Understanding Design Pricing

PRICING FLEXIBILITY ~ *You have choices!*

- Hourly Rate* of $50 per hour, with an initial estimate
- Flat Rate** Pricing
- Bundled Package/Campaign Pricing
- Request a quote

* $50 per hour, rounded up or down to nearest half hour
** Billed for cost of individual item, (see price list)

HOW TO **PRICE YOUR PROJECT**

Decide the worth of the final piece
. What is the value in terms of potential ROI as well as visibility & publicity?
. How much time and money do you want to invest?

Read the Guide to Workflow
The list represens time allocated for projects billed at a Flat or Package Rate.

Determine whether the steps in Guide to Workflow meet your needs

yes? ~ If the number of edits allowed, amount of time spent on the concept stage, etc., is what you need, then **Flat or Package Rate** pricing is for you.

no? ~ If this Work Flow Stages Guide does not meet your needs, then we can discuss your project and I will give you an **Estimate** at the beginning of the job, then track the design hours to be billed at the **Hourly Rate**.

Are you on a **TIGHT BUDGET?**

Limited investment
Occasionally a client will limit their investment for such reasons as:
. don't expect a high ROI
. only need basic visual representation
. wishes to concentrate resources on more valuable campaign collateral

Reveal your budget
Can't afford the **Price List** rates? Disclose your budget; perhaps a basic layout, *'good enough'* for your purposes, can be created within your budget.*

* Based on $50 per hour

The DESIGN PROJECT *~ an evolution of ideas*

CONCEPT *~ at this stage time is spent:*
. Understanding the project, the image the client wishes to project, & the audience they wish to reach**
. Sourcing a variety of Images
. Adding FOR POSITION ONLY (FPO) text, or any text that the client has finalized
. A variety of Version 1 layouts are created

FIRST ROUND *~ edits to Version 1 layout*
. Client comments on layout, which drives the project in a clear direction
. Client finalizes text content and makes text edits to existing text, making any desired text changes***
. Layout is fine tune with actual content to create Version 2 layout

SECOND ROUND *~ edits to Version 2 Layout*
. Client carefully edits text for spelling**** and other mistakes, plus any other edit comments
. Final tweaks are made to the layout; at this point the layout & styling are generally close to completion
. Layout edited for any small remaining issues, to create Version 3 layout

THIRD ROUND *~ edits to Version 3 layout*
. At this point, the client is generally able to approve the layout
. Client double-checks for minor issues that may have been overlooked

FINAL LAYOUT *~ created and sent in the desired format*

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* This is the ideal workflow for flat rate and bundled prices, though each individual project is different, presenting their own set of constraints and challenges which can lead to variables too numerous to list.

** The clearer the clients vision, the faster the process. If the client is relying on the designers skills to create concepts the process takes a little more time.

*** Sometimes, clients have not finalized their copy before giving it to the designer. During the design process they make changes and edits to the content (as opposed to minor formatting edits such as spelling & grammar). The down-side of this method is that it leads to more design edits, reformatting of text, and subsequent additional charges. To reduce the amount of time the designer spends, the client will Ideally already have done the content editing before the text is given to flow into the layout.

**** Especially errors spell checker doesn't flag; i.e. proper nouns or words spelled correctly but transposed ~cat for car etc.

FAQ's

What Determines **Design Cost?**
Its impossible to predict precisely how long a job will take but here are some of the variables:
- The rates are determined by either the EXACT* or AVERAGE** number of hours it takes
- A pre-existing working relationship ~ *knowing the clients expectations* ~ makes it easier to estimate
- The clearer the client's vision, the faster the project progresses

   * *Tracked and billed @ $50 per hour*
   ** *Average number of hours it takes to do similar jobs ~ Flat Rates are determined by years of tracking jobs and averaging out the*
      number of hours each type of job takes, cross referenced against the prices suggested by the **Graphic Artists Guild of America**

What are the **Pros & Cons** of Hourly Rate* Pricing?
- Price is determined only after the work is completed
- Hours are tracked and client is billed for actual number of hours worked
- Client is free to try as many changes and layout variations as they want, but this adds to the billable hours

   * *Based on an hourly rate of $50 per hour.*

What are the **Pros & Cons** of Flat and Package Rate* Pricing?
- Price is determined at the start of a project
- Client always pays the same, even if a project takes *longer than average*** to complete
- Client is limited*** to the amount of layout concepts and edits listed in the WORK FLOW GUIDE

   * *Flat & Package Rates are determined by years of tracking jobs and averaging out the number of hours each type of job takes,*
      cross-referenced against the prices suggested by the **Graphic Artists Guild of America**
   ** *Average amount of time to complete steps listed in the WORK FLOW STAGES Guide*
   ***Extra work & requests over & above those listed in the Work Flow Guide are at additional cost to the client*

Can I Switch from Flat to Hourly Rate Pricing or Visa-Versa?
- If the scope of the job changes, a client on a flat rate can request extra time to be spent on a project*
- Within reason a client can switch from an hourly rate to a flat rate**

   * *The additional work will be billed to the client at $50 per hour*
   ** *Client cannot switch when job is completed or near completion because they determined that the job took LESS than the average*
      amount of time. Conversely, If a flat rate job ~ following the steps listed in the Work Flow Guide ~ takes MORE than the average
      amount of time, the extra time cannot be billed to the client.

Why is Campaign & Package Pricing Cost Effective?
- Creating a new concept is time consuming. A lot of initial time is spent at this stage;
  - *getting a feel for client needs*
  - *sourcing images*
  - *creating a variety of layout options*
- Once the style is determined, creating subsequent media using the same concept is less time consuming*

   * *Generally speaking a certain amount of design time is eliminated, however occasionally, re-formatting is tricky, and sometimes images*
      need to be re-sourced if they do not work well in subsequent formats.

Flat Rate Item **Design Price List**

Listed below are the most common design requests. Please note that these are **Design Prices Only**. Production and placement are separate costs billed by a third party, such as a printer, a sign company or a print/web based publication.

Call or e-mail for requests for options that are not listed here.

| MEDIA	TYPE	SIZE	VARIABLES	PRICE RANGE
Logo	Straight Forward **e-mail to discuss more sophisticated logos**		Text, Image & Customizing	
Web Site	Simple Wordpress	3 Page	Level of Customizing	
Animated Web Banners	Horizontal Animated Gif Vertical Animated Gif	Varies according to Publication	Amount of Animation	
Web Banners	Horizontal Vertical	Varies according to Publication	Size and Amount of Text & Image	
HTML e-mails	Layout & Coding	Varies according to e-mail service	Level of Customizing	
Brochure	2 Fold 3 Fold	Standard Mailing	Amount of Text & Image	
Envelope Stuffers	Single Sided	A10	Amount of Text & Image	
Take-Aways	Single Sided	8.5" x 3.5"	Amount of Text & Image	
Postcards	Double Sided	Jumbo 5 x 7 & Smaller	Amount of Text & Image Amount of Text & Image	
Business Cards	Single Sided	Standard	Amount of Text & Image	
Newspaper Ad	Color B + W	Varies according to Publication	Amount of Text & Image	
Poster	Indoor	Standard	Amount of Text	
Flyer Summary Statement	1 Page 2 Page 1 Page 2 Page	Letter Size Letter Size Letter Size Letter Size	Amount of Text & Image Amount of Text & Image Amount of Text & Image Amount of Text & Image	
Street Banner	Various	Custom	Amount of Text & Image Designed for Production Method	

e-mail **terimaber@gmail.com** for the complete list of prices

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Campaign & Package **Design Price List**

Listed below are the most common design requests. Please note that these are **Design Prices Only**. Production and placement are separate costs billed by a third party, such as a printer, a sign company or a print/web based publication.

Call or e-mail for requests for bundle options that are not listed here.
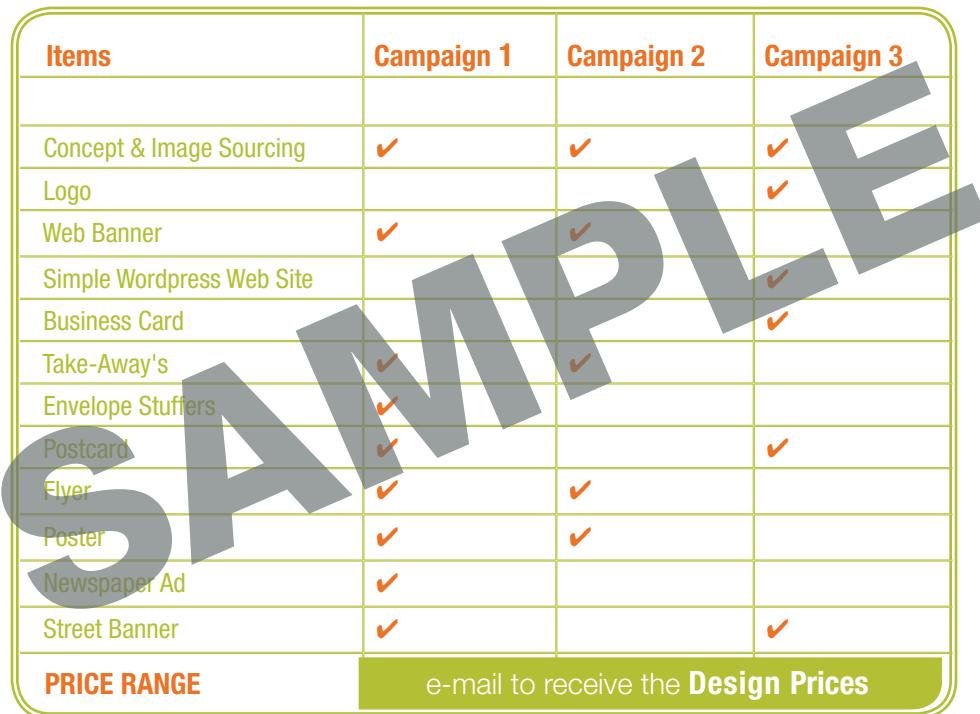
Items	Campaign 1	Campaign 2	Campaign 3
Concept & Image Sourcing	✔	✔	✔
Logo			✔
Web Banner	✔	✔	✔
Simple Wordpress Web Site			✔
Business Card			✔
Take-Away's	✔	✔	
Envelope Stuffers	✔		
Postcard	✔		✔
Flyer	✔	✔	
Poster	✔	✔	
Newspaper Ad	✔		
Street Banner	✔		✔
PRICE RANGE	e-mail to receive the **Design Prices**		

Campaign 1 ~ Based on a **Full Marketing Campaign** for a Credit Union

Campaign 2 ~ Based on a **Partial Marketing Campaign** for a Credit Union

Campaign 3 ~ Based on a **New Business Marketing Campaign**

e-mail **terimaber@gmail.com**
for the complete list of prices