

lucia
rose GRAPHIC
DESIGN

2024

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Name: _____ Date: _____

Design Type: _____

Overview: _____

Target Audience: _____

Competitors: _____

Purpose: _____ Feeling: _____

Description in one sentence: _____

Budget: _____

Timeline: _____

Elements of Design: _____

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SERVICES



LOGO DESIGN // BUSINESS CARDS //
POSTERS & FLYERS //
BASIC PACKAGE // BUSINESS PACKAGE //
ADVERTISEMENTS // BOOK COVERS //
SOCIAL MEDIA BANNERS & PROFILE ICONS //

RATES

LOGO DESIGN // **\$80.** [includes 2 orientations]
ADD ON: ALTERNATIVE LOGOS // \$30. [for specific needs; ie. website, letterhead]

BUSINESS CARD DESIGN // **\$100.** [includes both sides]

PRINT POSTER // **\$50 - \$100** [11x17" // 18x24" // 24x36"]
ADD ON: DIGITAL VERSION // \$20. [for social media; ie. Instagram, Facebook]

PRINT FLYER // **\$30.** [Letter, A4, A5, A6, DL]
ADD ON: DIGITAL VERSION // \$20. [for social media; ie. Instagram, Facebook]

BASIC PACKAGE // **\$150.** [logo & social media tools]

BUSINESS DESIGN // **\$300.** [logo, social media tools,
stationary, and business card design]

ADVERTISEMENTS // **\$50.** [newspaper, magazine, digital]

BOOK COVER // **\$80 - \$200.** [subject to complexity]
DIGITAL // TYPOGRAPHIC \$80 / ILLUSTRATIVE \$100 [front only]
PRINT // TYPOGRAPHIC \$150 / ILLUSTRATIVE \$200 [front/back/spine]

BANNERS & PROFILE ICONS // **\$10 - \$15.**

25% deposit required for any design project mockups



Consultation: *Discuss the purpose of the design and your ideas.*

Mockup B&W: *Black & white mockup designs are presented, and feedback is collected to be applied to the final design. Discuss coloring, layout, and composition.*

This is the final chance for any changes to concept/illustration free of charge.

Mockup Color: *Color mockups of the selected design with applied feedback are presented and chosen from. Small tweaks addressed here ie. size, placement, coloring.*

Review Session: *Review feedback and confirm design. Ensure satisfaction. If unsatisfied discuss fees for idea changes or additional review sessions. Discuss payment.*

Final Session: *The design will be finalized and presented. Receipt information is sent via email beforehand, and invoices are sent via PayPal upon Final Session. Once payment is received, the file(s) for the final design will be sent in a DropBox link via email.*

POLICIES

Payment

Payment of deposit and agreed-upon rates will be accepted via PayPal. Cash and checks are only accepted for in-person clients.

Changes and Revisions

The price at the beginning of this contract is based on the agreed scope of work, with the possibility of additional fees for any requested changes or additions outside the original agreement.



Additional Fees

Fees are only increased if a client seeks and agrees upon additional review sessions or design concept changes.

Concept Change fees are 50% of the original quote.

(ie. \$100 quoted for a design- concept change fee adds \$50 making the total \$150)

Concept change fees are charged if clients seek to change their concept/illustration AFTER the black-and-white mockup process is complete. This ensures the artist is compensated for time spent.

Additional Review Sessions (additional feedback applied to a design) are \$15 a week.

Review sessions include a Zoom or In-Person Meeting where feedback is discussed. Feedback is applied over 1 week and sent via email. Additional review sessions (additional feedback applied to a previously chosen design) are \$15 a week.



Freelance Contract Agreement

Lucia Cresci de la Torre (also known as “Contractor”) will provide **YOUR NAME HERE** (also known as “Client”) with freelance services on **DATE OF DEPOSIT RECEIVED HERE** (also known as “Effective Date”) as to the specifications detailed in the ~~Terms and Conditions~~ below.

The Client and the Contractor are collectively called the “**Parties**” and individually as the “**Party.**”

Contract in effect beginning: after the deposit is paid to the contractor.

In consideration of the mutual covenants contained herein, the Parties hereto agree as follows:

TERMS AND CONDITIONS

1. Project Description

Client will pay an **agreed-upon deposit** (25% of the total — paid toward total cost of project) to Contractor via direct deposit, PayPal, check, or other electronic payment processors as agreed to by both parties before Contractor begins project. This fee is non-refundable.

Included in the price of project:

2-3 mockup designs depending on complexity of project, regularly scheduled meetings to discuss project and receive feedback, and minor edits that do not require changing the composition or design of agreed upon project. **See section 3. Changes and Revisions**

Once the project is complete, Client will pay the remaining 75% of the total price.

The contractor will provide the services mutually agreed upon in writing by agreed upon deadline. Electronic files (JPEG, PDF, or other specified file) will be delivered via Dropbox Folder. Physical works will be delivered via mail or in-person pick up if applicable.

2. Copyright and Ownership

Contractor will own the copyright for the designs and compositions created under this agreement, and Contractor can showcase the design as a portfolio unless Client revokes consent. Contractor is creating artistic works for Client. Contractor agrees to perform services until the engagement has ended.



3. Changes and Revisions

The price at the beginning of this contract is based on the agreed scope of work, with the possibility of additional fees for any requested changes or additions outside the original agreement.

4. Legal

Contractor cannot guarantee error-free work and is not liable for damages, including lost profits or consequential damages. If any provision of this contract is deemed unenforceable, the remaining provisions shall remain valid.

5. Payment

Contractor will invoice Client on the last business day of each month for design progress delivered that month. Payment shall be completed by Client to Contractor no later than the 7th of the following month for work completed in the previous month, after which the project will be delivered. If the Client wishes to alter the work beyond the included edits, then an extra amount shall be charged. The mode of payment shall be mode of payment as discussed between the Parties.

6. Termination

Contract is terminated once payment is received by Contractor and deliverables are received by client, in this sequence. This Contract can be terminated anytime, with 15 days written notice by either Party to the other Party.

7. Governing Law

The Parties agree that this Contract shall be governed by the laws of the State of California. In the event the Parties do business in different states, this Contract shall be governed by the laws of Contractor's Jurisdiction.

8. Severability

If any provision of this Contract is deemed invalid or unenforceable—in whole or part—that part shall be severed from the remainder of this Contract. All other provisions shall remain as valid and enforceable.



9. Entire Contract

The Parties acknowledge that this Contract between both Parties. If the Parties are willing to change/add/modify any terms, they shall be in writing and signed by both Parties.

Contractor:

Client:

Name: _____

Name: _____

Signature: _____

Signature: _____

Date: _____

Date: _____