



Creative Services Proposal: connect.ne.jp

Thursday March 10, 2011 (Proposal valid for 30 days)

CLIENT INFORMATION

Client liason: Ron Reynolds - rreynolds@emailworld.biz

PROJECT DESCRIPTION

1. Develop a custom WordPress site template for connect.ne.jp
2. Install and set up site theme and basic site layout.
3. Re-Insert the current site content (or provided content) in the new site and launch.

ARTISTIC / VISUAL GOALS

simple and clean style without too much "web 2.0" (^_^)
appeal first and foremost to unchurched Japanese 20-30 demographic
support for iphones and other mobile devices
based on initial style and color recommendations provided

CONTENT MANAGEMENT GOALS

the Client will be able to edit the existing pages and add pages in the future
the Client will be able to create posts displayed by tags and categories
the site will include WordPress 3+ features as an easy-to-use, future proof solution

Include pages for:

home
info/resources
connect/contact
stories/testimony
jesus 101

Include post categories/types for:

news/events
stories/testimony
cities/locations
life questions/following jesus 101
resources/links

DEADLINE

The goal is to have the site live within a month of receiving the creative direction, text, images, WP admin, and FTP server access as covered in the Materials section.

MANDATORIES

Google analytics. Fonts and colors to be determined during design process.

MATERIALS

Client is responsible to provide server space, temporary WP and FTP admin access, content text, any source images or logos, and outbound links to other sites and resources. Client will take over content creation once the site is live.

All text based information must be delivered as a text-only word processing file prepared as follows:

- Open and Save a document in your word processing program in the text-only format (.txt) with utf-8 encoding.
- Type all information as one file (don't use text boxes).
- Do not use: Indents, Tabs, Underlines, extra spaces or symbols.
- Specialized symbols, like accent marks, tildes, or scientific designators are an exception to the rule and the Creative should be notified of their usage and supplied with a print-version of select symbols.
- Space once after a period.
- Please use Courier, Arial, or Times New Roman fonts for your text.
- Utilize or signify appropriate capitalization, punctuation, bold, or italics.
- Double-space or triple-space between paragraphs or other sections you wish to be set apart or formatted in a special manner.
- Put notations or instructions in where necessary. For instance: (Home page text) (Form goes here) (Photo to be provided as digital, hard copy or whatever may apply) etc.
- Please have your team provide proofreading and quality control for all text.
- Text requiring translation will be outsourced and additional fees will apply.

Graphics may be submitted via email or on a Compact Disc. Please read the following guidelines for submission carefully:

- The following formats and qualities are acceptable for Web usage:
.tiff, .png, .jpg, .jpeg, .gif
- Digital Camera - medium quality or higher.
- Photos - original professionally developed and printed hard copies
- Graphics files embedded in word processing files (including Word, Powerpoint, PDF, Publisher, Excel or Keynote) are incompatible formats and will not be used.
- Graphics files from Websites, camera phones or screen captures are unacceptable and will not be used.

PROOFING OF FINAL PROJECT

Although the Creative will make every effort to ensure the final product is free of any grammatical and spelling errors before releasing the final product to the Client, it is the Client's responsibility to ensure that there are no spelling or grammatical errors contained in the initial copy provided or in the final product (doubly so for Japanese content text).

ESTIMATED COST

Design: ¥40,000 Development: ¥80,000 Installation: ¥30,000
Estimated commercial cost of project based on the Creative Proposal: ¥150,000

PAYMENT

50% In advance: ¥75,000
50% Before launch: 25% due (¥35,000), 25% Pro Bono (Grand total: ¥110,000)
Any additional requests or features will require reassessment and separate invoicing.

COPYRIGHTS AND CREDITS

Client may use artwork, images, and code for all online marketing and advertising materials. Copyright for original artwork, code, photos, and design is retained by the Creative and may not be resold or used for other purposes. Creative to receive design credit and a live link to <http://project77.org> / <http://artdesignlife.com> in the site footer as long as the design is being used.

CANCELLATION

In the event of cancellation of the project, ownership of all copyrights and the original artwork and code will be returned to/and retained by the Creative.

ACCEPTANCE OF AGREEMENT

The above specifications and conditions are hereby accepted. The Creative is authorized to execute the project as outlined in this agreement. Proposal is accepted as outline above. (Faxed or scanned and emailed signatures will be recognized by both parties as valid for this document.)

Client signature _____ Date ____/____/____

Creative signature _____ Date ____/____/____