

# wave

working creatively  
for a better world

# web credentials

# company profile

## our history

wave is a communications agency providing a professional creative service predominately to the not-for-profit sector. Set up in 1987, two of the three original members are still fully involved. We believe strongly that working together is the key to successful projects and that's how we operate as a company too.

wave is an Investor In People (IIP) company and was first awarded the standard in 2004 (renewed in 2007). wave is also a member of the Design Business Association (DBA) and the Chartered Institute of Marketing (CIM).

## our work

We are driven by our desire to ensure every piece of work we produce is creative, appropriate and effective. It doesn't matter whether the work is an A6 postcard or a complete identity, we approach each project with the same care and attention, offering a full range of disciplines in-house.

## our clients

From day one we made it our intention to work for the not-for-profit sector: for charities, voluntary and campaigning groups, ethical and community groups, information providers and education and arts organisations. This has been a conscious choice for us. We want to work for the kind of organisations that share our beliefs about how the world should be. We currently work for clients throughout the UK and Europe.

## our difference

As a worker co-operative, wave is controlled by the people that work in it – there are no owners or shareholders. We operate a flat, non-hierarchical management structure. Being a co-op also defines the way we operate on a daily basis, working as a team, learning from and supporting each other and developing our personal skills through practical experience.

## our values

Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity. In the tradition of their founders, co-operative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

# our web services

**wave has been developing its web offering since the mid 1990s. Sites have evolved from static html to feature rich applications and sophisticated interactives. All web projects are design led with an emphasis on the user experience.**

**We work closely with partners to provide appropriate technology and supporting services.**

## web and Interactive design

We design beautiful, easy to use applications and interactives that focus on usability, your users needs and your brand.

## application development

Our CMS driven web sites are flexible, scalable and easy for people to find and use.

## copywriting

Web users want instant information and expect to find it quickly and easily. We can advise on writing copy which is user-friendly; scannable; concise and search engine optimised.

## hosting

We have several hosting partners and will manage this service for you or happily advise you on the correct package and arrange domain registration.

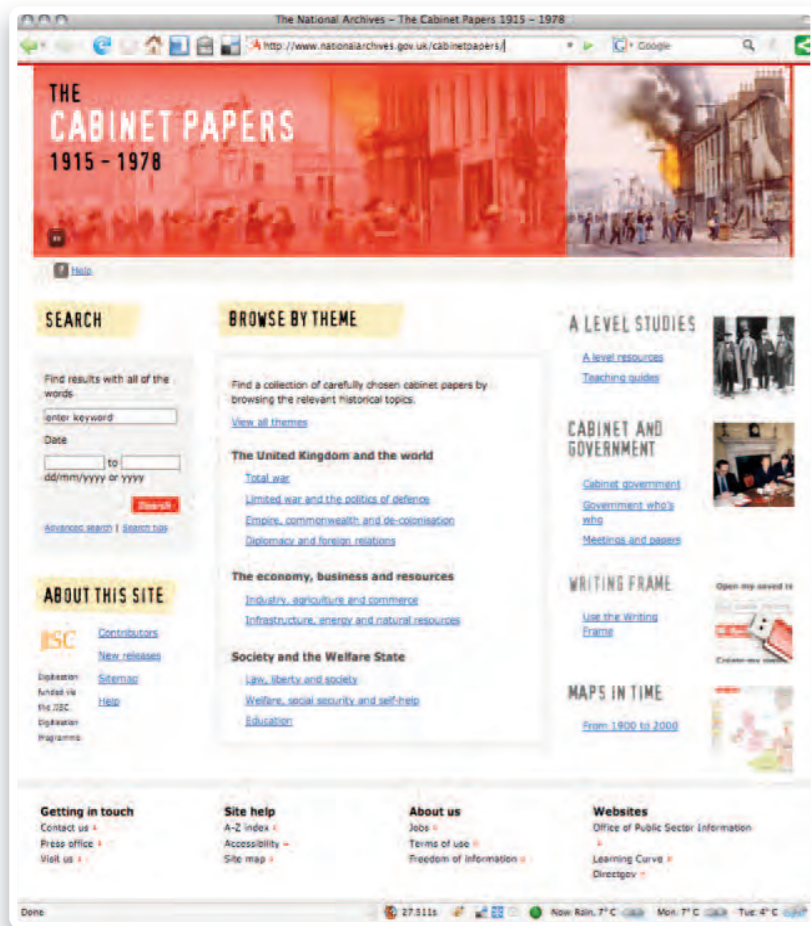
# web development process

Initially we require clients to complete a project questionnaire. An initial face to face consultation helps define the scope of the project and allows us to supply more accurate cost estimates.

Below outlines our process, approach and the likely deliverables and participants involved.

Services	Activities and deliverables	Participants
<b>defining requirements</b>		
<ul style="list-style-type: none"> <li>Gathering user requirements</li> </ul>	<ul style="list-style-type: none"> <li>Workshop to identify business needs/user needs/objectives</li> <li>Documentation/report</li> <li>Estimate</li> </ul>	<ul style="list-style-type: none"> <li>Designer</li> <li>Developer</li> <li>Account handler</li> <li>Project manager</li> <li>Client</li> </ul>
<b>site planning</b>		
<p>Project planning is a collaboration between our clients and our web team. We identify project objectives, success measures and the schedule of work. Planning stage includes content classifications and site structure.</p>		
<ul style="list-style-type: none"> <li>Information architecture and content classification</li> </ul>	<ul style="list-style-type: none"> <li>Site map</li> <li>Wireframing / Prototype</li> <li>Content completion</li> <li>Schedule and final costs</li> </ul>	<ul style="list-style-type: none"> <li>Designer</li> <li>Developer</li> <li>Project manager</li> <li>Client</li> </ul>
<b>creative</b>		
<ul style="list-style-type: none"> <li>Designing interface/interactives</li> </ul>	<ul style="list-style-type: none"> <li>Creative brief</li> <li>Mood board</li> <li>Design of interface and content objects</li> </ul>	<ul style="list-style-type: none"> <li>Designer</li> <li>Client</li> </ul>
<b>development</b>		
<p>Our web applications are generally open source. Bespoke products are built around an open source PHP framework or we customise and configure existing tools such as Drupal, Wordpress or Joomla.</p>		
<ul style="list-style-type: none"> <li>Front end templates and CMS build</li> </ul>	<ul style="list-style-type: none"> <li>Front end, web standards based coding using future proof CSS and xhtml.</li> <li>CMS customisation and configuration.</li> <li>Data import, feeds or bolt on functions.</li> </ul>	<ul style="list-style-type: none"> <li>Designer</li> <li>Developer</li> <li>Client</li> </ul>

Services	Activities and deliverables	Participants
<b>testing</b>		
<p>We test our designs, code and functionality in major browsers (on PC and Mac platforms) to ensure a high quality before launching. Where possible we like to work with user feedback via user testing. This could be testing an existing product or testing during the development process.</p>		
<p>Our build methods are all geared towards increasing the accessibility of our clients' products. Build an accessible website and you will improve positions in search engine results pages.</p>		
<ul style="list-style-type: none"> <li>Product testing</li> </ul>	<ul style="list-style-type: none"> <li>Browser testing, validation and accessibility testing</li> <li>Bug fixing</li> <li>User testing/client acceptance testing</li> </ul>	<ul style="list-style-type: none"> <li>Designer</li> <li>Developer</li> <li>Client</li> </ul>
<b>hosting</b>		
<ul style="list-style-type: none"> <li>Site hosting and domain registration</li> </ul>	<ul style="list-style-type: none"> <li>Annual site hosting</li> <li>Stats package</li> <li>Domain registration</li> </ul>	<ul style="list-style-type: none"> <li>Hosting partner</li> <li>Account Handler</li> <li>Project manager</li> <li>Client</li> </ul>
<b>training</b>		
<ul style="list-style-type: none"> <li>User training</li> </ul>	<ul style="list-style-type: none"> <li>Training workshop</li> <li>Documentation or manual</li> <li>Design style guide</li> </ul>	<ul style="list-style-type: none"> <li>Designer</li> <li>Developer</li> <li>Account Handler</li> <li>Project manager</li> <li>Client</li> </ul>
<b>support and enhancements</b>		
<p>We can arrange maintenance contracts, manage hosting and work with you to get a product you will want to use a long way into the future. We can also supply original source files.</p>		
<ul style="list-style-type: none"> <li>Maintenance and ongoing support</li> </ul>	<ul style="list-style-type: none"> <li>Post launch marketing</li> <li>Extending functionality</li> <li>Design changes/enhancements</li> <li>SEO, copywriting consultation</li> </ul>	<ul style="list-style-type: none"> <li>Designer</li> <li>Developer</li> <li>Project manager</li> <li>Client</li> </ul>



home page, movie interactive with comment feature, and map interactive with timelines

## Cabinet Papers Educational site <http://www.nationalarchives.gov.uk/cabinetpapers/>

wave were briefed to design a new website for The National Archives (TNA) aimed at education professionals and learners (from A Level to postgraduate).

Initial site planning and user testing had already been undertaken by TNA in-house staff. wave were responsible for producing the overall look of the site, building web page templates and interactives, including a sophisticated world map allowing users to navigate through time frames, viewing changes in state ownership and downloading relevant cabinet papers.

**technology**  
 Web page templates were built using web standard xhtml and css. Flash was used for all interactives, incorporating full key board control.

The interactive writing frame tool was built by our technology partner, The Software Department, using .NET programming.

All webpages and interactives were fully tested by user groups and passed by accessibility experts within the TNA web team.

**time frame**  
 Development took place over a four month period from July-Oct 2008. All components were supplied on or before scheduled delivery dates.



## DFID: White paper and website <http://www.dfid.gov.uk/wp2006intro/index.html> - now offline

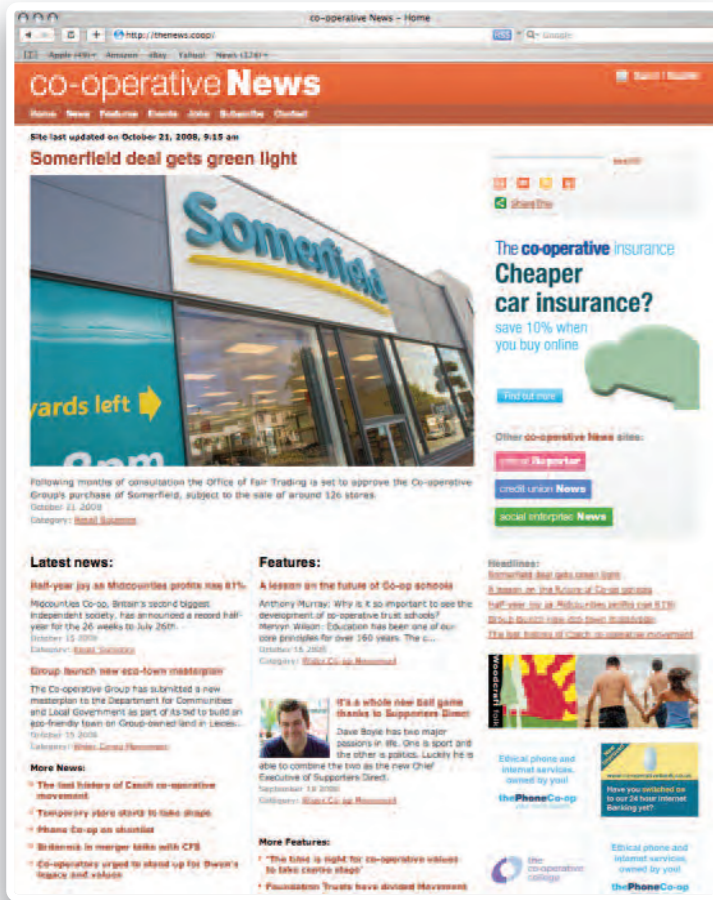
The Department for International Development (DFID) is the part of the UK Government that manages Britain's aid to poor countries and whose aim is to rid the world of extreme poverty.

wave was commissioned to design and produce the Government's new White Paper on International Development, which was launched by the International Development Secretary, Hilary Benn, in July 2006. The project consisted of a 152pp main report; a pocket-sized booklet distributed through newspapers and magazines; postcards, posters and the White Paper microsite.

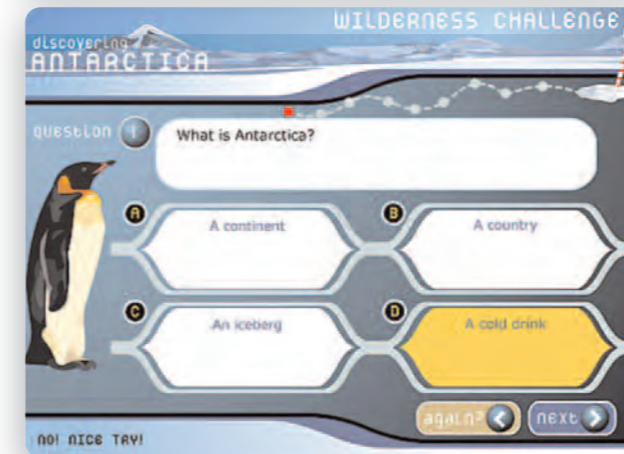
The website included maps identifying countries where DFID work and a quick question and answer quiz built using Flash.

**technology**  
 Photoshop, Dreamweaver and Flash

**time frame**  
 Projects of this size are normally given around six months for production, however this project was commissioned in May 2006 and delivered on deadline in July 2006 for the launch. The design of the microsite was completed in three days.



home page, section page, and member login



home page and interactives

# Cooperative news: website redesign

<http://www.thenews.coop/>

Co-operative News is the oldest Co-operative Newspaper in the world. The News began life with £400 in share capital and a selling price of a penny. For over 130 years, the paper has remained an indispensable read for members of co-operative societies.

**technology**  
Photoshop, Dreamweaver, JQuery, PHP based open source bespoke CMS.

wave completely restructured the content, updated the back end technology and added modern functions whilst maintaining high standards in usability and accessibility.

Staff upload entire stories and pictures, directly from their Indesign files, automatically making new pages, tagging

and style formatting. The content from the site can now be accessed on mobile phones, using rss feeds and can be shared easily on social networking sites.

**time frame**  
In time for this year's Co-operative Congress in Blackpool, we completed a major revamp of a site that we originally built in 2002.

# Discovering Antarctica

<http://www.discoveringantarctica.org.uk/>

"Discovering Antarctica" is an educational website for the Royal Geographic Society and British Antarctic Survey.

"Discovering Antarctica" covers a wide range of topics, including climate and environmental change, the future of the continent, international politics, current scientific research and tourism. wave designed and built the site, interactives and resources.

As the largest single resource on the subject it has been tested through detailed reviews and evaluation

processes, involving advisers, the Foreign & Commonwealth Office and the British Antarctic Survey.

A major feature website is its wide range of multimedia activities, developed in collaboration with local designer Pete Waldron.



## examples of other websites

<http://www.steps-centre.org/>

The STEPS Centre is a major new research hub linking development with science and technology studies with a view to influencing policy-makers around the world. wave were commissioned to produce an identity and a Dreamweaver built website.

<http://www.childhoodfirst.org.uk>

Childhood First run therapeutic communities for traumatised children and young people. We originally designed and built the Childhood First website several years ago, but were asked last year to redesign the site with a new emphasis on placements. We were involved in all stages of the rebuild, including the initial planning, design, template coding, CMS build and SEO.



<http://www.scienceforhumanity.net/>

Science for Humanity is a network of individuals and organisations seeking to use their knowledge and experience to help create solutions to some of the world's most urgent social problems. We produced an identity, brand guidelines and a 'starter' website built in PHP. The intention is to develop a large community site where interested parties can connect and interact.

<http://www.publishwhatyoupay.org>

Since launching in the UK in 2002, the Publish What You Pay (PWYP) campaign has expanded in scope and geographical presence to establish itself as the global civil society platform working on extractive industry transparency issues. wave were approached to produce a new identity, stationary templates and a website redesign. We worked with GreenNet (ethically guided broadband, email, website development and hosting) to build a site in Drupal, an open source content management framework. Drupal's flexible base and active developer community make it a very exciting proposition for charities and NGOs.

## Your climate, your life

<http://www.discoveringantarctica.org.uk/>

A website for the Royal Geographic Society, which looks at the implications of climate change from a UK perspective. We built the site and developed a range of multimedia activities and other interactive features.



# testimonials

## The STEPS Centre, Institute for Development Studies

“wave was appointed to design their new identity and website on the strength of both its work for previous clients including ActionAid, DFID, The Refugee Council and the TUC and the close match of its philosophy with that of the STEPS Centre.

The combination of an impressive catalogue of work, a long-standing commitment to working with clients who make a positive difference to society and concern for the environment as an inherent part of their work made wave the stand-out choice.”

### Julia Day

Head of Communications

## Royal Geographic Society – IBG (Bafta-nominated site)

‘Innovative, enjoying, inspiring’ – this is what our audience of teachers said of the schools website Discovering Antarctica designed by wave. Working with wave has been one of the most exciting and enjoyable experiences. We’d recommend them to all our partners.

### Rinku Mitra

Education Officer

## The Cooperative News

“The site’s modern design and infrastructure is exactly what we needed to help inform the world about the lively UK co-operative sector. In a few simple clicks the latest stories from the printed edition are online.”

### Anthony Murray

Assistant Editor

# our clients

ActionAid  
Advertising Standards Authority  
AimHigher Sussex  
London Borough of Brent  
Breast Cancer Care  
Bromley College  
Child Accident Prevention Trust  
Childhood First  
The Co-operative Group  
Co-operative News  
Co-operatives UK  
Charities Evaluation Services  
Department For International  
Development (DFID)  
De La Warr Pavilion  
Everychild  
The Dogs Trust  
The Governance Hub  
Hastings Borough Council  
Institute of Development Studies  
International Co-operative Alliance  
Leonard Cheshire Disability  
Médecins Sans Frontières  
Merlin  
National Archives

National Autistic Society  
National Deaf Children's Society  
National Council of Voluntary  
Organisations  
Orpington College  
The Performance Hub  
Ramblers' Association  
The Refugee Council  
Rowcroft Hospice  
Royal Geographic Society  
Royal College of Nursing  
Sainsbury Centre for Mental Health  
SEDEX  
Sightsavers  
Social Enterprise London  
St Michael's Hospice  
St John's Hospice  
Transport 2000  
TUC  
University Centre for the Creative Arts  
University Centre Hastings  
University of Brighton  
University of the West of England  
Welsh Assembly Government

## skill set

**experience** as a creative co-operative, wave is committed to helping organisations to communicate more effectively. We believe that by working in partnership with our clients we can provide the most appropriate solutions to meet their communication needs.

**design** ability to interpret briefs and visualise creative concepts, accurate layout and typographic skills, attention to detail, excellent communication skills, illustration, photo-manipulation, up-to-date software knowledge.

**web** excellent planning, organising and structuring of websites, ensuring logical and appropriate functionality of a site, structuring of content, skilled in developing sitemaps, wireframes, ability to produce creative and appropriate designs that conform to current accessibility standards, intuitive applications, expert in using relevant software, Photoshop, Illustrator, Dreamweaver and Flash.

**account management** client and project management, excellent communication skills, knowledge of sector, brief taking, scheduling, estimating, marketing and communications advice, thorough understanding of web and print process, proof checking and studio management.

### commissioners of:

copywriting  
illustration  
photography

## software

**design** QuarkXPress, Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Flash

**studio** studio management: Traffic (Filemaker Pro), accounting software: Microsoft Office, Sage

## standard charges

**hourly rate** our current hourly rate for all staff members is £80.

**day rate** our current day rate for all staff members is £560 for a seven-hour day.

## contact details

### key personnel

**Account managers** Diana Harman  
Felix Lozano  
Nadiya Rayan

**Web design team** Julian Coates  
Sarah Macbeth

**Print design team** Karen Beal  
David Humphrey  
Clare Perkins  
Tony Mono

All designers have more than 10 years' agency experience.

### wave

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45 Robertson Street  
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t: 01424 205355  
e: (first name)@wave.coop  
w: www.wave.coop

**[www.wave.coop](http://www.wave.coop)**

**A co-operative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.**