

# GRAPHIC DESIGNING PROPOSAL

**Hello,**

Thank you for reaching out. I request you to go through this document. I have a certain way of doing things which I would like to express in the best interest of both of us.

## **About me**

I am a Creative and passionate graphic designer who loves to stand out. As a person, I prefer to see the positive aspects of life at every moment to cherish it and imbue my work with my emotions and design ideas

## **Services I offer**

I create art digitally i.e. I design cool and elegant stuff that represents a mindset, emotions and something always awesome.

I design

- a. Illustrations
- b. Digital portraits
- c. Posters
- d. Banners and flyers
- e. Business cards
- f. Letter heads

I use a variety of awesome tools from Adobe that allow me to design awesome graphics. I am happy to use other tools as per client's requirements but I will also evaluate the overheads and suggest that best practices.

## **Working with me**

I have a few things which I would like to mention beforehand so that we can be transparent with each other.

## Process

- a. Before everything, I will be having a kick off call with you to understand your products/services and your requirements so that I can understand what you want. I might as well schedule similar calls in between designs to accommodate your constant and valuable feedback.
- b. I'll be emailing you sample sketches of the design and once you are satisfied with them, I will then design them digitally.
- c. I would love to receive your feedback, so that we can collaborate on good terms.
- d. If you want to add any photos, please provide them while we are in the planning stage.

## Timelines

Time frame has 2 variables that can affect my delivery –

- a. This is not my primary job. I am doing this as part time after college. Hence, the amount of time I spend in my college can vary as per my workload with respect to my assignments and exams and hence may or may not directly affect the timelines.
- b. Your Requirements will play a major role in deciding the initial time frame. May be at a later stage, if we discover any roadblocks, which may or may not be critical, can directly affect the timelines.

## Charges

### 1. Illustrations

- a. One time cost of the designing an illustration is ₹750/- for black and white and ₹1500/- for colour illustration, with printable pdf files and 5–6 revisions allowed.
- b. I'll be delivering the first draft of the design within a one day from where we start.

- c. Any minor changes (like colour variations, slight shape variations, Object replacement) will be included upto 5-6 in number, free of cost. Post that any minor change will cost 50 INR but any major changes that require a huge redesign will be charged extra.

## 2. Digital portraits

- a. One time costing of designing the digital portrait is ₹250/- with printable pdf files and 5–6 revisions allowed. The charges will add up according to the details that you need.
- b. I'll be delivering the first draft of the design within 5 hours of the said date.
- c. Any minor changes (like colour variations, slight shape variations, Object replacement) will be included upto 5-6 in number, free of cost. Post that any minor change will cost 50 INR but any major changes that require a huge redesign will be charged extra.

## 3. Posters

- a. One time costing of designing a commercial poster is ₹2000/- and the cost of designing pamphlets is ₹1000/- with printable pdf files and 5–6 revisions allowed.
- b. I'll be delivering the first draft of the design within 5 hours of the said date.
- c. Any minor changes (like colour variations, slight shape variations, Object replacement) will be included upto 5-6 in number, free of cost. Post that any minor change will cost 50 INR but any major changes that require a huge redesign will be charged extra.

## 4. Flyers and banners

- a. One time costing of designing a Flyer is ₹1000/- and one time costing of designing a banner ₹600/- with printable pdf files and 5–6 revisions allowed.
- b. I'll be delivering the first draft of the design within 10 hours of the said date.

- c. All the minor changes included in the process will be included but for any major changes extra time and charge will be required accordingly.
- d. Any minor changes (like colour variations, slight shape variations, Object replacement) will be included upto 5-6 in number, free of cost. Post that any minor change will cost 50 INR but any major changes that require a huge redesign will be charged extra.

#### 5. Business cards

- a. One time costing of designing the business card is ₹500/- side with printable pdf files and 5–6 revisions allowed.
- b. I'll be delivering the first draft of the design within 5 hours of the said date.
- c. All the minor changes included in the process will be included but for any major changes extra time and charge will be required accordingly.
- d. GST: 18% extra on the above

#### 6. Letter head

- a. One time costing of designing the letter head is ₹600 with printable pdf files and 5–6 revisions allowed.
- b. I'll be delivering the first draft of the design within 3 hours of the said date.
- c. Minor changes will be done and major changes will cost extra accordingly.
- d. GST: 18% extra on the above

#### **Note –**

Anytime during our collaboration,

- a. If you introduce any new requirement, they will be considered in a separate phase once the design has been completed for the initial requirements and payment has been done.
- b. You decide to drop the project, previously paid amount will not be refunded.

## **Payment Milestones**

I would like to set a few milestones based on the delivered content and not the timelines.

I request you to:

- a. Pay 40% of the amount per service/ product upfront before I start the work.
- b. 60% of the amount should be payed on content delivery milestone within 24 hours of the design delivery.
- c. Payments can be made by Google Pay and Paytm.

## **Declaration**

- a. You will be paying 40% advance before starting of the work. It is just to secure my hard work.
- b. No gift cards are accepted.
- c. Payment Milestones should be followed properly.
- d. My work submitted to you will be error- free.
- e. If you forget to specify the size of the file, then I will not be liable for any amendments.
- f. I would like to showcase these design in my portfolio (like resume, Instagram, Facebook, personal website). But if you dont want me to do so, and you want to own the designs completely, then it will cost 1000 INR extra overall.

I am excited to start this new journey with you. I expect equal enthusiasm and engagement from your end to make this project awesome together. Looking forward to hear from you!

Thanks,  
Swati Panchal.