

**Stream**  
ART DESIGN

# Websites + shopping carts

**NEW PACKAGES**

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# WEBSITES & SHOPPING CARTS

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## PEOPLE RECOGNISE PATTERNS

Patterns are the brain's way of grouping liked things together. This is exemplified in the order of content displayed on your website pages, or the way you present content and include a call-to-action each time. Patterns also connect the content on your website pages, and content that you choose to group together.

### PREPARATION IS KEY

## 5 essential steps to consider when planning your website:

- 1 – what is it you want your website to do for you? What is your strategy?
- 2 – do you have the ability to create it yourself, or is it better to contact a professional (like us) who knows what they are doing.
- 3 – what do you need your website to do? Is it resource of information, or do you wish to sell products online.
- 4 – set goals to measure the performance of your website. Your SEO will be an important consideration here.
- 5 – what if something catastrophic happens? How do you save your website?

## Website navigation

The structure and navigation of your pages can be inspired by patterns too – patterns of behaviour. For example, on a desktop computer, people are used to the navigation bar running across the top of your page, with the 'home' button being the first item (or hyperlinked to your logo). It's ok to change this, but you must be wary as it's a pre-existing method that people are used to.

In 2006 Jakob Nielsen's research team recorded the results of how 232 people looked at thousands of website pages. A pattern of behaviour for where their eyes looked at something on a page and for how long, and it was evident in the results that the more popular parts of a web page formed the shape of a capital letter "F". This knowledge is useful as it can be translated to help your potential customers, and present your most important information and messages in these places.

Navigation is quite different on smartphones and tables, where people (majority being right handed) are using their thumbs to scroll down your website pages. The most common place for eyes to examine your pages is right down the middle. And the most common place for your navigational menu is to sit in the top-right spot of your pages. This is another helpful pattern to consider, as it will be an expectation of your potential customers.



**Design is a plan for arranging elements in such a way, as best to accomplish a particular purpose.** CHARLES EAMES



MINI

**\$2,117**

+ GST

Up to 3 standard\* pages

WordPress CMS

Web-responsive layouts

Off-the-shelf template design

Blog (e.g. for latest news)

Contact page with Google map + enquiry form

Links to social media pages

Setup/integration of Google Analytics

Domain name purchase +  
12 months of website hosting



STANDARD

**\$3,867**

+ GST

Up to 10 standard\* pages

WordPress CMS

Web-responsive layouts

Off-the-shelf template design

Blog (e.g. for latest news)

Photo gallery

Contact page with Google map + enquiry form

Links to social media pages

Setup/integration of Google Analytics

Domain name purchase +  
12 months of website hosting



LARGE

**\$5,217**

+ GST

Up to 20 standard\* pages

WordPress CMS

Web-responsive layouts

Custom design, or  
off-the-shelf template design

Blog (e.g. for latest news)

Photo gallery

Contact page with Google map + enquiry form

Links to social media pages

Setup/integration of Google Analytics

Domain name purchase +  
12 months of website hosting



**ADD-ON: SHOPPING CART**

**\$1,312.50**

+ GST

Up to 10 standard\* products

4 categories / catalogues

WordPress CMS + WooCommerce

Web-responsive shopping layouts

Setup of 'related products' feature

https secure pages (requires an SSL)

Integration of PayPal payments

Setup of flat rate shipping, or  
Australia Post integrated shipping

**OTHER SERVICES AVAILABLE:**

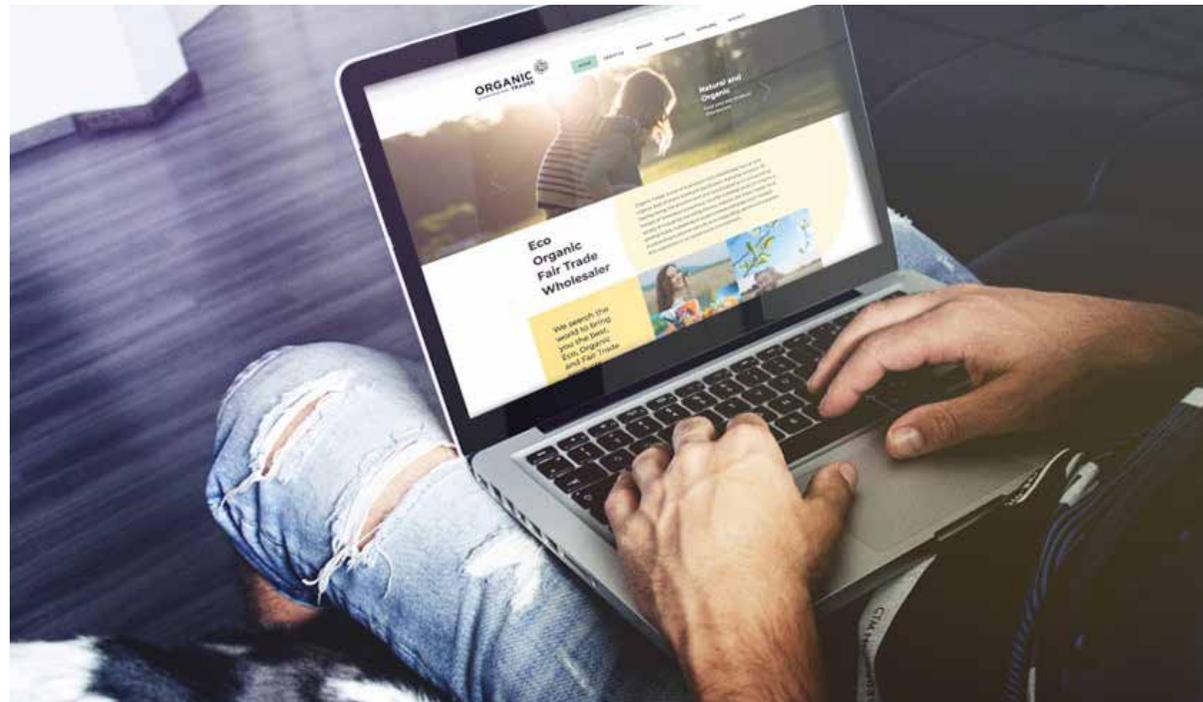
Audit of existing website: \$100+GST per hour

Product photography: \$100+GST per hour

Programming, design, finished artwork and illustrations: \$100+GST per hour

Larger project work: \$90+GST per hour

*Please ask us for a quote specific to your needs.*



QUALIFIED GRAPHIC DESIGNERS

**Our experience spans a wide range of graphic design and website projects for government, Australian and international clients.**



### Branding

Your logo and branding reflect the personality of your business, and are an important milestone for your stationery and other livery.



### Printed materials

Is your print work a keepsake, or something short-lived? The right design, content and materials will reflect this.



### Websites

We'll keep you on track, when planning your website and/or online shopping cart requirements..

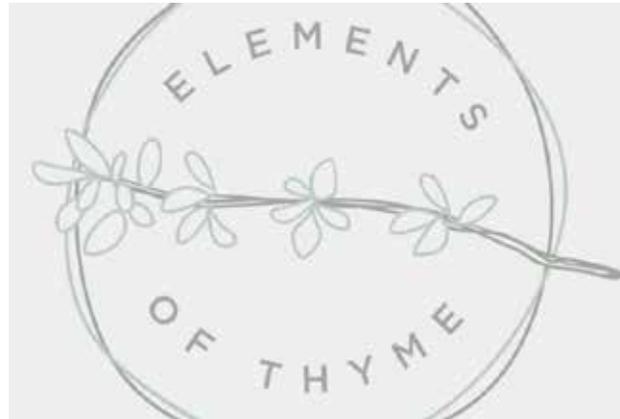
STRATEGY AND INTEGRITY

**We focus on your business strategy and brand integrity, providing you with effective design solutions – no matter what graphic design service you require.**



**Packaging**

Who is the product for, and what is the brand behind it? We answer these questions by identifying who your customers are and what are their needs.



**Illustrations**

Illustrations not only reflect the character of your business – but they can assist in communicating an idea visually and quickly.



**Signage**

Careful consideration is needed to design attention grabbing signage. And, importantly your message needs to be clear and easy to read..

# YOUR GRAPHIC DESIGN TEAM

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We are a graphic design studio, offering logo design, corporate identity, graphic design and website design. Looking after government, local, national and international clients, we approach every project with consideration and focus on your business strategy and brand integrity. Our goal is to provide you with an effective and strategic graphic design solution – no matter what medium you require.

## OUR DESIGN PHILOSOPHY

### 01. Our focus is you and your customers

We put ourselves into the shoes of your customers, and think about their point of view. Our approach is to become familiar with the needs of your business, so that you can count on us to produce any communication piece required. Our aim is to grow your business with you, and work with you for a long time.

### 02. Flexible working structure

Anita Pava founded Stream Art Design in 2009, and has always believed in a flexible and supportive working environment for her staff. "It's all part of looking after our Stream team at work and play, and it works both ways – the result is a hard-working and happy team that are dedicated to achieving the best design solution for your business."



### 03. Continued learning practices

Technology plus the wants and desires of consumers, is forever changing. We aim to continue our own learning and awareness, so that we are agile, aware of online and social practices and statistics, and as cutting-edge as possible.

### 04. Design that works

Our team of qualified graphic designers aim to produce the highest standard of design work for your business. And our colleagues think so too, as shown in our award-winning work.



**2009**  
Established



**5**  
Core Team Members



**50**  
Design Years

PERSONALISED SERVICE, ON TIME AND ON BUDGET

**We take great pride in our work  
to ensure your brand is presented  
with the highest level of professionalism  
for your target market.**

I have found the team to be a pleasure to work with and strongly believe that they have grown our business through making our marketing material look professional and modern.

**SHANNON WELLS**  
PAR AVION

Despite working for us on a pro bono basis, you treated us with the same level of dedication as you would a high level client. Your work is efficient and immaculate in every way and has certainly exceeded my expectations

**SUSAN MURRAY**  
(FORMER) CEO, NATIONAL BREAST CANCER  
FOUNDATION

We would highly recommend Stream Art Design to any business, group or individual who wants fantastic, quality designs produced promptly and with a personal touch.

**AMANDA PASKE**  
MOVING MIND MOUNTAINS



**OUR GOAL IS TO PROVIDE YOU WITH  
AN EFFECTIVE AND STRATEGIC GRAPHIC  
DESIGN SOLUTION – NO MATTER WHAT  
MEDIUM YOU REQUIRE.**

We aim to be considerate to your budget, and approach any project with your customers in mind. We put ourselves into their shoes, and think from their point of view. We aim to become familiar with the needs of your business, so that you can count on us to produce any communication material required. We also want you to feel as though you're our only client – and have an 'in house' graphic design team available at your disposal.

*Anita.*

**Anita Pava**

Director / Graphic Designer



## OUR TEAM



**ANITA PAVA**  
DIRECTOR / DESIGNER



**RACHEL EH RAT**  
SENIOR DESIGNER



**KATE STOKES**  
DESIGNER



**ASHLEE GRIFFITHS**  
DESIGNER



**JUDY OLIVER**  
ACCOUNTS



**DR CALIN PAVA**  
HEALTH CARE CONSULTANT



**GRAHAM BROWN**  
APP DEVELOPER

## Design and work ethics

### 01. Good design product

Our team of qualified graphic designers, have over 50 combined years of design experience in a variety of disciplines.

### 02. Intellectual property

If you've commissioned us and paid us for it, we consider it to be yours – you thereby own the intellectual property.

### 03. Insurance

We are fully covered via Hesketh McCrimmon Insurance brokers for professional indemnity insurance, for up to AUD \$10 million.

## **OUR CLIENTS** *We are proud to work with the following organisations...*

### **Tourism**

Adventure Bay Retreat, Bruny Island, TAS  
Bruny Island House of Whisky, TAS  
Earl's Anchorage, Lord Howe Island, QLD  
Experience Tasmania, TAS  
Gray Line, TAS  
Norfolk Online News, NORFOLK IS.  
Par Avion, TAS  
Sidecar Tours Tasmania, TAS  
Southwest Wilderness Camp, TAS  
Tas Live Abalone, TAS/QLD

### **Government and City Councils**

Albion Centre, Department of NSW Health  
Cradle Coast Authority, TAS  
Department of Treasury and Finance, State Revenue Office, TAS  
Glenorchy City Council, TAS  
Kentish Council, TAS  
Latrobe City Council, TAS  
Tas Aboriginal Centre Inc, TAS  
TasTAFE, TAS

### **Professional**

Accelerate Evolution, Dubai, UAE  
Alexandra Nea Illustrator, NSW  
Allegro Funds, NSW  
Amanda O'Rourke Recruitment, AUS  
Blissful Way, NSW  
Bradfield Dumpleton, illustrator, AUS  
B&H Real Estate, TAS  
Cake a Hike, TAS  
Cann Legal, TAS  
Crossfit 42°S, TAS  
Crossfit MSD, TAS  
Devil Wipes, TAS  
Financial Counselling Tasmania, TAS  
Gardners Bay Blueberries, TAS  
Harcourts Ulverstone, TAS  
Jill Harper, celebrant, TAS  
Jen Evans Consulting, TAS  
Law Cooper, financial advisors, NSW  
LeGrew Design, Jo and Daryl LeGrew, INT  
Lifestyle Images, Alex Grimshaw, AUS

Lotus Waters, TAS

Love Your Guts Co, TAS

Moving Mind Mountains, life coaches, TAS

Mutts Be Luv Barkery, TAS

Organic Trader, NSW

Nationwide Advertising (Zulu8), NSW

Peak Solutions, NSW

Ponti Rossi, ITALY

Raadas Property, TAS

Revolution Home Finance, TAS

Rhuby Innovations, TAS

Seigan Commercial, TAS

Shearwater Hair Studio, TAS

The Green Room, TAS

Valentine Interiors + Design, TAS

### **Not-for-profit**

Crop Swap Sydney, NSW

Hunter Island Press, TAS

Scouts Australia, TAS

The Fragile X Association, AUS

Virtuosi Tasmania, TAS

### **Health Care**

Burnie GP Superclinic, TAS

Diverge Consulting, VIC

Ian Frame Optometrist, TAS

Langwarrin Medical Clinic, VIC

Liverpool Eye Surgery, NSW

Mindfulness MiCBT Institute, TAS

Norwest Day Hospital, NSW

Northwest Dental, TAS

Synapse Medical Services, AUS/UAE

Sydney Surgical Centre, NSW

Tasmania Vein Clinic, TAS

Tindale Family Practice, NSW

### **Industry and trade**

After Glow on Liverpool, TAS

Central Roofing Supplies, TAS

Cherry Hill Coolstores, TAS

JD Finsnickeri, SWEDEN

MJ Miller Electrical, TAS

The Colour Room, NSW

Total Kit Homes, TAS

Warbird Aviation Services, TAS & VIC

## WE'D LOVE TO SPEAK WITH YOU

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We look forward to discussing your requirements further, should our skills and experience suit your direction for 2018-19.

Kindest regards,  
Anita Pava  
Principal / Designer  
Stream Art Design

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**Running a design studio is not only about graphic design ... It's about delivering a service that's beneficial for our clients and their customers.**

ANITA PAVA