

## Cyberlepsy Media

### Design Project

#### Designer Policies

Flat fee for completion: \_\_\_\_\_, includes:

- 1 File in PDF format to Service Bureau's specifications\*
- 1 One revision
- 1 One free consultation to discuss your project
- 1 \$35/hour for additional consultations or revisions, billable on the half-hour (\$17.50 minimum)
- 1 Research and Service Bureau negotiations incur \$35/hour, billable on the half-hour (\$17.50 minimum)
- 1 Rush jobs (lead time less than 2/3 completion lead-time estimate, or on holidays) incur additional fees of \_\_\_\_\_ .
- 1 Projects **cannot** be re-used directly for other purposes, i.e., flyers cannot be simply printed as postcards, etc. Documents may be repurposed for other projects, but will incur a re-design/layout fee of \$35.00/hour, billable on the half-hour (\$17.50 minimum).
- 1 Client will provide **all** written copy in its entirety before the project commences.
- 1 Modifications after a first revision will incur additional charges of \$35/hour, billable on the half-hour (\$17.50 minimum). After the first revision, modifications include any additions, attachments, insertions, amendments, addendums, appendages, extensions, supplements, complements, implantations, introductions, insinuations, infusions, inclusions, injections, codicils, riders, threading, stuffing, sticking, shoving, tucking, squeezing, cramming, ramming, jamming, wedging, or weaseling of extra text.
- 1 Client must provide clip-art or graphics in high resolution, printable files (300 dpi or higher, depending on Service Provider's requirements). Low resolution graphics (less than 300 dpi from the web or phone cameras) **cannot** be used for print. If the Client consigns graphics procurement/design to Designer, such research/creation will incur additional fees of \_\_\_\_\_/hour, and no more than three variations of graphic.
- 1 Client must have a clear idea of what is desired/required **before** hiring the Designer. Designer is not responsible for Client's business decisions, the suitability of the project for specific purposes, or Client's uncertainty. \*Client is responsible for gathering information about and understanding the Service Bureau's requirements. **KNOW WHERE YOU WILL BE PRINTING YOUR PROJECT AND WHAT THEIR REQUIREMENTS ARE BEFORE YOU SUBMIT THIS FORM TO THE DESIGNER!**
- 1 Client accepts all responsibility for projects accepted and paid for, even if the Client decides not to use the project after delivery.

## Client Specifications

Due Date: \_\_\_\_\_

Final Document Medium:

**Flyer**

8½ x 11 inches

5½ x 8½ inches

Orientation:

portrait

landscape

Sides:

one

two

**Brochure**

2-panel (5½ x 8½ inches)

3-panel (tri-fold 8½ x 11 inches)

4-panel (quad-fold 11 x 14 inches)

Sides:

one

two

**Self-Mailer**

**Postcard**

4 x 6

5½ x 8½

Orientation:

portrait

landscape

Sides:

one

two

**Business Card**

Orientation:

portrait

landscape

Sides:

one

two

**Display Ad for Magazine**

*Client must ascertain from periodical publisher and provide to Designer specifications for camera-ready ad*

Dimensions: \_\_\_\_\_X\_\_\_\_\_

Orientation:

portrait

landscape

**Poster for On-Site Display**

8½ x 11

11 x 14

11 x 17

13 x 19

Orientation:

portrait

landscape

**Catalog** size: \_\_\_\_\_

**Newsletter** size: \_\_\_\_\_

Sides:

- one
- two

**Typeset Booklet** (5½ x 8½ inches)

Pages: \_\_\_\_\_

Graphics: \_\_\_\_\_

**Typeset Manual or Book** trimmed size: \_\_\_\_\_

Pages: \_\_\_\_\_

Graphics: \_\_\_\_\_

*Client must submit specifications via separate Book Title form*

Manuscript for submission to publisher

**Have you chosen a service provider (the company who will professionally reproduce your project), or would you like the Designer to recommend one to you? (The client is responsible for ascertaining the service provider’s requirements for the project.)**

Final Resolution (DPI) of Project: \_\_\_\_\_

Margin Tolerances: \_\_\_\_\_

Bleed:

- Yes
- No

**Colors**

- Black on White
- Greyscale
- Colors: \_\_\_\_\_,

\_\_\_\_\_,  
 \_\_\_\_\_,  
 \_\_\_\_\_.

**Preferred Fonts** serif: \_\_\_\_\_  
 sans serif: \_\_\_\_\_

**Where and how will this project be used?**

- |   |  |
|---|--|
| <input type="radio"/> Hand-outs, leave behind | <input type="radio"/> General readers    |
| <input type="radio"/> Direct mail             | <input type="radio"/> Homeowners         |
| <input type="radio"/> Display advertising     | <input type="radio"/> Medical profession |

**Who is your audience?**

- |  |   |
|--|---|
| <input type="radio"/> General consumers                        | <input type="radio"/> Automobile industry             |
| <input type="radio"/> General businesses                       | <input type="radio"/> Agriculture                     |
| <input type="radio"/> Hi-tech firms                            | <input type="radio"/> Computer industry               |
| <input type="radio"/> Elementary Schools                       | <input type="radio"/> Childcare, children’s interests |
| <input type="radio"/> High Schools                             | <input type="radio"/> Animal care                     |
| <input type="radio"/> Junior colleges                          | <input type="radio"/> Entertainment field             |
| <input type="radio"/> Universities                             | <input type="radio"/> Medical patients                |
| <input type="radio"/> Trade Schools                            | <input type="radio"/> Homeowners                      |
| <input type="radio"/> Special-Interest Group (describe): _____ | <input type="radio"/> Real Estate Customers           |

**What is your objective with this project?**

- To instruct and inform
- To get names of potential clients
- To increase orders
- To inform potential customers of your product or service
- To change or continue your perception in customers' eyes
- Other—explain:

**Do you have similar documents you can provide the Designer, or can you refer the Designer to an URL (website address) where such documents may be found?**

**What do you like about them?**

**What don't you like?**

**Is the completion of this project dependent on another department, person, or firm? Check all that apply:**

- Copywriter
- Editor
- Photographer
- Artist
- Printing press
- Financial analyst
- Accountant
- Researcher
- Other: \_\_\_\_\_

**What other documents do you currently use, or have you used in conjunction with your products or services? (Please provide copies of these with this form.)**

**Do you want your documents to match other materials you are using, or are you looking for a different look and approach?**

**Do you have a vision of what this project will look like? Do you envision photos, custom artwork, a special typeface, multi-color designs, multi-piece designs, or 3-D graphics? (Please sketch your ideas and include them with this form.)**

**Is this project on a department budget? Please describe.**

**This project will be a success when:**