



STRAYLIGHT GRAPHICS

Buisness Proposal
Matthew Campbell

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INTRODUCTION



Finding my Niche

Video Game dev branding

When working in Graphic Design I think my best trait is working with colors. I'm very good at looking at the details of a piece to see things that are either missing or have errors. I can tell easily when colors don't work well together and can quickly fix it.

I have a passion for Cyberpunk and science fiction art. I find the genre uses bright pastel colours in a perfect way that just looks visually brilliant. One of my favorite books is called "Neuromancer" and is one of the quintessential pieces that invented the cyberpunk genre.

One of my favorite hobbies is playing video games. I think it has an untapped potential as an art genre and has limitless possibilities especially with virtual reality picking up steam recently.

What piques my interest in the video game medium is that it's the only genre where you control the camera. You are the person basically playing a movie and in some games the choice you make effect the outcomes.

I also really like playing early 3d low budget games because I really admire the use of color to convey character designs and personalities and lighting having bright pastel colors especially in early science fiction games.

I really enjoy working with game designers. I find they have fantastic ideas and can make a world that draws you in from their creativity.

Because of my Graphic Design skills and my passion for video game development I decided "why not combine them?". I decided my niche would be branding for video game developers, making their websites, helping with logos, helping with cover art, etc.

The cover is the first impression of a video game and I want to make sure it makes every developers game shine and reflect exactly what you're going to get yourself into when playing it.

In my current office I am the only Graphic Designer who specializes in Video Game Branding in Veaudreuil. The only other graphic designers are located across the highway from my location and are a bit further away.

The name Straylight graphics has not been trademarked and the website straylight-graphics.com is free and available for use. The name Straylight Graphics is not used in Veaudreuil so its original for me. The name fits perfectly with my niche because of multiple reasons.

I chose this name because I thought it would be a cool way to have a double meaning, my love for colour and my favorite sci-fi genre cyberpunk.

When any light source is being sent through a prism it bends the light sending it off path and creating colour that we can see. I thought it would be cool to name colour basically "stray light".

The original name for straylight came to me from my favorite book Neuromancer as one of the hotels in the book where the main characters have to heist. The Name both represents my interests and is good for both SEO and catchiness so I think it will work perfectly as a business name.



Designing Straylight Graphics

Je m'appelle Matthew Campbell et je suis un concepteur graphique situé en Montréal. L'entreprise que j'ai créée nommée « Graphiques Straylight » a été inspirée par mon amour de travailler avec les couleurs dans la conception graphique.

La conception de la proposition commerciale pour « Graphiques Straylight » était basée sur une règle de conception graphique fondamentale.

The rule in question was the "CRAP" rule of design which stands for:

Contrast

Repetition

Alignment

Proximity

This rule ensures that designs look very professional and high-quality for any item ranging from corporate brochures to band concert posters.

Contrast refers most of the time to color combination, a high contrast colour combination as an example would be green and orange. A lot of the times in design you want to make sure your text has contrast so it is readable and nice to look at. In my project for example I used a dark gray as the body text with a white background.

Repetition is used to make your design coherent from start to finish. An example in my project is my cover and back cover page where I repeat elements on the back to make it feel like a complete book end.

Alignment makes your design flow really well my entire project is aligned on a 12 column grid so every page feels equal and coherent. If it were not aligned on a grid in some way it would be distracting and make the viewer confused of some elements.

And finally, we have proximity. Proximity gives designs breathing room as well as making sure nothing gets cut off in printing. The orange colour elements in my proposal use minimal space to give the reader breathing room to read the text and make the design professional for a business situation.

OVERHEAD AND HOURLY RATE



Overhead Costs	Matthew/year	Month	Year
Automobile			
Fuel		\$0	\$0
Insurance & Registration		\$0	\$0
Car payment/lease		\$0	\$0
Parking		\$0	\$0
Repairs & Maintenance		\$0	\$0
Public transportation	100% of total cost	\$16	\$192
TOTAL		\$16	\$192
Insurance			
Office	20% of total house costs	\$374	\$4488
TOTAL		\$374	\$4488
Office Expenses			
Internet Access	20% of house cost	\$10	\$120
Licenses & Memberships	100% Adobe	\$15	\$180
Business phone or Mobile phone	100% Telus	\$8	\$96
Web hosting & email	100% Bluehost	\$5	\$60
Rent or mortgage	20% of house cost	\$150	\$1800
Utilities (electric bills, etc.)	20% of house cost	\$40	\$480
Suppliers (printers, ink,.)	100% Xerox	\$20	\$240
Computers	100% IMac	\$50	\$600
Miscellaneous		\$10	\$120
TOTAL		\$308	\$3696
Marketing			
Email marketing service	100% Mailchimp	\$3	\$36
Postage	100%	\$2	\$24
Printing	100%	\$4	\$48
Client dining	100%	\$10	\$120
Client gifts	100%	\$5	\$60
TOTAL		\$24	\$288
Professional fees			
Translation	100%	\$10	\$120
Accounting costs	100%	\$20	\$240
Lawyer/Legal fees	100%	\$39	\$468
Bookkeeper	100%	\$20	\$240
TOTAL		\$89	\$1068
Other Expenses			
Travel Expenses	100%	\$25	\$300
Miscellaneous expenses	100%	\$5	\$60
TOTAL		\$30	\$360
TOTAL		\$841	\$10092

My Hourly Rate	Scenario
NET estimated income after income taxes	\$20,292 \$432/week
Income Taxes	\$4,908
GROSS total salary for the year	\$25,200
Yearly buisness hours 2280, 2136 after sick and vacation days	$25,200 \div 2136 = 12\$/hour$
70% billable efficiency 1495 billable hours per year	$\$25,200 \div 1495 =$
Labour hourly rate	\$16/hour
Buisness overhead expenses	\$10,092/year
Buisness overhead + salary	$\$25,200 + \$10,092 = \$35,292$
Overhead as % of salary	40%
Overhead hourly rate	\$6.4
Rate to recover income + Overhead %	\$22.4
Profit percentage 10%	10%
Hourly rate x 10%	\$1.6
Add to hourly rate	$\$16 + \$1.6 = \$17.6$
Round up	\$18/hour
Hourly rate =	\$18 /hour

CUSTOMER AND BUISNESS FORMS





Web Site Design and Development Proposal for *Placeholder Company Name*

My goal is to ensure you, the Client, is delighted with my service. One way I accomplish this is by making sure both parties have a clear understanding of what is to be expected. This proposal outlines the work to be done, the timeline for completing the project and the project quote

Description of Work

The purpose of this project is to create a professional, modern and user-friendly website for *Placeholder Company Name*. This will be achieved with the work as outlined below:

Web Design & Development

The new *Placeholder Company Name* website design and development package will include the following:

- A design template that reflects the work of Client Business Name.
- A Content Management System (WordPress) to update content without knowledge of web coding. The Content Management System will allow you to:
 - Add/Delete/Edit text and images within the content pages (and blog posts)
 - Add/Delete/Edit menus and submenus
 - Add/Delete/Edit content pages
 - Update the items on your sidebar
- Photo Gallery for displaying images of events, etc. The photo gallery will allow you to:
 - Add/Delete/Edit images
 - Create and display new galleries
- Set-up of up to 10 pages of content
- A contact form
- A newsletter sign-up box to collect customer email addresses (using 'Aweber/MailChimp/Other service)
- Social media sharing icons displayed on pages and posts (if desired)
- Search Engine Optimization (SEO) friendly pages
- Google Analytics Integration (free website statistics)
- Phone training to learn how to use the Content Management System to make changes to the site
- Written instructions for using the Content Management System

Needed Materials

The following is a list of materials needed in order to start the project:

- List of 3 or more sample websites with what you like and dislike about the site (navigation, layout, color scheme, etc.)
- High resolution logo
- All content to be included on site pages (including blog posts)
- Menu items (home, about us, services, programs, contact us, etc.) and submenu items
- Any images to be used in the design of the website, if any
- All images for the photo gallery and list of categories for photo gallery
- Newsletter information
- Google Analytics account information (if currently in use)
- FTP & hosting account information

Timeline for Project Completion

The project as described above in the description of work will be completed within 7 to 10 days assuming the Client is available to provide feedback to the Service Company on a daily basis.

Placeholder Company Name will provide support for fixing website bugs (not caused by the client) and answering questions related to how to use the new website for 30 days after website launch at no additional charge

Project Quote

Web Design and Development (as outlined above) \$X,XXX

This quote is guaranteed until MM/DD/YY.



Web Site Design and Development Agreement

My goal is to ensure you, the Client, is delighted with my service. One way I accomplish this is by making sure both parties have a clear understanding of what is to be expected. This proposal outlines the work to be done, the timeline for completing the project and the project quote

Description of Work

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- Google Analytics Integration (free website statistics)
- Phone training to learn how to use the Content Management System to make changes to the site
- Written instructions for using the Content Management System

Timeline

The project as described above in the description of work will be completed within 7 to 10 days assuming the Client is available to provide feedback to the Service Company on a daily basis. Each day the Client is unavailable to provide feedback may push the project completion date back by one day. Failure to submit required information or materials as outlined below may cause delays in the production. Please provide additional time for client feedback.

Your Business Name will provide support for fixing website bugs (not caused by the client) and answering questions related to how to use the new website for 30 days after website launch at no additional cost.

Needed Materials

The following is a list of materials needed in order to start the project:

- List of 3 or more sample websites with what you like and dislike about the site (navigation, layout, color scheme, etc.)
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Payment Terms

Web Design and Development as described above \$X,XXX

A 25% deposit for the web design and development work of \$XXXis due at the start of the project. The remaining balance of \$XXX is due immediately upon website completion and upload to the Client's server.

This quote is guaranteed until MM/DD/YY.

Fees & Additional Services

Any work which is not specified in the description of work above will be considered an additional service and will require a separate agreement and payment from what is included in this agreement. Excessive change requests will be charged separately at the hourly rate of \$XX.

Authorization

The Client, Client Business Name, is engaging Your Business Name as the Service Company to develop a website that is to be installed on the Client's server upon completion. The Client hereby authorizes the Service Company to access this account for the purposes of developing and maintaining the website to be created.

Confidentiality

The Clientand Service Company may disclose confidential information one to the other to facilitate work under this Agreement.Such information shall be so identified in writing at the time of its transmittal, and shall be safeguarded and not disclosed to third parties by the receiving party

Permissions and Releases

The Clientagrees to indemnify and hold harmless the Service Companyagainst any and all claims, costs, and expenses, including attorney's fees, due to materials included in the Work at the request of the Clientfor which no copyright permission or previous release was requested or uses which exceed the uses allowed pursuant to a permission or release

Termination

Either party may terminate this Agreement by giving 30 days written notice to the other of such termination. In the event that Work is postponed or terminated at the request of the Client, the Service Companyshallhave the right to bill pro rata for work completed through the date of that request, while reserving all rights under this Agreement. If additional payment is due, this shall be payable within thirty days of the Client's written notification to stop work.In the event of termination, the Service Company shall own all rights to the Work. The Clientshall assume responsibility for all collection of legal fees necessitated by default in payment.

The undersigned agrees to the terms of this agreement on behalf of his or her organization or business.

On behalf of the Client: _____ Date: _____
(Signature)

_____ Date: _____
(Print Name)

Your Business Name: _____ Date: _____
(Signature)

_____ Date: _____
(Print Name)

Website Planning Guide

Creating a new website or redesigning your current one can be an overwhelming task. We're here to help simplify the process. It is important to spend time before creating your website to think about what you would like to achieve with your new site. When you have about 30-60 minutes (depending on the size of your new website), use the time to consider the following questions. Take notes and write down questions if you're not sure. We'll be happy to help you answer any questions you may have at the end.

So, what are you waiting for? Let's get started! |

If you have a current website, start with the following questions. If you don't currently have a site, you may skip this section.

Let's Talk About Your Current Site

List the top three things you do not like about your current site:

1. _____
2. _____
3. _____

What features would you like to keep (if any)? Do you have website statistics for your current site?

Do you have a copy for your records?

Let's Talk About Your Competition

Do you know who your competitors are? List them here.

What makes your products / services unique?

How do you stand out from the crowd?

Let's Talk About Your New Site

What do you hope to accomplish with your new website?

Who is your target audience? Describe them as much as possible.

When a visitor arrives at your site, what would you like them to do?

Is there any new content that will need to be written for the website? Who will be responsible for that?

List three websites you like (related to your work or not) and what you like about each one (color scheme, navigation, layout, etc.). This will help us get a better idea of your taste.

Website #1: _____ Likes: _____

Website #2: _____ Likes: _____

Website #3: _____ Likes: _____

Let's Talk About Your Online Store (for e-commerce websites only)

How many products do you plan to sell at first? ___

How many products do you plan to sell in the future? _____

How will you handle shipping? What payment gateway will you be using (PayPal, etc.)?

Let's Talk About Up Keep

So your new, fabulous website is up and running. You want continuous traffic so you know you have to keep working at it. It's a good idea to think about who will be responsible for keeping up the website whether you'll be doing it or you'll have someone else do it for you.

Task Responsible Party

Search Engine Optimization (SEO) _____
driving organic traffic to the website

Content Development _____
creating keyword rich content to drive traffic and keep visitors on your website

Social Media _____
online networking, regular postings on social networking sites, etc.

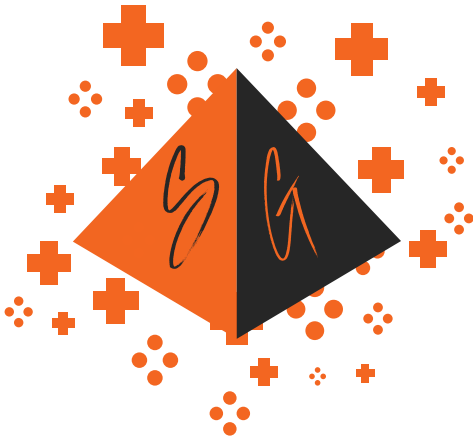
General Website Maintenance _____
adding new pages, fixing broken links, posting new content, etc.

Let's Talk About Materials Needed to Get Started

Congratulations! You're already a step ahead of most people because you've spent the time really thinking about your new website before you jumped right in. Now it's time to get started so let's make sure you have everything you need..

Don't forget to visit our website for great resources to get you started. We suggest companies that we work with ourselves so you save the time researching.

- This completed guide
- Domain Name (we'll set this up for you free of charge)
- Web hosting account (we'll set this up for you free of charge)
- Content for pages (unless we are writing it for you)
- Images for design and pages
For e-Commerce Websites Only
- Product categories, images, descriptions and prices
- Payment gateway (paypal, 2checkout, etc.)
- Shipping account information (usps, etc.)



March 14th, 2020

Dear Mr/Mrs Example Name,

To:
Company: Example Games

Adress: 4324 Rue Besner,
Veaudreuil-Dorion, QC

Phone: 222-222-2222

At straylight Graphics We pride ourselves in making top quality video game branding on time. Our responsive website design and word press sites are top of the line. We can design high quality websites that range from corporate to artistic, anything that meets your need for your video game or company.

We make sure your product is very well polished by consulting you with mock-ups of your products to help visualize where the project will go. At Straylight Graphics we view our customers with high regard and make sure that nothing goes wrong so you enjoy your product thoroughly.

We will help your product stand out in the video game market and make it exactly what you want and more.

We would love to work with you and realize the potential of your product. We have all the talent needed to satisfy your requirements and make this project a satisfying time for everyone.

If you have any questions feel free to contact straylight.graphics@gmail.com we always check our messages daily on workdays.

A handwritten signature in black ink that reads "Matthew Campbell". The signature is fluid and cursive.

Matthew Campbell
Ceo of Straylight Graphics

INVOICE AND OFFICE SETUP



Invoice

Straylight Graphics
777 Avenue Saint Charles h7h 3v3
777-777-7777

Date: March 14th, 2020
Client No:1020405

Client Information

Company: Example Games
Adress: 4324 Rue Besner,
Veaudreuil-Dorion, QC

Phone: 222-222-2222

Item	Description	Rate	Hours	Total
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Fees

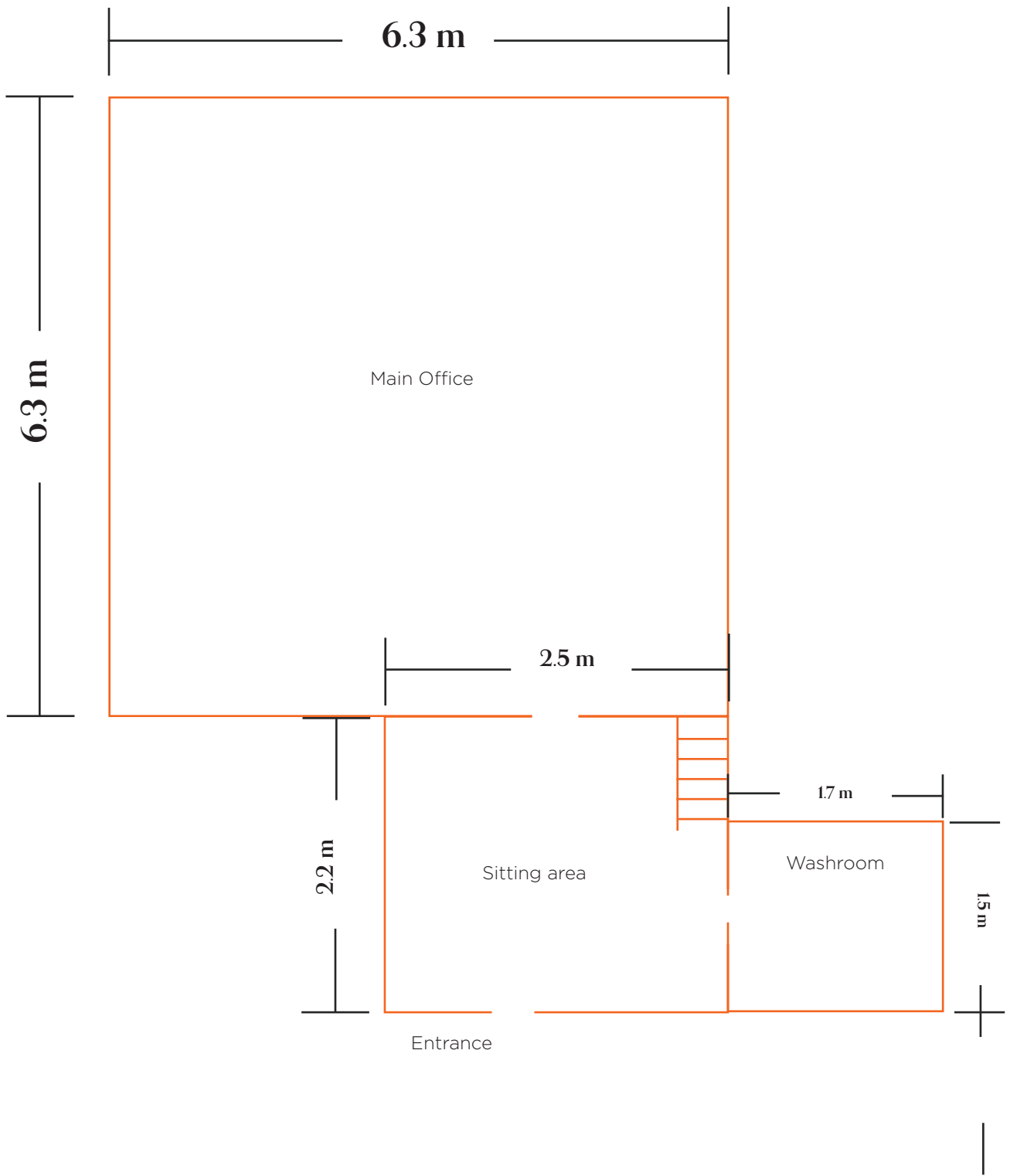
Grand Total



Matthew Campbell

Matthew Campbell
Ceo of Straylight Graphics

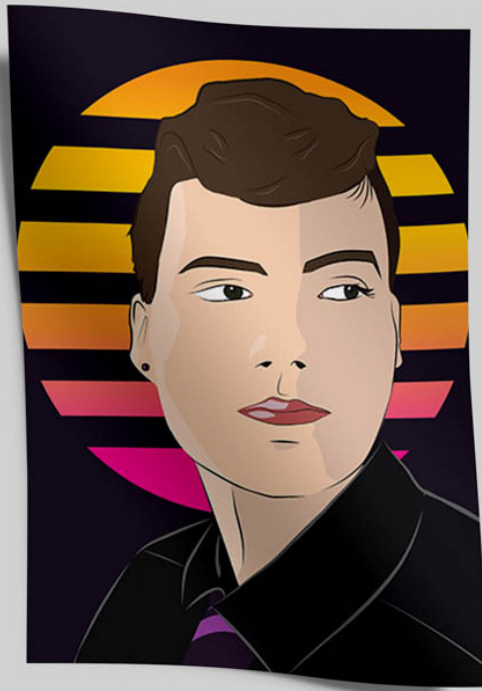
Office Setup



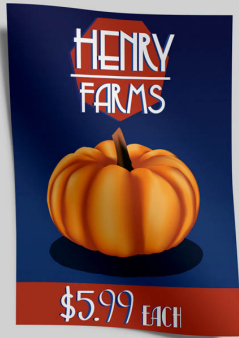
PORTFOLIO PIECES







PM



PM
POSTER



PM
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