



BUDGET

To further explain our estimate breakdown and design procedure, The Freelance Portfolio is pleased to provide the following details.

Project Management

Our project management ensures communication and flow of work, with all your questions and requests handled efficiently. This process ensures that all individuals working on the project have been provided all relevant details and can apply their responsibilities in a timely manner.

Design / Layout / Computer Generated Artwork

Based on 25 years of design experience, our procedure for logo or POS materials design typically takes the following path.

After meeting with you and gaining as much input from you as possible, we prepare three design concepts and submit for your review. From these three you may choose the concept(s) that most appeal to you. We will prepare a second round of concepts based on your choices and comments and refine the layout until you are happy with it.

In the unusual instance that you are not satisfied with the initial three concepts, we will continue to provide three new concepts until you find one with which you are pleased.

To examine the anatomy of the designing process, let us explain in further detail:

Design involves research into the product category to find ways that best portray the client's product to its target audience. It also involves researching and analyzing appropriate images and colours that will make the product stand out in its category, and make it most desirable for consumer purchase.

Layout is the process of taking that research and applying it to the package label, display, or sellsheet (or whatever is being created to promote the product) by creating the three initial layouts on the computer. The three layouts are then printed out for presentation to the client in person, if possible. If personal presentation cannot be arranged, files are saved as JPGs or PDFs for emailing to the client or posting to FTP for download. The final approved layout should have all required information and translations (if applicable).

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Computer Generated Artwork is where the designer to applies all final elements -- including final photography, original artwork, typeface -- to the chosen layout. Often the photography or images require adjustment through Photoshop with close cropping and finishing that could involve hours of work, depending on the quality of the photography or image and the desired effects. All materials are checked and proofread (both English and French) numerous times, to ensure accuracy.

The final file must be "print ready" which means all colours, layers, traps and fonts must be prepared in a manner that allows the printer to produce the piece as it is intended to look. After the final art is finished it is sent for actual size Epson Proofs. These proofs are then checked for accuracy again. Final film is produced from the proofs, stock is chosen and a member of our team attends the press run, as the final check.

While we want our result to communicate effortlessly, the design process in fact involves many technical matters that must be taken into account to ensure a quality end product.

Copy / Translation

With a copy writer on staff and access to French and other language translators, we provide professional sell copy and translations.

Photography

We supply custom or stock photography at your request.

Revisions After Approval

Customer confidence and satisfaction are our highest priorities, and we always bill to estimate. We consider design completed when final designs have been chosen and the client gives final approval to artwork.

Should requests for change be presented after that time we are happy to accommodate at the hourly rate stated on our estimate.

Film/Print

We have a close affiliation with a high-end printer in Toronto that we've worked with for 20 years. Together with our printer, we have produced hundreds of thousands of high quality brochures and sell sheets — always on schedule.