

Bowzer Bird Design & Animation Studio Ellen Morrison Creative Arts Director



Web Site Design and Concept:

Designing a web site requires research, scanning, creative graphic concepts and of course just the mechanics of uploading the finished product. Sites range from just a personal site telling all the world that you are out there, to selling your products and services, and lastly, a corporate image. We want to ensure that the final site reflects your business, the image you want to project, and the audience you are trying to target.

In our first consultation, we will discuss:

- target audience
- graphic design elements/scanning
- forms, "Guest Books", counters, feedback, and others that require a CGI bin, mailto:, or "submit"
- links to other pages/sites
- how many pages (approximate)
- special effects like sound, java script & applets, streaming video, and animation (these especially add an exciting dynamic to your site)
- estimated development/progress phases as the site takes form

Estimated Costs of Original Design Work:

Based on a standard web site of 5-15 pages, the estimated cost is \$500 minimum. This does not include graphic design, special effects, scanning, or online ordering. We will always provide a final total before the inception of any work. Your approval is our only concern and all we require is ½ of the total estimate. If any additions are to be made as the site progresses, these of course will be extra and we will provide an accurate estimate for you. The remainder is due upon completion of the site and of course, your total satisfaction.

Scanning of brochure products, documents, logos, or photographs is a service we provide as well as any enhancement or digital manipulation.

Initial scanning charges are: \$5 per photo, not including any enhancement or digital manipulation: (vector images are best saved in *.gif format and continuous tone images, in *.jpg, all at 72-150 dpi).

The Birthing of a Web Site...

As we discuss your needs, and look over the materials you have provided, such as brochures, text, photos, and logos, etc., we will formulate ideas and design concepts from your feedback for your approval. Remember, you are part of the artwork and design development too! And then...the birthing of YOUR web site!

If you don't already have a logo, this is a very important phase of your identity development. It tells the world who you are and helps bridge a relationship with your future clients. On the next page, is the package pricing of each size/style web site.

Web Site Package Pricing

Standard Package—\$500 minimum

- up to 5 custom design pages
- up to 3 scanned images, 1 custom design front page graphic
- up to 5 supplementary graphics ex. ~ custom buttons/lines/background graphics
- up to 10 links going outside your site
- consultation by phone/email
- Site transferred (FTP) to server and submission to 10 search engines

Additional costs:

Java, CGI, animated images & special effects, forms, maintenance, sites requiring additional research

Small Business package—\$1500 minimum

- up to 12 custom design pages
- up to 5 scanned images, 1 custom design front page graphic
- up to 10 supplementary graphics ex. ~ custom buttons/lines/background graphics
- up to 15 links going outside your site
- consultation by phone/email
- Site transferred (FTP) to server and submission to 10 search engines

Additional costs:

Java, CGI, animated images & special effects, forms, maintenance, sites requiring additional research

Medium Business Package—\$2000 minimum

- up to 20 custom design pages
- up to 10 scanned images, 1 custom design front page graphic
- up to 15 supplementary graphics ex. ~ custom buttons/lines/background graphics
- up to 20 links going outside your site
- consultation by phone/email
- Site transferred (FTP) to server and submission to 10 search engines

Additional costs:

Java, CGI, animated images & special effects, forms, maintenance, sites requiring additional research

Large Business—\$2500 minimum

- up to 25 custom design pages
- up to 15 scanned images, 1 custom front page graphic
- up to 20 supplementary graphics ex. ~ custom buttons/lines/background graphics
- up to 35 links going outside your site
- consultation by phone/email
- Site transferred (FTP) to server and submission to 10 search engines

Additional costs:

Java, CGI, animated images & special effects, forms, maintenance, sites requiring additional research

Extra Costs

These costs apply to all projects and packages

- \$1 each additional link
- \$5 additional graphic (supplied by client)
- additional custom graphics: billed at \$45/hour
- additional scanned images: \$5 each (enhancement/digital manipulation extra)
- additional custom design pages: \$100 each (set-up, text up to 500 words, graphic and links as quoted above)
- forms, order or registration (custom) \$45
- Java, CGI: bid per job
- Animation: \$65/hour

Monthly Minimum Maintenance

- change/update custom text (up to 200 words)
- change/update links (up to 5)
- keep your pages on file: upload changes to server (FTP)
- with our Webmaster logo/link on your site: \$100
- without our Webmaster logo/link: \$125
- Any additional text updated, any additional links updated and quarterly updates of your site to search engines/directories.