

the Design
Proposal

“A proposal is a detailed project document that defines the scope of work, the process, the schedule, and the total price.”

SHEL PERKINS AIGA:Proposals

A well-crafted proposal will also:



AGREEMENT

ensure that both the client and designer are in agreement about the project details



PROJECT FLOW

help to promote a smooth process with roles and expectations clearly outlined



RELATIONS

build and maintain positive, long-term relationships with your clients



SELLS

instill confidence and sell yourself and design as a solution to communication challenges



PROCESS-BASED PLANNING

Think about your creative process as it pertains to the project and deliverables. Your own creative process should be the framework that you use for planning and managing projects.

Use your sketchbook to think through the design process and its individual phases. Write down the ideal sequence of events with consideration to relevant key dates.



IT'S FREE *(for the client)*

Writing a proposal is not billable hours. Therefore, be sure that you are not giving away precious information for free. Do not confuse a proposal for a creative brief.



LEGALLY BINDING?

Some designers and agencies use formal contracts before beginning any creative work. Some designers will have clients sign the proposal to serve as the project contract.

Include the following in the proposal:



OVERVIEW

broadly summarize the project and its general objective



OBJECTIVES

reiterate the client's reason for contacting a designer. This can also be an opportunity to promote the value of design



PROCESS

narrate the design process as it would unfold for this particular project and client



DELIVERABLES

itemize each component of the project



TIMELINE

acknowledge any deadlines the client may have mentioned



COST

state the projected cost for each deliverable or project phase

Include basic terms:



OWNERSHIP

Who owns the design files?
Do you retain rights to include
the work in your portfolio?



REVISIONS

Define how many rounds of
revisions are included in each
phase of the process



PAYMENT SCHEDULE

Collect a percentage of the cost
prior to the start of work and
define a final payment due date.



EXCLUSIONS

Does the total cost include printing?
Hosting, domain purchase, shipping, taxes,
stock imagery, copy writing, illustrations?



CHANGE IN SCOPE

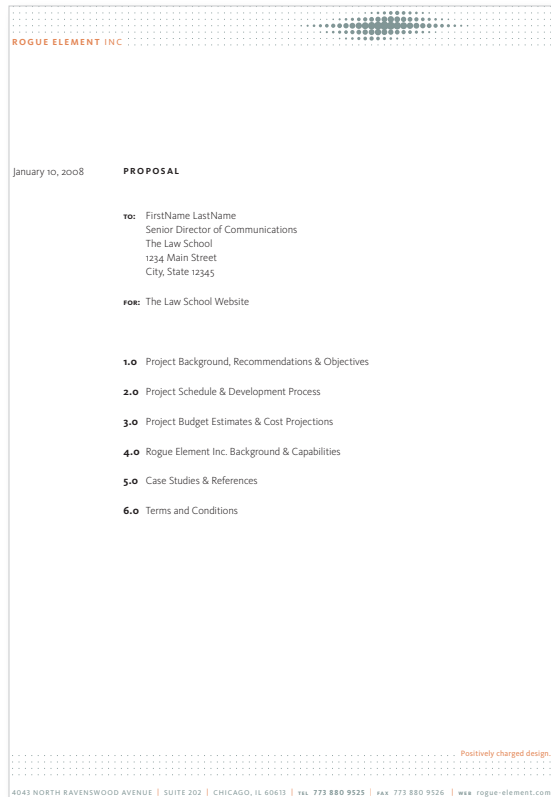
What happens if the project parameters change or
the client requests more than the included rounds
of revisions?

For the purposes of this class, include the following dates and the deliverables you will present.



IMPORTANT DATES

Tuesday, February 11.....	Small Group Review
Tuesday, March 10.....	Mid-term Critique
Tuesday, April 7.....	Small Group Review
Tuesday, May 5.....	Final Critique



Samples

Proposals range in complexity—dependent upon the demands of the client and the project itself. Before writing the Proposal, gather as much information from the client as possible.