



## TERMS & CONDITIONS

### GRAPHIC DESIGN SERVICES

General Graphic Design and Artwork creation is charged at \$50.00 Australian Dollars per hour including GST. Minimum charge is one hour (\$50). Larger design projects may be quoted on a "Per Project" flat-rate basis, rather than a per hour charge. You will be advised at the time of quotation if a Deposit is required. Depending on the size and duration of the project or task, the Deposit requirement may be up to 30% of the total quotation, payable before work has commenced. Progress payments may be requested, with final payment due upon completion/handover. Projects requiring priority or urgent turnaround may be surcharged. You will be advised at the time of quotation.

Graphic Design, by approximate definition, includes, but is not limited, creation/design of the following items: Logos, Stationery (Letterhead, With Compliments Slips, document wallets, presentation folders), Branded Merchandise (Caps, Drink bottles, T-shirts etc), Print & Digital Advertisements (Newspaper, Magazine, Web, Mobile etc), Promotional Collateral (Print or digital Posters, Window Displays, Brochures, Pamphlets, Flyers, Teardrop Banners, Pull-up Banners etc), Powerpoint, Webinar or Trade Show presentations.

Graphic Design/Art Services can be either digital or manual or a combination of original hand-drawn, animated and digital art. To create artwork, a range of software is used, and all colour formats and file types are produced. Please advise at the time of order any unique specifications you or your printer may have. Digital output is set to 300dpi by default, however higher resolutions are possible.

### WEB DESIGN SERVICES

Website Design is charged at \$50.00 Australian Dollars per hour including GST. Minimum charge is one hour (\$50). It is recommended however that all website projects are quoted on a "Per Project" flat-rate basis, rather than a per hour charge. Pricing is based on the physical creation of art and graphics, the layout design, functionality and setup of your website, and the HTML-side of establishing and uploading a website.

Website Design (except for travel industry businesses) does not include copy writing or supply of content (text, headings, images). Pricing is based on the assumption you will supply the wording and stock photography required to build your website. K.Hope Design may be able to recommend a 3<sup>rd</sup> party to outsource copy writing or photography to, if your field or business is a specialist area.

You will be advised at the time of quotation if a Deposit is required. Depending on the size and duration of the project or task, the Deposit requirement may be up to 30% of the total quotation, payable before work has commenced. Progress payments may be requested, with final payment due upon completion/handover. Projects requiring priority or urgent turnaround may be surcharged. You will be advised at the time of quotation.

Website Design, by approximate definition, includes, but is not limited to the creation/design of static or responsive websites, with or without Java Script, with or without social media, with or without shopping carts & ecommerce. Graphic Design and Web Design are overlapping services and Website creation cannot be achieved without either digital or manual art. All websites are custom-designed not using templates. Web Design Services can be either digital or manual or a combination of original hand-drawn, animated and digital art. To create artwork, a range of software is used, and all colour formats and file types are produced. Please advise at the time of order any unique specifications you may require. Digital output is set to 96dpi by default, however higher resolutions are possible, but not recommended.

Website Design does not include purchase of a domain name, web hosting, advertising, search engine optimisation, Google AdWords/ AdSense or any marketing/advertising services. All these items are additional and purchased by you through your chosen 3<sup>rd</sup> party. K.Hope Design literally designs the art and graphics only.

### SOCIAL MEDIA

Social Media is charged at \$30.00 Australian Dollars per hour including GST, on the basis that content is supplied. K.Hope Design does not source content, text, or images for your business to facilitate social media posts or updates, or on-forward 3<sup>rd</sup> party posts. K.Hope Design can set up and manage your social media accounts, and the visual aspect of your sites, including upload of content, providing that content, wording and images are supplied.

### COPY WRITING

Copy Writing is charged at \$66.00 Australian Dollars per hour including GST. Minimum charge is one hour (\$66). Copy Writing can be provided for your website, brochures, promotional materials, social media accounts, advertisements, press releases and so forth. It is recommended however that you source a professional copy writer with expertise in your field of work, familiar with industry jargon.

K.Hope Design specialises in copy writing for the tourism industry and retail businesses.

### PHOTOGRAPHY

Photography is charged at \$90.00 Australian Dollars per hour including GST. Minimum charge is one hour (\$90). Basic photographic services include stock images (staff, premises, products etc) for web use, product galleries, brochures, staff profiles, general promotions and advertising. K.Hope Design specialises in travel, scenery, property and landscape images, and does not offer Wedding, Portrait, Children, Family or Pet Photography. Images can be captured or supplied in a variety of formats and resolutions including RAW.



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**graphic design • advertising • photography**

### **CAD/ARCHITECTURAL/TECHNICAL DRAWINGS**

Architectural Drawing (Digital or Manual) is charged at \$50.00 Australian Dollars per hour including GST. Minimum charge is one hour (\$50). It is recommended however that all drawings are quoted on a "Per Project" flat-rate basis, rather than a per hour charge.

Architectural drawings may include, but are not limited to, the following items: Property Maps, sketches, aerials, floor plans, 3D renderings, modelling, artistic impressions of homes or specific rooms (ie. bathroom re-models, bedroom renovations etc),

K.Hope Design is a visual artist and supplies drawings on the basis of an indicative artistic impression. All drawings are interpreted from supplied data and in no way confirm whether a structure or attribute adheres to engineering or building standards, can be built or erected as shown, or are 100% to scale. All drawings are supplied on the basis you understand they are merely sketches or pictures, not approved plans. At all times K.Hope Design recommends you engage a professional architect, draftsman, engineer, builder or certifier to design, review and implement your plans.

### **GENERAL NOTES**

K.Hope Design services do not include printing costs, 3<sup>rd</sup> party advertising/marketing, marketing plans, or other items not listed.

Payment is accepted by Direct Deposit or Cheque only.

Bank details will be supplied upon Invoice.

All prices and services are subject to change at any time, and not all businesses and industries can be serviced.

Services not mentioned within will be quoted on a case-by-case basis.