

# Flyers and Brochures

Includes conceptualizing, design polish, and client-ready presentation with 2 rounds of revisions.

## Phase Breakdown and Deliverables

### 1. Discovery & Content Planning (1–2 hrs)

*Review content and goals, and discuss target audience*

### 2. Layout Planning & Rough Mockups (1–2 hrs)

*Quick mockups or style tile to confirm direction: typography, layout, mood*

### 3. Design & Build (3–5 hrs)

*Full design in InDesign/Illustrator, including imagery, layout, type hierarchy*

### 4. Client Review & Revisions (1–2 hrs)

*Revisions to layout, copy, or graphics based on client feedback*

### 5. Final Prep & Delivery (1–2 hrs)

*Export for print (CMYK, bleed) and/or digital (RGB, web-optimized PDF)*

## Terms and Conditions

All projects begin with a discovery and planning phase to align goals and deliverables. Once the scope is confirmed, a 50% deposit is required to secure the project start date. The remaining 50% is due upon final delivery of assets, before release of production files or public launch. For longer or multi-phase projects, payments may be structured in milestones based on completed stages.

Deliverables will be clearly outlined at the start of each project. Additional revisions or requests outside the agreed scope may be subject to additional billing. Final files are delivered in industry-standard formats and include print-ready and/or web-optimized versions as appropriate.

Rush fees may apply to expedited timelines. Project timelines depend on prompt feedback at key stages. Payment via PayPal, Venmo or ApplePay.

By working together, you agree to a collaborative process built on clear communication and mutual respect for timelines, feedback, and creative boundaries.



# Multi-Page Catalogs

Multi-page catalog design using templates and provided content. Includes print-ready file with bleeds and a web-friendly PDF version.

## Phase Breakdown and Deliverables

### 1. Project Intake & Specs Planning (1–2 hrs)

*Define page count, size, binding (saddle stitch), bleed specs, audience, and purpose*

### 2. Content Mapping & Page Planning (2–4 hrs)

*Plan sections, create content outline, determine flow (intro, sections, back matter)*

### 3. Initial Style Guide & Cover Concepts (2–4 hrs)

*Define typography, colors, grids; design 1–2 cover directions*

### 4. Page Template Design (2–4 hrs)

*Design master page templates: headers, footers, page numbers, photo grids, layout logic*

### 5. Catalog Layout & Design (45–90 min/page)

*Full design of internal pages using templates and brand visuals*

### 6. Client Review & Revisions (2–4 hrs, plus edit time)

*Proofing rounds for structure, layout, and content accuracy*

### 7. Print Prep & Export (2–3 hrs)

*Final print-ready PDF (CMYK, bleeds, spreads), prepress checklist*

### 8. Web-Optimized PDF Version (1–2 hrs)

*Reduced file size, RGB color space, hyperlinks, and screen readability tweaks*

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