



THESIS BOOK PROPOSAL

CLIENT Michael Salamon
PROJECT Thesis Book Proposal
DATE 5 November 2014
DESIGNER Carly Dutch-Greene

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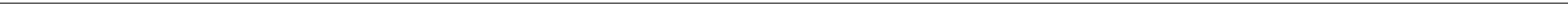


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INTRO

WHAT I CAN DO FOR YOU

As a digital designer, it is imperative to develop and maintain skill sets that can accomplish any project. My education as a Digital Design Major at the University of Colorado Denver has provided me with those skills. My inherent ability to understand client needs and creativity puts me at the forefront for design projects.

Partnering with a knowledgeable and skilled designer ensures that any design will be developed to the highest quality. The end result should not only accomplish the overall project goal, but exceed those expectations. Achieving the maximum positive impact on your focus demographic is paramount to a successful project. I am the designer that will help you attain all of those qualities for your project.



CARLY DUTCH-GREENE

Digital Designer
Denver, CO
www.carlydg.com

EXECUTIVE SUMMARY

PROJECT OVERVIEW



For this project, I will create template for my Thesis Process Book. The book will showcase my knowledge of typography and grid-work as well as a consistent visual language.

The book template will be utilized in the Spring Semester 2015 for my Thesis Process content. It will include a cohesive brand as well as a professionally crafted layout. Developing a strong template to work from in the coming months will enable me to produce the best work possible. The completed Thesis Process Book will rely on the successful development of the (potential) brand as well as the book layout.

My Thesis question is as follows:

“How can interactive design platforms create an avenue for sharing and educating the population on the connection between emotional and physical pain?”

In this proposal you will find detailed information on the project goals, budget and schedule.

PROJECT GOALS

REQUIREMENTS



Based on my understanding of the project, I will construct a book template in Adobe InDesign. This template will be utilized as a base for the content I will implement in the Spring Semester. In order to accomplish this goal, it will be imperative that I develop a strategy. This strategy requires an understanding of: the thesis' promise, strengths, potential weakness, potential improvements, visual language, and demographic.

REQUIREMENTS CONTINUED



The Thesis Process Book Template will include:

- | | |
|----------------------|---------------------|
| 1. Cover | 6. Intro |
| 2. Title Page | 7. Thesis Statement |
| 3. Table of Contents | 8. Body Content |
| 4. Forward | 9. Conclusion |
| 5. Acknowledgments | 10. Bibliography |

CREATIVE STRATEGY

FORMULA FOR SUCCESS

In order to produce the highest quality of work, I plan to implement a two phase process to this project.

PHASE 1 - RESEARCH & PLANNING



Prior to the launch of creative work, I will take the time to review related projects and do research on the content of the project at hand. There will be an initial meeting with you to develop an understanding of your goals, the project demographic and overall expectations. Once this meeting has taken place and the proposal is approved, I will create sketches and layout mockups. I will provide up to three revisions on said mockups.

Total Cost	\$450.00
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CREATIVE STRATEGY

PHASE 2 - EXECUTION



Once the initial layout designs are accepted and you approve the design, I will continue work on the final design deliverables. Keeping you informed and providing updates on the work is key to creating a successful book template. Up to three revisions will be provided on said design deliverables.

Once the Thesis Process Book Template is complete, I will review it with you and provide up to three final revisions.

File format: .indd (InDesign File), pdf, and print cost estimates will be provided.

Total Cost	\$750.00
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- * Following completion of the design, we will have a follow up meeting to assess the final outcome. I am receptive to any and all feedback about the process and result of the project.

PROJECT ESTIMATE

ITEM	HRS	RATE	SUBTOTAL
PHASE 1			
Research Conducting thorough research is essential in creating the most successful design.	4	\$75.00	\$300.00
Planning By developing a well thought out plan, the design process will be seamless. Plans will consist of sketches and layout mockups.	2	\$75.00	\$150.00
PHASE 2			
Typography Choosing the right typography and font families for the book layout are extremely important.	2	\$75.00	\$150.00
Cover Design Creating a cover design that can be easily altered will be the perfect asset to the book template.	4	\$75.00	\$300.00
Layout Laying out the headings, pages, and (placeholder) content will allow for effortless editing when the final content is prepared.	4	\$75.00	\$300.00
		TOTAL COST	\$1200.00

PAYMENT SCHEDULE



Total fixed fee for project: \$1,200 (\$75.00/hr @ 16hrs)

Deposit due: \$600.00, 50% of agreed upon fee, due at time of agreement signing.

Balance: \$600.00, 50% due within 7 business days following date of final project delivery.
(Projected Dec 4, 2014)

Mode of Payment: Payment will be accepted in the form of a check or through PayPal.

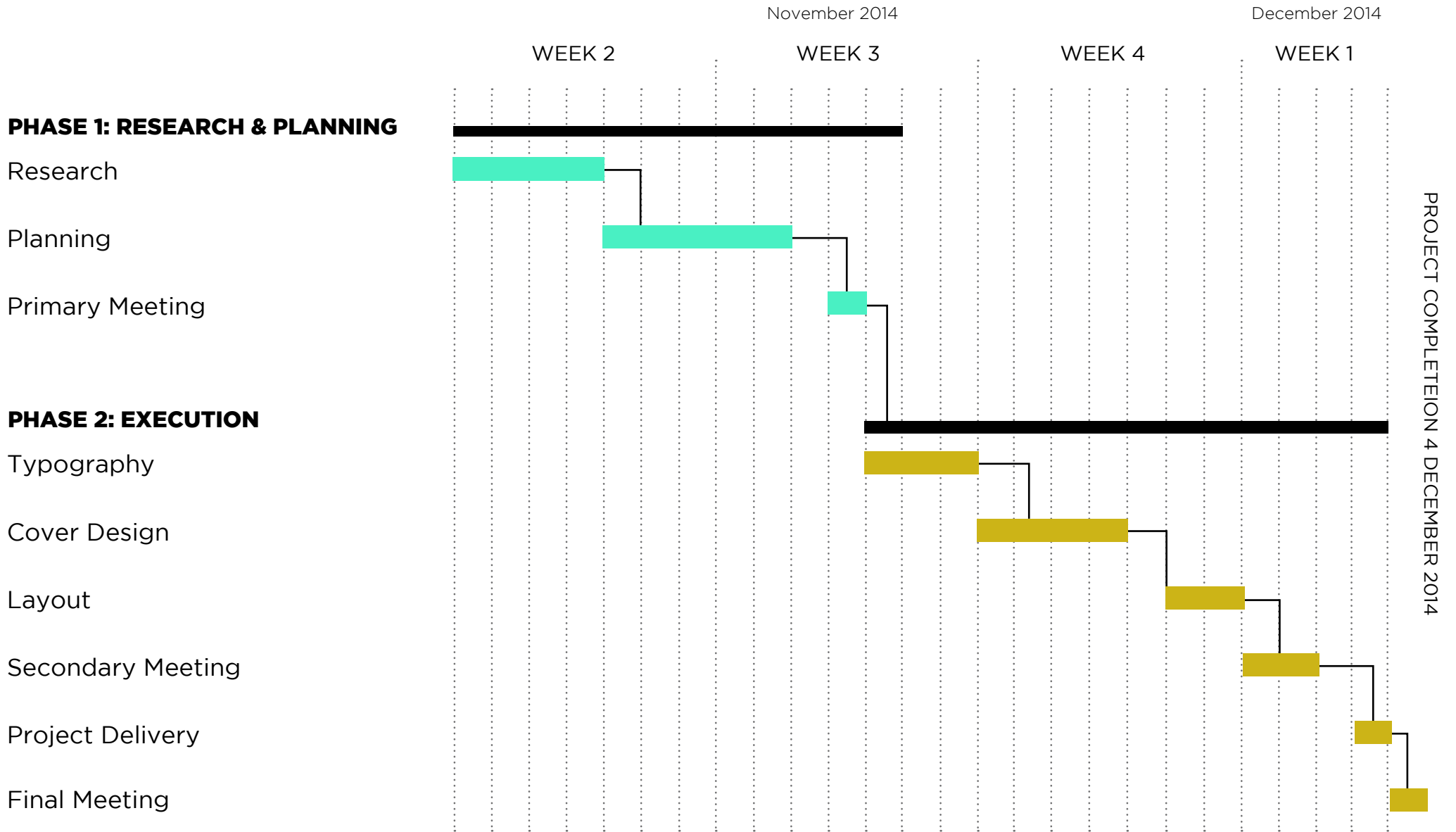
Late Fees: 5% interest per month will be added to any existing balance.

PROVISIONS



Client is entitled to up to three design revisions, after which will be billed hourly at a rate of \$75/hr for any subsequent revisions.

TIMELINE



THANK YOU

**Thank you so much for your time and consideration.
I look forward to working with you!**