
Scope & Fee Document for graphic design services for the State of Colorado.
Exhibition Graphic Design Package for The State Symbols Exhibition Wall

February 1, 2012

To: Marie Shapiro
Executive Sales Associate
Reed Art and Imaging
888 Federal Blvd Denver, CO 80204
(303) 573-8084

Dear Marie,

Thank you so much for the opportunity to work with you on the State of Colorado's state symbols exhibit wall, located in the capitol building.

I understand from our discussion that the exhibit should be mostly targeted to children, but also be appealing and interesting to all visitors that explore the capitol building. The intent is to have some interactive opportunities that engage and hold children's interest. The exhibition should be fun, visually exciting, and impart information in a fascinating way. It is possible that the design should allow for more information to be added later.

The wall is 17 feet long and must accommodate 16 symbols. All design and fabrication will be coordinated through Reed Art and Imaging.

The following is a description of the process and deliverables projected for the project.

PROJECT SCOPE:

I. Conceptual Design

During this phase a kick-off meeting is set up to discuss the desired outcome and goals, important messaging, targeted audience, possible interactive opportunities and any other design considerations. The current exhibit wall is reviewed, photographed and accurately measured. Any construction issues are considered with possible solutions assessed.

The topic is researched and materials gathered. Interpretive writing voice and style is determined for the targeted audience and an outline of key learning points developed.

Images are researched, typographical options and color palettes will be explored. If illustrations are required, an illustrative style is determined and possible illustrators are researched. Materials and fabrication suggestions and options will be evaluated to determine best approach.

At least 2 concept elevations will be presented to stakeholders for the exhibit wall. A preferred direction will be determined during the review. Concepts will be coordinated with Reed Art and Imaging (RA&I) for initial pricing.

DELIVERABLES:

- A printed concept document and PDF for initial review that shows elevations, typography, color palette, initial photo research, materials and fabrication suggestions.
- If illustrations are required, a style is presented with a list of potential illustrators.
- RA&I will provide initial costing estimate.
- Interpretive outline.
- Concept boards for stakeholders meeting showing at least two distinct concepts with a materials board.

II. Design Development

Based on feedback from the stakeholders a preferred direction is determined and the design of the exhibit wall further developed. The image selection is finalized. Any illustrations are developed and an illustrator contracted.* A draft interpretive script is incorporated into the design. Interactive components are prototyped. Materials and fabrication is confirmed. Select full-sized components are printed on paper by RA&I and tested in the exhibition space. Color swatches are printed by RA&I on the appropriate substrate to determine final color palette. Sizes and placement for all components are finalized.

DELIVERABLES:

- A printed Design Development document and PDF for initial review that shows final elevations, typography, color palette, final photo selection, final materials and fabrication requirements. The document will also show interactive designs with design intent drawings for fabrication.
- Developed illustration sketches if needed are included in the DD document and an illustrator contracted.*
- RA&I will provide final costing estimate.
- Final interpretive script.
- Boards for stakeholders meeting showing the final exhibit wall with a materials board and prototyped interactives.

* If an illustrator is required, a contract will be set up by the State of Colorado for illustration fees. Illustration fees are not included in this contract.

III. Final Design and Production

During this phase, all final text and images are incorporated into each printing file. High resolution photography is acquired.** Illustration, if required, is incorporated into the design files. All files are prepared for printing and fabrication.

The client is allowed 2 rounds of changes. After final sign-off, each component is made ready for fabrication based on RA&I's specifications.

** Photography fees are not included in this proposal.

IV. Fabrication and Installation

LM will review the final graphic package with RA&I. Any issues are resolved to their satisfaction. Lisa will work with RA&I during the installation of the exhibit package.

TEAM MEETINGS (approximately 4) - 6 hrs

PROJECT SCHEDULE: to be determined

ASSOCIATED FEE RANGE for Exhibition Graphic Design Services:

I. Concept Design	40 hrs	\$2000.
II. Design Development	40 hrs	\$2000.
III. Final Design and Production	32 hrs	\$1600.
IV. Fabrication and Installation	16 hrs	\$800.
Interpretive research and writing		\$1600.
Project management		\$800.
Total @ \$50/hr		\$8800.*

**This fee does not include photo or illustration fees.*

REIMBURSABLE EXPENSES

Reimbursable Expenses are in addition to compensation for Basic Services. Reimbursable expenses incurred by Lisa McGuire and consultants directly related to the project such as, but not limited to: travel, photography, telephone charges, video conference charges, and printing expenses.

ADDITIONAL SERVICES

Services in addition to those described above are to be compensated on a Time and Materials basis per Lisa McGuire's current published rate schedule of \$50 per hour. Additional services will include (but are not limited to) redesign of previously approved work, major revisions to project and/or expansion of scope of services. Whenever practical, changes, additions, or modifications to the scope of services shall be authorized by written change request; however, the absence of such a written change order shall not act as a bar to payment of fees due Lisa McGuire, provided the change was in fact approved and ordered by the Client.

ASSUMPTIONS AND REQUIREMENTS OF THE CLIENT

All photographic and illustration fees and permissions are the responsibility of the client. It is the responsibility of the client to proof thoroughly. Any mistakes, typos or inaccurate information is the responsibility of the client. Proofing must occur in a timely way to stay on schedule. The client will be required to sign off on each final graphic product before submitting to RA&I.

PROJECT SUSPENSION OR TERMINATION

If the Project is suspended, abandoned, or work is ceased, in whole or in part, for more than 90 calendar days for reasons other than the fault of Lisa McGuire, Lisa McGuire shall be released from performing this contract and shall be compensated for services performed hereunder.

INTELLECTUAL PROPERTY

The drawings, specifications, and plans prepared by Lisa McGuire (collectively, the "Instruments of Service") shall be the property of Lisa McGuire. Lisa McGuire grants the State of Colorado a nonexclusive license to reproduce the Instruments of Service for the purposes of Reed Art and Imaging's performance under their agreement with the State of Colorado. Reed Art and Imaging shall be permitted to retain copies, including reproducible copies of the Instruments of Service for information and reference in connection with the Reed Art and Imaging's performance under their agreement. The Instruments of Service shall not be used by the State of Colorado or Reed Art and Imaging on another project except by agreement in writing from Lisa McGuire.

Lisa McGuire ✽ Communication & Design

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PAYMENT TERMS

1. This is a Time and Materials contract not to exceed \$9000.
2. An invoice will be mailed from Lisa McGuire at the end of each month. Invoices are payable within 30 days of the date of billing. Invoicing shall be specific to each major task with percent complete indicated.
3. Extensive itemized breakdowns of hourly activities or provision of detailed backup for reimbursed expenses for accounting purposes are included.

ACCEPTANCE

1. This Agreement is entered into between Lisa McGuire and the State of Colorado (the Client).
2. If this contract meets with your approval, please sign below and return one (1) copy
3. If this agreement is not accepted within two (2) months from the date of receipt, the offer to perform the described services may be withdrawn and Lisa McGuire may renegotiate this proposal.
4. The Client agrees that they have read and understood the Contract Provisions attached hereto and incorporated herein by reference.

Lisa McGuire

Date: February 4, 2013

APPROVED BY CLIENT:

By: _____

Date: _____

Title: _____