pixelcure

CLIENT	Conductor Productions
PROJECT	Responsive Website Design/Development
DATE	03/09/2015

Overview

Conductor Productions is looking to redesign and develop their website. They are looking for ways to better engage potential clients, as well as being built in a content management system (CMS) that can help them rapidly modify and add new content in an easier and faster way.

The website would also include a blog, giving them a way to introduce new releases of work and sharing it within their social media networks to convert more traffic to their website. This would open up opportunities for potential leads to get a closer look at their work, and hopefully contact them about a new project.

The goal of the new website is to help keep the content evolving as you release new work. This will help conversion, driving back traffic to your site. With hopes for them to reach out. Have rotating content, gives a user a reason to set your site as a bookmark to often revisit.

The estimated time to complete the project from start to finish is estimated at about to 90 hours.

Proposed Process and Scope of Work

Phase 1 – Design & Prototyping (approx. 25 hrs.)

Work in Photoshop and basic HTML/CSS to help prototype and demonstrate a potential design for the new website. Since the websites will include some animation and motion, designs will be delivered in mix of JPG mockups, and HTML/CSS to see animations in action.

The design would be tied around our first discussion on January 21, 2016. This is where we talked about the simple and more minimalist design, but some added flair to make it sleek an elegant experience.

This includes a thought out user experience, that will not distract or turnoff the user from viewing the main part of your site, the work.

- Things that I will need from the Conductor Productions would be any image assets, typefaces, as well as access to your Vimeo Pro account for setting up the custom Wordpress driven video player.

- Present, and revise 2 more times, for a total of 3 examples (if needed)

Phase 2 – Development

Front End Development Scope (approx. 44 hrs.)

- Take the approved design and build it into HTML and CSS.

- Write Javascript to help power the video player, as well as the overall homepage experience.

- Build site components such as the Header, Footer, Navigation, Video Player, and Contact Form

- Build page templates, this would include:

    o Homepage Components (20 hours)

        ▪ Incorporate video player, setting up the interactive/engaging homepage experience which will use CSS animations and javascript.

        ▪ This will be influenced off the Big Blocka website, as well as the Media Monks work page

        ▪ https://www.mediamonks.com/work

        ▪ http://bigblockla.com/

    o Basic Content Page (5 hours)

        ▪ This would be for creating a new generic content page

    o Work Presentation page (8 hours)

        ▪ This will take pieces from the Assembly Film website as discussed with Hunter

        ▪ The Direct TV specific work page can use this same template, similar to the current live site. This will save time/money.

    o Contact Page (3 hours)

        ▪ This is a contact form that is fully configurable within your Wordpress Admin section. It also has the power to create new forms on the fly, which you can put on generic content pages built, if need be. Customizable for where to send email, and what types of automated responses the user receives when an email is sent through your website.

    o Blog Page (3 hours)

        ▪ Build the blog page, all blog updates can be done in the same Wordress Admin section that you'll be administrating your content in.

- Apply proposed design, as well as having one meeting about revisions, once Front End is coded.

- Present and revise

Back End Development Scope (approx. 25 hrs.)

- Migrate homepage and templates in Wordpress CMS platform on a development server, this includes setting up Custom Post Types for various custom content you'd like to add.
    - o This includes the following templates, and functionality included:
        - ▪ Homepage
            - Custom Video Player, including customization to add/remove video(s) as you please.
            - Introduction Custom Post Type
            - Homepage Featured Work Page custom Post Type with CTA
        - ▪ Work Page
            - Set up custom post type for Featured Video, as well as the grid of videos, which when clicked, will load into a larger video player, and include information about the project in an non-disruptive way.
                - o This will also be used for the Direct TV work page
        - ▪ Generic Page
            - Set up the generic page template into Wordpress, to give the benefit of creating new content pages on the fly.
        - ▪ Contact Page
            - Set up the form, as well as the new form instance in Wordpress. I will test with my own email at first, but this will be something you can easily alter right in your Wordpress Admin section
        - ▪ Blog Page
            - Set up blog functionality with our proposed HTML/CSS blog page within Wordpress
- Ensure website is "responsive" for common desktop, tablet, and phone formats
- QA and browser test (Current versions of Chrome, Firefox, Safari, and IE10+)
- Present and one revision if needed.

Phase 3 – Testing, Production packaging, and Deployment (approx. 4 hrs.)

Testing (2 hours)

- I will go through the functionality and design of the website to do a final check for any bugs or questionable issues. I'll make sure the code is clean and there isn't any room for issues down the road.

Production Ready (1 hour)

- Package and minify code as well as image compression to help with performance and

quicker loading of your new website.

Deployment (1 hours)

- Deploy website to Conductor Productions hosting server. This will be information I will need from Conductor Productions. I will need access to the hosting, as well as the phpMyAdmin to create a new MySQL database for storing the Wordpress site content.

Phase 4 – Live Post Support (approx. 3 hrs.)

- Pre-paid support of 3 hours for Wordpress support, bugs, and training after launch

Assumptions

- Photography and Video will be provided by the client

- Vimeo Pro credentials will be provided by the client

- Client is responsible for content development and proof reading

- This proposal does not include any travel-related expenses and assumes remote sessions for status meetings and presentations

- Ownership of all the associated code, files and graphics developed by Paul Thibedeau will be owned by Conductor Productions.

   It should be noted that Wordpress is an open source Content Management System that is licensed under the terms of GPL from the Free Software Foundation.

Pricing & Terms

The total hours for design and development is approx. 101 hours, the cost for this engagement at 50/hour is **$5,050.**

The following payment schedule will apply for this project:

   • A deposit of $2,000 will be required to begin the project.
   • A payment of $2,000 will be due upon delivery of the back end website functionality
   • A final payment of $1,050 will be due upon launch

Timing

I expect to complete the project within a 1-1.5 month time frame, depending on decision turnaround time and client's ability to supply any needed content, media, etc. We will work together to define more specific deadlines as we go.

Authorization and Acceptance

Signature below authorizes Paul Thibedeau to perform the services outlined above.

Paul Thibedeau

By: _____

Name: Paul Thibedeau

Title: Designer & Developer

Date: _____

Conductor Productions

By: _____

Print Name: _____

Title: _____

Date: _____