

Stream
ART DESIGN

Websites + shopping carts

NEW PACKAGES

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WEBSITES & SHOPPING CARTS

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

\$3,417

+ 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

\$5,667

+ 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

\$7,717

+ 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

\$2,012.50

+ 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: \$140+GST per hour

Product photography: \$220+GST per hour

Programming, design, finished artwork and illustrations: \$120+GST per hour

Larger project work: \$100+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..

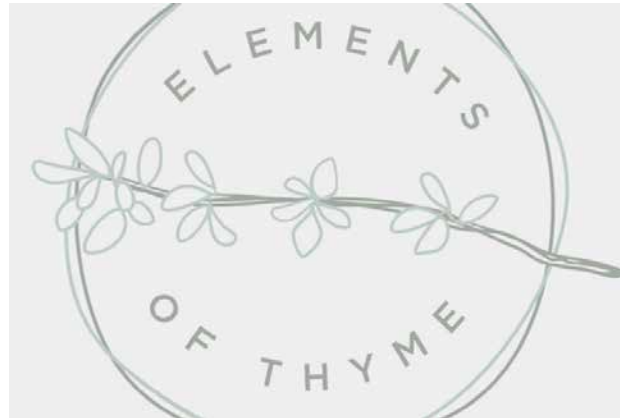
STRATEGY AND INTEGRITY

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

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



60+
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.

A handwritten signature in blue ink that reads "Anita Pava." The signature is fluid and cursive.

Anita Pava

Director / Graphic Designer



OUR TEAM



ANITA PAVA
DIRECTOR / DESIGNER



RACHEL EHRA
SENIOR DESIGNER



ASHLEE GRIFFITHS
ILLUSTRATOR



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

Belly's Bar and Grill, TAS

Bruny Island House of Whisky, TAS

Bungalow Co, NSW

Experience Tasmania & GrayLine, TAS

Gray Line, TAS

Norfolk Online News, NORFOLK IS.

Par Avion, TAS

Pooseum, TAS

Government and City Councils

Camp Banksia & The Banksia Centre, TAS

Cradle Coast Authority, TAS

Kentish Council, TAS

Latrobe City Council, TAS

Professional

Ability Hearing, TAS

AdaptXion, NSW

Australian Institute of Medical Administration and Compliance, AUS

Accelerate Evolution, Dubai, UAE

Alexandra Nea Illustrator, NSW

Allegro Funds, NSW

Armoured Contracting, TAS

Aurora Energy, TAS

Bungalow Co, NSW

Cake a Hike, TAS

Cann Legal, TAS

Damon Signs, TAS

Devil Wipes, TAS

Flowers on Gilbert, TAS

Gardners Bay Blueberries, TAS

Grandlee Cottage Soap, TAS

Grosvenor Performance Group, NSW

Hired Style, TAS

Leven Equine Veterinary, TAS

Lifestyle Images, Alex Grimshaw, AUS

Lotus Waters, TAS

Louise Bernardi Image Consultant, NSW

Miles Felstead Realty, NSW

Mountford Berries, TAS

Moving Mind Mountains, life coaches, TAS

MSD Fitness, TAS

Nationwide Advertising (Zulu8), NSW

North Shore Coaching College, NSW

Not Just Books, TAS

Organic Trader, NSW

Peak Solutions, NSW

Premier Five Star Carpet Care, TAS

Revolution Home Finance, TAS

The Colour Room, NSW

SixtiSix Solutions, TAS

St Patrick's Catholic School, TAS

Sustainable Population Australia, AUS

toodle®, Dubai UAE

Valentine Interiors + Design, TAS

Video Tradie, TAS

Not-for-profit

Civic, NSW

Hannah Foundation, TAS

Hunter Island Press, TAS

New Horizons, TAS

Scouts Australia, TAS

Sustainable Population Australia

Health Care

Australian Pharmacy Council, AUS

Burnie GP Superclinic, TAS

Diverge Consulting, VIC

Genpar Medical Services, WA

Ian Frame Eye Care, TAS

Norwest Day Hospital, NSW

Synapse Medical Services, AUS/UAE

Tasmania Vein Clinic, TAS

Tindale Family Practice, NSW

Industry and trade

After Glow on Liverpool, TAS

Cherry Hill Coolstores, TAS

Hirt Quarries, TAS

JACS Engineering, TAS

Kelpomix Tasmania, TAS

INTL Handyman Services, NSW

MJ Miller Electrical, TAS

Own-a-home, TAS

Tasmanian Seed Potatoes, TAS

The Colour Room, NSW

Warbird Aviation Services, TAS & VIC

WE'D LOVE TO SPEAK WITH YOU

We look forward to discussing your requirements further, should our skills and experience suit your direction for 2024-25.

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