

**WK12 / YOUR MESSAGE + PRICING WORK**

COMD3701

# DESIGN STUDIO

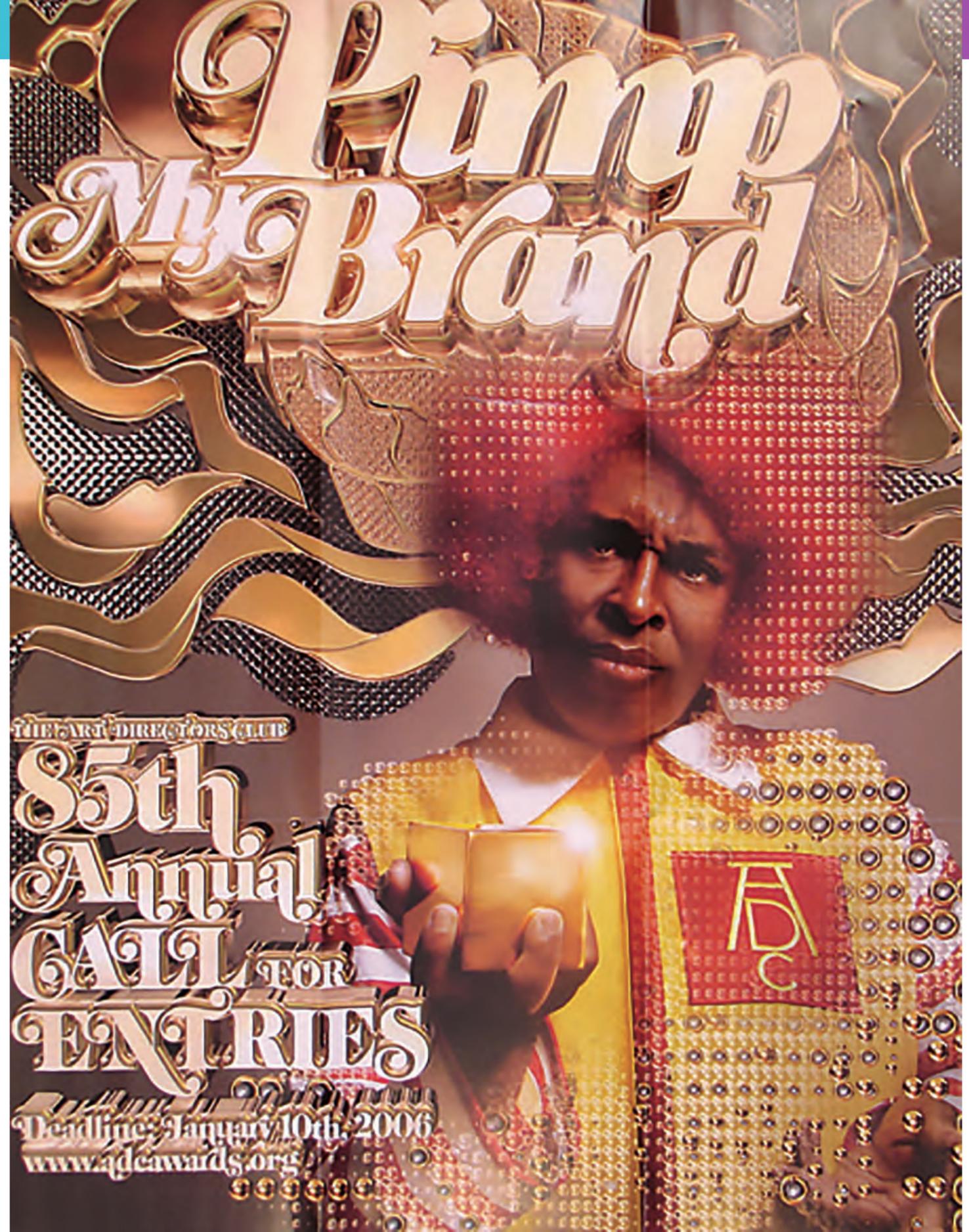
OL75

SPR2021



**It's All About  
The Message**

Art Director's  
Club,  
circa 2006



# H&M Kids Line



**Selene**  
@ArianelaSelene



.@hm this is inappropriate, offensive, and racist. Why is the white kid "a jungle survivor" and the black kid the "coolest monkey in the jungle"? How do you think this is okay? REMOVE this and the clothing piece. This is completely distasteful! #racist #hm [www2.hm.com/en\\_gb/productp...](http://www2.hm.com/en_gb/productp...)



10:29 PM · Jan 7, 2018



3K 1.1K Copy link to Tweet



[https://youtu.be/g\\_u\\_-OD1\\_z0](https://youtu.be/g_u_-OD1_z0)

# Heineken



<https://youtu.be/uwvAgDCOdU4>

# Pepsi circa 2017



Your message **is what** grabs your prospect's attention,  
tells them how **you can solve** their problem,  
why they should **trust you**, and  
why they should **choose** to do business with you over  
and above any and all other choices they might have.

<http://media-studies.mrshollyenglish.com/print-media/analysing-advertisements/deconstructing>

<https://blog.bannersnack.com/emotional-advertising-examples/>

<https://www.apifonica.com/en/blog/marketing-message/>



Your marketing message should **“speak”** to your prospect.  
This is done by appealing to your prospect’s **“hot buttons”** or  
those sensitivities that trigger an emotional reaction.

The following is a simple five-step method  
for creating your marketing message.



# 5 Steps to Creating Your Marketing Message

## STEP 1 – Identify your target market.

The first step starts out by asking, “**Who is my target market?**”

Once you have narrowed this down then it’s easier to  
craft a message to that market.



## **STEP 2 – Identify the problems that your target market experiences.**

The second step starts by asking,

**“What problems do my target market have and how does it make them feel?”**

Each market experiences its frustrations and pains. The secret to crafting a marketing message that will make your market sit up and listen is to identify their problem and the pain and suffering they feel as a result of that problem.



## STEP 3 – Present your solution to your market’s problem.

The third step starts by asking,

**“What is the solution that I have to offer my prospect?”**

Present your solution as a simple cure for all the pain and suffering your market is feeling as a result of their problem. This step is important in that most people won’t lift a finger unless they feel an urgent excruciating pain.



## **STEP 4 – Present the results you’ve produced for other people in the same situation.**

The fourth step starts by asking,

**“What are the results that my solution has produced?”**

It’s not enough just to tell people you have a solution; you have to prove to them that your solution works. And you can talk all day about how you solved this and that problem, but people are skeptical and don’t automatically believe you.



## STEP 5 – Explain what makes you different from your competitors.

The fifth step starts by asking, “**How am I different from my competitors?**”

You need to communicate your differences!



# Homework

- Continued refinement of Project One
- Prepare a draft outline of Project Two using the supplied template and upload to the supplied Dropbox link by **Mon., November 30 by 5pm**
- Post your thoughts about the question posted on the discussion board in Open Lab



# Pricing Your Work





How much  
for a logo!

I READ ONLINE  
THAT THIS  
BROCHURE  
SHOULD ONLY  
COST \$25.

If this branding costs  
\$1,500, can I just get  
this guidelines instead  
of the logo?

Can't I just get my  
website done for **\$25**?  
That's what I found  
this site full of websites?



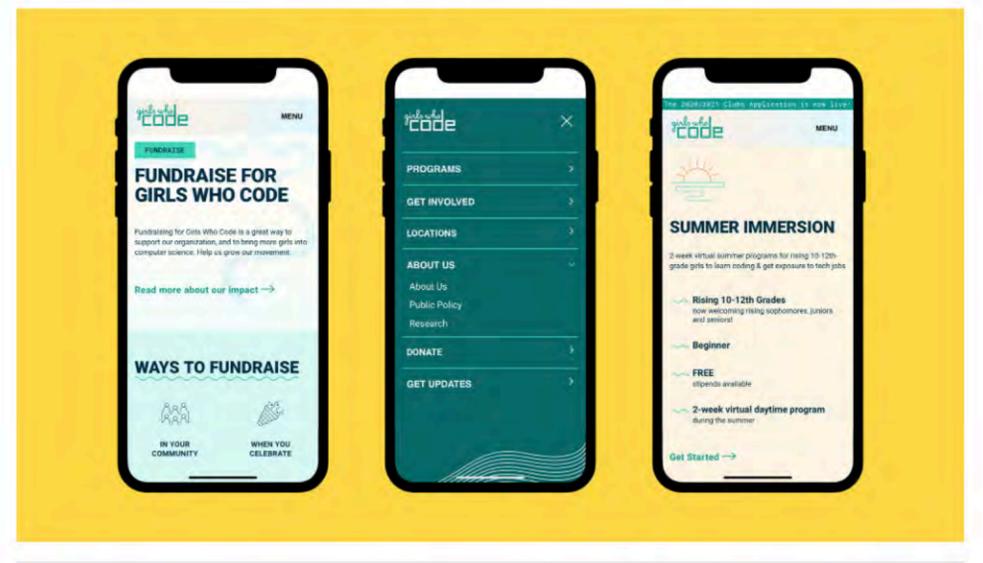
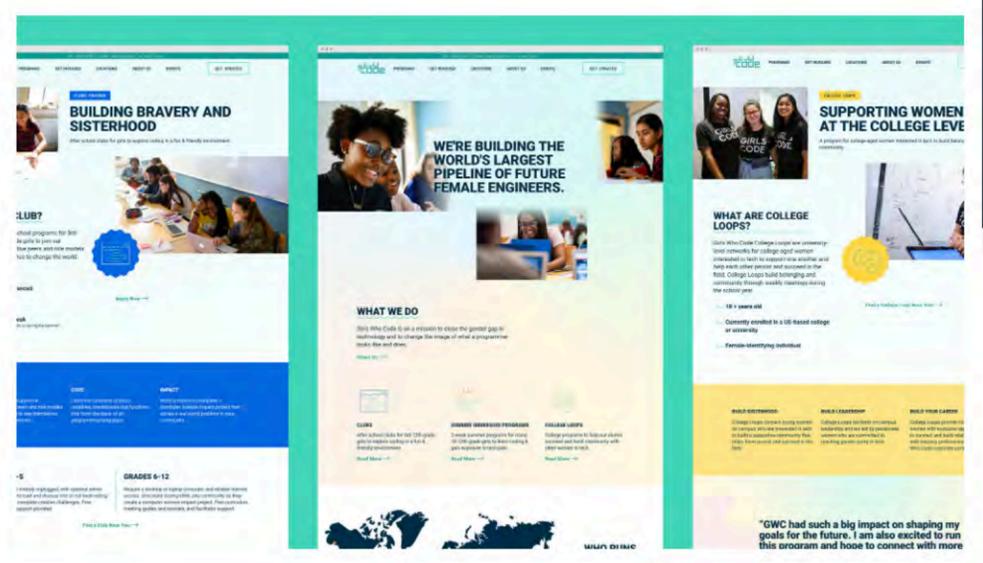
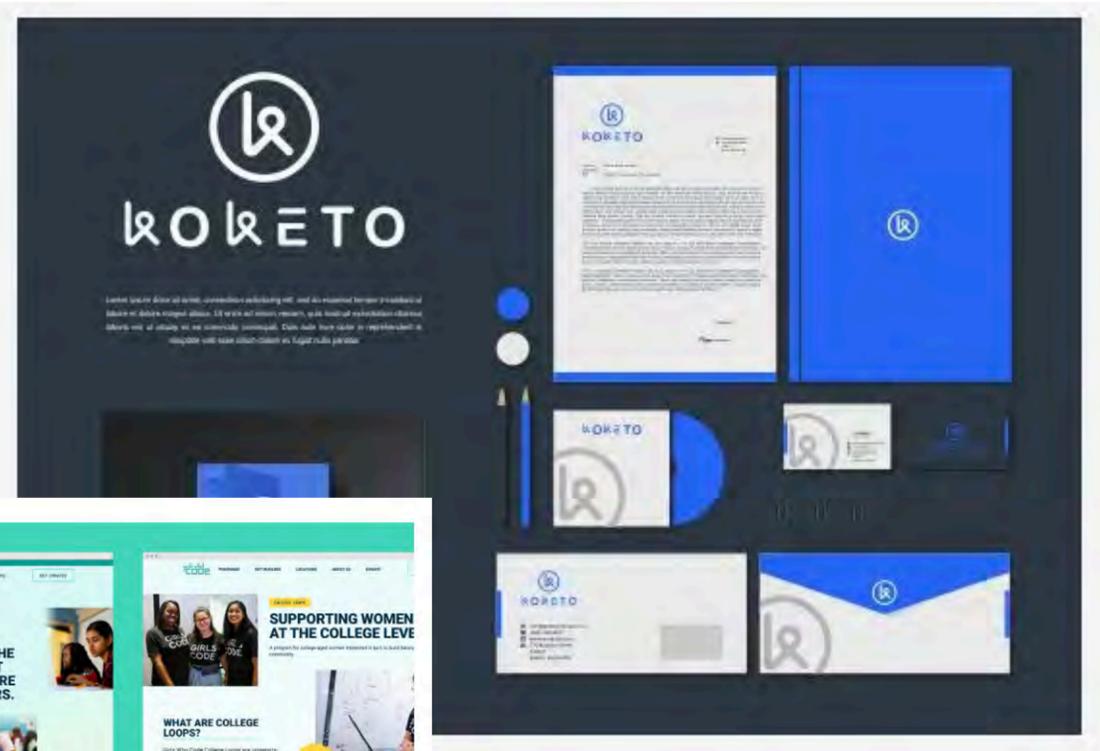
## HOW WOULD YOU PRICE YOUR WORK?

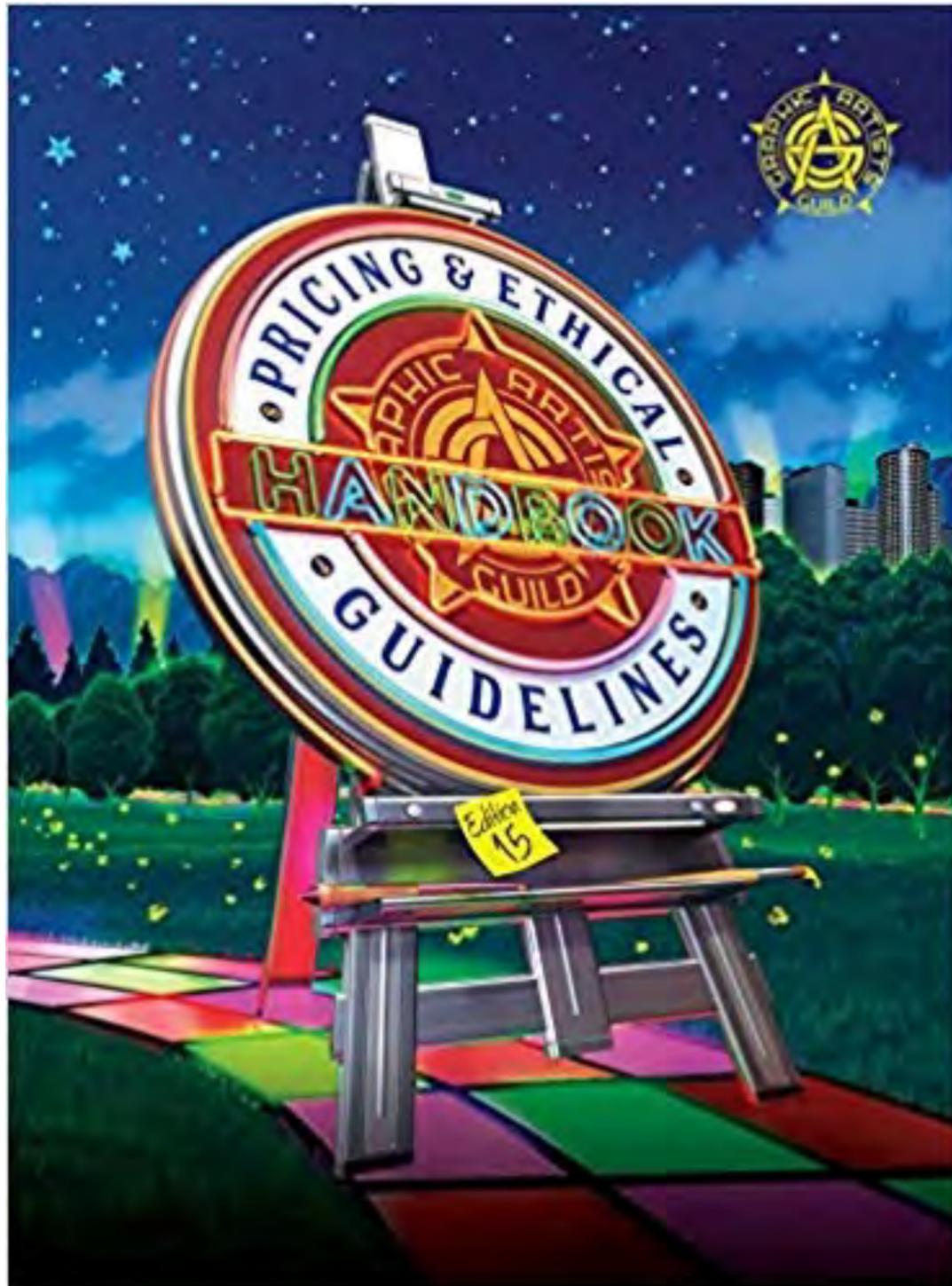
So, what would you do to find out pricing for a project?

Do you guess?

Is it by the hour? Or perhaps by project?

Is the fee the same for the same types of projects?





The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines

nuSchool

Classes About Blog

# Learn to run your design freelance business like a **PRO**

I want to learn

## How would you like to grow your freelance business today?

Online Classes	E-Books	Online Tools
Marketing For Honest Designers	Value For Money	How Much Should I Charge?
The Designer's Pricing Class	Pay Me Or Else	The Logo Pricer

nuSchool-How Much

## It's Fiverr O'clock Somewhere



BEFORE

The image shows the new logo for Fiverr, which is the word "fiverr." written in a bold, dark green, lowercase sans-serif font. The period at the end of the word is a solid green dot.

AFTER

## SO, HOW DO I FIGURE OUT MY HOURLY RATE?

A common approach to figuring out an hourly rate is to divide the salary you want by the number of hours worked each year:

- $40 \text{ hours/week} \times 52 \text{ weeks/year} = 2,080 \text{ hours}$
- $\$100,000 \text{ desired salary} \div 2,080 \text{ hours} = \text{roughly } \$50 \text{ per hour}$

<https://jenniferbourn.com/calculate-freelance-hourly-rate/>

<https://www.shillingtoneducation.com/blog/freelance-graphic-design-rates/>

<https://thefutur.com/content/pricing>

Competitive Small Studio Project Pricing We Didn't Totally Follow

SCOPE TYPE	A	B	C	D
SCOPE TYPE	DELIVERABLES (-ISH)	TIMELINE	BUDGET	
Brand Identity	Kick off, discovery & strategy	<1 month (1-2 weeks)	\$5,000.00	
Brand Identity	Brand & visual identity	1-2 months (6-8 weeks)	\$25k-\$50k+	
Brand Identity	Brand strategy	<1 month (1-2 weeks)	\$7,000.00	
Brand Voice & Messaging	Brand voice & tone guidelines	1 month (4 weeks)	\$20,000.00	
Brand Voice & Messaging	Messaging & copywriting	<1 month (2-3 weeks)	\$15,000.00	
Concept Sprint	Deck of concepts (1 round)	<1 month (1-2 weeks)	\$20,000.00	
Concept Sprint	Deck of concepts (2 rounds)	<1 month (1-2 weeks)	\$40,000.00	
Concept Sprint	Deck of concepts (3 rounds)	1 month (4 weeks)	\$60,000.00	
Marketing Concepting	Deck of concepts + messaging strategy	<1 month (1-2 weeks)	\$45,000.00	
Marketing Execution	Campaign execution (S)	1 month (4 weeks)	\$45,000-\$90,000	
Marketing Execution	Campaign execution (M)	2-3 months (8-12 weeks)	\$90,000-\$150,000	
Marketing Execution	Campaign execution (L)	3-4 months (12-16 weeks)	\$150,000-\$250,000+	
Marketing Execution	One piece of social content for large company	<1 month (1-2 weeks)	\$15,000.00	
Marketing Execution	Additional revisions	1 day	\$4,000.00	
Editorial illustration	1 illustration		\$500.00	
Visual Design	Environmental graphics	<1 month (2-3 weeks)	\$30,000.00	
Visual Design	Packaging design (visual)	<1 month (2-3 weeks)	\$25,000.00	
Visual Design	Various print collateral	<1 month (1-2 weeks)	\$10,000.00	
Website	Website design (only)	<1 month (2-3 weeks)	\$35,000.00	
Website	Non ecommerce website	2 months (8-10 weeks)	\$35k-\$70k+	
Website	Ecommerce website	3 months (10-12 weeks)	\$70k-\$150k+	
Speaking Engagement	Showing up	1 day	\$2,000.00	
Speaking Engagement	Talk	1 day	\$8,000.00	

Copy of Every Project We Ever Charged For

CLIENT	SCOPE TYPE	DELIVERABLES	BUDGET	START	FINISH	LENGTH (DAYS)	LENGTH (WEEKS)	\$\$\$ / DAY	\$\$\$ / WEEK
Startup (dental)	Marketing Concepting	Deck of campaign concepts	\$20,000.00	9/12/2016	10/4/2016	22.00	4.40	\$ 909.09	\$ 4,545.45
Startup (dental)	Marketing Execution	Environmental graphics	\$30,000.00	11/5/2016	2/14/2017	101.00	20.20	\$ 297.03	\$ 1,485.15
Startup (Angel)	Marketing Concepting	Concepts, final site design & development for poster generator for Women's March	\$3,500.00	12/4/2016	1/17/2017	44.00	8.80	\$ 79.55	\$ 397.73
Startup (dental)	Marketing Execution	Marketing Campaign Execution	\$3,400.00	12/7/2016	1/13/2017	37.00	7.40	\$ 91.89	\$ 459.46
Independent curator	Website (Persona)	Website design & development (it was our very first, ok, we also liked her a lot)	\$1,895.00	1/6/2017	4/4/2017	88.00	17.60	\$ 21.53	\$ 107.67
Small design agency	Brand Voice & Messaging	Brandvoice & website design (no development)	\$4,000.00	2/6/2017	6/16/2017	130.00	26.00	\$ 30.77	\$ 153.85
Startup (dental)	Marketing Execution	Theatre ad video cut + licensing	\$1,665.00	2/6/2017	3/13/2017	35.00	7.00	\$ 47.57	\$ 237.86
Large toy making company	Concept Sprint	Deck of game ideas	\$6,000.00	2/13/2017	2/17/2017	4.00	0.80	\$ 1,500.00	\$ 1,500.00
Startup (dental)	Social Media	Monthly social retainer	\$4,000.00	2/16/2017	2/28/2017	12.00	2.40	\$ 333.33	\$ 1,666.67
Startup (dental)	Social Media	Monthly social retainer	\$4,000.00	3/1/2017	3/31/2017	30.00	6.00	\$ 133.33	\$ 666.67
Artist	Website (Educational)	Website design & development (we liked him a lot)	\$5,000.00	3/27/2017	9/9/2017	166.00	33.20	\$ 30.12	\$ 150.60
Small design agency	Website (Portfolio)	Website Design & Development	\$6,000.00 + 2 chandeliers + 4 stools	3/29/2017	7/18/2017	111.00	22.20	\$ 54.05	\$ 270.27
Large technology company / search engine	Illustration	10 drawings	\$500.00	4/1/2017	3/27/2017	7.00	1.40	\$ 71.43	\$ 357.14
Startup (dental)	Social Media	Monthly social retainer	\$4,000.00	4/1/2017	4/30/2017	29.00	5.80	\$ 137.93	\$ 689.66
Startup (Angel)	Marketing Execution	30 second video	\$5,000.00	4/10/2017	5/29/2017	49.00	9.80	\$ 102.04	\$ 510.20
Anthropologist	Development	Development for an interactive touch-screen	\$4,390.21	4/17/2017	7/31/2017	105.00	21.00	\$ 41.81	\$ 209.06
Startup (dental)	Social Media	Monthly social retainer	\$4,000.00	5/1/2017	5/31/2017	30.00	6.00	\$ 133.33	\$ 666.67
Small design agency	Design?	Wrote a poem	\$200.00	5/4/2017	5/5/2017	1.00	0.20	\$ 200.00	\$ 200.00
Large design agency	Brand Identity	Generative Logo Development	\$7,500.00	5/5/2017	6/15/2017	41.00	8.20	\$ 182.93	\$ 914.63
Startup	Concept Sprint	Theme Month Strategy	\$5,000.00	5/5/2017	6/15/2017	41.00	8.20	\$ 121.95	\$ 609.76
Artist	Website (Persona)	Website design & development	\$6,000.00 + a painting	5/15/2017	11/21/2017	190.00	38.00	\$ 31.58	\$ 157.89
Startup (dental)	Social Media	Monthly social retainer	\$4,000.00	6/1/2017	6/30/2017	29.00	5.80	\$ 137.93	\$ 689.66
Startup (Series D)	Brand Voice & Messaging	Messaging & copywriting	\$8,000.00	6/26/2017	9/25/2017	91.00	18.20	\$ 87.91	\$ 439.56
Startup (dental)	Social Media	Monthly social retainer (cancelled)	\$2,000.00	7/1/2017	7/15/2017	14.00	2.80	\$ 142.86	\$ 714.29
Startup (Series B)	Marketing Concepting	Deck of campaign concepts	\$30,000.00	7/14/2017	9/25/2017	73.00	14.60	\$ 410.96	\$ 2,054.79
Large design agency	Concept Sprint	Website concepting and wireframes for a B2B website that was probably never made but let the studio live to die another day	\$30,000.00	7/31/2017	8/18/2017	18.00	3.60	\$ 1,666.67	\$ 8,333.33
Conference	Speaking Engagement	Talk	\$1,456.04	7/31/2017		2.00	0.40	\$ 728.02	\$ 728.02
Small design agency	Visual Design	3 Beer label concepts, final illustration	\$750.00 + a case of beer	10/19/2017	11/6/2017	18.00	3.60	\$ 41.67	\$ 208.33
Conference	Speaking Engagement	Talk & workshop	\$2,000.00	10/26/2017		2.00	0.40	\$ 1,000.00	\$ 1,000.00

<https://eyeondesign.aiga.org/starting-a-successful-design-studio-is-a-lot-like-making-a-really-shitty-quilt/>

Copy of [HAWRAF] 2018 Critical Metrics (clean)

	A	L	M	N	O	P
		Q1	Q2	Q3	Q4	T
2018						
3	Sales (Cash)	\$ 38,720.00	\$ 157,100.00	\$ 149,836.00	\$ 120,370.00	\$ 466,026.00
4	Uncategorized Income	\$ 2,500.00	\$ 411.36	\$ 815.14	\$ 163.66	\$ 3,890.16
5	<b>Total Income (Cash)</b>	<b>\$ 41,220.00</b>	<b>\$ 157,511.36</b>	<b>\$ 150,651.14</b>	<b>\$ 120,533.66</b>	<b>\$ 469,916.16</b>
6	<b>GROSS PROFIT</b>	<b>\$ 41,220.00</b>	<b>\$ 157,511.36</b>	<b>\$ 150,651.14</b>	<b>\$ 120,533.66</b>	<b>\$ 469,916.16</b>
7	Advertising & Marketing	\$ (115.50)	\$ (224.85)	\$ (633.62)	\$ (166.59)	\$ (1,140.56)
8	Bank Charges & Fees	\$ (43.60)	\$ (23.84)	\$ -	\$ (20.00)	\$ (87.44)
9	Catering	\$ -	\$ -	\$ -	\$ -	\$ -
10	Charity	\$ -	\$ (361.36)	\$ (315.14)	\$ (163.66)	\$ (840.16)
11	Coffee	\$ (258.41)	\$ (347.81)	\$ (266.65)	\$ (208.94)	\$ (1,081.81)
12	Continuing Education	\$ (80.00)	\$ (124.30)	\$ (113.72)	\$ (127.65)	\$ (445.67)
13	Cost of Labor	\$ -	\$ -	\$ -	\$ (9,000.00)	\$ (9,000.00)
14	Gift	\$ (104.00)	\$ -	\$ -	\$ -	\$ (104.00)
15	Insurance	\$ (5,906.55)	\$ (5,906.55)	\$ (5,906.55)	\$ (3,937.70)	\$ (21,657.35)
16	Job Supplies	\$ -	\$ -	\$ -	\$ -	\$ -
17	Legal & Professional Services	\$ (750.00)	\$ (2,950.00)	\$ (750.00)	\$ (750.00)	\$ (5,200.00)
18	Meals & Entertainment	\$ (1,246.22)	\$ (1,128.99)	\$ (1,013.77)	\$ (371.12)	\$ (3,760.10)
19	Office Supplies & Software	\$ (693.61)	\$ (1,674.04)	\$ (2,076.82)	\$ (2,071.24)	\$ (6,515.71)
20	Other Business Expenses	\$ (273.77)	\$ (215.70)	\$ -	\$ -	\$ (489.47)
21	Purchases	\$ 2,535.16	\$ 150.00	\$ -	\$ -	\$ 2,685.16
22	QuickBooks Payments Fees	\$ -	\$ (587.93)	\$ -	\$ -	\$ (587.93)
23	Reimbursable Expenses	\$ (160.01)	\$ -	\$ -	\$ (589.15)	\$ (749.16)
24	Rent & Lease	\$ (3,450.00)	\$ (3,600.00)	\$ (4,425.00)	\$ (1,700.00)	\$ (13,175.00)
25	Repairs & Maintenance	\$ -	\$ -	\$ (123.91)	\$ -	\$ (123.91)
26	Research	\$ (19.41)	\$ (19.99)	\$ -	\$ -	\$ (39.40)
27	Taxes & Licenses	\$ (25.00)	\$ -	\$ -	\$ -	\$ (25.00)
28	Travel	\$ (1,708.26)	\$ (3,339.67)	\$ (1,884.52)	\$ (326.98)	\$ (7,259.43)
29	Uncategorized Expense	\$ (81.58)	\$ -	\$ -	\$ -	\$ (81.58)
30	Utilities	\$ (494.94)	\$ (494.94)	\$ (514.94)	\$ (164.98)	\$ (1,669.80)
31	<b>Total Expenses</b>	<b>\$ (12,875.70)</b>	<b>\$ (20,849.97)</b>	<b>\$ (18,024.64)</b>	<b>\$ (19,618.01)</b>	<b>\$ (71,368.32)</b>
32	Budgeted Expenses	\$ (15,000.00)	\$ (15,000.00)	\$ (15,000.00)	\$ (15,000.00)	\$ (60,000.00)
33	% Expense Budget	86%	139%	120%	131%	119%
34	<b>NET OPERATING INCOME</b>	<b>\$ 28,344.30</b>	<b>\$ 136,661.39</b>	<b>\$ 132,626.50</b>	<b>\$ 100,915.65</b>	<b>\$ 398,547.84</b>
35	<b>NET INCOME</b>	<b>\$ 28,344.30</b>	<b>\$ 136,661.39</b>	<b>\$ 132,626.50</b>	<b>\$ 100,915.65</b>	<b>\$ 398,547.84</b>
36	Owner's Pay	\$ (66,000.00)	\$ (132,991.00)	\$ (105,715.75)	\$ (65,000.00)	\$ (369,706.75)
37	Net-Owner's \$	\$ (37,655.70)	\$ 3,670.39	\$ 26,910.75	\$ 35,915.65	\$ 28,841.09
38	Target Revenue	\$150,000	\$150,000	\$150,000	\$150,000	\$600,000
39	Cash % Target Revenue	27%	105%	100%	80%	78%
40	Retained Earnings	\$ (37,655.70)	\$ 3,670.39	\$ 26,910.75	\$ 35,915.65	\$ 305,768.36
44	<b>Bank Balance</b>	<b>\$ 26,334.01</b>	<b>\$ 23,823.06</b>	<b>\$ 44,946.80</b>	<b>\$ 106,944.57</b>	
45	Burn Rate	\$ 4,291.90	\$ 6,949.99	\$ 6,008.21	\$ 691.82	
46	Runway (months)	6.14	3.63	7.48	154.68	
47	+ Owner's (months)	1.00	0.46	1.09	4.78	
48	% Ideal Runway	34%	28%	54%	159%	First Day of Current Q: 10/1/2018
49	Months into Q				28.36	12/3/2020



## WHAT SHOULD I CHARGE?

Consider these factors:

- the type of project it is
- your client's size and business type
- what market the project is for
- the regional market you're based at as well where your client is based at
- what, if any, overhead expenses you have
- how much time you estimate it will take to bring it to completion



*fitness***works**  
One on One Personalized Exercise Programs

**image** **CONTROL**  
D O U B L E ~~xx~~ P O S U R E

**ESSENCE<sup>®</sup>**  
***On Campus***  
**College Tour**



**reel works**

teen filmmaking

**ATTENTION**

**Reel Works Teen Filmmaking**

540 President Street, Suite 2F  
Brooklyn, NY 11215

**ASSIGNMENT DESCRIPTION**

Design + development of identity/guidelines (CONCEPTS PRESENTATION)

**ESTIMATED AND OR ADDITIONAL EXPENSES**

*Illustration*  
*Materials & Supplies*  
*Client's Alterations*  
*Toll Telephone*  
*Shipping & Insurance*

*Photography*  
*Typeface(s)*  
*Mechanicals*  
*Transportation & Travel*  
*Other Expenses*

*Models/Props*  
*Prepress Production*  
*Printing (if set by studio)*  
*Messengers*

**DATE** 07/30/2010

**COMMISSIONED BY** John C. Williams

**JOB NUMBER** 086\_ReelWorksId

**CLIENT PURCHASE ORDER**

**DELIVERY DATE**

*(Dependent upon materials received from client)* 06/16/2010

**MATERIALS SUPPLIED BY**

**PROJECT FEE: \$1,500**

*Subtotal*

**INVOICE TOTAL: \$500** (2ND OF 3)

**PLEASE MAKE CHECK PAYABLE TO STRAIGHT DESIGN LLC**



## FEES & REIMBURSEMENTS

### Design + Concept

Identity (logo) development + stationery, envelope, business cards ..... \$1,000  
 Magazine Design ..... \$12,500

• Cover, TOC, (1) dept. pg., (1) feature spread with (2) consecutive pgs., (1) page brief(s),  
 (1) column, (1) page profile, (1) review page templates plus expenses (typefaces, stock art/illustration for templates,  
 messenger/courier, travel, client alterations)

Design sub-total ..... \$13,500

### Ancillary Materials

Website Interface Consulting ..... \$1,000

**Design Total** ..... **\$14,500**

### Production + Layout (48-64 pages based over 3 wks estimated per issue)

Page layout @ 25 hrs with 5 rounds of corrections ..... \$3,000

Page production @ 50 hrs ..... \$3,000

Photo editing/research ..... \$1,500

Production + Layout sub-total ..... \$7,500

**Design + Production Total** ..... **\$21,000**

**Project Total** ..... **\$22,000**

### ASSIGNMENT DESCRIPTION

Design + production of March 07 issue (48 pages); pre-press  
 PDF preparation + output

DELIVERY DATE (Dependent upon materials received from client) 3/28/07

MATERIALS SUPPLIED BY -  
**PROJECT FEE: \$7,500**

### ESTIMATED AND OR ADDITIONAL EXPENSES

#### Illustration

Photography \$899.97 (feature/cover/dept stock images)

Models/Props

Materials & Supplies

Typeface(s)

Prepress Production

Mechanicals

#### Printing (If Brokered by Designer)

Client's Alterations

Toll Telephone

Transportation & Travel

Messengers

Shipping & Insurance

Other Expenses

Subtotal

Sales Tax

**INVOICE TOTAL: \$8,399.97**

(Due upon receipt of invoice)