

Graphic/web design/development
for structures involved in social and cultural projects

Communicate with practical, sustainable & accessible tools



A well conceived website allows us to save time, energy and financial resources.

I address socially- and culturally-oriented projects and offer a website creation and maintenance service in line with our values; a practical, sustainable system and an inclusive, accessible design.

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About

At a Glance

I'm a freelance graphic/web designer, and website developer based in Berlin since 2013. I'm used to collaborating with [Fuut](#), who has more than 20 years of experience in web development. Besides working with non-profits as well, Fuut is always in touch with the latest technological advances. Our work focuses on functionality and user experience, designing websites that can be edited as easily as navigated. We're deeply committed to understanding our clients' projects and come prepared to offer tailor-made solutions that meet their needs.

About Me

I (she/her/hers) studied Graphic Design in ERACOM (École Romande d'Arts et Communication) in Lausanne from 2009 to 2012. I interned at Piscatello Design Centre in New York (2011) and collaborated with the graphic design collective El Fantasma de Heredia in Buenos Aires, which is very committed to social justice projects. I settled in Berlin in 2013, where I worked for a year with the startup Helvetiq, a company that specializes in making educational books and games. Since 2019, I address structures involved in social and cultural projects. In addition to tools adapted to their needs; practical, sustainable, accessible, inclusive, I propose a horizontal and feminist collaboration dynamic. I mainly develop websites, and sometimes design posters or brochures for the same type of structure. My network extends between Berlin, Lausanne and Montreal. In 2021, I was invited by [Bowie Gender Incubator, home of queer & feminist creators](#), for an online lecture and workshop on web accessibility.

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About Wies (Fuut)

Wies Hermans (he/his/him), freelancer and owner of Fuut, studied Graphic Design at the Sint-Lukas Hogeschool in Brussels. His master project was on interfaces, during which time he developed an experimental video game. He worked as a trainee in the Digitaal department of the VPRO (a Dutch broadcasting organization), experimenting with interactive websites for TV shows. From 1998 to 2005, he worked within the Flemish artist collective De Filmfabriek. His projects were for print and websites and video installations. Over the four years, he art-directed the graphic design for Holland's second-largest theater company—the Ro Theater in Rotterdam. In 2006, he moved to Reykjavík and began to specialize in web design. Since 2008, Wies works as a freelance designer/developer, mainly for museums, dance and theater companies, and other art organizations. He develops websites and designing them—staying up to date with all new technological advances and always on the lookout for new and interesting ways for his clients to interact with their audiences. He's based in Berlin since 2012.

→ www.fuut.be

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Approach

My approach has been developed to serve socially oriented or socially minded organizations. By this term, I mean associations/non-profits, community-based organizations, political collectives, prevention initiatives, social companies, research institutes, etc. I'm also interested in working with other kinds of projects with a rebel spirit!

Practical and Sustainable System

Practical Management Interface

I develop content management interfaces based on WordPress that are practical, customized and automated as much as possible. The goal in mind is to offer my clients true autonomy by allowing them to take charge of managing their content thanks to practical tools. For instance, a content management interface that allows them to save resources in time and energy. In a nutshell, we sharpen the WordPress interface to their needs, instead of using the default version of it, which is often the common practice for an affordable solution.

Sustainable Web Development

The website is hand coded according to the industry standards in PHP, HTML5, CSS and JavaScript, and plugins designed by third parties are avoided whenever possible or selected with care. In this way, the proper functioning of the website doesn't depend on external services and we can guarantee optimal sustainability and facilitate its evolution at the pace of new technologies.

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After Launch

A well-designed website saves a team time, energy and funds. After going live, it must be carefully maintained to remain robust and aligned with current technologies. I offer full maintenance service on an annual contract basis. You also have access to a [Member Inclusive area](#).

Member Inclusive Area

The *Member Inclusive* area is a collection of tips and resources that I gathered for my clients—a webpage that keeps evolving with my experience and the advance of new technologies. My goal is to allow the folks who administer the websites I build to manage their content with autonomy and awareness. Feedback is welcome to keep improving it!

Maintenance Service

Maintenance service is charged € 200.00, it starts when the website goes live and it can be renewed at the same period every year. It is very recommended for a sustainable tools.

- Technical Support
- Access to the *Member Inclusive* area
- Security up to date
- WordPress up to date
- Adjustments after launching
- Revisions on request
- Troubleshooting
- Sustainability Guarantee
- Web accessibility Support

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Inclusive and Accessible Design

Inclusive Images and Writing

I'm used to collaborating with illustrators to create inspiring images that celebrate diversity, representation, validation and freedom, and the *Member Inclusive* area guides you in the right habits for inclusive writing.

I suggest integrating a translation module, which allows the team to translate the language of a some pages easily. For example, the website is in German and some pages are made available in additional languages depending of context. No need for translating the entire website, the same module can also be used to add a version in Leichte Sprache. Not every page must be translated and not every translation should be in the same language.

Accessibility Meeting the WCAG 2.0 Standards

Web accessibility allows people with impairments—visual, auditive or cognitive—permanent or temporary—to navigate the web easily. The Web Content Accessibility Guidelines (WCAG) define a series of principles to be applied to ensure a website that is perceptible, usable and understandable for everyone.

I incorporate these principles ([WCAG 2.1 AA by W3C](#)) into the core of my approach. Beyond the technical challenge, it's a mindset to adopt—and a team effort; not only do coding and design have to meet certain standards, especially for people using assistive technology, but so does the content (copywriting, media library). I'm certified by [A11Y Collective](#) in Web Accessibility and was invited by [Bowie Gender Incubator, home of queer & feminist creators](#), for an online lecture and workshop on web accessibility. As of 2021, I offer an online training that will make you aware of the basics and help you get rid of clumsy initiatives when adding or modifying content on your website.

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Collaboration Reflecting our Values

Horizontal Management

I take care of the project management, and you will have to give feedback, validate milestones and provide some content. We will talk about it at the appropriate time for optimal organization. The project is planned over a period of 8 to 10 weeks, in a rigorous and flexible way to ensure both the achievements of objectives and pleasant working conditions for all.

Feminist Spirit

I want to offer a service that reflects my aspirations. The world of technology and IT is still largely dominated by men. So, instead of the classic business relationship, I want us to be a team! I want to lead my collaborations according to feminist values, borrowed from empowerment where the ideas and skills of the whole team are listened to and considered.

Transparent Negotiation

For money matters, I value transparency, for including associative projects in need of flexible conditions and to ensure a pleasant spirit of collaboration, affordable delivery and fair working conditions.

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Workflow

Visual Identity and Mockup

My tailor-made proposal includes the design of a visual identity and a full reflection (presented as a mockup in PDF) to find the best structure for your purpose. We meet in person or on Zoom to talk out your wishes and expectations and to understand what is at the stack. Depending on your project, it can be a new identity or the one you have already, revamped. The visual identity includes the layout, typefaces, colors and all the graphic elements that will make your website be recognizable and unique. It can then be applied everywhere, on your printed tools, such as brochures and flyers and on your social media posts.

Then, I layout a mockup, which is a clear idea of what your website will look like. It's an important step, we define what we will do! It's presented in PDF format. It lays out the content following the rules that we set in the visual identity. This step also allows me to foresee what are the technical challenges that I might have to solve when developing.

The difference between my proposal and its low-price version is basically the difference between tailor-made and ready-made. The promise of quality (practical, sustainable, accessible, inclusive tool) doesn't change. I will set on a ready-made template that I have designed already, which is easy to use, robust, responsive, web-accessible, etc.—then, I customize it by editing colors, typefaces and some additional styling. If you have additional design requests, I reserve the right to integrate them or not, depending on the time it takes.

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Interface Development

Once we have our mockup, I can start building the website. A website has two sides, what we call the front end and the back end. The front end is what anyone can see on a browser and the back end is the interface that allows the administrators to manage the content. My tailor-made proposal aims a full customization of the interface (based on WordPress). Your WordPress dashboard will first be simplified, so you don't get lost with unnecessary tabs and menus when logging in. Then, we look at your project's needs and find practical solutions that allow you and your team to save time and energy (and human mistakes), especially with dynamic content (events, program, archives. . .) During the integration process (see below), you will be invited to submit your feedback, so I can sharpen it according to your preferences and needs.

The ready-made version of my proposal offers a clean and simple interface based on WordPress. No customization will be implemented to automate actions, and you will have more work to do when editing your content.

Frontend Development and Integration

At the same time, I will develop the website on the front end. In short, the nerdy part, when I transform the mockup into code for all sizes of screens. If you have a lot of content (let's say, years of archives), you will be invited to contribute in integrating it to the new website (unless we can migrate your database which depends on the way your older website has been built). It's a perfect opportunity for you to test the interface and submit your feedback before we're done.

If you opt for the ready-made version, you will be required to integrate the content yourself. I remain at disposal if you have any question before launching the website.

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Launch and Maintenance

Once we're done, I run a few tests to make sure that everything is responsive (adapting to all sizes of screens) and web-accessible. Then, it's time to launch, which means, migrating the website from our local server to yours and link it to your domain name. This step takes a couple of hours and distinguishes the website development job from the long-term website maintenance.

Timeframe

Before even starting, we'll agree on timelines and deadlines. The project is planned over a period of 8 to 10 weeks, in a rigorous and flexible way to ensure both the achievements of objectives and pleasant working conditions for all. If you opt for the ready-made option, we will schedule a timeframe on a short duration (about two weeks). During this time, your availability will be essential to integrate the content.

Maintenance Service

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