

## FAQs

### 1. How does this process work?

If you have no idea where to begin, contact me and we'll discuss your goals together. Working with a graphic designer should be a collaborative business relationship: you can always feel free to ask me questions and give me your input, and I hope that you will extend that courtesy to me as well. My ultimate goal is for you to be thrilled with results of the project you hired me to do.

If you know what services you need, you can begin by downloading a Design Project Brief; fill it out with as much detail as possible and then email it to me. Your answers to the questions in the brief will help me create a proposal for your project, which will include detailed pricing estimates, timelines, and specific descriptions of the work to be produced.

Upon your approval of the proposal I will send you a contract to sign. The contract is legally binding, and once you sign it—before any work begins—you will be required to pay a deposit of 30% of the total project fee. The next step is for me to begin working on your project.

Once I've completed the initial conceptualization, I will submit drafts to you for approval. At that time you will have the opportunity to specify any alterations, edits or revisions to the content and design. When you are satisfied with the revisions, upon your approval of the finalized proof, the next 30% of the total project fee is due. After I receive payment, I will complete production of the project. Upon completion, the remaining balance of the total project fee plus any additional charges becomes due. After you have paid all outstanding charges, full reproduction rights to the work will be transferred to you.

If you anticipate needing any ongoing work (such as regular updating of your website, or layout and production of your monthly newsletter), this can be added to the contract as an addendum and the work will be charged on an hourly basis.

### 2. What do you charge for your services?

For defined-end projects, I charge a flat fee per-project. For ongoing work, or any additional work that is not covered in the initial proposal and contract, I charge on an hourly basis. The total project fee depends on the extent of work that I estimate while drafting the proposal, and you will be provided with detailed cost estimates within the proposal.

### 3. I have a very small marketing budget. Is there anything you can do to help?

If you have a specific budget in mind during the proposal process, I will do my best to keep the proposal within your budget. If you are a non-profit organization or a start-up business with greater need and no budget at all, I am open to the possibility of bartering or other compensation arrangements, which we can discuss during the proposal process.

### 4. Can you design something for me before I commit to paying you, so that I can make sure I like your work?

I understand that it may feel risky to work with someone you don't know, especially if you've never worked with a graphic designer before (or have had a bad experience with one). To help put your mind at ease, take a look at my portfolio to get an idea of what I'll be able to do for you. Of course I can't guarantee that you will like my work, but I can guarantee that I will do my best to help you achieve your goals.

### 5. Can you print my brochures/postcards/newsletters, etc.?

Yes, I can source and broker the print production of your project for a small additional fee (which will be included in the total project fee estimate). I charge an additional fee for this service because I spend a substantial amount of time on research to find the most cost-effective printer for your project. Alternatively, I can send your files to the printer of your choice and have them bill you, or—if you do your printing in-house—send the print-ready files directly to you.

**6. Do you provide domain-name registration and website hosting services?**

If you do not already have a domain name (website address) and/or website host, I can set up an account for you, either with the hosting service of your choice or one of the services I use. I require full payment of any registration and hosting fees *before* beginning the actual set-up process (I will send you an itemized invoice and receipt for your records), and these costs are not included in the design project fee.

**8. Can you add a database or online store to my website, or create a tool that I can use to update my website myself?**

I don't do such programming myself, however, I am able subcontract these services and can provide you with a quote upon request.

**9. Can you write the copy for my brochure/website/advertisement, etc.?**

I will gladly provide copy writing, editing, and/or proofreading services at my regular hourly fee. If you need these services, please inform me ahead of time so I can include them in the proposal.