



GRAPHIC ARTISTS GUILD

SPEC SHEETS FOR

The Pricing Game: An Interactive Webinar for Designers

Wednesday, Aug. 16, 2017

Logo Design

Brochure

Brand Refresh & Labels



WELCOME TO THE PRICING GAME!

How the game works:

- 1) Review the specs for the design jobs supplied here. We've provided you with all the information you would collect before you bid on a new design project.
- 2) During the webinar, we'll display these specs for each project in turn. You'll be invited to ask any questions you think weren't covered via the live chat stream.
- 3) We will then call for you to "bid" on each project: enter into the chat stream what you would estimate if you were bidding on the project.
- 4) We may ask you to share via the chat stream how you picked whatever number you entered. What factors were you taking into consideration? What made you think the job might need a particularly high or low estimate?
- 5) We will then reveal the actual estimated price and discuss how the designer came up that number. We'll also show the actual invoiced price, and talk about what made the price change (if it did).



PROJECT 1: LOGO DESIGN

CLIENT: Men's Retail Store

- Features gifts and grooming items for men
- Start-up – new business
- High-end store located in a small college town
- Owners are friends of the designer

SCOPE: Logo design

- Should appeal to hip, sophisticated market
- Should work well as window decal and for signage, on t-shirts, etc.
- Include minimum of 5-6 initial comps and 2 rounds of revision
- Deliverable: electronic file
- Include all rights buyout

ADDITIONAL: Project would be a good addition to the designer's portfolio. Since the client gave the designer carte blanche, the designer knew the project would be fun!

ESTIMATE: \$ _____



PROJECT 2: BROCHURE DESIGN

- CLIENT:** Japanese business travel agency
- Large company, 1,000+ employees internationally
 - Referral from long-time business contact and consultant
 - Client knows the designer's work and is eager to work with her

- SCOPE:** 12-page full color brochure, off size
- Incorporate client logo and supplied stock photography
 - Will require high-end design and printing; brochure should be a beautiful leave-behind, reflecting Japanese tradition of gift-giving
 - Printing specs are open-ended and not included in estimate
 - Project will require extensive discussion and discovery
 - Estimate includes one initial design of cover and three spreads and three rounds of revisions
 - Fee includes unlimited rights

ADDITIONAL: Designer will work extensively with the consultant with whom she has a long-standing relationship, and who likes to have extensive meetings.

ESTIMATE: \$ _____



PROJECT 3: BRAND REFRESH AND LABELS

- CLIENT:** Hair product brand specializing in curly hair care
- Located in Houston, Texas
 - Small business (four employees) recently bought by entrepreneur
 - Product being rebranded to appeal to global market of curly-haired women: sophisticated, spiritual, bohemian, open-minded
 - New client; discovered designer via the Guild's member portfolios

- SCOPE:** Logo redesign, 5-6 labels, simple brand guidelines
- Logo redesign will replace iconic imagery and will include fresh typographic treatment of product name
 - Multi-color logo; color variations for different product lines
 - Fee includes 8-10 initial comps for logo and 5-6 label designs
 - Deliverable: electronic file
 - Include all-rights buyout in the estimate

ADDITIONAL: Client is a former graphic designer – clear communicator

ESTIMATE: \$ _____



ABOUT THE GRAPHIC ARTISTS GUILD

As an educational event, the Pricing Game reflects the Graphic Artists Guild mission: to help our members build successful careers by equipping them with the skills and support needed to compete more effectively in an ever-changing field.

Guild members are creative professionals: graphic and interactive designers, illustrators, animators, web programmers and developers. Our members value their work, charge for their talent, and protect their copyrights.

We're known as the publisher of the *Handbook: Pricing and Ethical Guidelines*, but we're so much more. We're an artist-run association that advocates in Washington and locally for stronger copyright protection and fair business practices. We extend to our members monthly webinars, discounts on products and services, a page on our Member Portfolio, digital contracts, and much more.

Learn more:

www.graphicartistsguild.org

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