

# Bieje Chapman Website

## Project Proposal - Pauline Hilborn

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### Project

Website and visual design project composed of three parts

- 1.) Web Development
- 2.) Logo and Graphic Design Development
- 3.) Photo Editing

## Web Development

### Deliverables

- Bieje website that includes landing page + 3 pages (about, clients, commerce, upcoming blog)

### Options

	Square Space	Wix	Wordpress, hosted by Dreamhost	Build From Scratch
<b>Web Hosting*</b>	\$12/month	\$16.58/month	\$16.95/month (Dreamhost)	\$16.95/month (Dreamhost)
<b>Domain Name*</b>	\$20/year	free	\$10.69/year (Namecheap)	\$10.69/year (Namecheap)
<b>E-Commerce Fee*</b>	Stripe 3%	NA - 3%	NA - 3%	3%
<b>Developer Fee (Pauline)</b>	\$700 (20 hours)	\$700 (20 hours)	\$1050 (30 hours)	\$1750 (50 hours)
<b>Mobile Friendly</b>	\$0	\$0	\$0	\$280 (hours)
<b>TOTAL ANNUAL COST</b>	<b>\$864</b>	<b>\$899</b>	<b>\$1264</b>	<b>\$2168</b>

\* indicates fees that will be paid directly to the provider.

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### Square Space/Wix

#### Pros

- Beautiful templates - <https://www.squarespace.com/websites/?category=portfolios>
- Ease of set-up
- Full hosting and domain package
- Easily manageable and updatable

#### Cons

- Limited customizability

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## Wordpress

### Pros

- Nice selection of free templates - <https://wordpress.org/themes/zerif-lite/>
- Easy to maintain and update
- Highly customizable
- Variety of plug-ins available for commerce, SEO, Maps, etc. Many FREE plug-ins.

### Cons

- Complicated templates cost additional
- Advanced plug-ins cost additional

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## Build from Scratch (Hard-coded)

### Pros

- completely customizable

### Cons

- Expensive due to long man hours
- Man hours to make updates

### Comment:

All copy and verbiage for website will be provided by the client.

## Logo and Visual Design

### Deliverables

	Technologies	Hours / Fee
<b>Design Consulting</b>	Bieje and me, pen and paper, tear sheets, Pinterest boards	1 hour / \$35
<b>Logo Design</b>	Adobe Illustrator/Photoshop	1 hour / \$35
<b>Brochure Design</b>	Adobe Illustrator/InDesign	4 hours / \$140
<b>Business Card Design</b>	Adobe Illustrator/Photoshop	1 hour / \$35
<b>Folder Sticker Design</b>	Adobe Illustrator/Photoshop	1/2 hour / \$17
<b>Progress/Status Sheet Design</b>	Adobe Illustrator/InDesign	1 hour /\$35
<b>TOTAL Graphic Design</b>		<b>\$297</b>

Deliverables include artwork only. Printing can be separately sourced from either an online source or local printing. I highly recommend using Moo. <https://www.moo.com/us/>  
Artwork hours are an estimate. Simples designs may take less time and more complicated designs will take longer.

Note: My typical graphic design and illustrator fee is \$70/hour, but I'm modifying my fee for this project. Additionally, I can create watercolor paintings for your website if needed/wanted.

## Photo Editing

Processing and altering of photos can be designed in Photoshop. I can create a variety of effects, or do simple modifications. All photo-editing will be billed at \$35/hour. Total fee will depend on the amount of editing required.

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## Additional Thoughts and Recommendations

Client expressed wanting a luxury website, so high quality photography should be provided. A website is only the framework to house visuals and will only look as luxurious as the content. Also, [biejebieje.com](http://biejebieje.com) currently houses a great deal of content. I recommend editing the verbiage. A lot. Keep the verbiage to a minimum and make it impactful. I also recommend only housing two videos maximum if at all. A Youtube link would be preferable.

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## Calendar and Timeline

- |   |                                 |
|---|---------------------------------|
| 1.) Web Development                     | - 2-4 weeks depending on option |
| 2.) Logo and Graphic Design Development | - 1 week                        |
| 3.) Photo Editing                       | - 1/2 week                      |

I will be on vacation the week of July 4th (7/4 - 7/10).

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Bieje,

Fees are based on a \$35/hour rate. All developer and design fees are an estimate. Thus you will only be billed for the actual hours, and I will let you know if I'm heading for an overage of hours in any particular area before proceeding.

I am building my own portfolio, and will be displaying your website in my portfolio of work. I want to make this something we are both proud of!

Thank you so much for meeting me. I enjoyed talking to you, and would love to work with you! If you decide to proceed with me, we should have a serious sit-down design/aesthetic brainstorm before I begin designing anything.

Bieje Chapman \_\_\_\_\_

Date: \_\_\_\_\_

Pauline Hilborn \_\_\_\_\_

Date: \_\_\_\_\_