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BALI, MARCH 22, 2024

# PROJECT PROPOSAL

PREPARED FOR  
**MR. PHILIP YOUNG**

PRESENTED TO  
**MR. FIRMAN CAHYADI**

BY  
**ANDRE EMANUEL**



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# PROJECT PROPOSAL INTRODUCTION

**Dear Mr. Young,**

Thank you for agreeing to allow me to present my proposal to you. It was great to speak to you, and I look forward to working with you at Young Corporation.

As I previously mentioned, I come from an art and design background and have built the skills and experience in providing concept product design services. It's my goal to focus my skillset to create the best designs possible for your company according to the principles and requirements you have outlined, in order to drive innovation and creativity to your current line of products.

My proposal details how I hope to achieve this, with my proposed packages, and it also outlines my creative process. If you have any questions or thoughts about how my services can better fit your needs, please reach out and we can set up a call. I'll be happy to adjust to your objectives and needs.

Best regards,

**Andre Emanuel**



# PROJECT DESCRIPTION

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Based on the information you have provided during our meeting, you are requesting facelift redesigns for your **forklift** line of products, aesthetic enhancements for your **capsule home** line of products, while possibly also designs for **animal cages** in the future.

Specifically for your forklift line, I have understood that you will need me to follow **these guidelines:**

- Maintain main dimensions and proportions.
- Ensure design tweaks are cost-efficient and production-friendly.
- Customize rear and side body components, with minor tweaks to the cabin's roll cage.
- Incorporate company logo into the design.
- Draw inspiration from Linde's forklift products.



A futuristic, sleek, white capsule home with large glass windows is situated on a grassy bank next to a calm lake. The interior of the capsule is visible through the glass, showing a modern living space with a person sitting on a bench. The lake reflects the capsule and the surrounding greenery. The background features a rocky hillside with trees.

# PROJECT DESCRIPTION

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As for your capsule home products, the main points you have outlined are:

- Retain futuristic appearance for a **sense of quality and luxury**.
- Incorporate natural materials **reflecting local cultures**.
- Ensure a unique design **not easily replicated** by competitors.

I will do my best to follow these guidelines in my design in order to achieve your company's goals. If there are any other specific points of reference or guidelines that I need to follow, please feel free to communicate them with me.



# PACKAGES AND FEES

## 1. CONSULTATION

One round of consultation meeting where we will discuss the project and design guidelines, as well as brainstorm ideas.

This phase also will give you assurance of my abilities and qualifications to complete the project.

- **Deliverables:**
  - Project Guidelines
  - Project Proposal
- **Delivery time:** 2 business days

**COST: \$0**

# 2. CONCEPT EXPLORATION

Initial phase of compiling ideas.

- **Pre-requisite:** Client approval of Consultation phase mood board and proposal
- **Deliverables:**
  - Mood board with references, inspirations, and ideas, in pdf format
  - 5 initial design concepts
  - 2 perspective view rough sketches for each concept, in high-res digital format
- **Delivery time:** 5 business days
- **Add-ons:**
  - Complete in 3 days: +\$15 / IDR 225
  - Additional design concepts with 2 perspective view sketches each: \$10 / IDR 150k + 1 day delivery time for each concept
  - 2 Additional sketches: +\$5 / IDR 75k, +1 day delivery time extension
  - Additional revisions: +\$10 / IDR 150k per revision, +1 day delivery time extension after each revision

**\$65 - IDR 975K**



# 3. DESIGN DEVELOPMENT



Refinement and development of 1 concept from Concept Exploration phase.

- **Pre-requisite:** Client approval of Concept Exploration phase design concepts
- **Deliverables:**
  - 1 design concept
  - 3 perspective view, high-quality hand-drawn marker or digital illustrations for 1 concept, in high-res digital format
  - 3 rounds of revisions (+1 day delivery time extension after each revision)
- **Delivery time:** 5 business days
- **Add-ons:**
  - Complete in 3 days: \$25 / IDR 375k
  - Additional concepts with 3 illustrations each: +\$45 / IDR 700k per concept, +4 days delivery time extension
  - Additional illustrations: +\$10 / IDR 150, + 2 days delivery time extension for each
  - Additional revisions: +\$10 / IDR 150k per revision, +1 day delivery time extension after each revision

**\$85 - IDR 1,275K**



# 4. PRODUCT REALIZATION

Turning concepts into reality

- **Pre-requisite:** Client approval of Design Development phase design concept illustrations
- **Deliverables:**
  - 1 final design concept
  - Technical drawings of design concept with full measurements of design dimensions and proportions
  - 3d model with 4 fully rendered views each
  - 3 rounds of revisions (+2 days delivery time extension after each revision)
- **Delivery time:** 12 business days
- **Add-ons:**
  - Complete in 7 days: +\$35 / IDR 525k
  - Additional concepts with 3d models, 4 fully rendered views, and measurements each:
  - Additional revisions: \$20 / IDR 300k per revision, +2 days delivery time extension after each revision

**\$250 - IDR 3,750K**



# PACKAGE SIMULATION



**Consultation \$0**

**Concept Exploration \$65 / IDR 975k**

- add 2 design concepts +\$20 / IDR 300k
- add 4 sketches +\$10 / IDR 150k

**Design Development \$85 / IDR 1,275k**

- add 2 design concepts +\$90 / IDR 1,400k

**Prototype Preparation \$250 / IDR 3,750k**

- add 1 revision +\$20 / IDR 300k

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## **Total Deliverables:**

- 1 mood board
- 14 concept sketches for 5 design concepts
- 9 high-res high-quality illustrations for 3 design concepts
- 3d model with full measurements of 1 final design concept, with 4 high-quality high-res fully rendered 3d views

**Total Cost: \$540 / IDR 8,150,000**

**Total Duration: 38 days max**

# ABOUT ME



I am a passionate product designer with over 14 years of experience in various art and design fields, specializing in creating user-centered designs with a strong focus on aesthetics.

Since graduating with a Fine Arts degree from Maranatha Christian University in Bandung in 2010, I've honed my skills in graphic design, illustration, product design, 3D modeling, and storyboard art.

I've successfully applied this skillset to a variety of projects, for companies, agencies, and freelance clients alike.

I am an open minded, critically thinking, creative individual, whose curiosity knows no bounds and is highly motivated by seeking creative solutions for problems.

I am also a father of a sassy 5-year-old girl, and among the many hats I put on in my daily life, this is the one that I am most proud of wearing.

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# THANK YOU

