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DrawTalent.

CHARACTER DESIGN

WEB DESIGN

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PRICING GUIDE 2012

EFFECTIVE AS AT 24th APRIL 2012

DRAWTALENT is 2 (Growing up and going all legal)

18th April marks 2 years since DrawTalent began. So, I'd like to start by saying thank you to all my clients.

I've learnt a lot in those 2 years. One of them being it's a 24/7 world out there.

I've also learnt that working from home can be a real challenge. That's why I've now got an office all of my own, conveniently situated just above a very good digital and litho printers called Jaggerprint.

Finally I've learnt that it's time my pricing reflected the hours I do – and the turnarounds on briefs I'm given.

That's why I'm restructuring my rates and pricing.

I've looked around, I've consulted pricing guidelines, I've seen what design studios charge – and recharge. Especially for fast turnaround, after hours and weekend work.

That's why I'm going to start differentiating between various jobs – and the times when I'm asked to do them.

You can see my new pricing structure over the page. When you look at what other people will charge I think you'll still find my rates extremely competitive – particularly when you consider the speed, flexibility and quality of my work.

There's always a certain amount of toing and froing with POs, briefs and invoices. But having had my fingers burnt a couple of times over the last 2 years I'll also only start work on a project once my quotation has been approved by email.

It may sound daunting (but in effect it just needs an email) but I'd also like all new projects to be subject to an agreement that details costs, timelines, deliverables and additional costs for re-briefs and amends.

That way we will all know where we stand – and there won't be any surprises - when I invoice.

Once you've approved my quotation I can get cracking.

**THIS NEW PRICING STRUCTURE STARTS FROM
TUESDAY 24th APRIL 2012 ON NEW PROJECTS ONLY.**

EXISTING PROJECTS WILL REMAIN ON THE EXISTING HOURLY RATE.

NEW CLIENTS WILL BE SUBJECT TO A 50% DEPOSIT.

Here's a breakdown of the services I offer and the new hourly rates and pricing structures applying to each creative service:

RATES (£)

ARTWORKING & PITCH VISUALS

Hourly Rate	35
Rush Rate*	50

DESIGN

Hourly Rate	40
Rush Rate*	55

RETOUCHING

Hourly Rate	45
Rush Rate*	65

ADVERTISING AGENCY RATES

Pitch specific work Day Rate	240
Day Rate (Artworking, design, illustration, retouching)	300
Overtime Rate (over 8 hours) per hour	45

ILLUSTRATION

This will now be quoted on a project-by-project basis. Many factors will come into this, including quality of creative brief, ** style wanted, usage for royalty reasons and complexity.

LOGO DESIGN

This will now be quoted on a project-by-project basis. Many factors will come into this, including quality of creative brief, level of information and steer supplied by client**, usage for royalty reasons and any branding or stationery to be artworked as a result of the logo design.

RUSH, AFTER HOURS AND WEEKEND RATE: A rush rate will now apply to any work which will take over an hour and that needs completing within 24 hours of request, as this requires that I shift scheduled traffic to fit it in, or work after hours.

The same principle applies with work coming in after 9am on a Friday morning as that will necessitate weekend work and therefore also be regarded as after hours or weekend work.

*Includes after hours and weekend work

**Briefs, as any creative will tell you, are vital. If the brief isn't well considered it's going to take more time for me to drill down and discover what's really needed - and more amends before I get it right. A tight brief means we can keep the budget tight.

"I don't really know what I want until I see it" approach is going to cost!

