

Sandra McDougall-Mitchell



Freelance Creative & Consultant

Graphic Design Services



IDENTITY design

Give your brand or business a unique logo

Logo Design A (2 Concepts + 2 Revisions) \$150.00

Logo Design B (3 Concepts + 3 Revisions) \$195.00

Business Card design 1-sided \$125.00 2-sided \$175.00

both business card design options include 2 concepts + 2 revisions

STATIONERY design

Letterhead design \$60.00

Envelope design \$35.00

Sticker design \$50.00

All above designs include 2 concepts + 2 revisions

MARKETING MATERIAL design

DLCard/Flyer design 1-sided \$130.00 2-sided \$170.00

DL Gift Voucher design 1-sided \$55.00 2-sided \$85.00

A5 Flyer/Brochure design 1-sided \$140.00 2-sided \$180.00

A4 Flyer/Brochure design 1-sided \$170.00 2-sided \$180.00

Postcard design 2 - sided \$175.00

Multi-Page Brochure design request quote

All above designs include 2 concepts + 2 revisions



BOOK design

Standard Paperback Cover design (photo & text)	\$200.00
Dust Jacket Cover design (photo & text)	\$250.00
Original Illustration	<i>request quote</i>
Interior Layout	<i>request quote</i>
Interior Layout - Children's	<i>request quote</i>
Interior Layout - Full Photo	<i>request quote</i>

PACKAGE design

Product Label design (2 Concepts + 2 Revisions)	\$150.00
CD Jacket design (2 Concepts + 2 Revisions)	\$180.00
CD Booklet design	\$65/pg.
CD/DVD Disk Label design	\$75.00

BASIC WEBSITE design

Basic Template design set-up	\$500-\$750 depending on client needs
Deluxe Template design set-up	\$700-\$1500 depending on design and client needs
Custom Standard- additional pages design	\$195.00 ea
Custom Standard- 1st page design	\$425.00

All above designs include selection of stock photos, additional stock photos can be purchased at \$10 each if needed.

Please see photography section in this brochure for custom website photography

SOCIAL MEDIA design

Facebook Cover design	\$55.00
Facebook Square Graphic design	\$40.00
Facebook Business Add design	\$55.00

All above designs include 2 concepts + 2 revisions

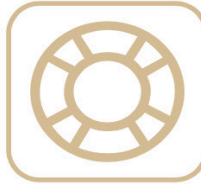
Please see design process details on page 14.





Still Photography Services

Website exterior/interior photography



\$25 per edited image within 30 miles *(natural light)*

*reduced price if additional images can be taken in one location
day rate pricing also available - \$1 per mile over 30 mile radius*

Photos that require use of light kit will be subject to additional charge - request quote

“Website” photos includes right to use photos on website and all social media outlets

standard **Real Estate** photography

< 2000 square feet	10-15 images	\$100.00
2000 - 4000 square feet	15-20 images	\$150.00
4000 - 6000 square feet	20-25 images	\$175.00

price includes digital download of files from our proofing site, 48 hour delivery

“Real Estate” photos includes limited right to use photos for promotion of sale of property only - not future use for website stock photos unless additional release is obtained by photographer.

Additional photos can be purchased at \$5.00 per photo

If multiple bookings for photo sessions are scheduled consecutively on the same day only one charge for additional mileage will be billed.

Personal Paparazzi photography

Photo-Journalize a special vacation, trip to NOLA or fun event with family or small group of friends.

Enjoy your time together and let us capture the special memories for you.

\$500 flat rate within 75 miles (natural light & flash photography)
price includes one photographer - one camera shoot for up to 5 hours

\$700 flat rate within 75 miles (natural light & flash photography)
price includes one photographer and assistant - 2 camera shoot for up to 5 hours

Mileage outside 75 mile radius - \$1 per mile travel expense

All Personal Paparazzi photography packages include link for digital download of all photos for personal use.

additional options wholesale pricing on prints
 hard cover photo book of select photos

We are also available for travel out of state or out of the USA.

Choose one of the above flat rates + travel expenses
(mileage or airfare and hotel)



Digital Video Content

Digital video content is a very important tool for your advertising and marketing online content. We have a variety of products and plans for our clients to choose from to best fit their needs in the multimedia marketing platforms and social media.





Videography

Small Business Marketing or Kickstarter Short

- 1 Camera, no assistant* \$950
- 2 Cameras, one assistant* \$1,800
- 2 Cameras, 2 assistants, full lighting kit* \$3,000

Includes: One day shoot - 3-5 minute video with editing

Real Estate Video

- 1 Camera, no assistant* \$700
- 2 Cameras, one assistant* \$1,400
- 2 Cameras, 2 assistants, full lighting kit* \$2,500

Includes: One day shoot - 2-3 minute video with editing



Product Demonstration Video

2 Cameras, no assistant \$1,200

2 Cameras, one assistant \$2,000

*3 Cameras, 2 assistants,
full lighting kit* \$5,000

*Includes: One day shoot
6-10 minute video with editing*

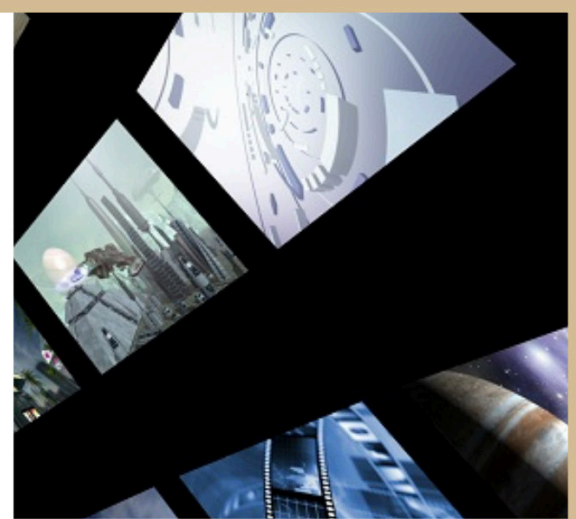
Testimonial or Interview Video

1 Camera, no assistant \$800
Natural lighting with bounce
1-5 minute video

2 Cameras, one assistant \$1,600
Light kit, 1-5 minute video

*2 Cameras, 2 assistants,
Light Kit 5-8 minute video* \$5,000

Includes: One day shoot, video with editing



TV Commercial

15 second spot \$2,500

30 second spot \$4,000

Infomercial \$8,000 - \$14,000
request quote

Includes: video and editing

Business Consulting and Services

Sandra McDougall-Mitchell can assist you in your business needs by offering consulting and business services.

Business Consulting \$50.00 per hour

Design/professional formatting of a business plan (print media)

Up to 16 pages \$200.00

additional pages \$15.00 each

Design/professional formatting of a PowerPoint/Keynote Presentation

UP to 20 slides \$200.00

additional slides \$10.00 each

Discount given to business plan/PowerPoint presentation combination with same content



business information and photos provided by Client - limited selection of stock photos available, see photography for custom photo options



Why hire a Consultant?

Hiring a consultant for your business is a great way to incorporate a different perspective in areas of: business organization, marketing, advertising options, branding and social media integration.

Real Estate Consulting Services

first impressions are the most important in selling a home

Home Organization Consulting \$50.00 hour

Home Staging option #1 \$65.00 hour

using the items in your home and using the experience of an art director to create the best our home has to offer

Home Staging option #2 request quote

bringing in items from vendors to stage the home to show potential buyers optimal layout. - price depends on square footage and rental needs. Some vendors will offer discounts depending on volume.

Sandra Medougall-Mitchell

Sandra is an artist in many media formats. Growing up in a creative family of artist she started developing her skills at a very young age. In addition to her BFA in Graphic Design she works as a Producer, Production Designer, Photographer, Illustrator and Art Director in the Film and Television industry.

In addition to her art, film and television credits she also has 10+ years experience in full Construction and Project Management. Working along side of clients, designing and building their homes and offices.





Having the experience and skills in all these areas allows her to bring a full perspective to any project, providing each client a professional experience and wide range of services.

Credits include but are not limited to:
Supervising Producer in Reality Television, Television Production Management, Production Design, Art Direction, Set Decorating, Set Photography for Discovery Channel, TLC, A&E Network, History Channel and Sportsman Channel.

Production Designer/Art Director, Pepsi/NFL Super Bowl after party

Art Direction, Stylist, Set Designer for Feature films and TV Series, Music Videos and Commercials.

Design Consulting, Custom Home Design, Interior Design/Decorating, Publishing, Illustration, Event and Convention Planning, Business Consulting, Business Organization and scheduling, Website Design, Company Branding and Marketing.

Design Process



Initial Consultation/Design Brief

An initial consultation/design brief will take place so I can get a better idea of your particular needs and what you would like to accomplish. Depending on the service you choose, this meeting will include discussions regarding target audience, company branding, designs and colors that appeal to you, important areas you want to address, etc.



Creative Process

The research and brainstorming process will begin after our initial meeting. I will put together some concepts, designs, a schedule and timeline that will help us achieve the goals set forth.

We will meet to discuss the options and narrow our areas of focus.

Graphic Design clients will choose what design option works best and select final color options/combinations .



Design Files

Final files are prepared into the required format. Logos are presented in an .eps vector base file, .pdf file and .jpeg file for you to use in any required situation. Other Artwork is prepared in print ready or web ready with a .jpeg copy for your files



Photography Files

Final files will be available for review and selection on a photo proofing site set up for each client. Once photos are selected and final payment is received, original files and release will be sent to the client via dropbox or other site for direct download. Jump drive delivery is available upon request.



Payment

Payment for design and photography projects require a 50% deposit before work or scheduling begin unless otherwise agreed upon before project begins.

Final payment is required on completion of the design stage and before files are released.

All designs and artwork remain the property of Sandra McDougall-Mitchell, American Artisans, LLC until account is paid in full.

Photography remains the property of Sandra McDougall-Mitchell, American Artisans, LLC at all times with releases given to the client for use discussed when agreement is made.

Consulting fees will require a deposit based on initial meeting and work requirements. Remaining hours will be billed to the client with payment due within 14 days of invoicing. Most clients select a pay as you go option, paying for services on day services are rendered.

Flat rate pricing can be discussed for individual projects. When this option is agreed upon, 50% deposit is required up front and payment schedule for the remaining of the project

Check, Cash, Credit Card and Paypal Payments are Accepted



