



Freelance Graphic Design Proposal Template

Prepared for:

[Client Name], [Company Name]

Prepared by:

[Sender Name], [Sender Company]

Prepared on: **2022-01-11**

Valid until: **2022-01-11**

Intro



This intro section gives you the chance to show your personality and reveal a little more about who you are. People work with people and it's important to show that you're a likable and approachable person.

[Client Name],

It was great to meet you and your colleagues last week! Based on my notes from our meeting, I've put together this Proposal for your graphic design project.

I believe that the prices I offer as a freelance graphic designer will fit your budget and that they compete well against price quotes from any high street design agency. I've also included a couple of testimonials from clients I've worked with during the past year, along with several samples of completed projects. You will also find a breakdown of the project costs and time schedule for the deliverables.

Please, take your time to read through my Proposal and let me know if you have any questions for me.

Regards,
[Freelancer Name]

CV

In the CV section provide information about your previous work experience, education, and interesting graphic design projects you have worked on.

Education

2011

University Name

Bachelor of Arts: Graphic Design

Certifications

2011

Member of AIGA (the professional organization for design)

Professional Background

I'm bringing to your team 10 years of active experience in the field of graphic design. During the past decade, I've developed both my technical and creative skills to bring the best results for your or your clients' projects. I'm always happy to work in a team of design professionals, however, I've completed many projects on my own. I'm proud to be very efficient with my time and deliver projects before deadlines and within the client's budget.

Work History

2012 - Present

Workplace

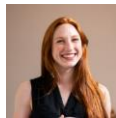
Job Title

- Main responsibilities
- Latest projects, etc

Happy Clients



[Freelance Name] is really talented and is an excellent professional. He helped us tremendously to understand the importance of design for our brand and how it helps us to communicate more clearly with our clients. He is very responsive and answers all our questions and requests on time. He is now an integral part of our team.



Customer Name
Company



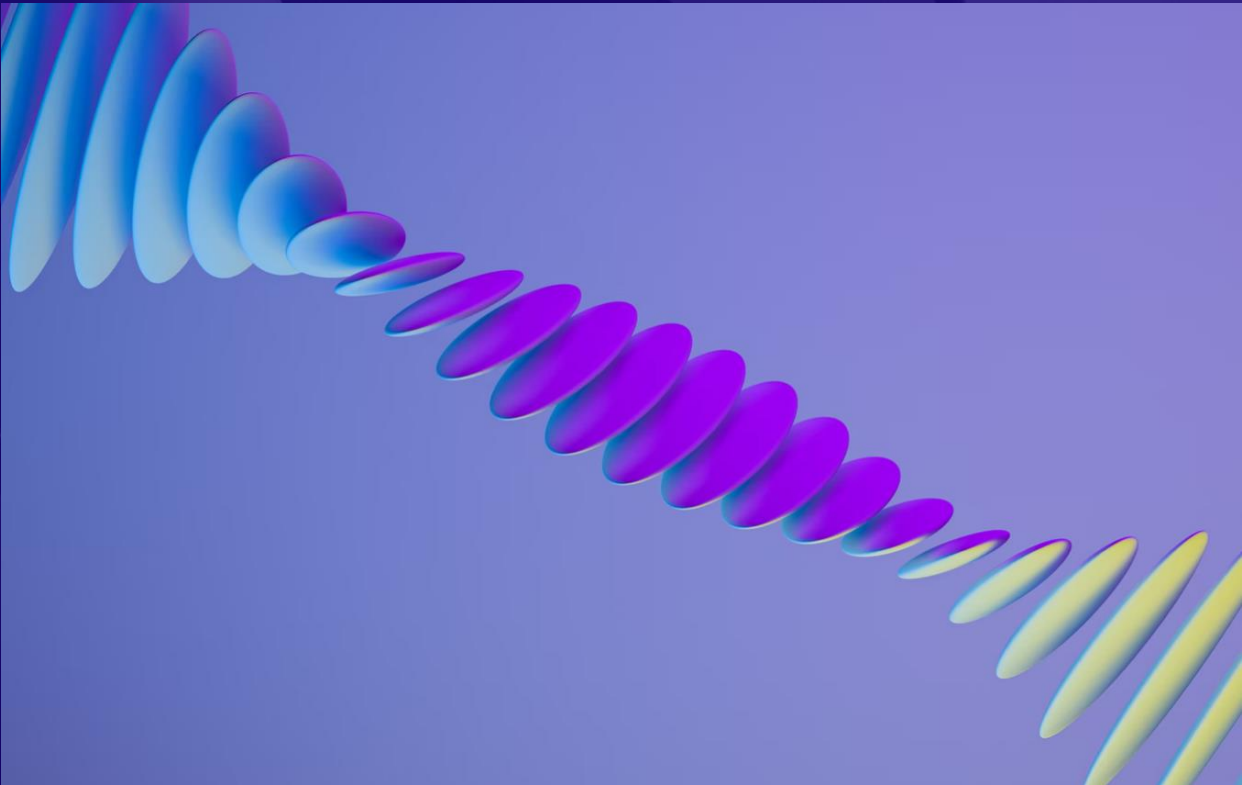
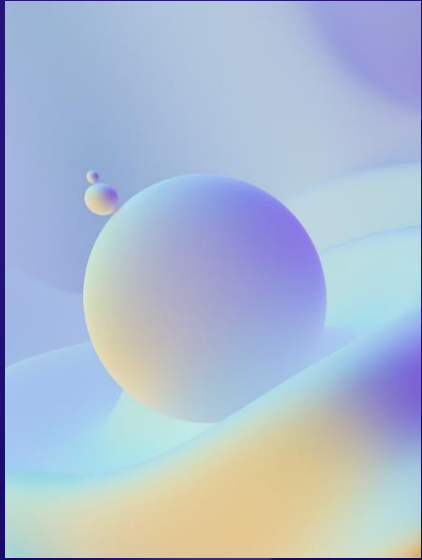
I've had my fair share of working with freelance designers and I can honestly say that I've never been more satisfied than working with [Freelancer Name]. He's very competent and in our latest project, he had to gather information and communicate with several stakeholders and he did that with no hesitation, so his communication skills are excellent too.



Customer Name
Company

Sample Projects

You can use this field to showcase your best work to your prospective clients.



Project Summary

In this section, you have to write down the project requirements to make sure that both you and the client see the project the same way.

Any project details should be cleared before the project starts, so as to limit the possibility of any unexpected changes.

Be as specific as possible, but at the same time communicate in a clear and concise way.

Design Development

These are the stages the graphic design process will go through:

1.

Project Brief

First we'll sit together with all stakeholders to work on the project requirements. We have to make sure that I understand clearly your expectations and that I can deliver what you need.

2.

Wireframes

I'll prepare the design wireframes, so you can get a better idea of what the final design will look like. It's important that any problematic aspects of the design are discussed at this stage.

3.

Design Versions

At this stage your graphic design project is completed. Discuss it with your team and let me know if any changes, additions or extensions will be required.

4.

Your designs are ready

At this stage your graphic design project is completed. Discuss it with your team and let me know if any changes, additions or extensions will be required.

5.

QA and Additions

In case you have any new requirements for your design, I'll handle them at this stage.

Delivery Timeline

These are the 5 main stages the graphic design process will go through. The time allocated to each stage may vary, but the final deadline is what I aim for.

Milestone	Date Reached
Initial Meeting	11 Jan 2022
Project Brief	11 Jan 2022
Wireframes	11 Jan 2022
Design Versions	11 Jan 2022
Your Designs Are Ready	11 Jan 2022
Quality Assurance	11 Jan 2022

Price Quote

I don't have hourly rates, but I estimate the fees I charge depending on the particular project - its size, scope, complexity, etc. Below is a breakdown of the fees for your project.

Name	Price	QTY	Subtotal
50% upfront payment	\$0.00	1	\$0.00
50% final payment	\$0.00	1	\$0.00
Subtotal:			\$00.00
Government Tax 10%:			\$0.00
Total:			\$0.00

Agreement Terms

To be able to start working on your project as soon as possible, I'll include some agreement terms here. This way as you accept the Proposal you automatically agree on the terms guiding the graphic design creation. Please, let me know if you want to comment on these terms before you sign the document.

I'll create your graphic designs as specified above in the Project Summary section. Any details that you wish to add on a later stage, will affect the delivery time and the project costs. Those should be agreed in writing, before I commit to them.

Any information exchanged during the work on this graphic design project will be considered confidential. Both me and you agree that no such information will be shared with third parties and people who do not work on this project.

I'm going to issue the invoices for each payment for your accounts payable team and will be expecting any payments to be done within a 14 days period from the issue date.

All rights over the newly created graphic designs become yours, as soon the last payment is cleared. I keep the right to showcase the designs as part of my portfolio.

Please, read this Proposal carefully and sign it only if you have no comments or change requests for it.

[Client Company]

A handwritten signature in black ink that reads "Client Signature". The script is fluid and cursive.

11 Jan 2022

[Client Name]