

The Swinging Penguins

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Outline of design Brief:

Create a fun and memorable brand for 'The Swinging Penguins' a local band about to embark on a tour. This will entail:

- A logo/logotype
- Illustrative representations of each band member

Possible extensions:

- A simple tour website
- Tour posters/leaflets
- Merchandise T-shirts

A full copy of the brief can be provided on request.

Design Process/Timetable

Commencement date of project: 1/7/2010

A payment of 50% of the total quoted price is payable before work commences.

Stage 1 - Research

Using sources and leads provided by the client as well as any additional research deemed necessary the designer will gather information that will aid in ideas generation.

Completion Date: 20/7/2010

Stage 2 - Ideas Generation & Development

With the aid of research the designer will begin sketching out possible ideas and begin developing any promising leads. The agreed design brief will be the main guiding factor in this stage.

Completion Date: 30/7/2010

Stage 3 - Artworking

A maximum of three logo ideas will be artworked for presentation to the client.

The illustration element of the branding will be proofed to the client in the early stages to define the required illustrative style.

Completion Date: 30/7/2010

Stage 4 - Presentation & Client Feedback

Artworked samples will be presented to the client for critique and feedback.

First Client Meeting: 31/7/2010

Stage 5 - Revisions

This stage is quite fluid as there may be numerous meetings and feedback before a final design is agreed.

Subsequent Client Meetings between: 5/8/2010 - 26/8/2010

Stage 6 - Final Artwork - Supplying Files

Once a design has been agreed final artwork will be made and handed over to the client.

Completion Date: 1/9/2010

The outstanding balance must be paid before any of the original artwork files are given to the client. The final invoice will be generated once the final artwork proofs have been signed off.

Client Actions

The client agrees to:

- Sign off on progressive artwork proofs to indicate that milestones have been achieved.
- Pay in a timely manner on receipt of invoice(s)
- Own all rights to the artwork that has been produced after final payment.
- Allow the designer to display the artwork in personal & business portfolios.

Designer Actions

The designer agrees to:

- Produce all artwork and products that have been agreed in the design brief.
- Finish the project within the timescale laid out in this agreement.
- Warn the client if the project might overrun the agreed timescale.
- Not disclose any information about the project until approved by the client.
- Work to the agreed budget.
- Warn the client if the budget runs the risk of being exceeded and seek permission before continuing.
- Send invoices at the appropriate times in the project.

Declaration:

I have read and agree to the contents of this agreement.

Client: (On behalf of The Swinging Penguins)

Signed:

Print Name: Date:

Designer: (On behalf of Ken Reynolds Design)

Signed:

Print Name: Date: