



Prakash **RANJAN**

FREELANCER DESIGNER

General Price List

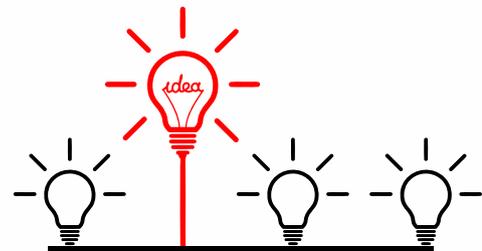
(Valid up to 30 July 2021)

**NOTE:- YOU HAVE TO PAY 50% BEFORE STARTING WORK
IT IS NON-REFUNDABLE, EITHER YOU LIKE WORK OR NOT
FINAL FILE SENDING AFTER FULL PAMENT**

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PRANK STUDIO

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General Rates

₹ 2100 Per Day

Day Rates

Sometimes, projects are better quoted in days, not hours and minutes. When there's a mix of services and they're tough to isolate their time/value, a flat day rate makes more sense.

₹ 500 Per hour

Overtime: after 7pm at night and over weekends / public holidays

Before telling your team to work more hours, make sure that you have a realistic plan for actually hitting the Overtime. A premium is charged due to the inconvenience, disruption caused to our productivity and inconvenience to other clients

₹ 400 Per hour

Creative Design, high skill, laborious tasks

If i am creating something, and the clock is ticking, it really doesn't matter if it's done as pencil on paper or in high-end software, you're getting my full skill set. Simply put... If you're unable to do it - it falls in here.

₹ 250 Per hour

Non-creative, low skill, laborious tasks

You can do it, but don't have the time or inclination to do so. Sourcing stock pics, re-sizing photos, file conversions and other menial tasks still have to be billed for, but obviously at "rent-a-student" rates.

Graphic Design Rates

Preamble and explanation of the double pricing

"How much for a business card?" or "What will a pull-up banner set me back?" are common questions that are nearly impossible to answer until i've been properly briefed, know what you're supplying, what I am delivering and what you're expecting. No corporate image, a logo to be scanned off a business card, 5 stock pics to be source and purchased, 2 design concepts, 3 sets of changes, a presentation to 3 directors and drive to alberton can easily make a simple pull-up banner take 3 full days to complete. If you give us digital content and you have a previous banner to match to, it'll take less than two hours.

With this situation, i can't just charge hourly because you'll get a huge shock when i deliver one banner with an invoice of R9000. You need a flat project price to budget around, coupled with certain value expectations. Business cards should be cheap and billboards expensive, though realistically, they actually require about the same amount of time and resources from Impost to produce the artwork. To try cover both sides, i list two prices for each item.

The first price is for the least amount of time demands.

- There is an existing CI to guide the design.
- All required content is digitally supplied.
- Photos are supplied
- The logo is a scalable vector
- You know what you want
- There might even be existing artwork
- It's part of a collection of elements

The second price is for the most time demanding project.

- There is no CI, so Impasto has to create a design out of thin air.
- Nothing is supplied, or we have to type it up from a fax.
- We need to source photos and get them approved first.
- The logo needs re-drawing because it's too small
- You're not clear on your needs and leave it up to us
- This the first of a few elements so there is nothing to guide its appearance.

At the end of the day... you help us, i'll help you.

Come to party and make our lives simple by doing as much as possible for us, and you can have the low price. If you leave everything up to us and there's very little to help guide us, then we're going to need more time and have to charge the higher price. It all comes down to cost vs convenience... and I am giving you the choice.

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Prakash **RANJAN**

Simple, low demand project specs	Complex, high demand project specs
₹ 2500	₹ 5000
₹ 500	₹ 1000
₹ 600	₹ 1000
₹ 150	₹ 350
₹ 1000	₹ 1500
₹ 1500	₹ 2100
₹ 400	₹ 1000
₹ 750	₹ 1800
₹ 750	₹ 2100
₹ 350	₹ 600
₹ 500	₹ 800
₹ 250	₹ 500
₹ 500	₹ 1000

You are under no obligation to print through me. because I only do design work but you're welcome to use others, however, if you do source your own printer & quotes.

Ownership: The client (you) own the final print files (eg: the final PDF sent to the printer) Prakash Ranjan owns the master, working files (eg: the layered source file that produced the final PDF)

Logo - 2 – 3 design concepts, 1 set of changes, Logo in a range of file formats. 1 page CI document.

Logo Tracing - ie: convert pixels to vectors for use in a project. Price is based on its complexity. This includes logos, graphs, charts, badges, stamps, etc – any small, stand alone graphic. I recommend you add the logo pack (listed next) as a linked service if it's a logo i am tracing.

Business Card - 2 – 3 design concepts, 3 sets of changes.

Envelopes / Sticker - 2 – 3 design concepts, 3 sets of changes.

Letterhead - 2 – 3 design concepts, 3 sets of changes.

Presentation (PPT) - 1 design concept, 3 types of slides, 2 sets of changes.

Brochure / Flyer / Menu (One Sided) - 2 – 3 design concepts, 3 sets of changes.

Brochure / Flyer / Menu (Both Sided) - 2 – 3 design concepts, 3 sets of changes.

Brochure / Flyer / Menu (Tri-fold) - 2 – 3 design concepts, 3 sets of changes.

Banner / Poster - 2 – 3 design concepts, 3 sets of changes.

Standee - 2 – 3 design concepts, 3 sets of changes.

Social Media Post / Banner (Static) - 1 design concepts, 3 sets of changes.

Social Media Post / Banner (Motion) - 1 design concepts, 3 sets of changes.

Web Design Rates

Simple Job. Design style & all content is supplied.

Demanding job. Direction is vague. Needs are unclear.

All our sites are mobile responsive and employ basic SEO to be search engine friendly. They all conform to the web's "best practice" standards. All our platforms are open source, so any web designer can pick up our sites and continue working on them. We handover all access passwords and hence don't hold you to ransom for future work (eg: changes & updates).

Note: These prices are for set packages based on certain assumptions to manage the cost, mainly that all content to be used in the website will be supplied by client in a digital format (all text & images). The higher, secondary price is when there is missing content, no CI or design style to guide the design, more than one individual will sign it off, Prakash has to apply initiative to complete the project, or Prakash has to advise on what's needed and ends up deciding the site's final purpose.

₹ 7500 (static) ₹ 15000 (dynamic) **One Page Website** - One page, though it can still have a menu. Sometimes called a landing page. Contains text, images, videos and a simple contact form only.

₹ 14000 (static) ₹ 25000 (dynamic) **Multiple Page Website** - Six page, Contains text, images, videos and a simple contact form only.

Note: Please request Prakash's complete website quote document for the finer details about the above packages. It includes our full work process, extra items, Common terms and practices and T&Cs.

₹ 3500	T&Cs for a website & Privacy disclaimer for email Written by a lawyer, for you – not just stolen from someone else's website.
₹ 6000 (One Year)	Basic Hosting (includes a .in/.com domain registration) 5 email addresses. 40GB storage. 5 GB Bandwidth. Perfect for Static sites.
₹ 8000 (One Year)	Advance Hosting (includes a .in/.com domain registration) 10 email addresses. 100GB storage. 20 GB Bandwidth. Perfect for Dynamic sites.
₹ 1000 (One Month)	Monthly maintenance. Upgrades, Updates, Admin (eg: creating email accounts), Advice, 1 hour of changes to content. NOTE: This includes hosting, so if you take us up on maintenance, you can drop the hosting cost.

Graphic Design Package

₹ 2900	Standard Brand Identity Logo and Business card.
₹ 4900	Corporate Brand Identity Logo, Business card, Letterhead, Envelop and Facebook Page.
₹ 9900	Comprehensive Brand Identity Logo, Business card, Letterhead, Envelop, Stamp, Folder and One page Basic Website.
₹ 19900	Full Brand Identity Logo, Business card, Letterhead, Envelop, Stamp, Folder, Six Page Website and Facebook Page.

Social Media Marketing Package

Simple, low demand project specs	Complex, high demand project specs	NOTE: Payment Terms 100% in Advance of Minimum Contract Period of Service. Minimum contract period 3 months. Extra Charges for Paid Advertisement.	
		₹ 2500	₹ 4000 Monthly Basic Package 8 posting per month, No GIFs/Video Posting, No Cover/Banner Posting
		₹ 3500	₹ 5500 Monthly Advance Package 12-15 posting per month, No GIFs/Video Posting, 1 Cover/Banner Posting
		₹ 7200	₹ 15000 Monthly Premium Package 25-30 posting per month, 2 GIFs/Video Posting, 2 Cover/Banner Posting

Video Rates

₹ 1500 Per Minute	Corporate Video Editing I love taking your footage and turning it into amazing video that you'll just love
₹ 4000 Per Minute	Animation Video Making Animation video that help businesses differentiate their content and take their marketing and social media presence to the next level.
₹ 3000	Character Creation I create characters to present your product, service and brand.



Architectural Visualisation Price

(Valid up to 30 July 2020)

3D Rendering Image Prices:

(*Prices vary depending on how much work is involved,) the size of the final 3d render, the details supplied to us and scope of work.

3D Render View	Cost
 <p>Exterior Mini</p> <p>Exterior Large* Roads, Vehicle, Plants</p>	<p>₹ 3500</p> <p>₹ 5000 - 7500</p>
  <p>Interior Mini</p> <p>Interior Large Bed, Table, Chair & Gas Stove</p> <p>Interior Advance All Furniture with complete Household things</p>	<p>₹ 2000</p> <p>₹ 5000</p> <p>₹ 7500</p>

If multiple images of the same room are required, then you have to pay 500+ Per Image in actual cost.

