

[Company Name]  
**Attn: [Person's Name]**  
2815 Eastlake Ave E #300  
Seattle, WA 98102

## A) Project Description

Premium Design Works, the Vendor, has been asked by [Person's Name] of [Company Name], the Client, to complete a content redesign of the current website for [Company Name], the Project, to be viewed publicly via the world wide web and during sales operations with the following recommendations:

- 1) **Content:** Create a more clear and to-the-point messaging about the capabilities of [Company Name] on the website according to the positioning document sent to Premium Design Works by [Person's Name]. Since [Company Name]'s BIP is a primary service offering, this service shall be brought to the forefront of the site by streamlining the information with focused messaging and clear processes.
- 2) **Design Elements:** On brand design elements for the website will be created to assist in explaining messaging and processes of the [Company Name] Brand including: new characters, layout revisions, navigational schemes, charts and a contact map.
- 3) **Written Copy:** Written information for the website will be evaluated by the Vendor and written by the Client to reflect the messaging and processes of the [Company Name] Brand.

## B) Content Requirements

Said Project will be produced by the Vendor with the following content requirements:

- 1) **Brand Imaging:** Said Project will incorporate the [Company Name] logo and brand as designed by the Vendor.
- 2) **Photographic Images:** Photos for said Project will be supplied to and or will be chosen by the Vendor to be incorporated into said Project. The Client will be responsible for approval and license of each photograph.
- 3) **Design Elements:** On brand design elements will be designed and created by the Vendor as approved by the Client to be incorporated into said Project..
- 4) **Written Copy:** Written information for said Project will be written by the Client as reviewed and evaluated by the Vendor by to be incorporated into said Project.

## C) Technology Requirements

Said Project will be produced by the Vendor with the following technology requirements:

- 1) **Markup Code:** Markup code for said Project will be written in valid XHTML 1.0 Strict as to control the structure of website components, including: navigational elements, photos and text. Said markup code will adhere to standards as set forth by the W3C and shall validate against the W3C markup validation service.
- 2) **Presentation Code:** Presentation code for said Project will be written with Cascading Style Sheets as to control the design and layout of the website components, including: navigational elements, photos and text. Said Presentation code will adhere to standards as set forth by the W3C and shall validate against the W3C CSS validation service.
- 3) **Flash Animation:** Animation of said Project will be done using Adobe Flash CS3 as to control and present the animation of the website's spotlight and process animation elements.
- 4) **Client-Side Scripting:** Client-Side Scripting code for said Project will be written in Javascript as to control item applications, such as: rollover images, sliding menus, scrolling text, slideshows, etc.
- 5) **Server-Side Scripting:** Server-Side Scripting code for said Project will be written in PHP as to control elements that interact with the server, including: data forms and include components.

## D) Project Phases

Said Project will be produced by the Vendor as described in the following phases:

- 1) **Discovery:** The Vendor will meet with the Client to clarify objectives, identify preferences, uncover potential marketing and business solutions, discuss goals, and analyze overall needs for said Project.
- 2) **Content Audit:** The Vendor will conduct a content audit as to assess how present and potential written and visual content will satisfy user needs assessed during the discovery phase for said Project.
- 3) **Information Architecture:** The Vendor will create an information architecture based on the analyzing of data collected during the content audit phase of said Project for the Client's review, approval and sign off.
- 4) **Copy Writing:** The Vendor will be responsible for reviewing written copy to reflect the messaging and processes of the [Company Name] Brand for the Client's review, approval and sign off.
- 5) **Content Design:** The Vendor will create a (schematic) content design study for all in-scope pages that will satisfy user needs and that will adhere to the information architecture of said Project for the Client's review, approval and sign off.
- 6) **Visual Design:** The Vendor will create a visual design study for all in-scope pages that will satisfy user needs and that will adhere to the information architecture of said Project for the Client's review, approval and sign off.
- 7) **Production & Development:** The Vendor will be responsible for producing said Project with the content and technology requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.

## E) Project Fees

The Client, will adhere to fees for said Project described as follows:

Description	Cost:
Website Design	\$4,500.00
Website Production & Development	\$3,500.00
Written Copy Review & Suggestion	\$500.00
	<b>\$8,500.00 - Total Cost</b>

## F) Rights of Usage

The Client, will adhere to rights of usage for said Project described as follows:

- 1) The Client is granted usage rights of said Code as produced by the Vendor to be used via the World Wide Web.
- 2) The Client is granted ownership rights of said Artwork as produced by the Vendor to be used for all professional and business related purposes.

## G) Project Terms

The Client, will adhere to terms for said Project described as follows:

- 1) Fees are to incorporate terms of said proposal only and will be billed as a **flat fee of \$8,500.00**. This fee will

cover costs of project as mentioned above only.

- 2) The client shall pay a **deposit of \$4,250.00** to Premium Design Works as approval of proposal and as an agreement to begin the phases of work on said Project.
- 3) The **remaining sum of \$4,250.00** and additional design and production fees if necessary, cost of materials and any other relative costs will be due upon completion of said Project.
- 4) Any other vendor fees such as domain registration, ISP, etc. are to be negotiated and billed separately by the respected vendors and are not the responsibility of Premium Design Works.
- 5) The client shall be responsible for any additional changes to the terms of said Project to be billed at a cost of \$80 - \$100/hr. The client's approval shall be obtained before any additional fees are assessed.
- 6) If at any time the Project is halted or cancelled by the Client, including but not limited to phase acceptance delay longer than 30 days, Premium Design Works will invoice the client for the remaining sum.
- 7) The Client shall be responsible for the amount of 1-1/2% interest to be applied monthly to all overdue balances.
- 8) The Client shall assume responsibility for collection of legal fees necessitated by default in payment.
- 9) The grant of usage rights as stated above is conditioned on receipt of final payment.

## H) Project Approval

- 1) Upon reading the above stated Project Proposal, please send a check for said deposit via mail to Premium Design Works:
- 2) By receiving the deposit check with signature of the Client this Project Proposal is considered "agreed upon."

Proposed on September 22, 2008 by:



**Mike Sinkula**, Creative Director of Premium Design Works

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