



September 18, 2015

Dr. David J. Bucci, Chair  
Department of Psychological & Brain Sciences  
Dartmouth College  
263 Moore Hall, HB 6207  
Hanover, NH 03755

**RE: Contract for Website Creation**

Dear Dr. Bucci:

Thank you for the opportunity for Chameleon Studios to design and implement a new website for the Contextual Dynamics Lab at Dartmouth College. We are excited to work with Dr. Manning to establish an online presence that highlights his lab's research and helps him achieve ongoing lab development objectives!

The following document outlines the scope of services included in our base fee for designing and implementing the website. I have also included a list of optional à la carte services we can provide for additional design flexibility, materials, or branding elements, upon request. If the terms of this agreement are acceptable to you, please sign the Contract page at the end of this document and return the executed documents along with a 30% retainer to initiate work. Feel free to contact me with any questions by phone (267.702.3475) or email (taliam@chamstudios.com).

We look forward to getting started!

Best,

*Talia Manning*

Talia S. Manning  
Founder & Chief Creative Officer  
Chameleon Studios



## PROJECT UNDERSTANDING & SCOPE OF WORK

In today's digital world, a website is often the first point of contact for people seeking to learn more about a lab's work—whether they are students seeking employment, subjects looking to participate in exciting studies, colleagues searching for information on an unfamiliar topic, or reporters developing a story about related scientific research. A strong online presence can help attract valuable research partners and enhance awareness of the lab's work by bolstering that lab's brand identity and accessibility.

Chameleon Studios will create an easily navigable, aesthetically engaging, and content-rich website for the Contextual Dynamics Lab at Dartmouth College, which will digitally represent the lab's brand and serve as an important communications tool. We will tailor our designs to match the energy and functional needs of the Contextual Dynamics Lab to ensure that the website connects with the right audiences, communicates leadership, drives qualified website traffic, and generates new opportunities that support the lab's growth.

We will complete this project in two phases, according to the Scope of Work described below.

### PHASE 1: WEBSITE DESIGN

Upon project initiation, Chameleon Studios will work with Dr. Manning to determine high-level design selections, including colors, fonts, image styles, layout, and navigation preferences. Once we establish these overall design directions and decisions, Chameleon Studios will create mock-ups of up to five (5) website pages for Dr. Manning's review and feedback.

As part of this phase of the project, Chameleon Studios will select imagery for the website from existing graphic resources (figures provided by the Contextual Dynamics Lab, stock photography collections, design marketplaces, and available website theme components). While we always strive to identify imagery that looks fresh and contemporary (rather than photographs or clip art that feel trite and overused), we are cognizant of costs and will attempt to identify resources with free or low-cost licenses. All photos used on the website must be licensed for unlimited web use, and the Contextual Dynamics Lab will be responsible for the added cost of any license fees once Dr. Manning approves the selected images.

If original imagery is preferred, Chameleon Studios can create custom illustrations or photographs for exclusive use by the Contextual Dynamics Lab (see the Additional Services section of this document for more information).



## **PHASE 2: WEBSITE IMPLEMENTATION**

We will implement the website using the SquareSpace platform. The user-friendly interface of this platform will enable Contextual Dynamics Lab representatives to make changes and updates to the website after project completion, without being reliant on an outside web developer. In addition, SquareSpace includes valuable built-in features such as social media integration, analytics to track website traffic and effectiveness, and responsive layouts for accessibility on mobile devices.

During this phase, Chameleon Studios will incorporate revisions to the mock-up presented at the end of Phase 1. However, if the degree of revisions requested by Dr. Manning necessitates the development of an entirely new design template, an additional fee will apply (see Additional Services for more information).

The base fee for this phase includes implementation of up to five (5) website pages and one (1) final round of minor revisions once implementation is complete.



## **DELIVERABLES**

The primary deliverable for the Scope of Work described above will include a live website hosted at a domain location owned by the Contextual Dynamics Lab.

After payment in full, Dr. Manning will have administrative access to the website through the SquareSpace platform, and can modify or update the website as desired.

No modifications may be made to any custom imagery created by Chameleon Studios under this contract, unless such changes are approved by Chameleon Studios in writing. Chameleon Studios retains design copyrights on all artwork developed under this contract. In addition, Chameleon Studios may use materials developed under this contract (including screenshots of the website) in our firm's design portfolio.

## **SCHEDULE**

It is anticipated that Phase 1 (Website Design) will be completed approximately two to three (2 - 3) weeks after the overall design direction is established (per discussions with Dr. Manning described in Phase 1). We estimate that Phase 2 (Website Implementation) will take one to two (1 - 2) additional weeks.

Maintaining this project schedule assumes timely responses and decisions by Dr. Manning. In addition, the schedule may be adjusted to accommodate the complexity and scope of any additional design concepts, extensive revisions, or custom illustrations requested.



## COST OF SERVICES

The fee for the services described above will be broken down by phase, as follows:

<b>PHASE 1: WEBSITE DESIGN</b>	<b>\$ 1,500 *</b>
Includes mock-ups of 5 website pages; imagery selection	
<b>PHASE 2: WEBSITE IMPLEMENTATION</b>	<b>\$ 1,000</b>
Includes 5 pages implemented in Squarespace; 1 minor revision	
<b>TOTAL</b>	<b>\$ 2,500 *</b>

\* plus additional fees for non-free stock photography or illustrations

The Contextual Dynamics Lab is responsible for all applicable costs associated with the website, including hosting/platform fees (approximately \$200 annually for the Squarespace platform), domain registration (Squarespace hosting includes one free domain), image licenses for unlimited website use, platform plug-ins, email list-builder services, and social media accounts. Chameleon Studios will attempt to keep costs to a minimum, and will notify Dr. Manning to approve and purchase any additional expenses before proceeding.

We require a non-refundable 30% retainer (totaling \$750) prior to commencing work on this project. This retainer will be credited towards the final invoice upon project completion.

We will submit invoices monthly based on a percentage of project completion. Invoices are due upon receipt; unpaid invoices will accrue interest after 30 days.

The terms of this proposal are valid for thirty (30) days, after which the schedule and fees may be subject to change based on the Chameleon Studios workload and standard rates at the time of project initiation.

NOTE: The fees listed in this proposal are discounted from Chameleon Studios' standard rates and cannot be guaranteed for future work (even if that work is similar in scope).



## **ADDITIONAL SERVICES (OPTIONAL)**

Chameleon Studios can provide a number of additional services to support this project and advance the Contextual Dynamics Lab's ongoing communications goals. Such services can be provided on an hourly basis (at a rate of \$100/hour) or a negotiated fee can be authorized through a Work Order Addendum to this Contract. We would be happy to discuss the full breadth of our offerings, upon request. Some of the most relevant optional services are described in more detail below.

### **1: Additional Design Options or Major Revisions**

Our base fee includes a certain number of design concepts and levels of revisions, as noted in the Scope of Work. Additional design options, rounds of revision, or more major revisions than those specified can be added to any phase for a negotiated fee (to be determined based on the complexity and extent of the additional work requested).

### **2: Content Development and Copy Editing**

Chameleon Studios can develop written copy describing the Contextual Dynamics Lab's research, mission, and expertise. We can also provide copy editing services for content provided by the Contextual Dynamics Lab to correct spelling, grammar, clarity of content, and tonal consistency. Fees for these services will be determined based on the length and complexity of content requested.

### **3: Custom Illustrations**

We offer a full suite of graphic design services to create exclusive illustrations and graphics for websites and marketing materials. Pricing is dependent on the number of illustrations and the style and complexity of the requested graphics.

### **4: Photography Services**

Chameleon Studios provides a range of professional photography services to meet each client's specific image requirements, such as scientific laboratory facilities, headshots of team members, and other relevant images. Chameleon Studios can also edit existing images provided by the Contextual Dynamics Lab (upon provision of proper copyright allowances). Fees will be determined based on the type of photo shoot or editing requirements.

### **5: Logo Development**

To achieve a highly memorable brand identity for the Contextual Dynamics Lab, Chameleon Studios can assist with a variety of branding projects, including designing a new logo from scratch (or refreshing the appearance of an existing logo). Logo design services begin at \$600.



#### **6: SquareSpace Platform Training**

Upon request, we can schedule a training to teach Contextual Dynamics Lab representatives how to use the SquareSpace platform and applicable features (including built-in blogging and other functionalities). We can also provide ongoing assistance with the platform and website maintenance. These services are billed on an hourly basis of \$100 per hour plus reimbursement for travel expenses (note that our hourly rates may be subject to change at the beginning of each calendar year).

#### **7: Social Media and Online Marketing Strategy**

Social media and blogging are important tools to consider as part of an online marketing strategy in order to achieve greater penetration into desired online target markets. If the Contextual Dynamics Lab would like assistance setting up social media accounts or a blog, Chameleon Studios is available to help. To achieve the greatest impact and simplify ongoing maintenance, we can also develop an online marketing strategy, establish a posting schedule, and generate social media or blog content for the lab to use. We can provide these services on an hourly basis, or a fixed fee can be negotiated based on the specific work being requested.

#### **8: Other Materials**

Chameleon Studios can develop a variety of additional materials, including business cards, letterhead, mailing envelopes, jotter cards, folders, invoices, resumes, proposals, brochures, posters, signage, advertisements, e-blasts, press releases, presentations, promotional booklets, and giveaways (mugs, t-shirts, etc.). Fees will depend on the scope and complexity of the work requested.



## CONTRACT

If the terms of this agreement (dated September 18, 2015) are acceptable to you, please complete the information below and return the executed document to Talia Manning. Work will commence upon receipt of this signed Contract page and payment of a non-refundable 30% retainer (totaling \$750). To initiate optional services on an à la carte basis, please complete the Work Order on the following page.

**Project:** Website Creation  
**Client:** The Contextual Dynamics Lab at Dartmouth College  
**Contract Agent:** Dr. David J. Bucci  
603.646.3439  
david.j.bucci@dartmouth.edu

**Billing Contact:** Tammy L. Moffatt

**Signature:** \_\_\_\_\_ (authorized signature)  
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\_\_\_\_\_ (printed name)  
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\_\_\_\_\_  
\_\_\_\_\_ (title)

**Design Team:** \_\_\_\_\_ (Chameleon Studios signature)  
\_\_\_\_\_  
\_\_\_\_\_ (date)

Talia S. Manning  
Founder & Chief Creative Officer





**WORK ORDER #** \_\_\_\_\_

The following project is being authorized per the Contract (dated September 18, 2015) between Dr. David J. Bucci (on behalf of the Contextual Dynamics Lab at Dartmouth College) and Chameleon Studios for Website Creation services. Please complete the information below and send to Talia Manning to initiate individual Additional Service tasks.

**Add Service #:** \_\_\_\_\_

**Instructions:** \_\_\_\_\_  
\_\_\_\_\_

**Fee:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ (authorized signature)  
\_\_\_\_\_ (date)  
\_\_\_\_\_ (printed name)  
\_\_\_\_\_ (title)

**Design Team:** \_\_\_\_\_ (Chameleon Studios signature)  
\_\_\_\_\_ (date)

Talia S. Manning  
Founder & Chief Creative Officer