

How much will it cost for design?

Each project is unique and the design cost depends on several factors, including:

1) What do you want to do?

Determines the scale of the project and the level of complexity needed
(Simple edits vs. A new project)

2) When do you need it by?

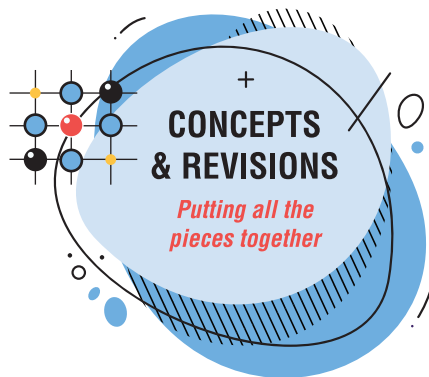
Determines if it's a rush project or if we have time to plan it out
("I needed it yesterday" vs. "in 1 month")

3) What is your budget?

Determines what's the best direction to go with the funding available
(A single project vs. A full design package)

Another factor: How many people will be involved? *(A single point of contact vs. A committee)*

What is involved in the design process?



Question & Answer Time

What's your company's story/mission?
What goals do you have for the future?
What services do you offer now? – Future?
Who is your ideal client/target audience?
What print, web, or social media marketing have you done before?
What advertising have you done before?
What worked and what didn't? – Why?
Do you have color or style preferences?
Do you have **branding** in place?
What's the best way to communicate?

What are your project goals?
What's your time frame and budget?
Do you have examples of what you like?

Review & Research

Review what has/hasn't worked in the past
Review clients existing marketing materials to ensure **brand clarity** in their message
Research competitors and design ideas

Items from Client

Client approval/Project specifications
Professional, proofread copy
High-res photos, logos, and graphics
Branding style guides
Directions for placement *(as needed)*
Clear, honest, open communication!

THE CREATIVE START

Review client notes, project goals, my research, and branding style guides
– **BEGIN DESIGN** –
Develop an initial draft for the client
Client receives/reviews a first draft

Feedback & Revisions

The client reviews the initial concepts and provides feedback
Discussion around feedback provided
Design revisions are made until the client approves the design
– **CLIENT APPROVAL** –

Project Deliverables

All final files are created and delivered to the client, including:

(Branding)

Vector, print, and web-ready files
Style guide *(font, color, spacing, and usage)*
Unlimited Usage Rights

(Design for Print/Web)

PDF with bleed info for the printer
"Cropped" PDF for client use/distribution
JPEGs for web/social media use

Files provided in Dropbox or on a disk

Support & Partnership

Review final files with the client
Discuss proper file usage *(print vs. web)* and how to ensure **brand consistency**
Answer any client questions
Work with proper vendors *(as needed)*
Set goals and time frames for future projects
Provide ongoing design support