

JAN. 19, 2023

DESIGN PROPOSAL

PREPARED FOR

EMILY MOODY

PROJECT

ANIMAL TROVE
(animal learning cards)

ANIMAL TROVE is a
card collecting game
geared towards
children where they
can have fun learning
about wildlife.

HEY HEY!

my name is megan and i'm a graphic designer based in Honolulu, Hawaii. i offer services in visual and logo design, illustrations, digital marketing, printing, and UI/UX design.

as an experienced graphic designer, i strive to ensure my clients receive their brand identity through visual communication.



PROJECT OBJECTIVE

our goal is to attract and educate kids on the beauty of wildlife.
we want our brand to connect with children and their parents by
being fun, engaging, and vibrant.

DELIVERABLES

- * brand assets
- * mobile app
- * card wrappers
- * container
- * cards
- * stickers
- * book checklist

THE PROCESS

1 **DISCOVERY**

we do thorough research that helps us understand the objectives for this project.

we will then create a brand strategy that includes a positioning statement, target audience, brand personality, and core attributes.

2 **IDEATION**

the brand strategy acts as our guide when we start brainstorming visual design solutions that includes the color palette, typography, and imagery.

we will present a minimum of three design directions for feedback.

3 **DESIGN**

we will revise the chosen direction based on all the feedback we gather from our peers.

final deliverables will include cards, wrappers, container, book checklist, stickers, and mobile app, which will all be presented.

4 **DELIVERY**

we will finalize all assets and save them in their appropriate file formats, along with packaging the source files for future use.

TIMELINE

the project will be completed in **four** months, but time will vary depending on the client's feedback.

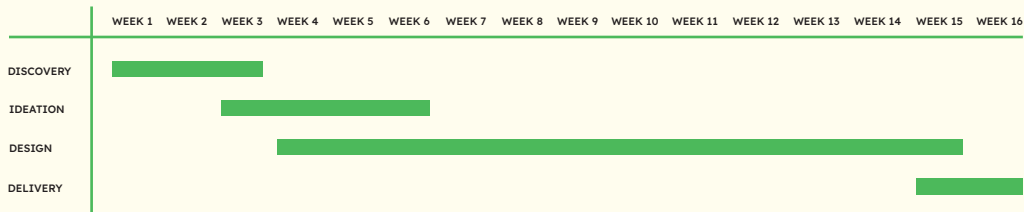
important deadlines

february 14 | formal progress review

march 7 | midterm critique

april 11 | formal progress review

may 2 | final critique



COST & SCOPE

DELIVERABLES

COST

BRAND ASSETS

includes the color palette, typography, and imagery (graphics, icons, patterns/textures)

\$X,XXX

MOBILE APP

includes flow chart, style tiles, wireframes and functioning prototypes

\$X,XXX

PRINT DELIVERABLES

includes cards, wrappers, container, stickers, and book

\$X,XXX

TOTAL: \$XX,XXX

WHAT'S NEXT?

if the quote, scope, and terms are approved, i'll send an invoice for the 50% down payment to get started on the project.

i understand you intend to finalize all deliverables by the end of May. my schedule is currently such that i am available to get started as soon as January 20th.

thank you!



megan eligio

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 Sketching and Refinement phases of the Design Process. This provides 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, megan eligio 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

megan eligio warrants and represents that, to the best of her knowledge, the work assigned here under 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 megan eligio has full authority to make this agreement; and that the work prepared by megan eligio does not contain any scandalous, libelous, or unlawful matter. This warranty does not extend to any uses that the Client or others make of megan eligio's product which may infringe on the rights of others.

Client expressly agrees that it will hold megan eligio harmless for all liability caused by the Client's use of megan eligio's product to the extent such use infringes on the rights or 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.

CREDIT LINES

megan eligio and any other creators shall receive a credit line with any editorial usage.

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.

CANCELLATION

The Client may declare the Cancellation of the assignment for reasons not related to assignment. In the event of Cancellation of this assignment by the Client, any milestone payments made prior to cancellation shall be retained by megan eligio.

If the cancellation is made prior to the delivery of the first round of sketches, no additional charges will be incurred by Client. If the cancellation is made after the delivery of the second round of Sketches, 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 of fifty percent (50%) shall be paid by client. If the cancellation is after the Refinement phase, the cancellation fee shall be one hundred percent (100%) of the balance of all remaining dues.

In the event of cancellation, megan eligio retains ownership of all copyrights and any original artwork.

CLIENT SIGNATURE

PRINT NAME

DATE

THANK YOU
for your consideration!