

Septemebr 12, 2017

Dear Rachel,

3 Crown Creative is delighted at the prospect of working with you once again to update the Moving Image Archive News website.

Attached, please find our proposal outlining the features we discussed and an estimate of costs for these services. Please let us know if you have any questions.

Sincerely,

Tom, Susan and Carol

3 Crown Creative

September 12, 2017
Rachel Price

ABOUT 3 CROWN CREATIVE

3 Crown Creative is a team of photography, design and web programming professionals. We have a philosophy of design and execution that promotes a clean, uncluttered aesthetic. *3 Crown Creative* takes pride in working in partnership with our clients to establish common goals and objectives. We strive to build websites together from the ground up, achieving a look and interface that fits our client's aesthetic and navigational needs exactly.

At *3 Crown Creative* we believe that your website should be accessible to *all* visitors. We build sites that are cross-browser and platform compatible and are adaptive to various screen sizes (desktop/tablet/mobile). We employ designs that use simple, logical navigation and conform to international usability guidelines. We optimize graphics and code to improve the speed with which your web pages load. All code is written to standard and makes full use of CSS (stylesheets) to ensure cross-site consistency and ease of modifications. Javascript is employed to improve the user experience. We also optimize our sites for more prominent search engine placement. All our sites are built on the Wordpress platform.

MOVING IMAGE ARCHIVE NEWS 2017 PROPOSAL

Project Description

3 Crown Creative will provide updates and style changes to the Moving Image Archive News website including the following changes:

- The website will automatically adapt to cell phone and tablet sized screens
- Underlying Wordpress versions will be updated and plugins all brought up to date
- Larger font size in the main text, and proportionately larger font size in the head and subhead styles
- In header alter "*A clearinghouse of information on film archiving and related endeavors*" to "*Information on Film Archiving, Preservation, Restoration, and Presentation*"
- Reduce left hand gutter on pages, by removing "*advertise here*", and broaden main area of page (the text/article window)
- Insert a donation button somewhere?
- In "Categories," dispense with what we have, and move up "archives"
- CSS style for caption should be small italics by default.
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Website Design, Development and Programming

3 Crown Creative will develop an initial design for the Home page. This design will define the visual feel, typography, use of illustration, color palette and navigation. This will be presented as full screen JPEGs and/or as inkjet proofs.

When the design direction is agreed upon, it will undergo modifications and revisions as necessary. This revised direction will be applied to samples of relevant interior pages and submitted to the client via JPEGs and/or inkjet proofs for fine-tuning. The interior page designs will undergo refinement, and programming will begin on the test site. We will provide the URL for the test site for review throughout this phase, once the test site is fully functioning to everyone's approval, it will go live.

Website Design & Development Estimate: \$720 - \$1260 + expenses (based on 8-14 hours at \$90/hour)

Services not included in the budget, but may billed separately if needed:

- photography and/or illustrations
- font resources as necessary
- inkjet proofs
- issues arising due to unfamiliar web hosts (\$90/hour)
- website updating and maintenance (\$90/hour)

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PROJECT START

\$288 deposit due at start of the project. Invoices for work “done to date” may be sent periodically during the term of the project. Terms of this estimate expire 6 months from date of proposal.

TIMING

3 Crown Creative will commit this project to our work calendar once the signed proposal is returned with deposit. 3 Crown Creative will work steadily and continuously toward completion of the project relying on the flow of content and feedback from Rachel as needed.

TERMS AND CONDITIONS

1. FEES AND CHARGES

1.1 *Fees.* In consideration of the Services to be performed by Designer, Client shall pay to Designer fees in the amounts and according to the payment schedule set forth in the Proposal, and all applicable sales, use or value added taxes, even if calculated or assessed subsequent to the payment schedule. You will receive invoices from 3 Crown Creative at the end of each month, detailing services performed during that month. Work begins upon receipt from Rachel Price of payment equal to 40% of the low estimate for the project. 1.2 *Expenses.* Client shall pay Designer’s expenses incurred in connection with this Agreement as follows: (a) incidental and out-of-pocket expenses including but not limited to costs for telephone calls, postage, shipping, overnight courier, service bureaus, typesetting, blueprints, models, presentation materials, photocopies, computer expenses, parking fees and tolls, and taxis at cost plus Designer’s standard markup of fifteen percent (15%), and, if applicable, a mileage reimbursement at fifty cents (\$.50) per mile; and (b) travel expenses including transportation, meals, and lodging, incurred by Designer with Client’s prior approval. 1.3 *Additional Costs.* The Project pricing includes Designer’s fee only. Any and all outside costs including, but not limited to, equipment rental, photographer’s costs and fees, photography and/or artwork licenses, prototype production costs, talent fees, music licenses, and online access or hosting fees, will be billed to Client unless specifically otherwise provided for in the Proposal. 1.4 *Invoices.* All invoices are payable within thirty (30) days of receipt. A 1.5% monthly service charge is payable on all overdue balances. Payments will be credited first to late payment charges and next to the unpaid balance. Client shall be responsible for all collection or legal fees necessitated by late or default in payment. Designer reserves the right to withhold delivery and any transfer of ownership of any current work if accounts are not current or overdue invoices are not paid in full. All grants of any license to use or transfer of ownership of any intellectual property rights under this Agreement are conditioned upon receipt of payment in full which shall be inclusive of any and all outstanding Additional Costs, Taxes, Expenses, and Fees, Charges or the costs of Changes. 1.5 *Cancellation Fee.* If the project is cancelled by the client for any reason before the 25% deposit has been covered by billable services, the deposit amount will be subject to a 10% administrative charge prior to a refund.

2. TIMING

Designer will prioritize performance of the Services as may be necessary or as identified in the Proposal, and will undertake commercially reasonable efforts to perform the Services within the time(s) identified in the Proposal. Client agrees to review Deliverables within the time identified for such reviews and to promptly either, (i) approve the Deliverables in writing or (ii) provide written comments and/or corrections sufficient to identify the Client’s concerns, objections or corrections to Designer. The Designer shall be entitled to request written clarification of any concern, objection or correction. Client acknowledges and agrees that Designer’s ability to meet any and all schedules is entirely dependent upon Client’s prompt performance of its obligations to provide materials and written approvals and/or instructions pursuant to the Proposal and that any delays in Client’s performance or Changes in the Services or Deliverables requested by Client may delay delivery of the Deliverables. Any such delay caused by Client shall not constitute a breach of any term, condition or Designer’s obligations under this Agreement.

3. CLIENT RESPONSIBILITIES.

Client acknowledges that it shall be responsible for performing the following in a reasonable and timely manner:

(a) coordination of any decision-making with parties other than the Designer; (b) provision of Client Content in a form suitable for reproduction or incorporation into the Deliverables without further preparation, unless otherwise expressly provided in the Proposal; and (c) final proofreading and in the event that Client has approved Deliverables but errors, such as, by way of example, not limitation, typographic errors or misspellings, remain in the finished product, Client shall incur the cost of correcting such errors.

