

PROPOSAL

Yale School of Art

Website Design Project

Prepared by:



Version: 1.1

September 20, 2015

Prepared for Yale School of Art by Dream Team Designs

Confidential: Reproduction of this document by any entity outside of Yale School of Art or Dream Team Designs is strictly forbidden.

REVISION HISTORY

REVISION	SECTION	DESCRIPTION	EDITOR	DATE
1.0		Original Document	KJB	09/07/2015
1.1		Grammatical Revisions	KJB	09/20/2015

PROJECT OVERVIEW

The Yale School of Art wishes to update its current web presence. The purpose of the Yale School of Art's website is to showcase the art created by existing students, act as a resource for students to discover upcoming events, and to recruit new students to the school.

The Yale School of Art wishes to use the site to show that it is a prestigious school. The existing website does not reflect that the school is a premier art school in the country. The goal is to create a clean and professional design that reflects the existing brand for Yale University while also having its own look and feel as an art school.

This proposal will detail Dream Team Designs' recommendations and approach for the design and development of the Yale School of Art's online web presence.

PROJECT APPROACH

Dream Team Designs will approach the redesign of the Yale School of Art's website using the following process.

The PURITE Process™ is the Dream Team Designs' in-house methodology for ensuring success across the board for all initiatives. By utilizing PURITE, Dream Team Designs has a proven set of guidelines for working closely with clients and users/audiences to reliably maintain and exceed delivery expectations.

P – Prepare. We dedicate a portion of every initiative to understanding your industry, your competitors, and how they do business in order to be as informed as possible prior to beginning requirements gathering.

U – Understand. We work closely with your subject matter experts and/or users to define the requirements for building the project correctly.

R – Render. Through the Render phase we create and develop all the pieces of the project/product. In our experience, any development phase requires a lot of heads-down, focused work effort but also timely, open communication with your team(s). It also requires that we...

I – Iterate. The Iterate phase is repeated throughout the entire lifecycle of the project. We move as quickly as possible to bring the project to life, and this often requires creating multiple iterations in rapid timelines. This requires direct and timely involvement from you and your dedicated resources. The end result is the product you've specified – and helped to create.

T – Test. We test every project throughout the course of our Render phase; however, we also require an extra set of eyes – from our own testing team and from your

designated user group / audience group to perform goal-based testing. This additional round of testing helps ensure that as few stones as possible are left unturned in order to deliver a project that has been rigorously evaluated from multiple levels.

E – Enable. Upon successful completion of the five previous phases and your signed approval, we will enable the solution and take it live.

The PURITE Process™ doesn't end there. After project completion, we regularly communicate with our clients. We will continue to gauge your satisfaction levels, understand your changing goals or project enhancements, and assist you in defining the best approach for the future development of your project.

SCOPE OF WORK

Dream Team Designs was approached by the Yale School of Art to provide all necessary services to redesign its website.

Dream Team Designs will focus on the branding efforts of the Yale School of Art and the overall design and construction of its website. Dream Team Designs will provide a solution that allows the faculty of the Yale School of Art to create, edit and maintain content on the website. There will be three facets of the website: an administrative side for maintaining content, a faculty-facing side as well as a student-facing side.

Dream Team Designs will set up social media accounts (Facebook, LinkedIn, Google+, and possibly Twitter) on behalf of the Yale School of Art and implement them into the finalized website via either a link or a feed, depending on what makes sense within the design.

Dream Team Designs will also add the following features to the finalized website:

- Calendar of events
 - Event registration
- Photo gallery(ies) of student work
- Recruitment tool
 - Online based enrollment/application form
- Faculty member profiles
 - Faculty member spotlight that highlights one faculty member on a rotating schedule

ASSUMPTIONS

Dream Team Designs requests that the Yale School of Art provides the following assets and resources throughout the course of the project. An inability to provide these assets and resources in a timely and complete manner may cause the project to be delayed or render it unsuccessful.

The Yale School of Art will provide access to the web server that is presently hosting the existing website and all source files used for the existing website by October 7th, 2015. Access to the existing server will include the existing server's FTP (File Transfer Protocol) login information (which can likely be obtained by the Yale School of Art's Information Technology (IT) / Infrastructure (IS) staff members). The login information can be provided to Dream Team Designs through email, or in person if preferred. If there are source files that are not presently located on the existing web server, they will need to be provided to Dream Team Designs via email or USB/thumb drive.

The Yale School of Art will provide all content for the website (copy, imagery, audio, etc), most of which will be taken directly from the existing website. This content is due by October 14th, 2015 in an electronic format (via email or USB/thumb drive and in Word or other text editor document, jpg, jpeg, gif, png, mp3 and mp4 formats). Should the Yale School of Art provide any content that it needs to be typed (scans, handwritten notes, etc.) additional charges for data entry service may apply.

The Yale School of Art will provide required assets for use in the project, such as fonts or color palettes in an electronic format via email or USB/thumb drive. If there is no preferred font or color palette choice, then the Yale School of Art will be expected to approve of the font and color choices made by Dream Team Designs for the project.

The Yale School of Art will provide access to all required Yale School of Art employees that are relevant to this project in the event that Dream Team Designs needs feedback, content, or other information from them.

The Yale School of Art will provide timely and detailed feedback on all aspects of the redesign in accordance to the project plan.

DELIVERABLES

Dream Team Designs shall provide the following deliverables to the Yale School of Art as they become available throughout the course of this project:

Design & Development

- Initial design comps (proposed design/layout) including:
 - Branding
 - Logo
 - Color scheme
 - Website Layout
 - Color scheme
- Revisions to comps as requested
 - Up to 5 total revisions per object (layout comps, branding comps, etc.)
- Installation of a content management system (CMS)
 - This will be the administrative page allowing faculty/designated individuals to create, edit and maintain content on the website
- Revised content
 - Enrollment form
 - Contact form
 - Calendar of events
- Domain registration and hosting if needed
- Creation and implementation of social media accounts
- Site build out

Content

- Sitemap showing reorganized content for review
- Content for review
- Revisions to sitemap and copy as needed

OWNERSHIP AND RIGHTS

Upon successful completion and launch of the website, Dream Team Designs shall turn over all ownership and rights to the finished material to the Yale School of Art. All completed design work, source code and content shall remain under the Yale School of Art copyright.

ADDITIONAL COSTS AND FEES

In the event that outside resources are required – i.e., fonts, stock photography, illustrations, etc., these shall be identified, approved by and billed to the Yale School of Art.

Examples of additional costs, resources and services:

- CMS theme
- Plugins
- Marketing
- SEO
- SEO Analysis

PROJECT PRICING

Dream Team Designs has proposed multiple estimates for the Yale School of Art, in order to provide the best possible options for your immediate and/or future needs. Dream Team Designs makes the assumption that all content will be provided by the Yale School of Art. In the event that Dream Team Designs is requested to provide content services beyond minor editing and the basic reorganization of existing content, the estimates will need to be redefined.

Dream Team Designs' estimates allow for flexibility from a cost and needs perspective. The estimates are as follows (billable at \$35/hour):

Research and Development (30 hrs)	\$1,050
Content Reorganization and Copywriting Service (10 hrs)	\$350
Information Architecture (10 hrs)	\$350
Rebranding (10 hrs)	\$350
Visual Redesign (30 hrs)	\$1,050
Interaction Design (10 hrs)	\$350
Front End Development (100 hrs).....	\$3,500
 Total Estimate.....	 \$7,000
Retainer Fee (30% of estimate).....	\$2,100

PAYMENT SCHEDULE

Dream Team Designs requires a retainer fee of 30% of the total estimated price of the project prior to commencement.

Dream Team Designs shall submit invoices on the 1st of every month; payment is due within 30 days.

Upon completion of the project, Dream Team Designs shall deliver all work product to the Yale School of Art. Once the materials are satisfactorily approved, Dream Team Designs shall refund any payment in excess of the retainer, or shall submit a final invoice for amounts not already paid.

Note: If the website is placed on hold for a period of more than 14 days with no work progress made, Dream Team Designs shall submit a final invoice for any fees not covered by the retainer and shall be provided with the right of first refusal in the event that the project is reopened.

ACKNOWLEDGEMENT AND SIGN-OFF

This proposal is acknowledged and agreed in its entirety by the Yale School of Art. This proposal must be signed and dated by an authorized representative of the Yale School of Art in order to be in effect. Alternately, a signed purchase order referencing this proposal will constitute acceptance in place of this signed document (provided, however, that any preprinted terms on such purchase order shall be considered null and void and of no effect).

This proposal constitutes the entire agreement between the parties with respect to the subject matter of this proposal. This proposal merges and supersedes all prior oral or written agreements, discussions, negotiations, commitments, writings, or understandings. This includes without limitation any representations contained in any sales literature, brochures, or other written descriptive or advertising material and is the complete and exclusive statement of the terms of the parties' agreement. Each of the parties acknowledges and agrees that in executing this proposal it has not relied upon, and it expressly disclaims any reliance upon, any representation or statement not set forth herein or in the Agreement.

Accepted by the authorized representatives of:

Dream Team Designs

By: _____

Name: _____

Title: _____

Date: _____

The Yale School of Art

By: _____

Name: _____

Title: _____

Date: _____

Make all checks payable to: Dream Team Designs