

“We build **too many walls and not enough bridges.**” ~Sir Isaac Newton

Fallen Apple is a **bridge builder**. Through the application of **quality design** and **professional editing** services, Fallen Apple seeks to connect people and information in a **seamless, satisfying, and responsible** way.

Connect today and **Make a Beautiful Discovery.**



### Main Demographics:

- ☐ Scientists
  - ☐ Professors
  - ☐ Clinicians
  - ☐ Researchers
  - ☐ Doctors
  - ☐ Students
  - ☐ Health Organizations
  - ☐ Universities
- ...and anyone who needs help!

FALLEN APPLE :  
PRESENTATION :

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REQUEST



## Web Design

Reach more eyeballs with a strong Internet presence. Includes mood board, wireframe, design, development, and launch.



## Print Design

Impress your readers with a stylish design. Includes layout, graphics and conversion of reports, presentations, essays, etc.



## Logo Design

Become an iconic figure in the mind of your audience with a sleek visual identity. Includes three designs by default.



## Copy Editing

Ensure the clarity of your written ideas with a professional proofing. Includes tracked changes and comments.



### Program Proficiencies:



### Preferred Web Tools:



### Development Partner:



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## 1 Request & Response

You request a project and receive a response within 72 hours. Fallen Apple replies with a quote, and if acceptable, asks you to sign the Work Contract.

## 2 Concepts & Collection I

You pay a percentage of the total (decided in the Work Contract). Fallen Apple then receives any of your materials/ideas and begins work on the concepts/drafts.

## 3 Round of Revisions

You review the concepts/drafts and present one round of thorough feedback. Any significant changes appended after the revision round are charged at an hourly rate.

## 4 Completion & Collection 2

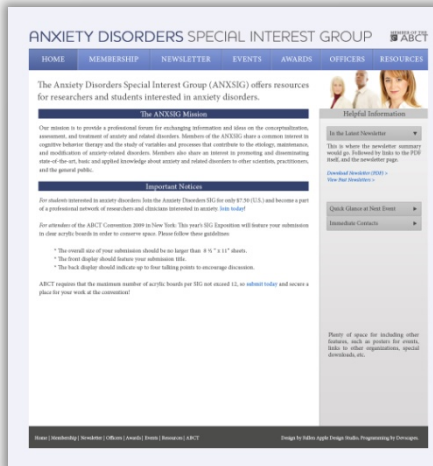
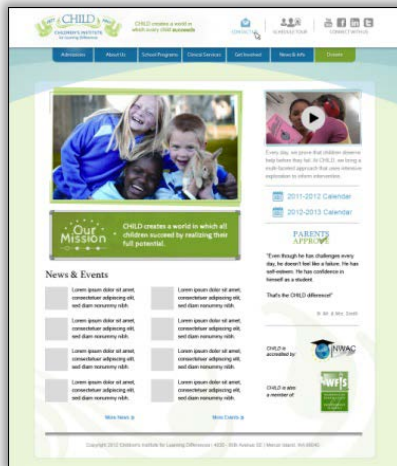
Fallen Apple incorporates your feedback and finishes the project. Once all relevant materials are handed over, you pay the remaining amount. Everyone walks away happy!

### You Can Expect:

- ☐ Fair pricing based on the work you need done
- ☐ Adherence to the delivery schedule
- ☐ Constant communication
- ☐ Thorough planning of work
- ☐ Complete honesty
- ☐ Proper record-keeping
- ☐ Return of all relevant materials
- ☐ Respect for confidentiality



Web  
Design

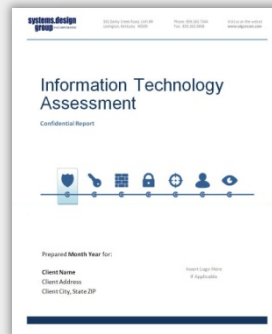
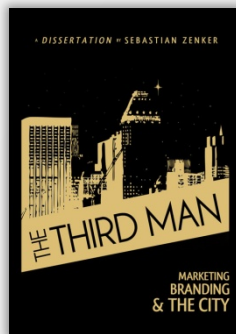


Click on an image (while holding CTRL) to see a larger version.

For more samples, please send an e-mail to [shawn@fallenapple.biz](mailto:shawn@fallenapple.biz).



Print  
Design



Logo  
Design

ANXIETY DISORDERS  
SPECIAL INTEREST GROUP

PressStart  
A HISTORICAL STUDY OF GAMING

JMIR  
The Leading eHealth Journal

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I was totally satisfied with the work and the really fair pricing.

Sebastian Zenker, Ph.D.  
[Respect Research Group](#)



Shawn has been a great find for SDG ... creative, attention to detail, on time, in budget. What more can you ask for from a valuable resource?

C. Glen Combs, CEO  
[SDGBlue, LLC](#)



I am consistently impressed by his creativity, professionalism, dedication to his clients, and the care and attention he puts into every project he does.

James King, CEO  
[Devscapes](#)



## More Clients:

- | Bernd Skiera, Ph.D.  
[University of Frankfurt](#)
- | Sibylle Petersen, Ph.D.  
[University of Hamburg](#)
- | Thorsten Wiesel, Ph.D.  
[University of Groningen](#)
- | Oliver Hinz, Ph.D.  
[Darmstadt University](#)
- | Brad Murphy, CEO  
[Gearstream](#)
- | Evan L. Loeffler, PLLC  
[Loeffler Legal](#)

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# “Available for contact any day, all day.” ~ Shawn White



## Request Project(s)

Fill out the [Project Request Form](#) (also available [on the Web](#)) and send it to [projects@fallenapple.biz](mailto:projects@fallenapple.biz). You can expect a response within 72 hours.



## Ask Questions

Send any general inquiries to Shawn White at [shawn@fallenapple.biz](mailto:shawn@fallenapple.biz). You can expect a thorough and articulate response within 48 hours.



Shawn White, Owner

[Link to Resume](#)

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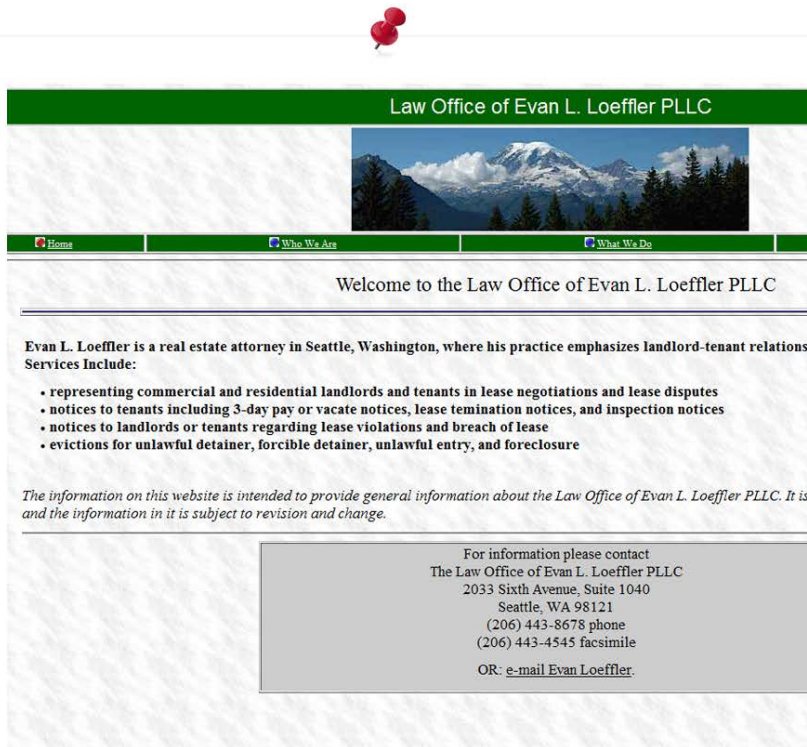
# Additional Documentation

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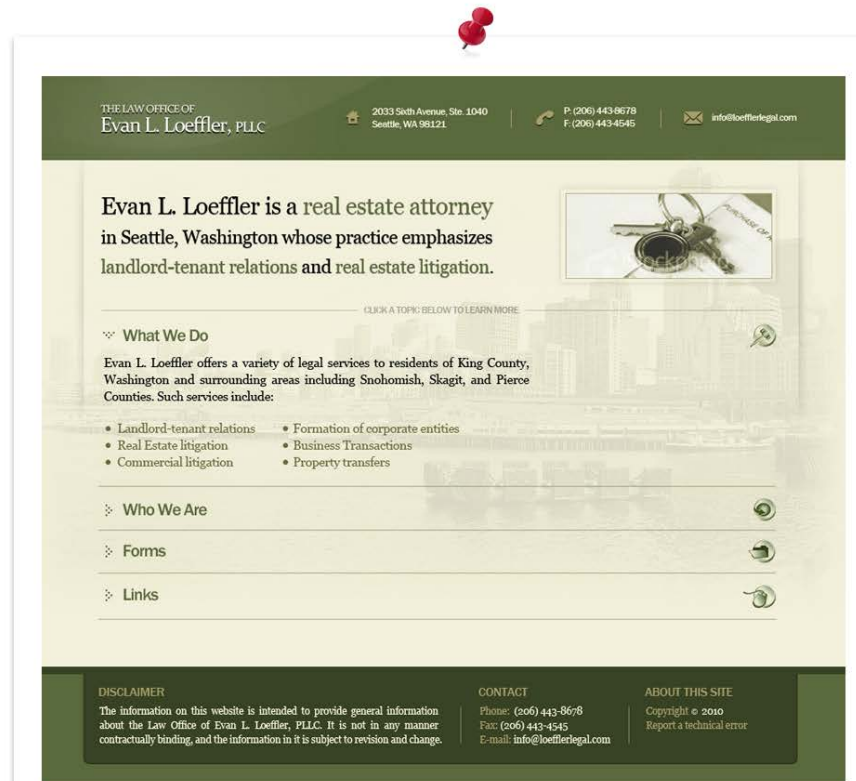


## Web Site Recreation Comparison: The Law Office of Evan L. Loeffler, PLLC

Fallen Apple Design & Editing Studio



BEFORE



AFTER

# Additional Documentation

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Fallen Apple Design & Editing Studio

## Web Site Recreation Comparison: Internal Medicine Associates



BEFORE



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# Additional Documentation

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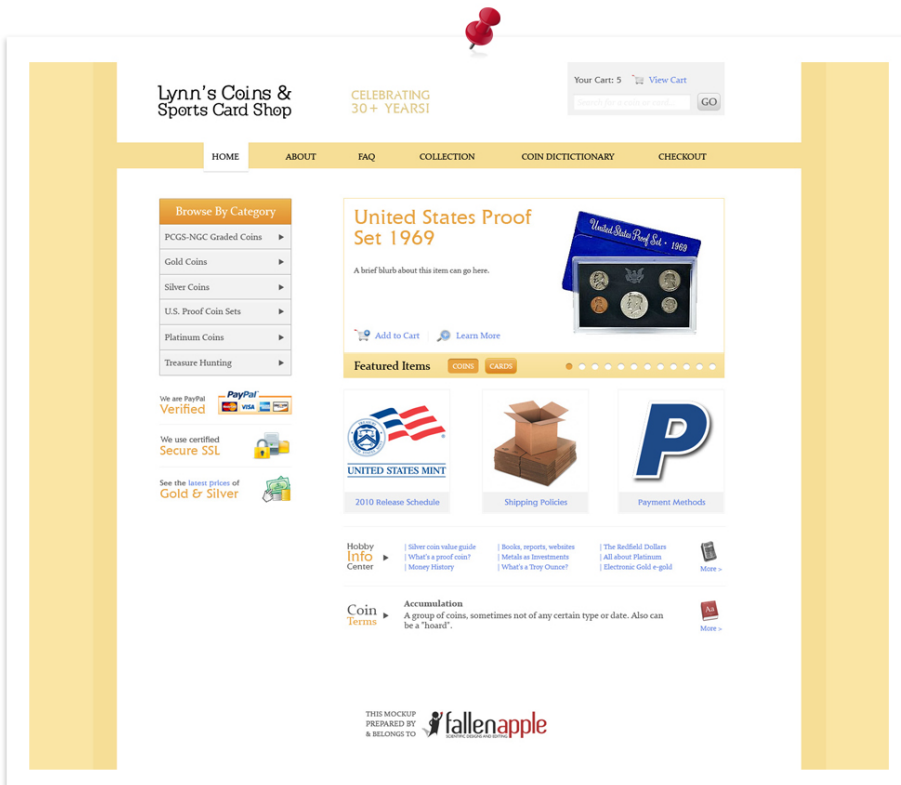


## Web Site Recreation Comparison: **Lynn's Coin Shop**

Fallen Apple Design & Editing Studio



BEFORE



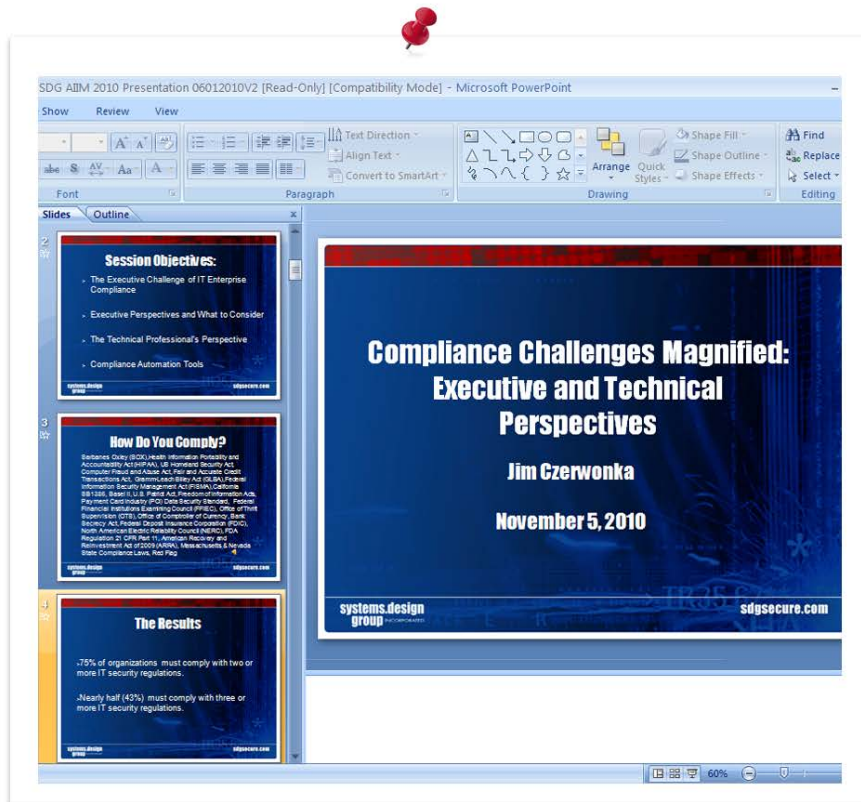
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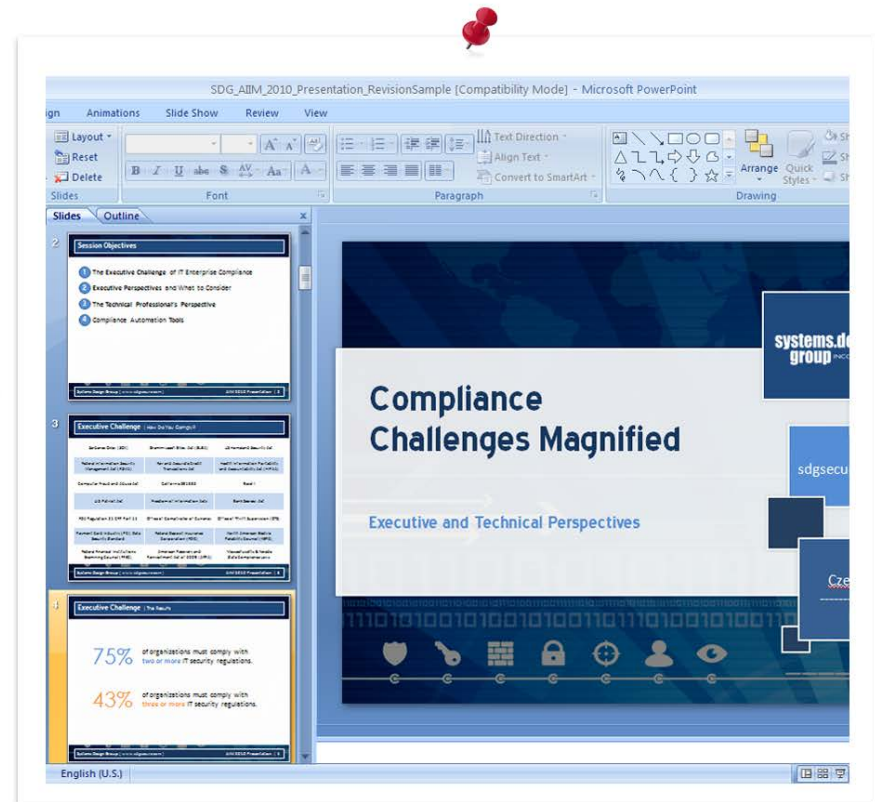
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## Fallen Apple Design & Editing Studio Presentation Recreation Comparison: **Systems Design Group, Inc.**



BEFORE



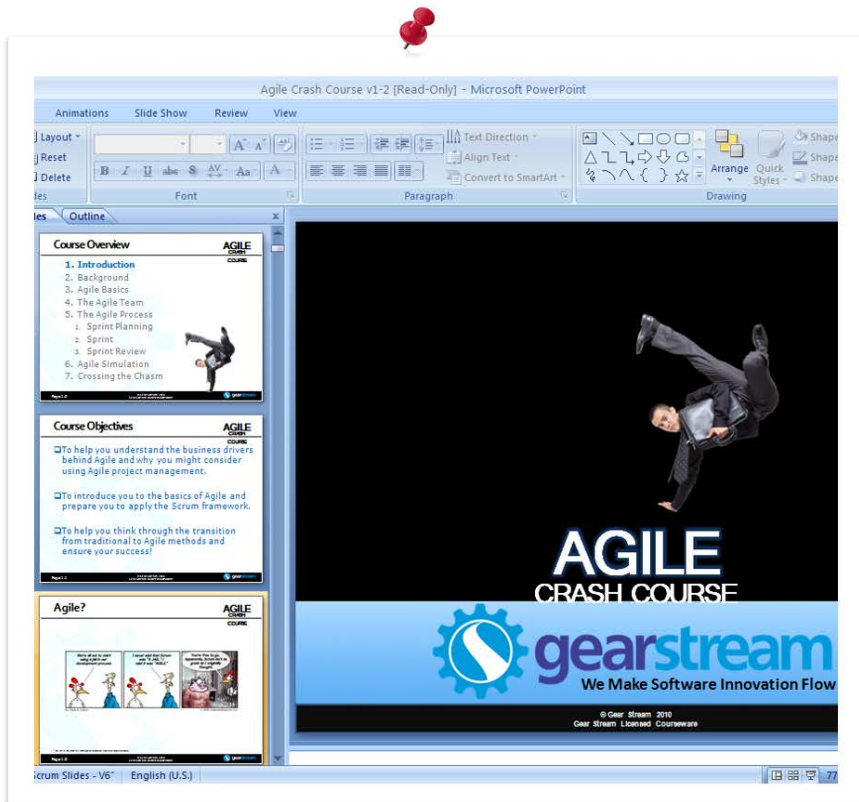
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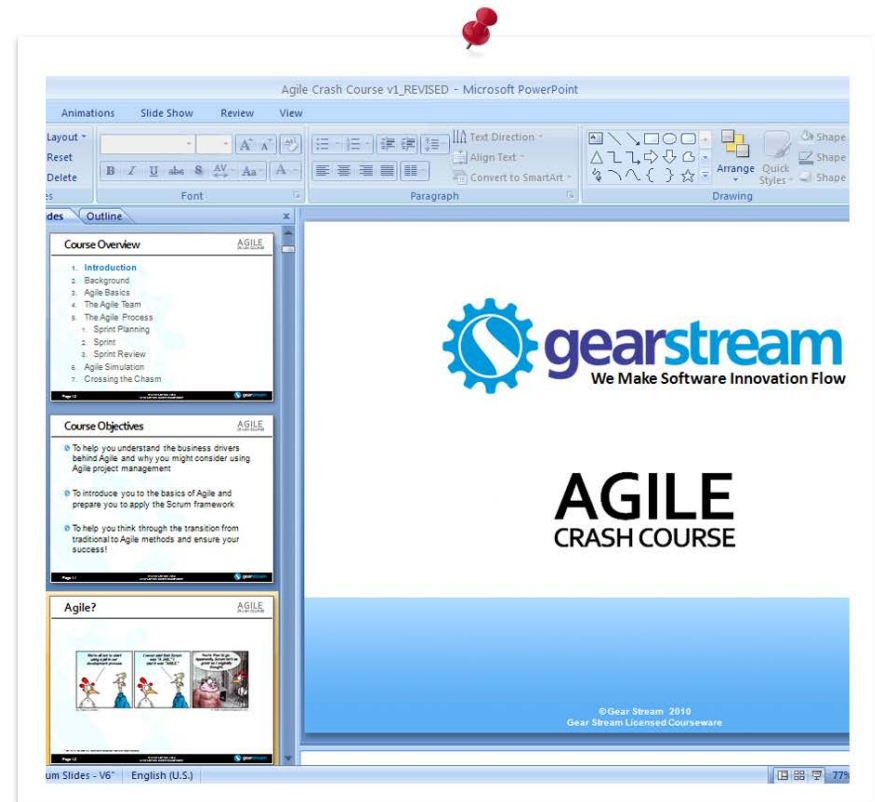
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## Fallen Apple Design & Editing Studio Presentation Recreation Comparison: **Gear Stream, Inc.**



BEFORE



AFTER