

CLIENT NAME



Prepared for
Client Company

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Client Name
client@clientsite.com

Prepared by
Your Name

—

www.yoursite.com
yourname@yoursite.com

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PROJECT OVERVIEW

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After the initial meeting with your client, write a detailed overview here. A good project overview should display a basic understanding the client's business and the current problem they need solved.

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DESIGN PROCESS

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While every design project is completely unique, the design approach outlined below is used to in all projects regardless of size and scope. It's a proven process that's been refined throughout the years and, most importantly, it works to produce the best possible end product. Throughout the project, it's possible to arrive at different phases of the process for each deliverable. For example, the logo design may be in the Architecture Phase while the website may have moved onto the Design phase.

PHASE 1 - DISCOVER	<p>In this initial phase the goal is to learn as much as possible about what makes your business unique.</p> <p>This phase may include: competitive analysis, mission/ vision exploration, business goals and creating a plan of attack.</p>
PHASE 2 - ARCHITECT	<p>After the information gathering has been complete in the Discover process, a plan is laid out to set the foundation for the Design process.</p> <p>This phase may include: wireframes, concept work/ sketches, mood boards, copy outlining/writing and information architecture.</p>

PHASE 3 - DESIGN	<p>The Design phase is where the work from the first two phases comes together and is expressed as design deliverables. In this phase multiple design options will be presented and feedback gathered for refining and final selection.</p> <p>This phase may include: logo design options, brand directions and website mockups.</p>
PHASE 4 - BUILD	<p>Once design options have been created, mockups and concepts presented, approved deliverables will move to build out.</p> <p>This phase may include: logo refinement, brand finalization and website coding.</p>
PHASE 5 - DELIVER	<p>All finalized designs will be delivered, online deliverables will be made live.</p>

TIMELINE AND DELIVERABLES

The following time estimates have been put together based on the current knowledge of the project . Please keep in mind that these are estimates and can change based on scope alterations to the project. Regular updates will be submitted to the client in order to stay within budget.

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MOOD-BOARDS 1-2 WEEKS	Mood-boards are used to establish a brand's visual language. Two different brand directions will be presented as mood-boards, displaying color, style, typography and graphics. Once a direction is chosen, the aesthetic will be refined and perfected.	X-X hours
WEBSITE SITEMAP & WIREFRAMES 2-3 WEEKS	High-fidelity wireframes will be created to serve as a map for design mockups. Wireframes are grayscale outlines of content and page structure for a website.	X-X hours
WEBSITE DESIGN MOCKUPS DESKTOP & MOBILE 2-3 WEEKS	Using the approved structure, wireframes and mood-boards, design mockups will be created. Mockups will include finished graphics, colors and layout. Mobile versions of mockups will also be provided.	X-X hours

ESTIMATED HOURS RANGE: X – X

ESTIMATED BUDGET RANGE: \$X – \$X

All work will be begin upon a 50% initial payment. Work will be tracked and billed at an hourly rate of \$X/hr. Upon project completion any hours worked beyond the initial payment will be billed to **Client Name**.

ACCEPTANCE OF QUOTE

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By signing below you agree to the proposed scope, deliverables, fees and terms of this proposal and quote.

SIGNATURE OF CLIENT

DATE

Payment Terms

50% payment of total project fees is required for work to begin. A final bill will be sent to the Client upon completion of the project.

Quoted rate is subject to change if the client chooses to increase scope. A change in scope will always require a change order, submitted and approved to the client in order to alter/increase the project rate.

Bank Details

Your Bank Name

Your Name

Account # —

Routing # —