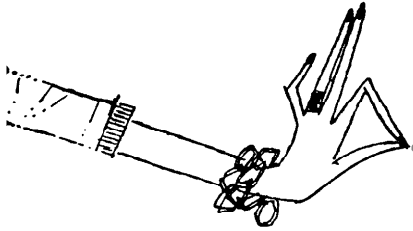


..... Cynthia Rose for Mucha Creative  
1425 Western Ave #306  
Seattle, WA 98101 USA



## Web Design & Development

Dear Client,

Enclosed are the information and agreement forms I use to create turnkey websites for Individuals, Artists, Small Non-Profits and some small Owner-Proprietor Businesses.

Website design is still an emerging discipline. These days, almost everyone feels that they need a Web presence – at the very least as a customer service. However, the benefits of even the best sites do take some time to accrue. Because a well-designed site operates cleanly, with no apparent fuss, its genesis can seem deceptively simple. My turnkey sites are based on a template that took several months or work to develop and it is designed for clean navigation, flexibility and a facility for later expansion.

I ask that, if you decide to commission any web work, you read the attached information carefully, sign and date the agreement and return *one copy* of the signed agreement to me at the address above. I will acknowledge receipt of it by e-mail.

My personal aims in creating websites for individual artist or other clients are:

- To coherently enhance the client's identity, product and/or talents
- To create clean, classy sites that navigate smoothly and intuitively
- To create sites with identity and personality, even when derived from one template with text that is articulate, concise and appropriate to the Web
- To design sites that work equally well when viewed on PC or Macintosh computers; on different versions of the various browsers available to users and *when viewed on different screen sizes*
- To create sites that do not make the user wait any longer than absolutely necessary to use or view a feature
- To create sites that do not require users to download accessory plug-ins
- Avoiding the use of Macromedia Flash to generate movement or action (this is partly because of the loading time required and partly because Flash repeats an event with each re-entry to an area). It is also important because Flash prevents a user from being able to bookmark a portion of your site he or she may find interesting. Instead I use Javascript for slide shows, which also come with a Pause/Play function

- To design sites that search engines can easily locate and to ensure that they do so

Fuller information about my background and qualifications, as well as a résumé, can be reviewed at [www.muchacreative.com](http://www.muchacreative.com).

Thank you for your interest.

Yours sincerely,

Cynthia Rose

\_\_\_\_\_ (Date)