

designs

website

product

editorial

multimedia

fab

packaging

literature

what  
is  
fab?

## What is fab?

### Fabrication

Fabrication is production incorporating the sensibilities of design. Exceptional products are achieved by utilizing exceptional creative, technical and strategic skills. Innovation is the ability to leverage the unique contributions of teams and individuals. Process is important as a framework for recognizing constraints and measuring results.

### Fabric

The fabric of design weaves in and out of cultures, companies and other institutions of society. Each thread touches many others. Unique materials and textures are uncovered for new applications and environments. Styles define identities and patterns make statements. The cloth is cut and stitched, tailored to fit.

### Fable

Once upon a time. . .so it begins. Myths and legends are fanciful expressions of creativity. Invention and imagination are divine agents of design. Fundamental themes and basic truths persist among contemporary expressions.

### Fabulous

There is no room for conceit in collaboration. A cooperative environment respects diversity. The client is a valued contributor to the team. Design is a series of subjective responses to queries that define the client's goals and objectives. The solution is incredible, amazing, astonishing, astounding, phenomenal, wondrous, remarkable. . . exceptional.

what  
is  
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## **Fab 7 Designs provides design for:**

### **Website**

Technology is the conduit for communication via the web. Good web design considers the benefits and constraints of web technology. We are experts in:

- user interface
- HTML and scripting
- database integration
- images, icons and message

### **Literature**

Print is the ubiquitous and universal design medium. Concepts are immediately accessible and resolution is high. We achieve high-quality results on paper.

### **Editorial**

Words create mental images and associations. Written messages reach out to an intended audience. We design words which complement the presence and placement of visuals.

### **Multimedia**

Moving images and interaction create an intense experience. Messages are alive with motion. Responsive processes encourage involvement. The media constrains the ultimate potential.

### **Product**

Human factors make it useable. Personal preferences make it desirable. The application makes it invaluable. Quality is inherent in materials and methods.

### **Packaging**

The opening experience. Protection and promotion. Choices for the consumer and the environment. Solid dimensions require design with depth.

**Fab  
7**

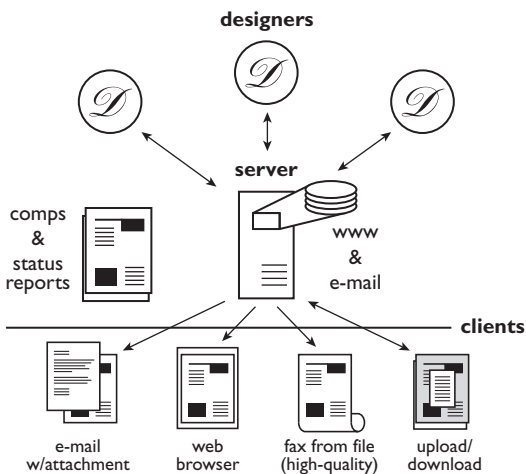
**Designs**

delivers  
high-quality  
creative  
products

## Creativity without boundaries

Fab 7 Designs is a design group with members that are exceptional on a personal level as well as being exceptional in the graphic arts. Communication technology allows our designers to work where and how they want to deliver high-quality creative work on-time and within budget.

Our clients are the reason for our existence. We communicate with our clients according to their preferences. Our processes incorporate technology to enhance the production and delivery of creative products. Electronic design liberates the distribution of artwork. Comps and status reports can be efficiently delivered via the web, e-mail and fax.



## The Project Model

The specifications of a job are defined by a team including the client. Deliverables and milestones are determined and added to an online project management system. A central server is the repository for job tracking and communication between the members of the team. The client is given a choice of methods to review artwork submitted online.

## Our mission

Deliver high-quality creative products and services facilitated by technology. Build exceptional relationships with our clients based on clear communication and trust. Meet or exceed expectations of quality within budget.

## Our goals:

- Communicate effectively with our clients
- Liberate creativity, innovation and access to ideas and information
- Incorporate technology within processes to promote efficiency and collaboration
- Remain flexible and adaptable
- Embrace challenges as opportunities for improvement and change
- Encourage personal expression and individuality
- Discourage swagger and self-importance



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Design by Fab 7 Designs.

For more information:

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just think.



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**What's YOUR** resolution?™

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