
txp
Technology
X People

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G-CLOUD 15 SERVICE DEFINITION

Graphic Design

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GRAPHIC DESIGN

The primary goal of our Graphic Design service offering is to enhance the usability and aesthetic of user experience in all the digital products and services portfolio. Our designers will also enhance marketing and communication brand offering. They will work collaboratively to ensure the following:

- Creation of visually engaging designs
- Establishment of intuitive navigation through design
- Design of appealing layout, typography, colour, iconography
- Creation of visually cohesive UI, 2D Designs, and brand experiences

Graphic Designers will guide the delivery of cohesive and visually appealing user experiences, positive interactions and help users accomplish their goals effectively.

Our Graphic Designers have significant experience within public sector, understanding the GDS components library and how to best utilise them whether through static, interactive or motion-based media. Colour schemes and contrast will be adjusted to user's accessibility needs and its standards (WCAG 2.2)

Service Coverage:

- Visual Design
- Art Direction
- Interaction animation design
- Brand cohesion in UX design
- Typography setting
- Colour scheme design
- Iconography design
- Interaction design
- Layout setting
- Communication design
- Web design / Motion design / Social Media
- Branding & Marketing
- Agile framework understanding
- UI design
- Templates for variety of channels

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FEATURES & BENEFITS

Features

- Highly experienced UI designers familiar with public sector delivery, GDS Service Standards and best practice
- Clarity of and simplicity of design and interaction flow
- Aesthetic appeal through layout, typography
- Consistency through cohesive design
- Brand identity
- Brand development
- Produce UI design standards
- High and Low fidelity wireframing
- Multi-platform designs
- Experience of working within the GDS framework
- Emotional design through design choices
- User focused mind-set
- Colour scheme and contrast adjusted for accessibility standards

Benefits

- Improvement in customer/end user satisfaction
- Provides best in class communication design through clear imagery, type and layout design
- Facilitates brand integration into plethora of products and services to create cohesive portfolio of services
- GDS standards aligned through flow of right components and channels
- Accessibility design inclusion to reach out to wider pool of users
- Wide umbrella of miscellaneous, client facing supporting designs (from marketing collateral, to presentations)
- Multi-project based approached within agile based frameworks
- Proficiency in wide variety of software and tools and ability to communicate through technical and non-technical ways to stakeholders

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ADDITIONAL SERVICE INFORMATION

Backup, Restore and Disaster Recovery

TXP has a robust DR plan, tested six-monthly (further details on request). Though we would look to use shared repositories when executing work with the client, any repositories which are within our domain will be subject to these disaster recovery and backup plans. The majority of repositories and tooling are typically cloud based and so benefit from the associated assurance of continuity of service.

Onboarding / Offboarding

As part of the service design phase, the onboarding requirements would be carefully scoped and planned. Typically, this would be sensitive to the impact of business change and underlying technology and services.

Benefits

TXP has a general four phase implementation plan that looks to pragmatically onboard, measure and continually improve services. Further information is available on request, but the phases are summarised as:

	Overview	Milestone
Phase 1	Scoping & Planning	Agree Plan
Phase 2	Initial Setup	Agree SLAs, KPIs
Phase 3	Transition	Service Sign Off
Phase 4	Continual Improvement	Monthly Service Reviews

Benefits

Due to the nature of the services being provided, the pricing is reflected in the SFIA model, referenced in the Pricing Document within the G-Cloud Service Description on Digital Marketplace.

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ADDITIONAL SERVICE INFORMATION

Service constraints

There are no specific service constraints.

Service levels for support hours

Support is available by email/ticketing, phone and web – and is available 24/7/365. Extra charges may apply.

Service levels

These are typically on a project-by-project basis, but mechanisms for remedy include the use of service credits for example.

The process

Ordering, invoicing and cancellation are as per the G-Cloud process.

After-sales support

After-sales support for the cloud related services provided under G-Cloud is typically 9am-5pm and available by phone and email.

TXP also operates an ITIL-aligned, SLA driven support function which can provide 24/7 support as part of a specific offering. Our governance wrapper extends to the use of third-party support providers to deliver scalability.

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WHAT WE CAN DO FOR YOU

25

Years in Operation



True Technology Partner

180+

Staff Base



4 Specialist Sectors



Innovative Engagement Models

£40m

Annual Turnover



Near-shore & Off-shore development Partners



Access to more than 1000 Associates

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WHY TXP



Secure, Agile Cloud Development

We execute cloud projects using agile DevSecOps.



Driving ROI

We help clients drive out improving ROIs, by upwards of 20%.



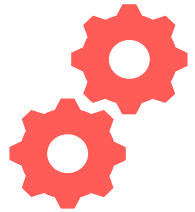
UK - Led

Our client engagement, execution and design governance teams reside in the UK



Industry Experience

We have a proven track record of successful delivery within the Public Sector



Scalable Offering

We are able to respond rapidly to emerging resourcing needs and scale up and down at pace.

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THANKS

txp.co.uk

TXP
SUITE 103-105
FORT DUNLOP
FORT PARKWAY
BIRMINGHAM
B24 9FD