



Offer from DP Media L.L.C. to

Client: _____

Dated : _____

Company Name: _____ Contact: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Fax: _____

Email: _____ Website: _____

Server Username: _____ Server Password: _____

Domain Username: _____ Domain Password: _____

This Job Includes: Web Design _____ SEO _____ Logo _____ Business Card _____

Brochure _____ Stationary _____ Photography _____ Flyer _____ Signage _____

Other Materials _____

Est. Start Date: _____ Est. End Date: _____ Minimum Hourly Rate: _____
(for cancellation purposes)

1. Job Outline (How we do Business)

After our initial meeting and signing of this contract we will expect payment prior (minimum one day) to the agreed upon start date. We will need all artwork, logos, passwords, clear direction, and text needed for phase one of your project. After we begin your project we will expect a clear, open line of communication. This means you answer your phone (or return calls) always M-F 9AM-6PM. We expect that you have read and understood this contract and the client rules sheet on PAGE 3 which can also always be see on our website at www.dalepartridge.com.

We will hold 2-3 meetings (preferably in person, minimum 24hr cancellation) during your project. Our initial meetings show you (the client) our drafts, structure, layout, colour schemes, and other raw concepts. Latter meetings will be to fine tune your project, add proper text, check functionality, prepare for print, prepare for web launch, or to decide if more work, not under the first contract, is needed to meet the your (the client's) specific needs. When your job is complete under this contract's agreement we (DP MEDIA) will request final payment within two business days (receipts will be given upon request) and will furnish all final data, files, or materials to you (the client).

2. Detailed Job Breakdown proposed by **DP MEDIA** to Client:

Websites // Customers receive one initial meeting, two in person meetings, three separate revisions, and one final site introduction meeting covering the use of your site. Steps include:

1. Server setup, email setup, and domain transfers.
2. Site Structure, colour, main graphics, and page titles.
3. Text, advanced functions, and site functionality & flow.

Graphic Design // Customers receive one initial meeting, one in person meeting (if needed), three separate revisions, all final print/design files, and print management. Steps include:

1. Initial vision by the client & collect external graphics.
2. Design piece and submit up to three drafts for approval.
3. finalize design and send to print.

Photography // Customers receive one initial meeting, a full photo shoot (hours discussed prior), full edits, and all final files plus originals on disk within 5 days of your shoot. Steps include:

1. Meet to discuss style, locations, and dates & times.
2. Have the photo shoot for the discussed timeframe.
3. Edit photos and deliver photos to the client within 5 days of photo shoot.

3. Contract Terms & Conditions

Payments & Estimates // CLIENT agrees to pay DP MEDIA in accordance with the terms specified in the stated proposal/estimate/contract. Clients will be required to pay 50% of the project cost before work can begin and the other 50% at the job's completion.

Unless otherwise specified, all subsequent balances due are payable within 48 hours upon art approval of final draft or after the client's final revision. Interest on past due balances is 5% each day not paid. We reserve the right to refuse completion or delivery of work until past due balances are paid.

Cancellation Policy // The CLIENT may cancel this contract within 7 days of the project start date listed above; all work completed shall be billed at the minimum hourly rate stated above, and deducted from the initial payment. If, at the time of the request for refund, work has been completed beyond the amount covered by the initial payment, the client shall be liable to pay for all work completed at the hourly rate stated above. All completed work and files will be given to the client when payment is made. Written notice (email is fine) must be submitted to dale@dalepartridge.com, by the client, within 7 days, in order to void the terms of this contract.

4. Client Rules // Please check every box below as part of your contract.

THE MOSTLY
TRUE STORY OF
WORK AND PLAY
AT NUMBER 17

[DP] MEDIA

A SERIES
OF SINCERE
YET SLIGHTLY SILLY
STORIES

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Over the years we have dedicated a few of these columns to ways to improve life in design offices. We have written about how to be a good intern (No. 13), a good employee (No. 8) and a good boss (No. 18).

So, we thought it was about time for us to set up some guidelines for the mother of all lessons. We suggest you casually leave this issue around, open to this page, when a client is coming over for a meeting. Or you

can clip it out and anonymously mail it to any client who has a little to learn.

NOTE TO OUR CLIENTS: All of these examples came from other designers' experiences with their clients. You are perfect.



HOW TO BE A REALLY GOOD CLIENT

(AND MAKE DESIGNERS LOVE YOU, WHICH IS ACTUALLY GOOD FOR BUSINESS!)

- Understand that **NOTHING** takes 5 minutes. Or in other words: everything takes time.
- Additional work means additional pay.** We do LOVE what we do, but we don't love it that much. So when you are asking us to go above and beyond (last minute or not), understand why you need to pay us for it, as you would when working with any other professional.
- Make up your mind.** You can take a while to decide, but once you have, own it. If you must change your mind, understand and appreciate the implications of that.
- Tell us what you'd like to convey, not how to convey it.** For example: "I'd like the design to feel sunnier," not "make it yellow."
- Good design is not done by committees.** It is done by good designers.
- Never, ever be rude to one of our employees.** They are not YOUR employees. If you have a problem with something someone did, tell us (without yelling), and WE will yell at them. (NOTE TO NO. 17 EMPLOYEES: JUST KIDDING!)
- Respect creates good feelings** all around, which in turn makes the work better.
- Conversely, disrespect creates bad feelings** that, subconsciously, might give one pause before going the extra mile to make a job truly spectacular.
- If you call a meeting at lunchtime, **serve lunch.**
- Give credit where credit is due.** "Thank you," or "good job" or "we appreciate your efforts" works wonders.
- Pay invoices on time.** And if you can't, tell us why, and just let us know when to expect the check. "The check is in the mail" really does not fool anyone.
- Be sober in meetings.** If you have to drink, at least share.
- If you've bothered to hire us, **don't have anyone else secretly working on the project.** When the truth comes out, it's demoralizing for all of us. Open relationships are fine only if all the parties are in on it.
- Next time you come to our office, please **bring back our bathroom key.** It's such a drag to get a new one.
- Know what you want.** The clearer you are, the stronger our solution will be.
- We need a contract to protect ourselves.** It's not personal, just business. And you should read it before you sign it, because "but I didn't read it" doesn't hold up in court. (Clients have really said that. A surprising number of times.)
- And as our employees once advised us, we too advise you, dear client: **TRUST US.**

FORTUNE: YOU WILL BE A GREAT CLIENT.

5. Payment // All payments will be broken down in two payments

Payment Schedule

Payment 1

Description	Insert Date	Amount // \$

Payment 2

Description	Insert Date	Amount // \$

Total Due // \$	Total Paid // \$	Insert Date >>
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DP MEDIA shall not disclose any of Client's confidential information concerning the Job to any third party without the prior permission of Client.

By signing this agreement you acknowledge that you have carefully read the contract terms stated in this agreement above and will be held liable for what consists of these **4** pages.

Authorised Signatory	Name of Signatory	Position held by Signatory
Signing for and on behalf of Client		

.....

Date of Signing by Signatory
for and behalf of Client

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