Overview

This project will cover major visual updates to <http://www.chasebowman.com>. It will include updating the Ruby on Rails framework and configuring the server.

Process Description

* Pre-Design – Present first round creative for review
* Final Design Review – Approve final creative
* Development – Make updates to site in HTML/CSS/JavaScript
* Review – Review site, ensuring all agreed upon changes are incorporated
* Launch – After final approval, deploy site to server

Project Components

* Website Design Comps – Files will be delivered on final payment as .PSD files
* HTML5 Video Player – This will ensure consistent delivery and presentation of video content across all browsers
* Responsive Design – The site layout will conform to either a desktop view or a mobile view. Tablet will default to desktop
* Server-side Video Re-encoding – This will include changes to the CMS to allow for automatic re-encoding of .mov files to web-compatible MP4 and OOG for delivery via the HTML5 video player. On mobile this will launch the native video player for improved playback
* Dynamic Video Size and Dynamic Video Loading on Page Load – The ability to set the dimensions that the video should play back at, as well as set a video via the URL to play on page load. That way you can send special URLS to people who you want to show certain videos to.

Deliverable

Final deliverable will be a fully developed website, tested in Firefox, Chrome, Internet Explorer 9+, Safari and hosted on http://www.chasebowman .com. It will also include all .PSDs of the website design.

Ownership

Chase Bowman will retain all rights to creative components of the site and, after final payment is received, the ownership of the code base and PSDs.

Payment

50% of the agreed total will be required to begin work. 25% will be required at the review. Finally, the last 25% will be required before final delivery.