

Tom Woodburg

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1505 1<sup>st</sup> Ave, Seattle, WA 98101

### **A) Project Description**

This agreement is in respect of a website redesign for Woodburg.com (the client) by Jeremy Sparrow and his team (the designer). The project consists of these elements:

- 1) **Layout.** Create a layout for the various linked pages of the website that best facilitates a positive user experience.
- 2) **Design.** Create and apply a cohesive design experience to the entire website.
- 3) **Content.** Write, select and coordinate the production of appropriate content, including text, headlines, photographs, images and graphic elements.

### **B) Content Requirements**

This website shall be created while meeting the following content requirements:

- 1) **Brand imaging.** Website will reflect the organization's brand identity and style guide.
- 2) **Images.** Photo and images of company products will be supplied by the client.
- 3) **Written copy.** Will be created by the designer unless supplied by the client. The tone of the web content will support the company's desired brand positioning as being: *"The source for practical, useful and low-maintenance clothes for people who travel for fun and adventure"*

### **C) Technology Requirements**

The website shall be created with the following technology requirements:

- 1) **Markup Code.** XHTML 1.0 transitional, with W3C validation.
- 2) **Presentation code.** Cascading style sheets will be used to control layout design.
- 3) **Animation.** Adobe Flash.
- 4) **Scripting.** Javascript and Php will be used for server- and client-side scripting.

#### D) Project phases.

The phases of the production process will be as follows:

- 1) **Proposal.** Defines the scope of the project.
- 2) **User profile.** Ascertain the needs of a typical user.
- 3) **Information Architecture.** A layout showing the various pages with the links between.
- 4) **Wireframe.** A draft of the home page and a typical secondary page is prepared incorporating navigation requirements as shown in the information architecture.
- 5) **Design.** The wireframe is embellished with colors, styles and images to create a consistent design to be applied to the entire site.
- 6) **Keywords.** For search engine optimization, a list of keywords is developed to be incorporated into titles, image tags and page content.
- 7) **Protosite.** The site is created using the agreed layout, design and keywords.
- 8) **Test.** The protosite is tested in the most three most popular Mac and PC browsers.
- 9) **Load.** The site is loaded onto the company's server
- 10) **Launch.** The new site is promoted to the media, customers and relevant trade bodies.

#### E) Fees

The fee schedule is as follows:

| <b>Description</b> | <b>Cost</b>     |
|--------------------|-----------------|
| Website Design     | \$4,500         |
| Website production | \$4,500         |
| Content creation   | \$2,000         |
| Data storage       | \$250           |
| <b>Total</b>       | <b>\$11,250</b> |

Assistance outside the scope of the project is charged at a rate of \$75 per hour.

A non-refundable payment of \$4,000 is required to begin the project. Invoices for the balance will be sent monthly depending on the percentage of the project completed. All fees are exclusive of taxes, which will be added at the appropriate state and local rate.



Jeremy Sparrow  
Creative Director