

“

BEING A GRAPHIC DESIGNER
IS GETTING HARDER.

”

WITH COMPETITIVENESS AT AN ALL-TIME HIGH, DESIGNERS NEED MORE THAN BREATH
TAKING DESIGN SKILLS IN TODAY'S MARKET. WE NEED TO BE ABLE TO
COMMUNICATE EFFECTIVELY WITH OUR CLIENTS.

“

WHILE EVERY CLIENT PROPOSAL
WILL BE UNIQUE, THERE ARE A FEW ESSENTIALS
THAT EVERY GRAPHIC DESIGN
PROPOSAL SHOULD HAVE.

”

HAVING THESE DOWN PAT WILL SAVE YOU TIME CREATING GRAPHIC DESIGN PROPOSALS AND
ENSURE COMMUNICATION WITH YOUR CLIENT IS TRANSPARENT AND EFFECTIVE.

INTRODUCE YOURSELF

INTRODUCTIONS HELP BRIEF CLIENTS WHAT THEY CAN EXPECT FROM THE PROPOSAL AND MAKE THE BASIC INFORMATION CLEAR.

INTRODUCE YOURSELF

EVERY GRAPHIC DESIGN PROPOSAL
NEEDS AN INTRODUCTION, REGARDLESS
OF HOW SHORT OR LONG.

- PIECES OF THESE INFORMATION MAY INCLUDE:
- CLIENT NAME
- PROJECT TITLE (THE PROBLEM BEING SOLVED)
- YOUR NAME AND TITLE
- DATE OF SUBMISSION

Example of a good
introduction section



GRAPHIC DESIGN PROPOSAL

Brand identity pack and social headers

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THE PROBLEM

WITH THE INTRODUCTION OUT OF THE WAY, IT'S TIME TO IDENTIFY YOUR CLIENT'S PROBLEM.

MANY GRAPHIC DESIGNERS FAIL TO ACKNOWLEDGE
WHAT PROBLEM THEIR CLIENT IS LOOKING TO RESOLVE,
CAUSING THEM TO RUSH INTO THE SOLUTION.

THEY GET EXCITED BY THEIR DELIVERABLES
AND FORGET TO ADDRESS THE PROBLEM AT HAND.

THIS IS SOMETHING YOU WANT TO AVOID.

A CONCISE SUMMARY OF THE PROBLEM
ACTS AS A POINT OF REFERENCE
FOR THE PROJECT PRIORITIES.

THE PROBLEM

OUTLINE YOUR CLIENT'S PROBLEM

THIS IS KEY IN GAINING
YOUR CLIENT'S TRUST.

- THIS WILL HELP YOU STAND OUT FROM THE COMPETITION
- IT WILL STRENGTHEN YOUR CLIENT RELATIONSHIP.
- IT REAFFIRMS THAT YOU UNDERSTAND THE PROBLEM THEY ARE TRYING TO SOLVE.

PROBLEM

Example of a problem statement

- MUSTER SPORTS IS AN E-COMMERCE STORE SELLING SPORTING GOODS AND APPAREL
- AFTER SEGMENTING THEIR CUSTOMERS, MUNSTER SPORTS REALIZED THEY HAVE BEEN TARGETING THE WRONG CUSTOMERS
- AS A RESULT, THE COMPANY IS LOOKING TO REDESIGN THEIR BRAND IDENTITY AND MARKETING MATERIAL AS A WAY TO IMPROVE COMMUNICATION TO THEIR NEW TARGET CUSTOMER SEGMENTS.
- THE COMPANY HAS PRESENTED THE FOLLOWING AS THEIR MAIN PRIORITIES FOR 2020.
 - DEVELOPING A NEW BRAND IDENTITY (LOGO DESIGN, BRAND COLORS, BRAND FONT)
 - VALIDATING THE NEW BRAND IDENTITY ON SOCIAL MEDIA PLATFORMS

THE SOLUTION

NOW THAT YOU HAVE ACKNOWLEDGED YOUR CLIENT'S PROBLEM,
THE SOLUTION SHOULD BE STRAIGHTFORWARD.

THE SOLUTION

- YOUR SOLUTION SHOULD EXPLAIN WHAT YOU PLAN TO DO (I.E. DESIGN A LOGO) AND HOW IT WILL RESOLVE THEIR PROBLEM.
- IT'S BEST TO ADD HOW IT WILL LEAD TO BUSINESS SUCCESS ON A HOLISTIC SCALE TO STRENGTHEN YOUR ARGUMENT.
 - *FOR EXAMPLE, A NEW LOGO DESIGN AND REFINED BRAND COLORS WILL INCREASE ENGAGEMENT RATE AND DWELL TIME ON THE HOMEPAGE.*
- POINTING OUT THE WIDER BUSINESS BENEFITS WILL SHOW YOUR CLIENT THE EXTENDED VALUE OF YOUR GRAPHIC DESIGN SERVICES, AND HELP INCREASE THE PERCEIVED VALUE OF YOUR WORK.

SOLUTION

Example of presenting
a solution

- DUZI DESIGNS WILL DEVELOP A NEW BRAND IDENTITY PACK THAT EMBODIES THE NEW VALUE PROPOSITION AND FEATURES OF MUNSTER SPORTS. THIS PACK INCLUDES A NEW DESIGN OF MUNSTER SPORTS LOGO, COLORS, AND FONTS; AS WELL AS SOCIAL MEDIA ASSETS SUCH AS HEADERS.
- DUZI DESIGNS HAS BEEN INVOLVED WITH THE REDESIGN OF MANY RETAIL BRANDS THAT HAVE SHIFTED THEIR FOCUS TOWARD YOUNGER CUSTOMERS. SOME OF THESE BRANDS INCLUDE THE LIKES OF GLUE STORE, KOOKAI AND G STAR RAW.
- WE WILL USE OUR EXPERIENCE FROM THOSE BRANDING DESIGNS COMBINED WITH SPECIFIC KNOWLEDGE IN THE RETAIL INDUSTRY TO OFFER MUNSTER SPORTS A COMPLETELY NEW BRAND IDENTITY—HELPING THE COMPANY INCREASE THEIR MARKET SHARE AND REVENUE.

THE DELIVERABLES

SOME GRAPHIC DESIGNERS ASSUME THAT THE OUTCOME OF THEIR DESIGN EFFORTS CAN BE EASILY VISUALIZED BY THEIR CLIENTS.

UNFORTUNATELY, THIS ISN'T THE CASE.

“ PART OF BEING A GREAT GRAPHIC DESIGNER IS THE ABILITY TO COMMUNICATE EFFECTIVELY, AND A DELIVERABLES SECTION WILL ALLOW YOU TO ACHIEVE THIS WHEN IT COMES TO THE EXPECTED OUTPUTS. ”

IT HELPS YOUR CLIENTS KNOW WHAT THEY'RE ACTUALLY GETTING FOR THEIR MONEY AND ALSO HELPS PREVENT SCOPE CREEP.

DELIVERABLES

Example of a deliverable
with parameters against
scope creep

DUZI DESIGNS WILL BE RESPONSIBLE FOR DELIVERING THE FOLLOWING:

- CONSULTATION OF NEW BRAND IDENTITY PACK – LOGO, COLORS, AND FONT
- DESIGN OF NEW BRAND FEATURING NEW LOGO, COLORS AND FONT – TO BE REVIEWED, ITERATED AND AGREED
- DESIGN OF TWO SOCIAL HEADERS FOR FACEBOOK AND TWITTER – TO BE REVIEWED, ITERATED AND AGREED

IT IS ALSO WORTH NOTING THAT THE FOLLOWING IS OUTSIDE THE SCOPE OF THIS PROJECT:

- COPYWRITING OF ANY BRAND ASSETS
- SOCIAL MEDIA STRATEGY
- DESIGN OF ANY OTHER BRANDED CONTENT FOR WEBSITE OR SOCIAL MEDIA

THE PROCESS

TRANSPARENCY IS PARAMOUNT IN
ANY SERVICE SELLING TRANSACTION.

A MAJOR CHALLENGE THAT MANY CLIENTS FACE IS THE ABILITY TO JUSTIFY THE COSTS PAID.

“ ONE OF THE BIGGEST FACTORS CONTRIBUTING TO THIS CHALLENGE IS THE UNCERTAINTY AROUND THE PROCESS OF PRODUCING THE DELIVERABLE. ”

WHILE YOU AS THE GRAPHIC DESIGNER ARE AWARE OF HOW MUCH WORK IS INVOLVED, YOUR CLIENT MAY NOT. THEREFORE, YOU NEED TO MAKE YOUR CLIENT AWARE OF THE WORK BEHIND THE SCENES AND A 'PROCESS' SECTION IS A GREAT WAY TO DO THIS.

THE PROCESS

SOME PROCESS STEPS YOU MAY WANT TO INCLUDE AS A GRAPHIC DESIGNER:

- GRAPHIC DESIGN RESEARCH
- MOOD BOARDS
- INITIAL SKETCHES
- BUILDING DESIGN
- DESIGN REVISIONS

THE PROCESS

Example of presenting
the process

TO EXECUTE A COMPLETE REDESIGN OF MUNSTER SPORTS BRAND IDENTITY. DUZI DESIGNS WILL BREAK DOWN THE THREE MAIN DESIGN PHASES TAKEN

1. DEFINITION PHASE

THIS PHASE CONSISTS OF DESIGNING A CREATIVE BRIEF THAT SEEKS TO DISCUSS THE OBJECTIVE FOR THE NEW BRAND IDENTITY AND HOW THEY FIT INTO THE WIDER ORGANIZATIONAL GOALS. THIS WILL BE FOLLOWED BY GRAPHIC DESIGN RESEARCH OF TRENDS AND COMPETITORS; AS WELL AS BRAINSTORMING AND MOOD-BOARDING OF ANY RELEVANT IDEAS.

2. CREATION PHASE

WE WILL WORK TOWARD FORMULATING A DESIGN FOR THE LOGO, COLORS AND FONT. THIS INVOLVES INITIAL SKETCHES, BUILDING AND REFINING THE DESIGN.

3. FEEDBACK PHASE

THE FINAL STAGE WILL INVOLVE AN OPEN DIALOG BETWEEN DUZI DESIGNS AND MUNSTER SPORTS ABOUT ANY REVISIONS NEEDED TO BE MADE.

THE COST

MOST GRAPHIC DESIGN PROPOSALS ARE WON OR LOST IN THE COST SECTION.

“
BEFORE YOU EVEN START WORKING ON YOUR
PROPOSAL, ASK YOUR CLIENT WHAT THEIR
TOTAL BUDGET IS. IT'S CRITICAL INFORMATION
FOR YOU TO KNOW.”

WHILE THIS CAN BE SCARY AND YOU MIGHT GET THE SENSE THAT YOU'RE
ENCROACHING ON SOME LINE, YOU'RE NOT.

IT'S CRITICAL INFORMATION FOR YOU TO KNOW.

THE COST

ONCE YOU'VE IDENTIFIED THE BUDGET, THE BREAKDOWN OF YOUR COSTS SHOULD BE COMPREHENSIVE YET CONCISE TO QUICKLY UNDERSTAND.

- THIS CONVERSATION WILL HELP THE CLIENT DEVELOP A BUDGET FOR THE PROJECT, AND IT WILL ALSO LET YOU KNOW WHETHER OR NOT THE PROJECT IS FINANCIALLY WORTHWHILE FOR YOU BEFORE YOU PUT IN THE HARD WORK OF DEVELOPING A PROPOSAL.

Costs

The below tables outline the costs associated with each part of the project and provide full transparency into project costs.

Briefing and Discovering				SUBTOTAL
Description	Item	Quantity	Price	\$1,050.00
Goal Discussion	\$120.00	1 Hours	\$120.00	
Design Research	\$180.00	1 Hours	\$180.00	
Open brainstorm and moodboard session	\$300.00	2.5 Hours	\$750.00	

Design and Execution				SUBTOTAL
Description	Item	Quantity	Price	\$2,340.00
Brand Identity Pack				
Initial sketches	\$150.00	2 Sketches	\$300.00	
Design	\$220.00	3 Designs	\$660.00	
Revisions	\$100.00	1 Revisions	\$100.00	
Final design	\$220.00	1 Designs	\$220.00	
Social Brand Assets				
Initial sketches	\$80.00	3 Sketches	\$240.00	
Design	\$120.00	3 Designs	\$360.00	
Revisions	\$100.00	1 Revisions	\$100.00	
Final design	\$120.00	3 Designs	\$360.00	

Total \$3,390.00

Example of costs

CALL TO ACTION

NOW THAT ALL THE INFORMATION IS OUT THERE,
INCLUDING THE DELIVERABLES, PROCESS,
AND COSTS, IT'S TIME TO PROMPT THE PROSPECT
TO TAKE THE NEXT STEPS ...

TO ACCEPT YOUR PROPOSAL AND KICK OFF THE PROJECT.

CALL TO ACTION

- IDEALLY, YOU'LL WANT TO GIVE THEM A WAY TO ACCEPT AND SIGN OFF ON THE PROPOSAL STRAIGHT AWAY.
- IF YOU'RE SENDING YOUR PROPOSAL AS A PDF, WORD, OR GOOGLE DOC, THIS CAN BE A LITTLE DIFFICULT AS THEY DON'T REALLY HAVE BUILT-IN ACCEPTANCE OR SIGNATURE FEATURES.

TO SOLVE THIS, YOU COULD DO ANY OF THE FOLLOWING ...

CALL TO ACTION

- ASK THE PROSPECT TO SEND YOU AN EMAIL SAYING SOMETHING LIKE “PLEASE PROCEED”
- LINK TO CONTRACT (OR OTHER BINDING AGREEMENT) IN A TOOL LIKE [DOCUSIGN](#), WHICH GIVES THEM THE ABILITY TO ACCEPT AND SIGN.
- ALTERNATIVELY, IF YOU USE A DEDICATED PROPOSAL TOOL, IT WILL ALLOW YOUR PROSPECT TO ACCEPT AND SIGN THE PROPOSAL RIGHT THERE FROM WITHIN IT.
- WHATEVER YOU DO, DON'T FORCE YOUR PROSPECTIVE CLIENT TO PRINT OUT YOUR PROPOSAL, SIGN IT, SCAN IT AND SEND IT BACK. THAT'S TIME-CONSUMING, PARTICULARLY IF SOMEONE DOESN'T HAVE IMMEDIATE ACCESS TO A PRINTER, AND RESEARCH SHOWS THAT IT DRAMATICALLY INCREASES THE TIME IT TAKES TO GET DOCUMENTS SIGNED OFF.