



OCT. 17, 2008

COLLEGE OF DESIGN 209 MCNEAL HALL
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estimate

CLIENT Violence Against Women Online Resouces/MINCAVA

PROJECT Identity + Applications + Web Graphics

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105 Peters Hall, 1404 Gortner Ave
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Identity System + Mock-up Applications	50-65 hrs	\$3,000.-3,900.
Web Graphics + Style Sheet	15-25 hrs	\$900.-1,500.
Visual Identity Standards	5-10 hrs	\$300.-600.
Project Coordination + Meetings	8-12 hrs	\$480.-720.
TOTAL	78-112 hrs	\$4,680.-\$6,720.

CLIENT APPROVAL :

DATE:

Fund	Dept ID	Program/Project	Chartfield 1	Chartfield 2	EmplID	Account	Dollar Amount
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Upon acceptance of this estimate, ByDesign will begin work, and charge (up to) the first 4 hours (\$240.) to the client's EFS ACCOUNT STRING.

Final billing will occur after second round of revisions have been completed, or after additional revisions at client's request.

Final billing will reflect actual hours worked, not to exceed this estimate, unless additional work is requested and approved by the client

Client is responsible for all printing costs directly with the vendor. ByDesign will obtain printing bids and arrange for printing; client will provide a purchase order (or EFS ACCOUNT STRING for University Printing Services)

rights transfer upon payment, ByDesign grants the client rights to the design for the production and distribution of the designed work produced under this agreement.

ByDesign retains the original digital file of the artwork (and may use the design to promote itself, i.e. in its portfolio or on its website); however the copyright of the design belongs to the client. At future dates, client may request additional printing of the same design for a minimum one hour file set up charge at ByDesign's then current hourly fee. Any changes to the file will incur additional design fees.

Materials and revisions will be estimated, approved, and invoiced as required by the project



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Identity System + Mock-up Applications (by

Work will begin with a meeting to clarify the audiences, goals, and messages of the VAWOR project. From there, ByDesign will create design objectives by which identity concepts can be evaluated. The first design presentation will consist of the following: a minimum of 2 identity concepts, color palette options, typography selections, style inspirations, and 2 mock-up applications (such as a brochure layout or bookmark design). Based upon feedback received, 1 identity concept will be refined. Further refinements will be made if necessary to create final identity system elements of visual identity, color palette, and typography.

DATE (SUGG.)	TASK
F 17 Oct	<i>Initial client/designer meeting to discuss project, direction, and audience (no charge).</i>
4 weeks	ByDesign works to develop 2 identity concepts for VAWOR.
F 14 Nov	MEETING: ByDesign presents 2 identity concepts with 1 mock-up application each; VAWOR team provides feedback, selects one concept for revision and refinement.
2 weeks	ByDesign works to refine selected concept and web mock-up application of the identity.
F 28 Nov	MEETING: ByDesign presents final identity system for approval; discusses with VAWOR team next steps for web graphics.
1 week	ByDesign works to develop rough-stage web graphics.
F 5 Dec	MEETING: Present placeholder graphics and style sheet type/color to Kevin, get feedback on web graphics in general.
1 week	ByDesign works to refine web graphics based on feedback and identified needs.
F 12 Dec	Final web graphics and style sheet specifications delivered to Kevin for mid-December web launch.
by January 1, 2008	Visual Standards Manual (pdf) delivered



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Web Graphics (by Dec 5, 2008)

ByDesign will develop graphic elements and standards to reflect the new identity on the VAWOR website, coordinating efforts with Kevin Bullock. These graphic elements will include banner and sidebar images, additional graphic images as needed, suggestions for stock photography as needed, and style sheet (.css) coordination for web typography and a hexadecimal color palette.

Visual Identity Standards (by Jan 1, 2009)

Based upon our initial conversation, ByDesign would suggest the following components for a visual identity standards manual:

Identity standard sizes, colors and placement (both correct usage and incorrect)

Additional colors with CMYK, RGB, and HEX standards

Typography

We would recommend creation of an electronic document that could be emailed/downloaded and/or printed by intended end users.

Project Coordination/Consultation/Meetings

Meetings, phone and email coordination and general project management as needed.