Convio or in-house software for distribution
- Schedule email in Convio ASAP.
- Determine distribution list sources.

### EMAIL DESIGN

- Build email design directions in InDesign format. (usually 1-2 sample directions).
- Provide proofs for client in PDF format.
- Provide further design revisions as needed (typically 1 or 2).

### EMAIL PRODUCTION

- Build XHTML code and Cascading Style Sheets (CSS) for email layout.  
**CSS for emails requires in-line style sheets** (style sheets embedded in content).
- Build or attach stationery elements for Convio-based email.
- Attach lists (delivery and exclusion lists).
- Reschedule as needed.

## Acrobat PDF Development WEB PROVIDES PROGRAMMING SERVICES FOR ADOBE PDF

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### PDF APPLICATION PLANNING

- Determine pdf complexity (# of pages) and logic and processes required.
- Determine design requirements (sr. design, production design).
- Write Javascript functions for forms data processing (e.g. field calculations, error checking).
- Install and configure database required for forms data storage as needed.
- Write server-side scripts for processing of data (typically emailing or database storage).
- Test PDF application.

# Web Services Checklist

## Video Processing

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### **VIDEO EDITING**

- Provide low-level editing services for video files such as adding introduction screens or incorporating transitions.
- Add text layers as needed.

### **VIDEO ENCODING AND EMBEDDING**

- Encode video in required format (usually Flash, MPEG-4 or H.264 format for web).
- Embed in website as needed.

## E-Pub Production

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### **INDESIGN (OR OTHER APPLICATION) PRODUCTION**

- Prepare document for e-pub format.
  - Implement style sheets for all content.
  - Reduce content 'boxes' and reformat flow of data.
  - Format all graphics and other visual elements, such as tables, as in-line.
- Export to e-pub format
  - Build indexes and links.
  - Implement custom navigation as required in XML format.