

Date: _____



CUSTOM DIGITAL ARTWORK

Design Name: _____

Introduction

Blue Art Studio Company offers Custom Digital Artwork based on the information below. Select the quantity of Digital Artworks required and any other additional service(s) by filling out this document. Send a filled document to info@blueartstudioco.com . Please make sure to read each section carefully! We make it our goal to be responsive and helpful to all your needs and do not want to surprise anyone with unanticipated costs. If you have any questions, please reach out via email at info@blueartstudioco.com.

Packages

- Custom Digital Artwork = **\$200/ea**
 - Design Meeting/Consultation
 - Preliminary Sketch
 - Deliverables
 - TIFF file for large format printing
 - PNG file for printing
 - JPEG file for printing
 - JPEG file for web-use
 - x1 Major revisions
 - x3 Minor revisions

Details

- How the process works
 - After receiving this document with total services selected, we will schedule a design consultation. If a meeting is not desired, or necessary, an email or a phone call can be used instead. Depending on the total number of services selected, this consultation may require multiple meetings or emails.
 - Once a basis of design is agreed upon for the Digital Artwork, a deposit of 30% of the total service value is required before design begins. This will come in the form of an invoice.
 - A preliminary sketch for the artwork will be created and sent for review. Minor revisions to the preliminary drawings do NOT count toward your revision totals. A total re-draw, however, is considered a new preliminary sketch and is an additional cost.
 - Once the preliminary drawing is confirmed, the design will start!

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- Throughout the design process I will send a mid-work update and near-completion update. Both of these are an opportunity for you to make minor or major revisions. For details on the difference, see the bullet point “Major Revisions vs. Minor Revisions.”
- Once the artwork is completed I will send a FINAL copy for review, revisions and updates are acceptable here as well!
- If everything looks good a final invoice with the remaining costs will be submitted. After the invoice is paid, deliverables will be uploaded to the Google account of your choosing! A document stating the art has been finalized will be included, along with receipts.
- Once a service is deemed “Finalized,” new services will be considered additional costs.

- Major Revisions vs. Minor Revisions
 - Major Revisions
 - Total re-designs to large portions of the main artwork. E.g. brand new custom lettering, redrawing of a subject’s body, total background change, etc.
 - Minor Revisions
 - Tweaking or adjusting existing components to the artwork or minor changes in color. E.g. resizing the existing lettering, adjusting location of art subjects but not redrawing, rotating items in the artwork, etc.

- Deposit
 - A deposit of 30% of the total service value will be required after design consultations have been finalized.
 - Artists commonly require deposits to protect our services from theft and lack of timely payment. It is common in the art world for someone to use designs they have not paid for. It is costly, difficult, and often impossible to recoup the value of lost time if an individual takes a design without paying for the services.

- Client Provided Files (JPEG vs PNG)
 - PNG files allow for transparent backgrounds, JPEG files do not.
 - When designing a poster, client provided logos or designs are required to be a PNG file with a transparent background in order to be properly placed on the poster.
 - When a file is provided by a client that does NOT have a transparent background, manual editing is required to make a new PNG file of the image. This is an added cost! Please make sure your files are PNG and have a transparent background.

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Additional Service Options and Additional Costs

- Creating PNG files from JPEG files = \$25/ea
 - Clients often want to include existing images to the artwork (usually a logo). This file is also usually provided as a JPEG.
 - If a JPEG file is required to have a transparent background, the file has to be edited manually.
 - Editing the file in this manner will produce a PNG file type.

- Additional Preliminary Sketch = \$25/ea

- Additional Major Revision = \$50

- Additional Minor Revision = \$20

- First Run Poster Print Assistance = \$25

- Fine Art Prints of Digital Artwork = Cost of prints, shipping, packaging, and 10% fee based on total cost

TOTALS

- ADD: Custom Digital Artwork _____ QTY _____

- ADD: Formatting with Existing Design _____ QTY _____

- ADD: Create PNG file from JPEG file _____ QTY _____

- ADD: First Run Poster Assistance _____ QTY _____

- ADD: Fine Art Prints of Digital Artwork _____ QTY _____

****Costs will be invoiced with Tax added****

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