

Interpretive Media, Illustration and Design Services 2013

Total estimate or quote will include only the costs for services you specify, and as always, are negotiable. Rush jobs, commercial use, ownership and/or full copyrights can add an additional 25 to 100%. If you need a formal RFQ or RFP submission, please send me your job description, deadline, and any necessary forms.

Consultation

To help you develop your interpretive education project, I offer assistance in researching, choosing and developing the best media to achieve your goals. I will provide you with an itemized list of services and products your project will need, along with a production schedule to fit your deadline.

Site Visit

Pre and post contract, I am available to come to your location for consultation and field work at your site. I offer you the lowest cost considering travel expenses, lodging, meals, along with a base daily rate.

Illustrations

I enjoy rendering artwork in pencil, pen and watercolor. This service may also include scanning, photography and Photoshop processing as needed. Rendering costs can depend upon materials used, size of final media, complexity, subjects, reference research, stock art costs, deadline, use rights and copyright ownership.

Text

My interpretive writing style will tailor your information and education goals with thematic presentation, sensory elements, and unassuming grammar to support to the reader's curiosity and personal experience. I understand people of all ages will learn automatically. I will appeal to visitors' sense of investment and connectedness with your story or site by moving beyond the rote listing of rules and natural history facts. If you have your own text and wish to have it edited for educational media, I can assist as well.

Design, layout, prepress

This is the work needed to put the illustrations, text and design elements (ie: color, fonts, placement) together, scanning & manipulation of illustrations and photos, and the production of electronic files to your fabricator's specifications. I can also test for compatibility for the Visually Impaired (color blindness). I deliver high quality print outs and electronic files (in QuarkXpress, Photoshop TIFFs and EPS) on CD. Costs can increase for complex and large jobs.

Fabrication Management

I will contract with the chosen Fabricator, submit the files, select optional services, communicate with the Rep, proof sample(s), send sample to RCDP for discussion & comments, provide feedback, and notify the client of shipment to coordinate uncrating. Travel time and expenses for this site visit are included within the Fabrication Management cost.

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Please call to discuss your interpretive and education media project goals - wayside panel, brochure, booklets, educational poster - and to request quotes for any of the above service.

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Contract Terms, Scheduling, Payments 2013

Terms can be as simple or complex as you like. I am flexible. Check into streamlining our project collaboration by taking advantage of your site's collaborators such as Natural History Associations. I am currently listed on the CCR for US federal government clients, a registered foreign business in Canada, and set up for purchase orders or credit card payments. Invoices will be payable within 30 days.

The suggested scheduling below addresses service deliverables, reviews, and payments. When setting up our agreement/contract/work order, we may also need to discuss possible costs and details for extra drafts, liability, reference materials, late payments, cancellations, media use, copyrights and ownership.

4 Stages

To insure you get the quality illustrations you want, I prefer a 4 stage project: Initial Meeting, 1st Draft Stage, 2nd Draft Stage, Final. I usually need 1-4 weeks between stages, but this will depend upon my available work time, the size of the project, and the predetermined deadline. Most clients return their review comments in the same time frame. With a few clients, I have agreed to no time frame. For one, it was a rush job with a one-week turn around for each stage. Please discuss your needs with me as I have some degree of flexibility.

Initial Meeting

After signing a contract, we can conduct this meeting by phone or in person. At this time I review and consult with you on the scope and details of the job, discuss needed reference materials, set up a mutually workable schedule, and I will submit the first invoice or credit card receipt for 25% of total contract costs.

1st Draft Stage

I will deliver to you 2-4 pencil draft sketches per illustration or panel design, the rough drafts of texts for your review, and the 2nd invoice or credit card receipt for 25% of total contract costs. You return these drafts with your written comments according to schedule.

2nd Draft Stage

I will deliver to you 1 illustration and design, and formal drafts of texts for your review, along with the 3rd invoice or credit card receipt for 25% of total contract costs. You return these drafts with your written comments according to schedule.

Final

I will deliver to you one high quality print out of each illustrations or panel design, finished text print outs, two CDs containing final layout files written to your fabricator's specifications and each illustration or panel layout as pdf, and the 4th invoice or credit card receipt for the remaining 25% of total contract costs. You return to me a written statement of completion.

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Do you need variations on these terms?

Let's discuss possibilities to find the best solution for the quality results you want.

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