



DATE REVISED: 02/17/2021

Design Proposal

Club Branding & Campagin

CLIENT: Emily Moody, Chris Gargiulo

EXPIRATION: Proposal expires 14 days from issue date.

COMPANY: Unamed

LIANA MICHELLE YOUNG

SERVICES: Branding, Logo Design,
Copywriting, Print Design, UI Design,
Social Media Content Creation

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PREFACE

___ is a club for tiny-handed people that detest the growing size of smartphones. They rally the market of handheld devices to be more inclusive. It's a geographically diverse club with chapters nationwide. Club activities span from emotional support to activism.

The following document outlines the proposed deliverables, process, and costs associated with the development for ___'s visual identity and recruitment campaign.

DELIVERABLES

Corporate Identity

___ needs a unified visual identity to represent their club to the public. Having a well-designed corporate identity creates a strong presence that's attractive and easily identifiable.

- Name
- Logo
- Color palette
- Selected Typography
- Patterns / Textures

- Icons
- Illustrations
- Design Patterns

Inquire for à la carte prices.

BUNDLE: \$XXXX.XX

Campaign Materials

The Campaign is focused on public awareness and recruitment so ___ can attract new members and therefore have a larger impact. The goal of campaign materials is to communicate ___'s vision clearly and win people to ___'s cause. The campaign will utilize the following mediums

- DIGITAL (A)**
- Social media content creation
 - (~30 sec) animations or videos
 - Images
 - Email signatures
 - PowerPoint Template
 - Zoom Backgrounds (2)

- IN-PERSON (B)**
- Flyers / Posters
 - Buttons / Pins
 - Shirts or Hats
 - Business Cards
 - Letter Heads
 - Signage (4 sizes)

Set A: \$XXX | Set B: \$XXX

BUNDLE: \$XXXX.XX

Website Design & Development

A multi-page website where users can find information about the club, news, upcoming events, their impact, how to get involved, or buy merchandise.

- PAGES & FEATURES**
- Home Page / About Page / Get Involved / News / Contact / Calendar / Newsletter Signup / Shop / Bespoke Animation

*Terms & Conditions apply.

BUNDLE: \$XXXX.XX

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THE CREATIVE PROCESS

1. Define

The process starts by defining problems and goals. This helps further communicate the scope of the project. Gathering content (copy, imagery, photos) at this stage will help the following steps go smoothly. This is also a good stage to clarify deliverables and address additional fees or exclusions.

2. Draft

The second step is to develop potential solutions by sketching, prototyping, or testing. Progress this far merely tests out concepts' effectiveness. Input and feedback from the client at this stage is important before carrying on to the Design stage.

3. Design

Based on the feedback from the Drafting stage, 2-3 different directions will be developed and presented to the client. Discussion and feedback further shape the designs.

4. Develop

Upon a design's approval, the next stage is to ready them for production. Printed materials are prepared for production. Meanwhile, digital materials are coded and tested for quality assurance (accessibility).*

*Terms & Conditions apply.

5. Deliver

The final step is to deliver all final files in the appropriate digital formats for future use. For web projects, this includes the delivery of the native files and a functional final site.* For print collateral, all press-ready files will be delivered.

*Terms & Conditions apply.

TIMELINE

Corporate Identity

Name

One name chosen from concepts

WEEK 3

Revision Round 1 – Logo and Graphics Assets

Rough drafts of Logo
Rough Drafts of Graphic Assets

WEEK 4

Revision Round 2 – Logo and Graphics Assets

Revised drafts
Revised Graphic Assets

WEEK 5

Final Logo and Graphics Assets*

Final Logo in Color

*Development of additional Graphic Assets will likely continue into the campaign phase

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WEEK 7

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TIMELINE CONT



Campaign

Revision Round 1 – Branded Campaign Execution WEEK 7

- 1st draft of Digital Campaign deliverables and initial concepts
- 1st draft of Printed Campaign deliverables and initial concepts

Revision Round 2 – Branded Campaign Execution WEEK 8

- 2nd draft of Digital Campaign deliverables and initial concepts
- 2nd draft of Printed Campaign deliverables and initial concepts

Final Brand Execution / Delivery WEEK 9

- Digital Campaign deliverables will be passed on to the client for launch
- Printed Campaign deliverables will be prepared for production and passed on to the client

Website UI / UX Development

Conceptual Plans WEEK 9

- Information Architecture / SiteMap
- LoFi Wireframes / Prototype
- Design StyleTiles

Interface Design Round 1 WEEK 9.5

- Design applied to Homepage

Interface Design Round 2 WEEK 11

- Design applied to Homepage and Subpages

Interface Design Round 3 WEEK 12

- Revisions

Coding Round 1 WEEK 13

- Website Prototyping

Coding Round 2 WEEK 14

- Website Development

Coding Round 3 WEEK 15

- Early QA Testing

Launch WEEK 16

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TERMS & CONDITIONS

Ownership

The cost includes legal ownership of all design and development files. Original source and support files are included and may be used in any manner ___ deem fit.

Revisions

Each deliverable includes three rounds of revisions during the Draft and Design phases of the Design Process. This provides ___ an opportunity for discussion, feedback, and revisions in order to meet the objectives of the deliverable.

Exclusions

This proposal does not include

- **Any third-party web development technology fees**
- **Web hosting fees**
- **Domain registration fees**
- **Paid web-themes or paid plugins**
- **Additional website maintenance following the completion of the project**
- **Any production costs related to the printed materials**

Prior to the purchase of any materials, authorization from ___ will be required.

Payment Schedule

50% of the total cost is due prior to the start of the creative process for each deliverable. The remaining balance is due upon delivery of the final design files. Should the project expand beyond the scope of this estimate or if additional revisions are necessary, the client will be billed at \$20 an hour. ___ will be notified in advance if this alternate billing method is required.

Overtime / Rush Charges

Any overtime and/or rush charges will be charged \$25 per hour. ___ is also responsible for any additional charges incurred from outside suppliers to meet the client's "rush" requests.

Changes in Scope

Additional fees and costs will be charged for any alterations made to the Scope of Work. These may include but not limited to: changes made after the final copy has been submitted; changes made to the design/layouts once they have been approved; extensive alterations; and new work requested after the execution of the original project. ___ agrees to pay the additional fees and costs for changes at a rate of \$23 per hour. This will remain in effect until further written notice. The client agrees to revisions to the production plan should the designer be unable to meet deadlines due to delays by the client or changes in scope requested by the client.

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