Inertial Zen Designs

MEDIA KIT

Thank You for Your interest in Inertial Zen Designs

Gratitude is the sign of noble souls.

-Aesop

MENU

ABOUT
Find out about Inertial Zen Designs on Page 6

PORTFOLIO
Check out some of Our Projects and Templates on Page13

FEES
Get an idea of what Inertial Zen Designs' services cost on Page 16

PRE-DESIGN
Help Us help You by filling out a Pre-Design Interview on Page17

CONTRACT
Ready to start Your design? Have a look at our Design Contract on Page 19

Welcome to Inertial Zen Designs

At Inertial Zen Designs, our entire focus is Your Web Presence. We believe a Web Site should reflect Your vision. We also believe that accessibility for your clients is highly important and that the design needs to sup- port the Web Site's content, for without content you might as well be offering up a blank page for viewing.

We feel that your content should display correctly across modern devices, both mobile and traditional Internet connected platforms, as people evolve from using the traditional Windows and Apple desktops to modern access of the World Wide Web.

Inertial Zen Designs looks forward to working with You on future projects, and, thank you for taking the time to consider Our services for Your project.

Sincerely

David Peters

"Always be yourself, express yourself, have faith in yourself, do not go out and look for a successful personality and duplicate it"

– Bruce Lee

Located in the beautiful city of Prince George British Columbia, Inertial Zen Designs was founded by Owner and Designer David W. Peters in June of 2013 focusing on creating simple, elegant Web Design that works across all modern Internet connected devices.

David graduated from the Web Technologies Program at the British Columbia Institute of Technology in November of 2013, where he received the "With Distinction" Status, which is also known as Graduating with Honours.

However, David's experience with Web Design does not start here. In his past he has worked as the Web Master for a small Internet society in his home town of Fraser Lake and has knowledge of the Mobile Industry, having worked with T-Mobile USA, processing Activations on their products.

When it comes to Design, Inertial Zen Designs understand that technology is ever evolving. Tools and features that worked well for Clients and Consumers five years ago may not be the solution needed in modern times.

Internet accessible devices are no longer limited to just Windows and Apple desktop computers, the modern public can, and do, access the World Wide Web on a multitude of devices ranging from Smartphones - like iPhone and Android devices - to tablets and even Video Game systems, Watches and wearable headsets.

Taking the constantly evolving digitally connected world into account David, and Inertial Zen Designs, believes in finding solutions that allows Your Web Presence to deliver Your Message, regardless the device.

Many times, for Web designers, the question of why a business should use a Web Designer comes up. The argument for not using a Certified designer tends to range from person to person and include, but not limited to, the following:

- **"There are free services available with My hosting provider that allow Me to just drag in My content and have a Site."**

- **"I don't really believe I need a stand alone site as Everybody is on Social Media (Facebook, Twitter, Google Plus, you get the idea)"**

- **"If I get a site Professionally designed, I have to return to the designer for every little content update"**

- **"I have a friend who says they can build My Site for $50 (the amount might very)"**

Lets take a moment to look at each of these reasons, starting with "Free Drag and Drop" Editors. Drag and Drop editors do have the advantage of generating code quickly and creating a Website, however there are two primary issues that tend to go with this path. Compatibility and Template clones.

When it comes to compatibility issues, every Web Designer out there could provide you with stories from the trenches. I myself have heard of people who used these type of editors and got beautiful results, that is until the proprietary code generated rendered their most important promotional selling point unable to be seen on mobile device screens.

Template clones is the result of these editors only having a set number of templates available and thousands, if not millions of global users of said templates. In the eyes of a company's potential clients the use of these templates can at best leave your Site looking like everyone else and at worst lead to clients thinking

"If they don't put an effort into their own Website, how committed are they to their client's project?"

Next lets look at the Social Media argument for a second, and again We are going to address this from two aspects.

First, while it is true that a site like Facebook has Millions of globally accessible users, not everyone either has or wants to use Facebook. Publications like Forbes are posting many articles on how the Global number of Facebook users are on the decline.

The second set of issues with using Social Media as your primary website pertains to issues with Quality Control of your message and the potential of lost data. It is well known by users of Social Media sites that there are issues with control over content.

All it takes to completely derail a Business' ability to be effective is for any of the following to occur

• **DMCA- The Digital Millennium Copyright Act -Take Down Request filed (many times by a automated program) resulting in a post being delated**

• **"Offensive Content" Complaint: Every post on Social Media comes with the ability for a user to flag the content as offensive. Get the wrong user on your Company's bad side and it could result in a flood of these by a person's friend base.**

- **What happens to your content if the Social Media service ever goes away?**

We'll address the next two concerns of updating content and cost together.

When it comes to the cost of a Website, yes it can be a very expensive part of a Business portfolio. This is the very reason why Designers suggest that you **look at Your Website not as a expense, but rather an Investment**. Much the same way you would look at your Advertising Campaign

As for the concern of having to return to your Web Designer every time you need a change made, We can address that too. Through adding in elements like blogs and Twitter feeds, your Site can always be presenting new content as you produce it.

Details like using common naming for image files will allow for the upload of a new image that replaces the existing one without having to rewrite your code every time

Why use a Professional Designer?

"Our work is the presentation of our capabilities"

– Edward Gibbon

We here at Inertial Zen Designs will admit, there are those who can offer you a lower cost for your Commissioned Web Design project, which is why We invite you to take a look at these two images below.

Image 1: What your Browser Displays

Image 2: The HTML That makes it Happen

These two images are both of the same Website, that of Inertial Zen Designs (early design days). The image on the left represents how Our Website looked in Firefox, Safari, Chrome or any standards compliant Web Browser.

The image on the Right however showcases what a Designer has to work with to create this Website. For this Site there is code for the HTML programming language displayed in the second picture. (Stylesheets are held in yet another document full of code)

The screen capture shown on the left is only part results of more than 100 lines of inputed code between the HTML and CSS programming languages.

Just one missed bracket, quotation mark or equals sign could result in links that don't function, images not displaying, or worse when things like javascript is added in.

Now ask yourself,

Is your Website something you want to go cheap on?

Elements of
Good Design

Inertial Zen Designs realizes that getting Your message to the masses in an effective fashion can either make or break your business.

As such, when We design Your Website, we like to keep the following details in mind.

First, from a Coding side, Inertial Zen Designs takes pride in making sure that our HTML and CSS code meet industry standards as laid out by the W3C Consortium. Throughout the design process Inertial Zen Designs
promises to run our code work through the Validation service that the W3C offers to all Web Designers

The W3C Consortium's standards can be found at

http://www.w3.org/standards/

However, Code standards, and the W3C Validator are only a portion of what allows us to created an effective product for our customers.

Another tool that Inertial Zen Designs uses to get the most out of your project is the Free Website Assessment tool offered by the Business Development Corporation of Canada. (BDC)

By using BDC's Assessment Tool, Inertial Zen Designs can get the following comments on Our Designs

- **Executive Summary of the Website**
- **Analysis of the Site's Links**
- **User Accessibility**
- **Verification of Analytic Software**

All presented in a PDF Report that We can then go over with You, Our Client, to tweak Your design for optimal success of Your Website.

Code and formatting is not the only aspects of Design though. Through tools like our Pre-Design worksheet, Inertial Zen Designs promises to work with you to create a layout that will feature Your Content to the eyes and ears of Your Target Market.

Designs and Templates

I have a website because it's an interesting tool, very - and quite unexpectedly - useful for my work. It's become an archive and a fairly complete on-line portfolio, as well as offering an opportunity to write a little.

-John Howe

A sampling of some of Inertial Zen Designs Projects and Templates

Petals of Passion
Botanical Gardens
5th Avenue Downtown Prince George BC
Phone: 250-672-5555

Home
Products
About Us
Contact Us
Faq

While the weather outside might be frightful, in our botanical gardens it's always so delightful! Welcome to Prince George's newest year round indoor plant lover's paradise petals of Pleasure Botanical Gardens.

Be it November or June, the sun shining or snow falling, you're always welcome at the garden. walk the paths while catching up with friends or pick up a drink at the Rose Bud Cafe and find a bench in order to enjoy your book so long as you are relaxing is all that matters to us. Come visit today.

YOUR BEST CHOICE FOR WEATHER NEWS

WEST COAST   CENTRAL   EAST COAST   EVENTS   DAILY PHOTO

City: VANCOUVER BC CANADA
Local Time: Tue May 13 2014 11:23:22 GMT-0700 (PDT)
temperature: 29° C

Long Term Outlook:

Wed
High: 31° C
Low: 28° C

Home   About   Social   Storefront

Ablebodz Fitness: One Step, One Rep, One Goal-Fitness For All

ABLEBODZ

Welcome to Ablebodz Fitness, where support in reaching for your fitness goals is paramount to our beliefs and mutual goals.

Ablebodz was created on one general concept. Motivational designs that inspire one to press forward with overcoming the plateaus faced on the path to their fitness goals.

Powered by Zazzle

zazzle

Ablebodz has partnered with a world wide leader in the distrabution of unique clothing, Zazzle.com in order to bring to our customers quality tee shirts, hoodies and other products that match the quality and passion we put into our designs. We welcome you to Ablebodz, where together we can take that 1st step, achieve our next rep and discover fitness for all

Copyright, Ablebodz Fitness | All Rights Reserved | Email Us |

FEES   Costs are calculated to include GST

Planning	Price/Hour	
Initial Consultation	Free	
Storyboard	$150.00	
Graphic Mock up	$45.00	
Final Storyboard	$45.00	
Graphic Design	$45.00	
Original Graphics	$45.00	
Original Digital Photos	$45.00	
Image Scanning	$45.00	
Image Optimization	$45.00	
Stock Photos	Cost + $25	
Third Party Photos	Cost + $25	
Other Media		
Javascript Coded	$45.00	
Original Animated GIFs	$45.00	
Original Audio Content	$45.00	
Original Video Content	$45.00	
Optimized Supplied Video	$45.00	
Optimized Supplied Audio	$45.00	
Original PDF Documents	$45.00	
Third Party Video	Cost + $50	
Third Party PDF Files	Cost + $25	
Mobile Browser Design	$45.00	
Artisans Website Package	$360	3-5 Page Site highlighting Art Portfolio

Name:_____

Company (Optional)_____

Email:_____ Phone:_____

Desired Budget: $_____

Desired Site Name:_____

___.com ___.ca ___.net ___.biz ___.org ___.edu

Please describe the concept of this Project: _____

_____

_____

_____

_____

_____

How many pages of Content do you envision for your Website: __

What is your desired Color Pallet for this Project!

Color 1:_____ Color 2:_____ Color 3:_____

What types of content will comprise your Website:!

___Text ___Images ___Sound ___Video ___Audio ___Javascript

Please list 5 Keywords you think describe your Website's vision:

1._____   4._____

2._____   5._____

3._____

Will your website be requiring any of the following elements:

___ Mobile Formatting ___High Contrast for the Visually Impaired ___Social Medial Links
___ Web Blog ___Online Storefront ___QR Codes

Once designed and live, do you plan to self manage or will a upkeep package be of interest!

___Self Maintained ___Upkeep Package Required

CONTACT FOR WEB DESIGN SERVICES
Between_____(client) and David Peters (DBA Inertial Zen Designs, Designer)

PROJECT TITLE:
PROJECT DUE DATE:

You _____, are hiring David Peters located at 1509 Edmonton Street, Prince George BC to design and develop a web site for the estimated total price of $270.00 as outlined in our previous correspondence.

AUTHORIZATION FOR SERVICES

As our customer, The Client have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide us with everything that we need to complete the project including text, images and other information as and when we need it, and in the format that we ask for. You agree to review our work, provide feedback and sign-off approval in a timely manner too. You will also be bound by any dates that are agreed upon. You also agree to stick to the payment schedule set out at the end of this contract.

DESIGN RATE AND EXPECTATIONS

We will create designs for the look-and-feel, layout and functionality of your web site. This contract includes one main design plus the opportunity for you to make up to two rounds of revisions. If you're not happy with the designs at this stage, you will pay us in full for all of the work that we have produced until that point and you may either cancel this contract or continue to commission us to make further design revisions at the daily rate set out in our original estimate.

The estimate/quotation prices at the beginning of this document are based on the number of days that we estimate we'll need to accomplish everything that you have told us you want to achieve. If you do want to change your mind, add extra pages or templates or even add new functionality, that won't be a problem. You will be charged the daily rate set out in the estimate we gave you. Along the way we might ask you to put requests in writing so we can keep track of changes.

The project includes HTML markup and CSS templates, we will develop these using valid HTML 5 Strict markup and CSS 2.1 + 3 for styling. We will test all our markup and CSS in current versions of all major browsers including those made by Apple, Google, Microsoft, Mozilla and Opera.

We will also test to ensure that pages will display visually in a 'similar', albeit not necessarily an identical way, in Microsoft Internet Explorer 6 for Windows as this browser is now past it's sell-by date.

Should your design project require accessibility via modern mobile communications, all pages and content will also be checked for compatibility with modern mobile browsers available to the Windows, Android and Apple iOS operating systems.

COPYRIGHTS

You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the web site are either owned by your good selfs, or that you have permission to use them. When we receive your final payment, copyright is automatically assigned as follows:

You own the graphics and other visual elements that we create for you for this project. We will give you a copy of all files and you should store them really safely as we are not required to keep them or provide any native source files that we used in making them.

You also own text content, photographs and other data you provided, unless someone else owns them. We own the HTML markup, CSS and other code and we license it to you for use on only this project.

PAYMENT

We are sure you understand how important it is as a small business that you pay the invoices that we send you promptly. As such, you agree to abide by the following payment schedule.

Payment due 30 Days post invoice

DISCLAIMERS AND NOTICE OF TRANSFER OF CONTRACT

We can't guarantee that the functions contained in any web page templates or in a completed web site will always be error-free and so we can't be liable to you or any third party for damages, including lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate this web site and any other web pages, even if you have advised us of the possibilities of such damages.

This contract may not be transferred, to any other party, without our expressed, written permission. This contract stays in place and need not be renewed.

Should any provision of this agreement be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Signed on _____ in the city of _____ by

Client: **Designer:**
On Behalf Of: David Peters (DBA: Inertial Zen Designs)
                                                       1509 Edmonton St, Prince George BC V2M
                                                       1X5

_____   _____
(Client's Signature)   **(Designer's Signature)**

Thank You
and
Contact Links

"If you look at my Twitter feed it is 99% links, but 1% is me responding and 1% of a big number is a big number"

– Guy Kawasaki

Wanting to know more about Inertial Zen Designs? Looking to Contact us About your Project? Well, You can always find Us by way of the following options

Website: http://www.intertialzendesigns.com
Blog: http://inertialzendesigns.blogspot.ca/
Facebook: http://www.facebook.com/InertialZenDesigns
Google Plus: http://gplus.to/inertialzen
Twitter: http://twitter.com/inertialzen
Email: inertial.zen@gmail.com

At Inertial Zen Designs, We realize that as a company We are nothing without Clients and the Community that We live in. As such Inertial Zen would like to say Thank You for considering Inertial Zen Designs to design Your Website.

It is Inertial Zen Designs sincere hope that Your Business, Service or Organization finds a company who can satisfy Your Project's requirements, and We are honoured to be able to offer Our forward thinking designs as one of Your Options.

Again, Thank You for your interest in Inertial Zen Designs, and we look forward to hearing from you in the future.

With Warmest Regards

David W Peters
Owner and Designer - Inertial Zen Designs

INERTIAL ZEN DESIGNS
facebook.com/InertialZenDesigns
DAVID PETERS
Web Designer
inertial.zen@gmail.com
inertialzendesigns.com
Prince George BC
250.612.1545