

DCG PREMIER DESIGN STUDIO

PRICING & STATEMENT OF WORK

DESIGN ESSENTIALS PACKAGE

Initial Brand Discovery Strategy Session (1-2 Hour Session | 4-6 Weeks)

- One Page Brand Strategy Brief
(Includes: Brand Colors / Color Palette, Fonts, Brand Imagery/Mood Board)
- Three Proposed Logos - (1 Logo Revision)
- Website Copy / Wireframes - (1 Website Revision)
- Domain & Hosting via Wix.com
- Three Social Media Templates with copy
- One Hour Wix Backend Walkthrough

Starting at \$5,500.00

DELUXE DESIGN ESSENTIALS PACKAGE

Initial Brand Discovery Strategy Session (1-2 Hour Session | 4-6 Weeks)

- Detailed Brand Strategy Brief (1 page)
- Imagery Mood Board and Short Bio with 2 Revisions
- Typography, Font Selection, and Brand Color Recommendations
- Logo Development: 2 Proposed Directions with 2 Revisions
- Domain and Hosting for 1 Year with Premium Wix Support
- Complete Social Media Launch Kit: 6 Templates, Launch Copy, and Branded Social Media Headers (3 Channels of Your Choice)
- 1-Hour Website Backend Walkthrough
- Custom Lead Generation and SEO Copywriting

Starting at \$7,500.00

STARTER KIT | 2-3 Weeks

Starting at \$3,000

- Comprehensive 1-Hour Website Strategy Session
- Concise and Informative 1-Page Website Strategy Brief
- Iterative Wireframes and User Flow Development (2 Rounds)
- Captivating Website Narrative Outline

This package is designed to provide you with a focused and efficient website strategy experience. We'll dive deep into your goals and vision during the intensive 1-hour session, crafting a solid foundation for your website. The resulting 1-page strategy brief will succinctly capture the essence of your website's purpose and direction.

To ensure an exceptional user experience, we'll create wireframes and iterate on them in 2 rounds, refining the structure and flow of your website. Additionally, our expert team will outline a captivating narrative that guides visitors through your website, engaging them with compelling storytelling.

With this comprehensive website strategy package, you'll be well-equipped to create an impactful and user-friendly online presence.

DELUXE KIT | 3-4 Weeks

Starting at \$5,000

- Intensive 1-Hour Website Strategy Session
- Concise and Informative 1-2 Page Website Strategy Brief
- Iterative Wireframes and User Flow Development (2 Rounds)
- Compelling Website Copywriting (2 Rounds)
- Infinite Scroll Website Design
- Customized Pop-up Design
- Lead Generation Integration
- SEO and Google Search Optimization
- 6 Social Media Templates with Launch Copy
- Domain and Hosting for 1 Year

Our Deluxe Website Kit empowers your online presence. In a focused 1-hour session, we shape a winning website strategy based on your goals and target audience. Condensed into a concise 1-2 page brief, your strategic direction is clarified.

We create intuitive wireframes and captivating user flow in 2 rounds, guiding visitors through your content seamlessly. Expert copywriters craft compelling messaging, while infinite scroll design keeps users engaged.

Custom pop-ups capture leads and integrate seamlessly. Our SEO and Google Search integration boosts visibility, driving organic traffic. With 6 stylish social media templates and hosting for 1 year, success is within reach.

STATIONARY DESIGN ITEMS

Starting at \$1200

Stationary Package

Including: A business card design, letterhead, corporate folder, envelope, sticker design

PACKAGING

Starting at \$1500

Copy & Tagline

Custom Stickers

Promo Boxes

Product Mockups

EDITORIAL DESIGNS

Starting at \$1200

Book Cover/Jacket with Photo/Photo Editing

Magazine Design

(20 Pages \$100.00 Per Page over 20 Pages)

SPECIALTY EVENT ITEMS

Starting at \$700

Birthday Package: *(Items in the package can be purchased individually)*

Includes: Invitations, Birthday Poster, Signs for Centerpieces or Food Tables

Wedding Package: *(Items in the package can be purchased individually)*

Includes: Invitations, RSVP Cards, Details Card, Favor Tag, Name Plate Card

PRINT ADS

Starting at \$500

Quarter Page Ad

Half Page Ad

Full Page Ad

THE FOLLOWING ITEMS ARE AVAILABLE UPON REQUEST

Event Tickets

Forms

Obituaries

Table Tents

Trading Cards

Programs

Floor Decals

Photo Books

Custom Sell Sheets

SOCIAL MEDIA STRATEGY & DESIGN

Starting at \$1500

- Custom Social Media Graphic Design: Create visually appealing and on-brand graphics for social media platforms.
- Eye-catching Visuals: Develop engaging images, illustrations, and infographics that grab attention and drive engagement.
- Brand Consistency: Ensure that all social media assets align with your brand's visual identity and maintain a consistent look and feel.
- Optimized for Social Platforms: Design assets that are optimized for each platform's specifications, including dimensions, file formats, and aspect ratios.

SOCIAL MEDIA LAUNCH KITS

Starting at \$1500

- Social Media Launch Kits: Comprehensive packages that include everything you need for a successful social media launch.
- Templates: Pre-designed and customizable templates for social media posts, ensuring consistent branding and professional aesthetics.
- Social Media Launch Strategy, Assets, and Messaging: Expert guidance and support in developing a targeted launch strategy, creating compelling assets, and crafting effective messaging for your social media campaigns.
- Branded Social Media Headers (4 Channels of Your Choice): Custom-designed headers that showcase your brand's identity and captivate audiences across four social media channels of your choosing.
- IG Story/Highlight Icons: Professionally designed icons for Instagram stories and highlights, enhancing your visual presence and creating a cohesive and visually appealing Instagram profile.

DECKS / BRAND GUIDES

Starting at \$1500

Decks and One Sheets:
Creating visually compelling presentation decks and one sheets to effectively communicate key information, brand messaging, and data in a concise and engaging manner.

Lookbooks for Fashion/Lifestyle Brands:
Designing stylish and visually appealing lookbooks that showcase fashion or lifestyle products, including high-quality imagery, product descriptions, and brand story to captivate the target audience.

Media Kits:
Developing comprehensive media kits that provide journalists, influencers, and media outlets with essential information about a brand or company, including press releases, company background, key statistics, and contact details.

EPKs for Artists and Events:
Crafting Electronic Press Kits (EPKs) for artists, musicians, or event organizers, incorporating artist bios, event details, past performances, promotional materials, and media coverage to showcase talent and attract potential collaborators or sponsors.

Sponsorships:
Creating sponsorship packages and proposals for brands or events, outlining the benefits and opportunities available for sponsors, including brand exposure, advertising placements, activations, and partnership perks.

Branded Company Presentations (Classes, Launches, etc.):
Designing branded company presentations for various purposes such as classes, workshops, product launches, or corporate events. These presentations visually represent the company's identity, mission, products/services, and value proposition to engage and inform the target audience.

LOGO & BRAND IDENTITY

2-4 Weeks

TIER 1:

- Custom Logo Design: Creation of a unique and visually impactful logo that represents your brand's identity.
- Brand Color Palette: Selection of a cohesive color scheme that reflects your brand's personality and values.
- Typography Selection: Curating a set of fonts that align with your brand's style and enhance readability.
- Brand Style Guide: Development of a comprehensive style guide that outlines logo usage, color codes, typography, and brand guidelines.

Starting at \$1,500

TIER 2:

- All services included in Tier 1, plus:
- Extended Logo Variations: Creation of additional logo variations, such as horizontal, vertical, or simplified versions, for versatile application across different platforms.
- Stationery Design: Design of essential stationery items like business cards, letterheads, and envelopes, incorporating your brand elements for a cohesive brand identity.
- Social Media Profile Design: Customized branding for your social media profiles, including cover photos, profile pictures, and consistent brand visuals.
- Brand Identity Collateral: Design of additional collateral items like brochures, flyers, or presentation templates, maintaining a consistent brand look and feel.

INSTRUCTIONAL DESIGN & E-LEARNING

3 Month Commitment

BASIC

- **Needs Assessment:** Conducting an analysis of your training requirements, target audience, and learning objectives to determine the scope and approach.
- **Curriculum Development:** Designing a comprehensive curriculum that outlines the learning modules, sequencing, and assessment strategies.
- **Content Development:** Creating engaging and interactive learning content, including text, multimedia elements, and interactive activities.
- **Instructional Design:** Applying instructional strategies and techniques to ensure effective learning experiences, including structuring content, creating learning paths, and incorporating assessment methods.
- **Learning Management System (LMS) Integration:** Assistance with integrating the e-learning modules into an LMS for easy deployment and tracking of learner progress.

COMPLETE

- All services included in Tier 1, plus:
- **Interactive Simulations:** Development of interactive simulations or scenarios to enhance practical application and learner engagement.
- **Gamification Elements:** Incorporation of gamified elements like leaderboards, badges, or rewards to motivate learners and increase participation.
- **Custom Assessments:** Creation of customized assessments, quizzes, or exams to evaluate learner knowledge and track progress.
- **Multimedia Enhancement:** Integration of multimedia elements such as videos, animations, or audio narration to enrich the learning experience.
- **Performance Tracking and Analytics:** Implementation of tracking mechanisms and analytics tools to monitor learner progress, assess effectiveness, and generate reports.

RETAINERS

3 Month Commitment

BASIC

•25 Hours/Month (6 Hours/Week): Dedicated allocation of 25 hours per month, equivalent to 6 hours per week, for your social media graphics, small website updates, banners, and blog updates.

•2-4 Monthly Project Calls: Regular calls to discuss project updates, progress, and collaborate on strategy and direction.

•Priority Service with 2-3 Day Turnaround: Your projects receive priority attention, ensuring a swift turnaround time of 2-3 days.

•Perfect for: Ideal for businesses seeking support with social media graphics, minor website updates, banners, and blog updates. This package caters to these specific needs effectively.

Starting at \$1,500/month:

Pricing for this service starts at \$1,500 per month, providing you with a comprehensive solution and dedicated design resources to meet your ongoing design requirements.

COMPLETE

40 Hours/Month (10 Hours/Week): Dedicated allocation of 40 hours per month, equivalent to 10 hours per week, for your social media assets, graphic-heavy website updates, banners, blog updates, newsletters, and e-commerce updates.

Weekly Project Calls: Regular weekly calls to discuss project updates, progress, and collaborate on strategy and direction.

Priority Service with 1-2 Day Turnaround: Your projects receive top priority, ensuring a fast turnaround time of 1-2 days.

Perfect for: Ideal for businesses with a higher volume of design needs, including social media assets, graphic-intensive website updates, banners, blog updates, newsletters, and e-commerce updates. This package is designed to support these specific requirements effectively.

Starting at \$3,000/month:

Pricing for this service starts at \$3,000 per month providing you with dedicated design resources and exceptional service to handle your extensive design demands effectively.

STATEMENT OF WORK & CONTRACT

1.0 Services Rendered Strategy & Design:

Our work is outlined in the proposal and calendar of events. If you're unhappy with the direction of our work, you will pay for everything produced up to that point and cancel the contract. We cannot guarantee error-free work and are not liable for any damages or losses caused by errors, including lost profits or savings.

2.0 Mutual Cooperation:

We will use our best efforts to fulfill and exceed your expectations on the deliverables listed in the proposal. You agree to provide necessary project information and cooperate with us to expedite the work.

3.0 Charges for Services Performed:

Requests beyond the scope of the proposal will be considered out-of-scope and may require a budget amendment. Dormant projects for longer than 15 days may incur fees to resume work at our discretion.

4.0 Terms of Payment:

You agree to promptly pay the invoices we send and adhere to the payment schedule outlined in the proposal. An initial deposit is required, and subsequent invoices have a payment term of 7 days. Late payment will incur a fee, and work may be paused until payment is received.

Collection costs will be reimbursed if legal action is taken to collect unpaid invoices.

5.0 Cancellation of Plans:

You have the right to modify, reject, cancel, or stop any plans or work in process. You agree to reimburse us for costs incurred before the change and defend us against liability arising from such action.

6.0 Responsibilities of Apartment 1A and the Client:

We will obtain necessary releases, licenses, permits, or authorizations for third-party materials used in performing services.

You guarantee that the materials you provide are either owned by you or used with permission. Copyright ownership will be transferred upon final payment. You are responsible for the accuracy, completeness, and propriety of information provided for the project.

THANK YOU

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