



# Design Proposal

**Project:**

Street Art Coffee Table Book

**Client:**

Emily Moody

**Contact:**

Selena Lytle-Brinck  
[slb.design@gmail.com](mailto:slb.design@gmail.com)  
808-373-6330  
[slbdesign.com](http://slbdesign.com)

Quote Expires: May 4, 2023





My name is Selena Lytle-Brinck I am a Graphic Designer based in Honolulu, HI. Through my academic background and life experiences, I am capable to approach challenging assignments, bringing new and creative design solutions to any given projects.



# Project Goal

The creation of this book will allow an artist's work to be accessible to a multitude of people in different locations at any given time. The end goal is to create a printed book that will be able to tell each artists story through their work. A combination of beautiful imagery and expert typesetting will make this book worthy of a spot on the most discerning coffee tables.

# Deliverables

- Coffee Table Book
- Mobile App

Few people go to art exhibitions.  
The power of Street Art is that it goes to people's daily life to be seen

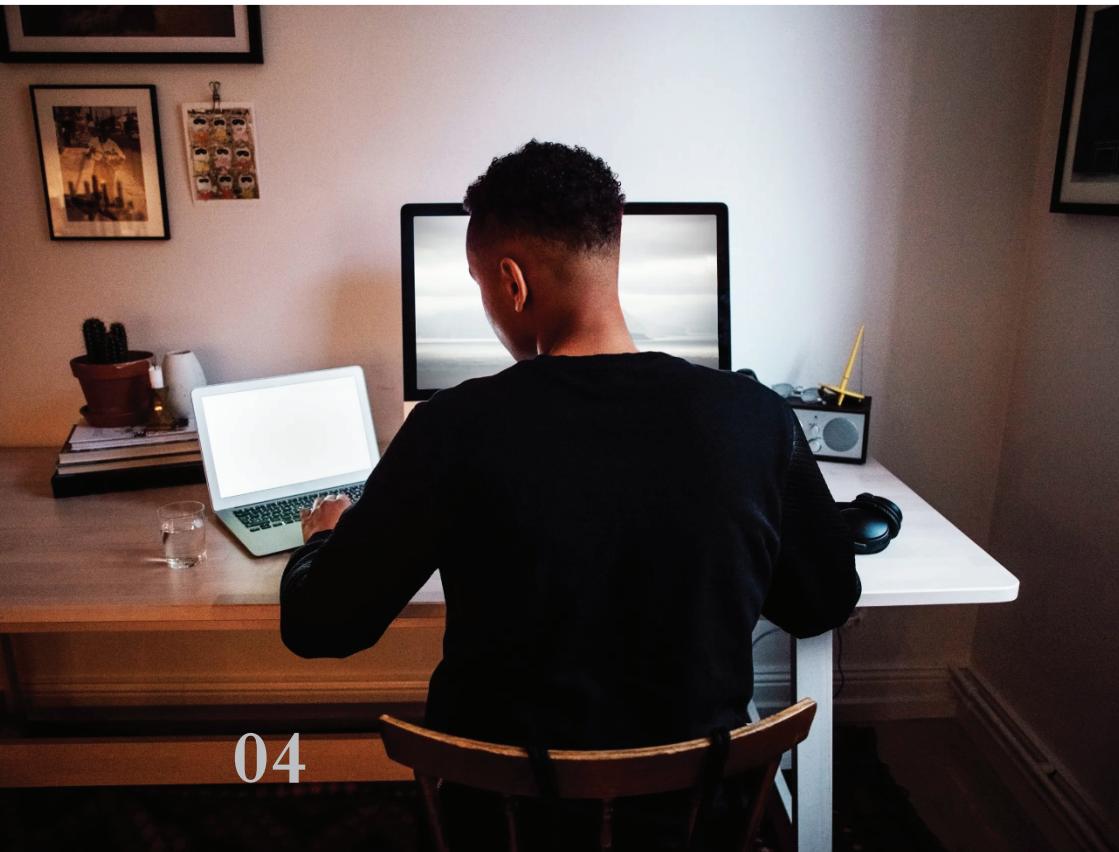


# The Process



## Research

This phase will involve extensive research gathering High-res imagery and text content. Then we will decide who our vendor will be to print the book.



04

## Draft

We will set up a file according to production specifications, develop grid, and choose 2-3 different type (create type specimens).

For mobile app, we will start creating a site map, style guide, and wireframes.

Lastly, for print deliverables, this would include a printed book & mock-ups.

## Design

After receiving feedback from the previous phase, present 2 design ideas to see what direction we want the book to go.

## Deliver

The final phase is to deliver a printed book & final prototype for app.

# Schedule

Most projects of this size can be completed in 4 months, but schedule will vary depending on given feedback.

## Important Deadlines:

**February 14:** Formal Progress Review → Present 2-3 different type specimens.

**March 7:** Midterm Critique → Review of 2-3 different design concepts.

**April 11:** Formal Progress Review → Show design revisions.

**May 2:** Final Critique → Project review.

## Project Timeline:

Deliverables	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16
Research																
Type & Typography																
Choose a vendor																
Design																
Print																

# Cost & Scope

## Deliverables

## Cost

### **Assets**

Typography, color, and imagery.

\$xxxxxx

### **Print**

Coffee table book.

\$xxxxxx

### **Digital**

mobile app.

\$xxxxxx

**Project total:** \$xxxxxx

## What's Next?

Call or email with any questions. Once the quote and scope is approved, we'll send you our design agreement, and then an invoice for the xx% downpayment to get started. My schedule is currently such that I am available to get started as soon as the first payment is reviewed.

*Selena Lytle-Brinck*  
Selena Lytle-Brinck

**Call, text, or email with any questions.**

slb.design@gmail.com

(808) 373.6330

# Terms

## 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 The Client deems fit.

## Revisions

Each design deliverable includes two rounds of revisions during the Design and Refinement phases. This provided the Client an opportunity for discussion, feedback, and revisions in order to meet the project objectives.

## Payment Schedule

50% of the total cost is due prior to the start of the creative process. The remaining balance is due upon delivery of the final files. Should the project expand beyond the scope of this estimate or if additional revisions are necessary, Selena Lytle-Brinck bills at \$120.00 an hour. The Client will be notified in advance if this alternate billing method is required.

## Modifications

Modifications of the Agreement must be written, except fees or expenses that were authorized orally in order to progress promptly with the work.

## Warranty of Originality

Selena Lytle-Brinck warrants and represents that, to the best of her knowledge, the work assigned hereunder is original and has not been previously published, or that consent to use has been obtained on an unlimited basis; that all work or portions thereof obtained through the undersigned from third parties is original or, if previously published, that consent to use has been obtained on an unlimited basis; that Selena Lytle-Brinck has full authority to make this agreement and that the work prepared by Selena Lytle-Brinck does not contain any scandalous, libelous, or unlawful matter. This warranty does not extend to any use that the Client or others make of Selena Lytle-Brinck's product which may infringe on the rights of others.

Client expressly agrees that it will hold Selena Lytle-Brinck harmless for all liability caused by the Client's use of Selena Lytle-Brinck's product to the extent such use infringes on the rights of others.

## Changes

The Client shall be responsible for making additional payments for changes requested by the Client in the original Proposal. However, no additional payment shall be made for changes required to conform to the original assignment description.



# Terms Cont.

## Credit Lines

Selena Lytle-Brinck and any other creators shall receive a credit line with any editorial usage.

## Cancellation

The Client may declare the Cancellation of the assignment for reasons not related to the assignment. In the event of Cancellation of this assignment by the Client, any milestone payments made prior to cancellation shall be retained by Selena Lytle-Brinck. If the cancellation is made prior to the delivery of the first round of designs, no additional charges will be incurred by Client. If the cancellation is made after the delivery of the second round of designs, a cancellation fee of twenty five percent (25%) of the remaining balance shall be paid by the client. If the cancellation is during the Refinement phase or prior to the acceptance of the Final Deliverables, a cancellation fee shall be one hundred percent (100%) of the balance of all remaining dues. In the event of cancellation, Selena Lytle-Brinck retains ownership of all copyrights and any original artwork.

## Exclusions

This proposal does not include any third-party web development technology fees; web hosting fees, domain registration fees, paid themes, and paid plugins. Also excluded are any production costs related to the printed materials. Prior to purchase of any materials, Designer will seek authorization from Client.

## CLIENT SIGNATURE

---

## PRINTED NAME

---

## DATE

---

# Thank You

