



Thank you for your consideration. We know that working with an organization such as ours for the first time often prompts a few questions. Sometimes more than a few concerns, too. How successful will we be in interpreting your needs? How can we do it most effectively? How can we do it most efficiently? How much will it cost? This document aims to alleviate a few of those concerns and answer some questions.

## OUR CHARGES

We create a detailed proposal and estimate for each project and find that this makes budgeting and the overall project experience better for our Clients (as there is no need to worry about how many hours each phase is taking as it's all covered in the estimate). If the scope of a project changes, we will make adjustments to the estimate or proposal and inform the Client as soon as possible. Project costs range from a low of around a thousand dollars up to tens of thousands, depending on our clients' needs and budgets. We adhere to our estimates unless project specifications change. Occasionally we charge on an hourly basis (per Client request, small projects, or maintenance). In this case, we bill our time at \$85 per hour, about 10% under what other firms of our quality and experience charge.

## LAYING THE FOUNDATION

The first thing we do after being assigned a project is schedule information-gathering meetings between our creative team and your key staff. We are interested not only in scheduling, budget and job specifications, but also in your preferences, target audience, and objectives. And, of course, we will want to know all the user features and benefits of your product or service. Although this process is somewhat time-consuming, it will help you sharpen your focus and objectives, and it will help us ensure that what we produce is not only creatively excellent, but strategically targeted.

## DEVELOPING THE RIGHT IDEAS

Despite popular misconceptions, good creative work doesn't often come in a flash of inspiration; usually it comes from rounds of trial and error. This is why we also need to take the time to consider several approaches (concepts), work them through, try them out. Then revise them.

All this, plus the need to schedule our workflow in a businesslike fashion, means that we normally ask for up to two weeks, depending on the job's complexity, before we submit our rough approaches (concepts) for your review. Of course, if you have a rush project or deadline pressure we adjust our workflow and timing accordingly.

It is our experience that it is best if we first present our rough concepts to your project manager and just one or two others. This ensures that we all stay focused on the problem and are not distracted by too many personal opinions. Our rough concepts consist of one to three directions. They are adequate to convey what we believe is the best approach to take, taking into consideration your budget, schedule, objectives, and preferences. On the other hand, they are not so well-developed as to have wasted time and effort if we need a course correction.

After presenting, we'll ask for comments. The more objective and specific you can be, the better we will be able to respond. Comments are our input for revising the rough concepts into a finished one. Revision normally takes us about a week, and we schedule a second presentation shortly thereafter.

From the input at this second presentation meeting further minor refinements are made as necessary. We also finalize the production timetable, and the scheduling of additional services such as photography or illustration.

## ENSURING YOUR SATISFACTION

We recommend the finished design be routed to the appropriate decision makers for fact and detail checking only, reserving stylistic and subjective decisions to your project manager. To avoid costly confusion, it is also important that all communication with us come from the project manager.

During the course of the project we keep your project manager informed of our progress. Activities that will affect the schedule or budget are identified in writing. Our goal is to keep your project moving ahead quickly, smoothly, and cost-effectively; to make sure that we'll produce even better results than you hired us for.

Sincerely,

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