

PROPOSAL

Permafrost Photography & Design • Hidden Tree Farm

Proposal Date: Sep. 4, 2023 **Expiry:** Oct. 20, 2023

PROJECT SUMMARY

Thank you for considering Permafrost Photography & Design for the launch of your new professional website! My goal is to help you gain exposure and increase adoptions with the design, development, and launch of a new website, rich with your rescue imagery and easy-to-find contact information. This site can be created quickly and elegantly, as described below.

PHASES

Based on our initial conversation, here are the three phases I propose for this project:

1. DESIGN PHASE

In this first step, we'll decide on the look and feel of your website, select a target audience, review some styling considerations, and create site mockups.

2. DEVELOPMENT PHASE

Once we've agreed upon a design, it's time to build it! After the site is built, you'll have an opportunity to request revisions so that the site we launch is one you'll love.

3. LAUNCH

Once the site is built, we'll make it live and release it to the world!

DELIVERABLES

Here are the specific items and deliverables that are needed for this project:

- ! Mood boards
- ! Wireframes
- ! Design comps (3 revisions)
- ! HTML & CSS coding (1 round of revisions)
- ! Domain hosting & setup

We can discuss any additional items that you'd like included. Please note that additions will require an adjustment to the timeline on the next page.

BUDGET

My fee for this project is \$1000.

! \$500 (50% of project budget) is due upon agreement of this proposal.

! \$500 (50% of project budget) is due at site completion.

IMPORTANT: Additional costs such as domain name or hosting fees are not included in my price; the fee above is simply the cost for my design and development services. Hosting is what allows your site to live on the on the web, and luckily can be as cheap as \$5/month. Domain fees are often included in hosting fees, however their cost depends on their demand. Let's talk through your budget for these kinds of items – or optional add-ons like icons and stock imagery – to make sure they're accounted for.

TIMELINE

I expect to start this work Monday, September 4, 2023 and to complete it by Friday, October 6, 2023 Here's the timeline we'd need to follow to make sure we keep these dates:

DATE	DESCRIPTION	WHO
Sep 04	Any images or branding guidelines you'd like me to use	PJ Williamson
Sep 06	Moodboards	Laura Gieg
Sep 11	Wireframes	Laura Gieg
Sep 11	List of adoptees you'd like to showcase, along with brief descriptions	Laura Gieg
Sep 18	Design comps v.1	Laura Gieg
Sep 25	Design comps v.2	Laura Gieg
Oct 02	Design comps v.3	Laura Gieg
Oct 09	Any other written content necessary for the site, as well as final images	PJ Williamson
Oct 16	Coded site completed	Laura Gieg
Oct 18	Revisions made on coded site	Laura Gieg
Oct 20	Site launched and live!	Laura Gieg

Please note that all dates above are negotiable, and that delay of any of these deliverables will result in a delay of any

deliverable dates that follow.

RESPONSIBILITIES

Each party is responsible for communicating about deliverable delays as early as they can, and to respond to one another within 24 hours of any emails or phone calls. Our goal is to efficiently create a beautiful site, and the best way to do that is to work professionally and respectfully together!

PROJECT TERMS

This project agreement is valid for 30 days.

Deliverables will be completed and delivered as specified previously in this document.

Payment will be invoiced upon signature of this agreement (50%) and upon delivery of final deliverables (50%). Payment is due within 30 days of invoicing. Additional costs may apply as specified previously. If additional services are ordered at any time during the project, they will also be billed at this time.

As agreed, [Client Name] will provide [initial copy, graphics, images, and video files]. [Company Name] will [review these assets and give recommendations on content and placement].

If agreed, please sign below and return to me. I look forward to working with you on this exciting project!

[Client Name] [Date]

Laura Gieg August 28, 2023

THANK YOU!

I very much look forward to working with you.