

## DESIGN BRIEF - FEBRUARY 2017

Priority	Tasks
<b>1</b>	<p><i>Design Logo</i></p> <ul style="list-style-type: none"> <li>• Colours - greens/blues/orange - provide a number of colour combinations to choose from.</li> <li>• Typeface - research appropriate typefaces that reflect the professionalism and compassion of the business</li> <li>• Imagery - investigate ideas to visually reflect the charity through symbolic representation.</li> <li>• Combine the final choices above in a number of layouts. Elements of one layout can be combined with the elements of another, or, one example may be appropriate in it's entirety.</li> </ul> <p><b>Logo design costs - estimate of 2 days work @ £200/day (inclusive of four instances of amendments - further amendments will be billed per day or part thereof.)</b></p>
<b>2</b>	<p><i>Templates for Presentation Documents</i></p> <ul style="list-style-type: none"> <li>• Prepare draft layouts of templates for presentation documents to include new logo and all contact details in headers/footers etc</li> <li>• Provide print ready documents once final layout has been decided.</li> </ul> <p><b>Template design costs - estimate of 1 day @ £200/day</b></p>
<b>3/4</b>	<p><i>Website Design</i></p> <ul style="list-style-type: none"> <li>• Search &amp; Register domain name, set up email address linked with domain name.</li> <li>• Navigation - Blogs/Books/General info/Law/Helplines/Money advice/Ed services/Health services/Care services/Celebrity champions/Specialist org/New/Politicians/Campaigns/Petitions</li> <li>• Using the above list of page headings, arrange the navigation into a logical, user friendly manner.</li> <li>• Prepare and populate each page - to include resizing/cropping photographs where appropriate/formatting text using web friendly fonts/creating an uncluttered, user friendly, attractive layout</li> <li>• Investigate options for a blog, booking facility for events and capturing 'customer' details .</li> <li>• Link the website via a sign-up form to a Mailchimp newsletter to capture a regular following and contact details (as in previous bullet point).</li> <li>• Contact details to be linked to a contact form from each page - to include map/contact details/links to social media and any other relevant elements that you deem important for the contact page.</li> <li>• The site needs to appeal to an audience that covers all age groups. It should be contemporary in appearance, easy to navigate &amp; possibly to include a search option (may depend on costs as this can be an outside sourcing element),</li> </ul> <p><b>Website design costs - estimate for initial setting up and going live with a 5 page site - 5 days @ £200/day</b></p>
<b>3/4</b>	<p><i>Social Media</i></p> <ul style="list-style-type: none"> <li>• Consider how you can use Social Media to direct traffic to your website -</li> <li>• Update all current Social Media platforms with new branding - Facebook, Twitter, Instagram</li> <li>• Decide on how you will manage these platforms - whether you would like to manage them yourself or with my help.</li> </ul> <p><b>Social Media costs - setting up imagery/training - 1day @ £200/day</b></p> <p><b>Ongoing maintenance of both website and social media can be discussed once you have an idea of how much input you might require. This may be determined by the amount of time you have to dedicate to this part of the business and whether your time would be better used running the business and leaving the social media side to me. Or alternatively, I can train one of your team to fulfil this role. I am happy to help you create a plan going forward to help you manage your social media options.</b></p>

## DESIGN BRIEF - NOVEMBER 2017 - CONT...

### Approaching the Design Process - Rates - Payment Options

#### *Approaching the design process:*

With any design process, a timescale can be difficult to determine as it will depend on the amount of information that you initially come to your designer with. As you have already provided me with a considerable amount of background knowledge, the first stage of the process can be started as soon as you are happy to and have paid the part payment required. Please keep in mind that the speed of this process is only determined by the efficiency of the communication between client and designer. As both parties are obviously busy with other clients, daily work commitments etc, a realistic approach is the best way forward. You have a business to create apart from this element of the set-up stage and I have other clients I also need to spend time with. As long as we both understand each other's commitments the process should move along at a steady rate and we will reach our goal successfully and effectively.

A website is an open-ended project, it is constantly growing, adapting and evolving. Please don't consider it as something that has to be 'complete' for it to go live. There will come a point where the site is a perfectly suitable representation of what you want to achieve - it is at that point that you should consider 'going live'. As long as the basic information you require your audience to have access to is included, the rest can be added as and when you are ready to. There are two benefits to this - you have a presence on-line sooner rather than later and you can spread the costs of the design of the site.

When setting out to populate your site with text, information, imagery, the best place to start is with defining your goals. What would you like to achieve from this site and from the business in general? Who are your audience? Consider the best methods of targeting your audience - this may include direct email campaigns (i.e. Using Mailchimp or the like) and social media.

With all of the above in mind, please don't feel you have to make any decisions alone, I am happy to guide you through the process. If the goal setting task or choosing the appropriate content are something you need help with, I can help you determine where to start and walk through the stages with you. Please know that I am here to help you through the whole process.

#### *Rates*

My rates are £60/hour or £200/day whichever is cheaper for the work you require.

#### *Payment Options*

A part payment of 50% of the project is required before commencement.\*\*

In order to cater for my clients needs, I am happy to negotiate the manner in which the payments are made. \*\*With this project, it might be appropriate to break it down into mini projects in order for you to manage the payments to suit your situation. I envisage the first stage of the process (Logo Design) could be paid for with a 50% deposit, assuming the work will take two days. If it is less than two days you will only pay for the time that was required in the final instalment. If the time taken is over two days, you will be billed appropriately to reflect the time spent on me delivering your final files.

To make the cost of website manageable it would be best for me to take a part payment of £200 up front, then invoice you at regular intervals (preferably monthly) until the project comes to an end. I will keep a record of the amount of time spent developing your site and at the end of the project, anything outstanding will be invoiced separately if necessary.

All logo files/print files etc will be handed over on final payment.

Please don't hesitate to contact me with any questions you might have or suggestions regarding payment options. I will always endeavour to work with my clients so that we are both happy and comfortable with the process and payment arrangements.

**I look forward to working with you on this exciting and extremely worthwhile project. Cathie**

