



Powerful Ideas for People and Communities.

Public Design Unit is an award-winning team of designers, marketers, strategists, writers and cheerleaders for causes, ideas, products, organizations and people. We collaborate with brands and work alongside civic, arts, community organizations and others to raise awareness, connect with viewers, tell their stories and communicate with their most important audiences in ways that engage them most.

We help organizations to advance their missions.

Response to: West Piedmont Workforce Investment Board (WPWIB)

Solicitation No: Branding and Marketing
Services: Building Collaborative Communities
Grant + Web Proposal

Date: Jan 31, 2014

ATTN: Philip Wenkster, Philip@wpwib.org
Lisa Fultz, lfultz@wpwib.org

Contact: Janell Conner
(904) 638-5147
janell@publicdesignunit.com
11 East Forsyth Street
Unit 1303
Jacksonville, FL 32225

publicdesignunit.com

Duns Number: 794523121

Certifications:

Federal Woman Owned Business (WOSB)
Small Business, Economically disadvantaged
women-owned small business (EDWOSB),
Small Business, Small Disadvantaged Business,
DOT DBE Certified, State of Florida Vendor

Primary NAICS code: 541430

Other NAICS codes: 541810, 541490, 541511, 541613,
541860

SIC codes: 7311, 7336, 7371, 8742, 7331

PSC codes: R701, E292, X292, T001

Authorized signature:

A handwritten signature in black ink, appearing to read "Janell Conner", written over a horizontal line.

Our Process

Public Design Unit

Research + Exploration

Establish a Creative Brief for the Project, Collect statistical and Character-based data and discover what motivates your target market to action.

Project Planning

Deciding how to approach your project and identifying the components needed to achieve our goal.

Measure Results

Once the project has been distributed, we'll collect data and measure outcomes against project goals

Process

Development

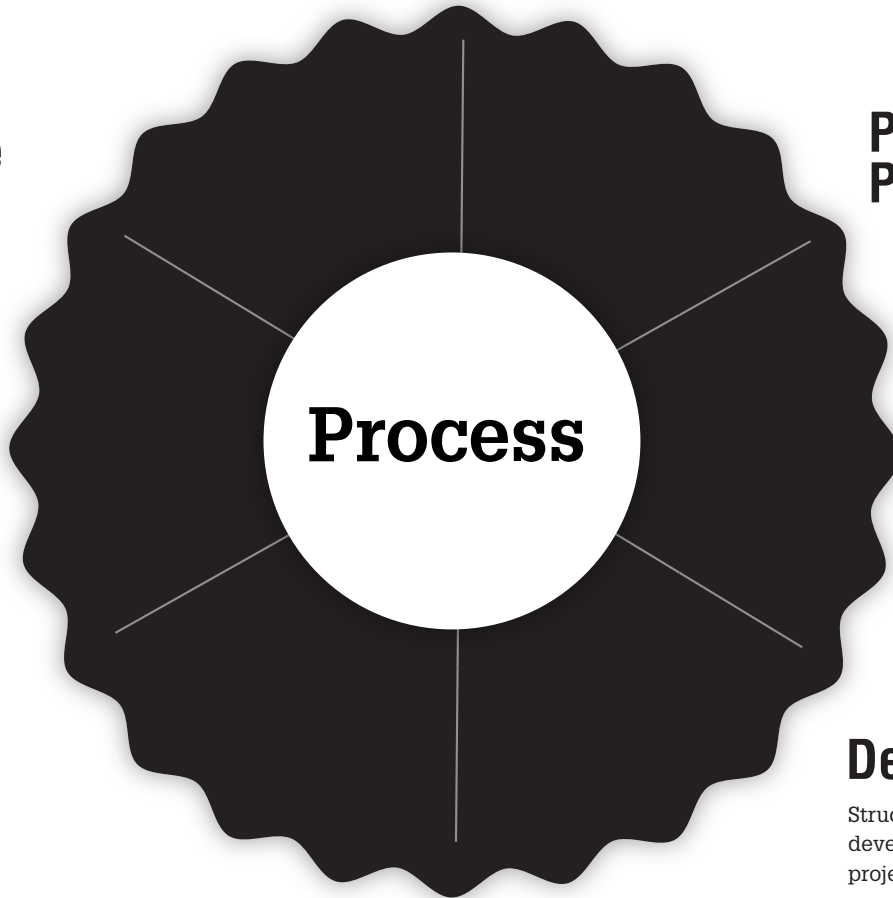
Structuring the project, developing, creating a project plan, developing components

Activation + Distribution

Sharing your message with your audience.

Design /Tactics/ Implementation

Based on the strategy, we'll develop design and/ or a tactical plan to help us achieve the goal.



What Makes Us Different

OUR VALUES > **WE ONLY TAKE ON PROJECTS THAT WE BELIEVE IN.**

At Public Design Unit, we only take on clients and projects that have goals and a mission that we actually believe in. We support the organizations that create powerful, positive change in the world. If the project disagrees with the team's values, destroys communities or harms the planet in any way, we don't touch it, no matter how much money is involved. We're able to extend our personal integrity into the work that we do. We believe in the work that we're doing and missions of the organizations that we support.

OUR MISSION > **CREATE VALUE.**

We use Great design and strategy to create value for organization. The quality of the services and the experience that people have with your organization are the ultimate definition of your "brand" --- but a strong design program inspires more positive impressions for the people you serve -- stakeholders, vendors and the community. Great design inspires the public to think the right thoughts about your mission, and assign a higher level of value to your organization.

OUR APPROACH > **CREATIVE THINKING SOLVES PROBLEMS.**

The purpose of design, marketing and strategic communications is to build a bridge to the people you want to reach, and over that bridge deliver the information that guides, informs and enlightens them. We spend our time, day in and day out, building those bridges almost exclusively for community organizations. We discover the most effective tools, evaluate design trends, test media and monitor the shifts and fads in the management and promotion of organizations large and small. You want someone on your team with the kind of focus.

Public Design Unit Team Bios

Janell Conner CEO & Design Director

Janell Conner is a leading designer, design educator, and an advocate for the power of design. As the leader of Public Design Unit, Janell has created design solutions for communications and interpretive programs for both small and large arts, civic, cultural and historic institutions including NOAA (National Oceanic and Atmospheric Administration), Visit Florida / A1A Coastal Byway, The Jax Chamber, The Harn Museum of Art, The United Way, and Duval County Public Schools among others. Her work has most recently been recognized by GDUSA Magazine. Prior to Public Design Unit, Janell managed Design, Marketing and PR for Ritz Theatre & LaVilla Museum, and designed on major accounts including Johnson and Johnson, Zaxby's, Smoothie King, and the US Centers for Disease Control for local ad agencies. An active member of both the design and business communities. She's a board member for the Jacksonville Women's Business Center JWBC and City Kids Art Factory, an after school program that introduces kids to the arts. Janell speaks to audiences on the power of design and entrepreneurship, and headlined the "It's Her Business" Entrepreneurship Conference for teen girls in 2012. When her schedule permits, she teaches as an adjunct professor of design at Jacksonville University and Douglas Anderson School of the Arts, as well as volunteering her time with AIGA's (American Institute for the Graphic Arts) design mentoring program. She is a native of the Chicago area.

Allison Tibbs Marketing, Brand Management and Social Media Consultant

Allison Tibbs is a marketing and branding professional with over 8 years of industry experience and knowledge. With a Bachelors of Science degree in marketing from Penn State University, she has worked with many of the world's leading corporations and brands, bringing high energy and innovation to projects large and small. Allison has been a leader on branding and account management teams for major commercial accounts at NewsCorp including S.C. Johnson, Miller Brewing, General Electric and MSNBC and most recently managed marketing and public relations for Lotaris, a mobile internet security provider headquartered in Yverdon, Switzerland. Allison is also an author and public speaker.. Her writing focuses on everything from personal branding to advice for entry level job seekers and the empowerment of women. Allison is a native of the Chicago area.

Vesta Anderson Communications & PR Consultant

Vesta Anderson is a communication professional with more than four years military experience in the Public Relations arena. She graduated Summa Cum Laude with a Bachelor of Arts Degree in Communication studies and a minor in Marketing from Texas A&M University—Corpus Christi. Vesta has extensive knowledge of many communication practices with strict disciplines in Public Relations and Crisis Management. In 2005, Vesta deployed to Afghanistan in support of the Global War on Terrorism as a Tactical Operations Center non-commissioned officer in-charge. She was responsible for the tactical coordination of troops in combat and received the Army's Combat Action Badge for actions taken while under enemy fire, in addition to 16 honorable medals for her service. After her deployment, Vesta was selected to become a Public Affairs specialist and graduated among the top of her class at the Defense Information School in Fort Meade, MD. During her time in the United States Air Force, Vesta's writing and photographs were featured in many prominent publications including the Air Force Times and she placed third in a service-wide photojournalism contest.

Project Contributors

Candace Moody

Freelance Writer & Blogger

Candace Moody is a vice president with WorkSource, the regional workforce organization, where she has been employed since 1997.

Hahau Yisrael

Photography, Design

Public Design Unit

The Fine Details

Project Summary

Once the timelines are set, and all terms are agreed to, PDU will provide your organization with a Project Summary. Your project summary documents all aspects of your project -- timeline, deadlines, payment schedule, rounds of edits, document parameters, measurements, etc.

Content

Well written, compelling and easily readable text is the foundation for any great project, and an important consideration in developing yours. Text, like the design, must be consistent in voice across all materials, edited and proofread for any errors or inconsistencies.

Managing Your Project Timeline

Establishing a realistic and manageable timeline is an important part of our process, and one of the first tasks we take on for every project. Seamless handoffs and timely approvals keep the project on schedule and ensure the final product is on-target and error-free.

Over the term of your project, Public Design Unit will:

- Provide regular reports on the progress of your project to our client contact or your project manager
- Give any requested members of your staff access to our online project management software tools to help monitor project progress, provide feedback and approve deliverables
- Alert our client contact or your project manager to any delays or missed deadlines in the receipt of materials necessary to complete your project within 48 hours of the missed deadline

Managing your Project Budget

Budget overage is usually the result of surprises – on the agency side and the client side. Consistent communication, a tightly managed project scope, timely turnover of edits, and a respect for the agreed to timelines will ensure that your project exceeds expectations, and keeps the budget from expanding. But, if for any reason, it becomes imperative to expand the scope of the project, additional hours are estimated and billed at your hourly rate.

Project Cancellation and Credits

Sometimes changes occur in your organization that require you to cancel a project midstream, or re-allocate dollars to another task on a contract. Project deposits of 25% or less are non-refundable. For Pre-paid contracts with deposits greater than 25%, your payment on uncompleted work is refundable for 30 days from the date of payment. If your project has begun, you may be refunded for the unfinished portion of the contract at the time of cancellation. Beyond 30 days, clients may receive a credit toward future work to be completed. If unbilled services have been provided, we will bill you for services up through the date of cancellation. Credits are good toward the purchase of comparable products and services. Replacement services will be estimated and billed at the studio rate at the time of service. There is no transfer of copyright for cancelled projects.

Printing, Fabrication and other Vendor Services

Public Design Unit provides a limited range of in-house printing and fabrication services, and relies on relationships with quality outside vendors to provide us with most of our printing and fabrication. Printing estimates may be valid for a shorter time than design estimates, based on the vendor's terms. Clients are required to pay 100% for printing, fabrication or other outside services at the time the order is placed.

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Project Narrative

West Piedmont Workforce Investment Board is tasked with getting people back to work. Through the Virginia Workforce Centers, and community programming, WPWIB is creating new connections for employers and job seekers in the area.

Through the “Building Capacity for Entrepreneurship Development through Education and Public Awareness initiative”, funded by the Virginia Department of Housing and Community’s Building Collaborative Communities Grant, WPWIB is creating new opportunities for personal and community wide economic growth, by empowering citizens and job seekers create jobs for themselves and others through entrepreneurship.

In the state of Virginia, there are more than **500,000 registered self-employed small business owners**, and 150,000 small businesses employing 2 or more people.

In 2011, 5.5% of the unemployed, **nearly 1 million people**, became self-employed.

40% of the new jobs created in the US economy are created by startups.

Entrepreneurship is a driver of growth both for the individuals who start the business, their families, and the people employed by their organizations. It’s also a source of community investment and personal pride for many individuals.

The PDU Approach -- Focus on The Audience

Education is the key driver of success for small business, and what separates successful ventures from those that close their doors within the first year. Entrepreneurs as a group, are often passionate about their businesses, and tend to spend a lot of their energy working “in their business” but not “on their business”. Entrepreneurs and future Entrepreneurs need the skills and know how to transform their businesses into successful economic powerhouses that fill their dreams.

For WPWIB, a powerful brand that will resonate with Entrepreneurs coupled with strong outreach and awareness program are key to engaging current and future entrepreneurs, keeping them connected with your organization, and building capacity in the community at large.

The Brand

An entrepreneurial brand must be aspirational. Aspiration and ambition fuels the optimism of the best Entrepreneurs, whether child or adult, and will draw participants to the program. The brand must also appeal to the real life needs of current and future entrepreneurs.

Education and Outreach

Outreach programs must focus on the lifestyle and desires of the entrepreneur. The Entrepreneurial experience is a life cycle – and as your business grows, the demands on the leader transform. Outreach methods and activities must appeal to different aspects of the business life cycle, as well as the Entrepreneurs integrated lifestyle.

Awareness

We believe in meeting clients and customers where they already are. Awareness activities, whether traditional, digital, or experimental, will focus on meeting your target audience in the places they frequent, the publications and resources that they use to educate themselves, and the tools they employ to make their businesses better.

Public Design Unit WPWIB Brand Development

Building Capacity for Entrepreneurship Development through Education and Public Awareness initiative

BRAND DESIGN COMPONENTS

Brand Identity Elements:

- Entrepreneurship Program Logo Design
- Entrepreneurship Program Icon System
- Entrepreneurship Program Seal / sponsored Project icon
- Printed Materials Look-and-feel
- Brand Guide
- Photo style Guide
- Language Style Guide

Project Includes:

- + 3 Design Options, Client Selects 1 option.
- + Layout of all elements, delivery of final graphic files.
- + Printing Management, if required.

Estimate: \$5,880 (56 hours @ \$105 hr)

Due Date: TBD

Time: 4 - 8 weeks

Service Category: Brand Development, Print, Digital

Components: 3 design options, client selects 1 option, design and development.

Travel & Meeting Time: TBD

PROCESS

1) Research - We'll start the process with research. We will interview your team, and we'll look to outside sources for data and inspiration.

We'll collect:

a) Visual research -- collect images that are associated with the entrepreneurial development, the city, the region, and growing a better workforce.

b) Word association/content research -- We'll explore words and ideas that represent the organization, the initiative, and Entrepreneurship.

c) Color stories -- To establish a strong identity, color selection will be pivotal. During the research phase we'll explore color palettes and combinations with strong links to Entrepreneurship, specific to the age group for the materials, and color combinations that will resonate with the audience.

2) Design Presentation - Based on the input, content and data provided by the WPWIB, and the research we'll gather, PDU will develop a minimum of 5 design options for your brand Identity. The 5+ options will display brand applications.

3) Select - WPWIB selects 1 option that you feel reflects the organization.

4) Finalize - We'll finalize all brand materials in the selected look-and-feel. PDU will complete the layout and present for your approval.

5) Printing - When the files are complete, if you'd like us to manage printing, we'll request the specs, and provide you with a separate estimate. If you'd like to manage your own printing, we'll provide you with the final press ready files.

PROJECT MILESTONES

Milestone 1: Launch

Project Launch. We'll meet with members of your team to discuss the project, and collect content, data and images. At the launch, it's important that we get a feel for the organization, the region, and your vision for the new identity.

Date: Week 1

Milestone 2 : Design Options

Time: 2 - 3 Weeks

Milestone 3 : Complete Design Applications

Once you approve your selected identity, we'll complete your design applications.

Time: 2 - 3 Weeks

Milestone 4: Complete

A Powerful Brand is:

Meaningful

Instantly connect the viewer with your mission, purpose and values in a significant way. Congruent.

Distinct

Unique to your organization. Aligning with your industry, but different enough to be associated with you only.

Clear

Unambiguous. Clean and direct in showing who you are, and what you stand for.

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Sample Project Pricing

Project are estimated on a project-by-project basis, based on the project's parameters, deadline, and what's required to make it a success. 9 times out of 10, the projects estimated below will fall in these price ranges.

Advertising / Marketing Campaign -- Education and Public Awareness Campaign Development

Due Date: TBD

Service Category: Digital, Print, Strategy, Advertising - creative services only

Components: Marketing / Advertising Plan + Materials Development. 3 options, client selects 1 option.

Time: 4 - 16 weeks

Estimate: \$7,000 - \$10,000

Website / Microsite Design for the Program

Design a custom website / microsite to promote the new Entrepreneurial Development program to the community.

Due Date: TBD

Service Category: Digital

Components: 3 Design Options, client selects 1 option.

Time: 12 - 16 weeks

Estimate: \$6,000 - \$8,000 (48 - 80 hrs @ \$105 hr)

Infographics Design

Translate key WPWIB /Employment.Entrepreneurial data into rich Infographics. Deliver the graphics for print and web applications.

Due Date: TBD

Service Category: Digital, Print

Components: 2 style options, client selects 1 option.

Timeline: 2 - 3 weeks per infographic

Estimate: \$420 - \$1,575 depending on complexity (4 hours - 15 hours @ \$105 hr)

Brochure Design

Develop a custom brochure design for WPWIB, or one of its programs or initiatives.

Due Date: TBD

Service Category: Digital, Print

Components: 3 design options, client selects 1 option. Trifold or 4-fold brochure

Time: 3 - 5 weeks

Estimate: 630 - \$1,260 (6 - 12 hours @ \$105 hr)

Annual Report Design / Long form booklet

Design and Layout for Annual / Community report, or simialr publication.

Due Date: TBD

Service Category: Digital, Print

Components: 8 - 24 pages

Time: 6 - 12 weeks

Estimate: \$2,520 - \$6,840 (24 - 72 hours @ \$105/\$95 hr)

Interactive Presentation Design

Develop a custom, interactive presentation for Powerpoint or another presentation software tool. Presentation will include custom graphics and illustrations of concepts described in the presentation.

Due Date: TBD

Service Category: Digital

Components: 10 - 12 slides. 3 design options, client selects 1 option.

Time: 3 - 5 weeks

Estimate: \$1,260 - \$2,625 (12 - 25 hours @ \$105 hr)

Newsletter Content

Interviews, writing and editing required to publish a newsletter for job seekers, the community, or another specific audience. (6 - 8 pages)

Due Date: TBD

Service Category: Copywriting

Components:

Time: 3 - 6 weeks

Estimate: \$840 - \$1,050 per issue (8 - 10 hrs @ \$105 hr)

Print Newsletter Layout

Design and layout a custom print newsletter for WPWIB, or one of its programs.

Due Date: TBD

Service Category: Print

Components: 4 - 12 page newsletter. 3 design options, client selects 1 option.

Time: 3 - 4 weeks

Estimate: \$840 - \$2,520 (8 - 24 hours @ \$105 hr)

E-mail Newsletter Template

Develop a customized, re-usable e-mail newsletter template for WPWIB. Integrate with an e-mail newsletter service of your choice.

Due Date: TBD

Service Category: Digital

Components: 2 style options. Client selects 1 option.

Time: 2 - 4 weeks

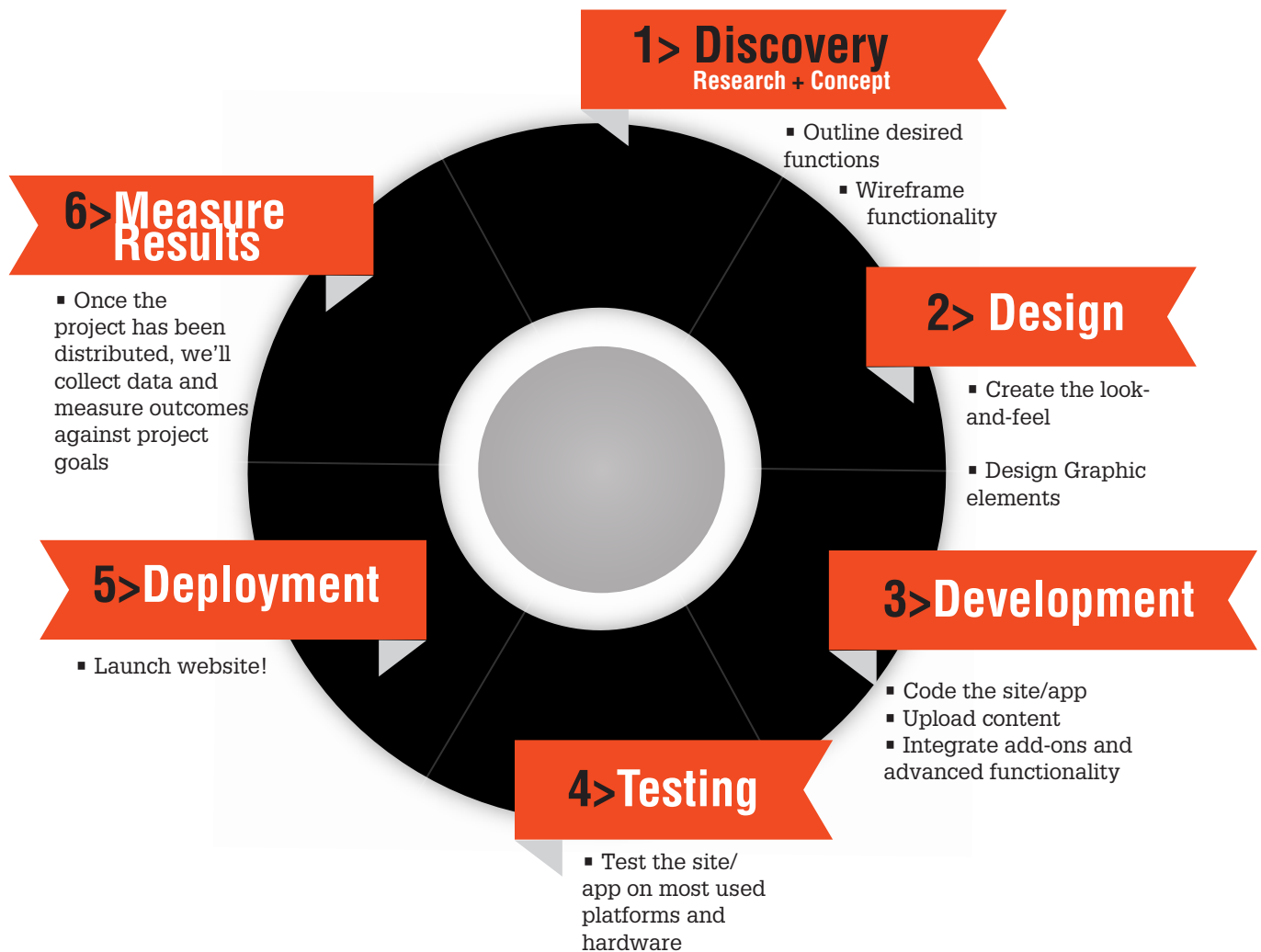
Estimate: \$525 - \$840 (5-8 hours @ \$105 hr)

WPWIB

Web Proposal

Our Process

Web + Mobile Development



Public Design Unit /

Components and considerations for your web project

Discovery: Information Gathering, Planning, and Analysis

Whether developing a brand new website for your organization or redesigning your website, the discovery phase is the first and most important phase of the web development process. Understanding the dynamics of your organization will be the baseline for gaining valuable information about what your organization is looking for in a website and how it will be utilized to achieve your goals. As you may know planning requires open communication between our studio and your organization. Public Design Unit will analyze your organization's information requirements and/or current site, compare and contrast with other similar sites, and create a content plan for your site.

Content Writing

Depending on the preference of your organization, a team of professional content developers can complete content writing for your site, or your organization can provide your own content. During this phase either the content will be checked for grammatical and spelling errors and best practices for web-based content.

Development, Coding, and SEO

Design option has been selected, content is complete. At this point, the website is ready for development. The look-and-feel you select will be translated into web-ready files, and functionality from the prototype will be built out into a fully functioning website. Search Engine Optimization (SEO) will also be integrated into the code during this phase.

Specification Building

Outlining website specifications is key to ensuring that the management of the website development process is effective and efficient. During this phase parameters of the website are developed including page count, technology requirements, and add-on integration requirements. We look at what tools and resources will be needed to build your site. We also create a wireframe -- the "skeleton" of the website before the "meat" or content is integrated into the site. After all specifications are determined an accurate timeline will be developed and implemented for the completion of the project.

Design

Once the discovery and specifications phases are complete, Public Design Unit will use information gathered in earlier phases to develop multiple look-and-feel design options for the site. Each option will capture the desired look and feel of your organization. For advanced functionality, the design process also includes a prototype of the working site, prior to development and coding -- allowing for client insight at a critical point on the development process.

Testing & Launch

Intensive testing will be conducted on the website to eliminate any existing or potential errors before the site goes live, and shortly after. (See Web Testing Plan) Functionality of forms and scripts, and compatibility testing insures that your website can be viewed properly on multiple web browsers. After testing is complete and you sign-off your approval, the website is now ready to be viewed by the public. It's time to go live!

Public Design Unit

Web Development Testing Plan

Functionality Testing

This test will ensure that all links, database connection, and forms are functioning properly.

Usability Testing

Navigation and content will be checked to ensure that the website is user friendly.

Interface Testing

The main interfaces, web server and application server will be tested to ensure that the interaction between the servers functions properly.

Compatibility Testing

The website will be tested on multiple browsers including Chrome, Opera, Firefox, Safari, IE and Mobile to ensure the website functions properly on all platforms.

Performance Testing

To ensure that the website can withstand heavy loads web load testing and web stress testing will be performed.

Security Testing

To ensure that the website has maxima security the site will be tested for any vulnerabilities.

Public Design Unit

Client Requested Content

1. Executive Summary

2. Technical Volume

a. **Web development process: explain the process you will follow to build the Web site, including major milestones and evaluation.**

Please see attached "Process"

b. Address usability standards and testing

c. **Address any important technology information and specifications used in your solution (languages, platform, etc.)**

User Centered Design 100% Responsive Intuitive Design

We plan to use the Twitter Bootstrap framework to develop your website.

This will require a combination of coding/programming languages including the following:

- HTML / HTML5 / XHTML
- CSS
- JQuery / Javascript

Why we think this is the best option for your website:

- The framework is Responsive and "mobile first"-- designed for the finest functionality on mobile devices of varying sizes as well as desktop computers. Sites built on this framework convert between mobile and desktop seamlessly.
- This framework is highly stable – it's the most used responsive framework on the web, and increasing in popularity, so many of the sites across the web are built with this framework

- This framework integrates well with a number of content management systems – including "Wordpress" one of the most popular Content Management systems in the world.

- This framework provides superior social media integration – it was developed by Twitter, and will make it easy for you to use and manage "Social media" on your website

- The framework has been tested extensively

3. Management Volume

a. Organizational structure: communication process; including lines of reporting and any special tools used.

Please see attached proposal

b. Schedule of deliverables; include major milestones and testing proposal.

Please see attached "Project Description"

4. Budget Volume

a. Break down cost by production hours, tools and functionalities

Please see attached "Project Estimate"

b. Maintenance and support: identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.

We'll interface your website with a CMS (Content Management System). No additional maintenance should be required. Additional service requests, site extensions or modifications will be billed at the hourly rate (\$125).

If you'd like to establish an ongoing maintenance relationship, where we manage your website and perform updates as requested, website management for a site of your size would be \$525 a month (5 hours per month @ \$105 hr).

Public Design Unit

Client Requested Content Cont'd

c. License fees: identify the costs we will need to pay to develop or host the site.

Website hosting costs range between \$10 and \$50 per month, on average. We don't anticipate any additional service fee costs at this time.

d. Hosting: identify whether we must or are highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options.

Website Hosting" is like the "house" where your website lives. The safest bet for an organization, of any type, is to "own your own home". We encourage all of our clients to maintain a direct relationship with their hosting provider. Depending on the technology required for your site, we'll recommend a few hosting service providers that we think are a great fit for your organization's service needs. Website hosting costs range between \$10 and \$50 per month, on average.

e. Training and Style Guide: identify costs to train our staff to use site tools and provide a style guide.

A style guide is included in the cost of your website design and development. Training:
We can conduct training in the use of the CMS and management of the website at one of the following options:

1. Via video conference/web,
2. at our offices in sunny Jacksonville, FL
3. On-site at your office

Web Conference Training / Video training:

We would conduct a 2-hour training session via video/web conference with you and your team of website managers.

\$300 (2 hours @ \$150 hr)

On-site training at your office:

We would conduct a 2-hour training session with you and your team of website managers. We would arrive with laptops, software, etc, and would conduct the need you to provide a location for the training.

\$450 (3 hours @ \$150 hr) + Travel for 2 team PDU members

Training at our office in Jacksonville, FL:

We would conduct a 2-hour training session with you and your team of up to 3 people. We'll provide computer access.

\$450 (3 hours @ \$150 hr) + Travel for your team

Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project.

We don't anticipate any additional charges at this time. Additional service requests will be estimated at the time of the request or billed at the hourly rate (\$125 hr).

5. Attachments

- a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
- b. Biographies of all who will work on account
- c. Professional references

Please see attached proposal

Public Design Unit

WPWIB Website

WEBCONTENT COMPONENTS

Website Specs:

- Current Website Specs:

Main Nav – 8 pages

Sub Pages

15 sub pages

Including: calendar of events

30 Downloadable docs

Login portal

- Overall site look-and-feel
- Site page design
- Web Development
- Photo selection and purchase
- Navigation
- Social Media Integration
- Content Management System Integration

Project Includes:

- + Website design and development
- + User Interface Design
- + Overall look-and-feel
- + Website Navigation
- + Copywriting
- + Photo / Stock selection
- + Layout, Design and Development for App 20 – 25 pages
- + Social Media Integration (4 sites)
- + Event Calendar aggregator from partner sites
- + E-mail list builder / e-mail marketing integration

Estimate: \$10,875 (87 hours @ \$125 hr)

Due Date: TBD

Time: 8 - 14 weeks

Service Category: Digital

Components: 3 design options, client selects 1 option, design and development.

Travel & Meeting Time: TBD

WEBSITE MILESTONES

Milestone 1

Research + Brainstorming

- Determine the desired look-and-feel for the site
- Explore inspirational websites
- Set project parameters
- Determine the number of pages in the site
- Determine who will supply project components (images, content, etc.)

Date: TBD

Time: 2 - 3 weeks

Milestone 2

User Interface Design

Based on what we determine in the Research and Brainstorming, we'll create 3 interface design options for WPWIB.

Present Date: TBD

Time: 2 - 3 weeks

Milestone 3

Development

Once you select a preferred design option, we'll code the site (make it functional) and load it to our test server for review.

Present Date: TBD

Time: 3 - 6 weeks

Milestone 4

Testing

Once the developed site is approved, we'll invite friends, and special audiences to test the site for usability.

Date: TBD

Time: 2 - 3 weeks

Milestone 5

Phase 1 Site goes live

We'll upload the approved site to your URL

Date: TBD (Week 12 - 16)

Milestone 6

Monitoring

We'll watch the site for a time, for any glitches, or challenges brought on by higher traffic.

Date: TBD

Time: 4 weeks

***All dates provided are tentative. Start date will determine project timeline.*

Public Design Unit Billing Options

We offer our clients
2 options:

Project-Based Billing

We estimate and bill per project, and you are billed for that project on an hourly basis.

Retainer-Based Billing

You pay a set, monthly fee, and we become a partner with your organization, and provide services and advice as needed. You will receive a report on the hours billed each month.



Project-Based Billing

Project-Based Billing

Project Type	Rate
Design & Advertising Hourly Rate {Service categories: Print Media, Advertising, Environmental Media, Design Integration, and Interpretive}	105 hr
Interactive Hourly Rate {Service categories: Interactive, Social Media - Development, and Interactive Advertising}	125 hr
Strategy Hourly Rate {Service categories: Strategy}	105 hr
Social Media Management + Earned Media {Service categories: Social Media, Strategy}	105 hr
Travel	TBD

Project Billing Progress Payments

< \$1,000	1 installment 100% Deposit, to begin
\$1,001 - \$2,500	2 installments 50% Deposit, to begin 50% upon completion
\$2,501 - \$7,500	3 installments 50% Deposit, to begin 25% at milestone 1 25% upon completion
\$7,501 - \$15,000	4 installments 25% - Deposit, to begin 25% milestone 1 25% -mileston 2 25% - upon completion
\$15,001 +	4 or more installments 25% Deposit, to begin all other installments established when the project is initiated
Vendor Services	1 installment 100% at time of order (printing, fabrication, photography, outsourced services)



Client West Piedmont Workforce Investment Board (WPWIB)

Date Jan 31, 2014

Estimate and Confirmation West Piedmont Workforce Investment Board (WPWIB)

I agree to the terms of this estimate, and give the Public Design Unit permission to proceed on the project.

Total for Projects \$ _____

Project Billing Retainer Billing

Client Organization _____

Address _____

City _____ State _____ Zip _____

Client Name _____

Client e-mail address _____

Purchase Order #

Client Authorized Signature

Date

Authorized Name

***Pricing valid for 60 days from the date of this estimate. Projects that are engaged beyond 60 days from the estimate date will be re-evaluated. Pricing for West Piedmont Workforce Investment Board (WPWIB) only. Project pricing will be re-estimated for tasks or timeline changes that extend beyond the original scope of the project. Pricing assumes prompt payment. Late payments will incur minimum service*

To get started, complete this form and attach the project description with options selected, and mail, fax or e-mail the forms to us.

904-485-8240 (fax)
projects@publicdesignunit.com

Project Billing Progress Payments

< \$1,00 1 installment 100% Deposit, to begin	\$1,001 - \$2,500 2 installments 50% Deposit, to begin 50% upon completion	\$2,501 - \$7,500 3 installments 50% Deposit, to begin 25% at milestone 1 25% upon completion	\$7,501 - \$15,000 4 installments 25% - Deposit, to begin 25% milestone 1 25% -mileston 2 25% - upon completion	\$15,001 + 4 or more installments 25% Deposit, to begin all other installments established when the project is initiated
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Vendor Services 1 installment [100% at time of order] (printing, fabrication, photography, outsourced services)

PUBLIC

More

Info

Standard Contract documents, and other stuff
you may need to know about us

SERVICES

Public Design Unit



Media Design + Development

Print and Interactive Advertising
Publication Design
Promotional Kit Development
Mobile Web + App Development
E-learning Design and Development
Motion Graphics
Interactive Exhibitions
Interactive Animation
Websites and Microsites
Video
Branded Content Development
Copywriting
User Experience Design
Environmental Graphics +
Wayfinding, Sign Systems
Design Integration + Audit
Presentation Design



Infographics + Data Visualization

Infographics
Motion Infographics
Interactive Presentation
Data Visualization



Interpretive

Exhibition Design
Exhibition Graphics
Exhibition Promotional Materials



Strategic Consulting

Social Marketing
Marketing Campaign Development
Product or Service Development
New Product Introduction
Messaging Strategic Brand
Development
Design Strategy
Product Launch Strategy
Strategic Brainstorming Session
Product or Service Audit and
Evaluation



Social Media + PR

PR Campaign Development
Media Relationship Management
Social Media Planning
Social Media Integration
Social Site Management
Blog Content



Community Engagement

Social Marketing
Focus Group Development
Community Conversation Facilitation
Community Outreach



Brand Development

Brand – Design, Strategy and
Management
Identity Design + Development (Logo,
Icon, look-and-feel)
Re-Brand Process
Brand Planning
Brand Management
Branded Content Development
Brand Web Development
Brand Integration + Touchpoint Audit

Studio Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Acrobat

Adobe Dreawever
Adobe Flash
Final Cut Pro
Adobe Premier

Adobe AfterEffects
Basecamp
Microsoft Office

Public Design Unit

Partial Client List

Jacksonville Public Education Fund
University of Illinois at Champaign
SmartBox
JAX USA Partnership / Jax Chamber
Visit Florida
A1A Historic Coastal Byway
NOAA - National Oceanic and
Atmospheric Administration
Jacksonville Women's Business Center
Operation Community Restore
St Augustine Lighthouse And Museum
Duval County Public Schools
United Way Of Northeast Florida
Jaxport (Jacksonville Port Authority)
Water For Life - Uganda
Cultural Center At Ponte Vedra Beach
Mali Vai Washington Kids Foundation
St John's River City Band
Jacksonville University
University Of North Florida
Harn Museum Of Art
Brunet-Garcia Multicultural Advertising And PR
Ritz Theatre & LaVilla Museum
NFL Superbowl Of Gospel XXXIX
National Football League
Jacksonville Transportation Authority
Earth Day Jacksonville

Public Design Unit

Terms and Conditions

TERMS

The performance of the design and production services and delivery of tangible property (collectively the "Design and Production Services") described in the contract or invoice of which these terms and conditions are a part (or are on the face hereof) by Public Design Unit to the client identified in the attached contract or invoice ("Client") is governed by the following terms and conditions. .

PAYMENT AND INVOICING

Retainer Billing: Unless otherwise agreed to, Public Design Unit will provide your organization with an invoice on the 1st of each month, due on the 20th of each month of your retainer agreement. Late payment or non-payment of retainer installments will result in a forfeiture of the full deposit payment and a stop off all production on projects in progress. A separate invoice for vendor services will be distributed by the 10th of each month, due at the time of your retainer payment.

Project Billing: Unless otherwise agreed to, Public Design Unit will provide you with an invoice for all service fees and charges by the 10th day of each month for the services performed during the prior month.

Any amounts not paid when due shall accrue interest at the rate of 5% per month from the date due until paid. Public Design Unit reserves the right to withhold delivery of all electronic and/or printed materials until the undisputed portion(s) of overdue invoices are paid.

OWNERSHIP AND USAGE RIGHTS

The rights to be granted by Public Design Unit under this Agreement will be transferred to Client once full payment for services is made by Client to Public Design Unit. Upon receipt of full payment, the Client is hereby granted exclusive and unlimited usage and reproduction rights to the final designs prepared for Client as part of the Project. Except for the foregoing license, all right, title and interest to all designs and artwork (whether draft or final versions) remain with Public Design Unit or its contractors or vendors, as applicable.

This includes, but is not limited to, layouts, animations and designs created by Public Design Unit or its contractors or vendors, computer storage media containing such layouts, photography or illustration created by independent photographers or illustrators commissioned by Public Design Unit, and photography or other images purchased by Public Design Unit from a stock agency on the Client's behalf. Public Design Unit reserves the right to reproduce any and all designs created by Public Design Unit in print and electronic media for Public Design Unit's promotional purposes for an unlimited period of time. Public Design Unit has the right to retain, or if applicable, Client agrees to provide Public Design Unit with, 25 printed samples of each tangible product produced as a result of the Project. In developing any brandmarks, Public Design Unit will use reasonable commercial efforts, consistent with standards in the industry, to ensure that any such brandmarks are original.

VENDOR SERVICES

All Outside Expenses, including but not limited to, Photography, Illustration, Copywriting, Printing, Mileage, Photocopies and Color Outputs may be billed with a surcharge of up to 20% vendor costs for handling and management. The surcharge is not applied to Postage.

COPY AND PUBLICATION CONTENT

All production costs are based on the assumption that copy will be provided electronically, pre-edited, unless the scope of work includes copywriting.

OVERTIME/RUSH CHARGES

Estimates are based on normal and reasonable time schedules, and may have to be revised to take into consideration any "rush" requests requiring overtime or weekends. Knowledge of Client's deadline is essential to provide an accurate estimate of costs. Public Design Unit overtime incurred at the Client's request will be billed at a rate of 30 - 40% above your contracted hourly rate. The Client will also be responsible for additional charges imposed by outside suppliers, such as pre-press or printers, to meet Client's "rush" requests. To the extent possible, Public Design Unit will advise Client of all situations that require overtime and/or rush charges, and the amount of additional compensation that will be charged to meet such overtime requirements or rush requests. Rush or over-time fees may be incurred if the Client does not meet approval or content deadlines which have been established to meet the Client's desired schedule.

CHANGES TO THE SCOPE OF WORK

Revisions or author's alterations to the Scope of Work incur additional fees and costs. These may include but are not limited to: changes made to copy after the final copy is approved; changes made to the design once layouts, website design, or site map have been approved; extensive alterations; a change in marketing objectives on the part of the Client and new work requested by the Client after the execution of the Agreement. Change orders will be prepared by Public Design Unit and provided to the Client outlining the changes to the Scope of Work, and any additional costs for those changes. The Client agrees to pay Public Design Unit additional fees and costs for said revisions or alterations at the published hourly rate unless otherwise agreed to. Hourly rates quoted in proposals will remain in effect until further written notice is given. If Public Design Unit is unable to meet the delivery schedule set forth in the Agreement due to delays by Client or changes requested by Client in the Scope of Work, Public Design Unit may, in its discretion, revise the production schedule as necessary and provide for adjustments in the costs for the Project.

CANCELLATION

In the event the Client cancels this Agreement prior to the completion of the Project, within five (5) business days of such cancellation, Client shall pay (a) Public Design Unit for all work performed by Public Design Unit up to the date of termination, (b) for all contracted for Outside Expenses and commitments that have been incurred and cannot be cancelled and (c) a cancellation fee equal to 15% of the remaining fees that would otherwise have been paid to Public Design Unit if the Agreement were to have been fully performed.

ERRORS

The Client has the responsibility to proofread and examine all work

produced during the Project. Therefore, the Client is ultimately responsible for any typographical, spelling, grammatical, copy, photographic, illustrative, layout or other errors discovered after approval for printing or reproduction, or for any work or services performed by any party selected by the Client. In the event the Client determines that there are errors in the work produced during the Project, Client shall notify Public Design Unit of any errors within 48 hours of Client's determination. Failure to promptly notify Public Design Unit shall constitute a waiver by Client of any claim arising out of such errors.

PERFORMANCE

Each party shall use commercially reasonable efforts or fulfill its obligations hereunder, but shall in no event be responsible for any failure or delay in performance due to any catastrophe, act of God or government authority, civil strife, or any other cause beyond the control of such party. In no event shall Public Design Unit's liability exceed the sum of payments received from the Client under this Agreement.

PRICING

The prices set forth in this Agreement are valid for 60 days from the date of the proposal, unless otherwise noted. The estimate represents Public Design Unit's good-faith estimate of costs. If printing is a component of this estimate, printing prices are not guaranteed until paper has been ordered. Public Design Unit shall inform Client promptly if any variations in costs or outside expenses are anticipated.

INDEPENDENT CONTRACTOR

In performing their respective obligations under this Agreement, the parties agree that their relationship is that of independent contractors and not that of a partners, joint venturers, agents, employees or part-time employees of the other party. Neither party will represent

itself as, act or purport to act as or be deemed to be the agent, representative, or employee of the other party.

TRADEMARK AND COPYRIGHT

Creation of a custom icon, logo, brandmark, or wordmark, original design or original creative production is generated automatically at the time the work is created according to US Intellectual Property law. Trademark or Service Mark is a separate certification that requires registration with the US Patent and Trademark Office. Public Design Unit's services DO NOT include a complete trademark clearance search. For a fee, Public Design Unit can file application with USPTO for Trademark Registration for work produced by the firm. Application DOES NOT guarantee Trademark approval. Should a higher level of assurance or service be required by the Client, the services of a trademark search firm and intellectual property attorney should be retained by Client.

CONFIDENTIAL INFORMATION

Confidential Information means all confidential and proprietary information of either Party, including, without limitation, information relating to: the business; trade secret information; client, investor, customer and supplier lists, and contracts or arrangements; financial information; market research and development procedures, processes, techniques, plans and results; investment or acquisition opportunities, pricing information or policies; computer software, passwords, programs or data; and all other business related information, whether such information is in written, graphic, recorded, electronic, photographic, data or any machine readable form or is orally conveyed to or developed by the other Party; provided that Confidential Information shall not include information which: (a) is in or hereafter enters the public domain through no fault of the receiving party; (b) is obtained by the receiving party

from a third party having the legal right to use and disclose the same; (c) is in the possession of the receiving party prior to receipt from the disclosing party, as evidenced by the receiving party's written records pre-dating such receipt; (d) is independently developed by the receiving party as evidenced by written record proving such independence; or, (e) is required to be disclosed by governmental order or judicial subpoena, provided that prior to disclosure the receiving party shall give the disclosing party prior notice to allow the disclosing party an opportunity to obtain an appropriate protective order.

NON-DISCLOSURE OF CONFIDENTIAL INFORMATION

Each Party will not, neither Public Design Unit or the Client, at any time, whether during or after the termination or expiration of this Agreement, for any reason whatsoever, disclose to any person or entity or use for any purpose other than fulfilling its obligations hereunder, the other Party's Confidential Information, as defined below. Any concepts, business strategies, trademarks, service marks, materials, outlines, etc. provided to a Party by the other Party constitute trade secrets and Confidential Information under this Agreement and shall not be used by the other Party for any other purpose than for the purpose of the Project.

RETURN OF CONFIDENTIAL INFORMATION

Each Party shall, upon the request of the other Party, return to the other Party all written or other descriptive materials containing Confidential Information or otherwise relating to the other Party, its business and its intellectual property, including, but not limited to, drawings, blueprints, descriptions, notes, analyses or other papers or documents which contain any such information. In any event, upon the completion or expiration of this Agreement, or if this Agreement is terminated for any reason, each Party shall, without request by the other party, return all aforementioned Confidential Information.

INDEMNIFICATION

Each Party shall indemnify, defend, and hold harmless the other and its affiliates, officers, agents, and employees, from any and all claims, suits, actions, demands, damages, liabilities, expenses (including reasonable fees and disbursements of counsel), judgments, settlements and penalties of every kind that may be asserted or incurred including but not limited to: (a) any breach by such Party of any trademark, tradename and/ or copyright infringement, invasion of privacy, defamation, or other wrongful use of any pictures, photographs, images, copy or other materials; and/or (b) the negligent, intentionally wrongful

or illegal acts or omissions of such Party, its employees, agents, subcontractors or other representatives and/or (c) violations of any federal, state, local and/or international laws, rules and/ or regulations to which such Party is subject.

WAIVER

Any waiver by either party, whether express or implied, of any provision of this Agreement, any waiver of default, or any course of dealing hereunder, shall not affect such party's right to thereafter enforce such provision or to exercise any right or remedy in the event of any other default or breach whether or not similar.

SEVERABILITY

If any provision of this Agreement shall be deemed void in whole or in part for any reason whatsoever, the remaining provisions shall remain in full force and effect.

ENTIRE AGREEMENT

This Agreement and attachments represent the entire agreement between Public Design Unit with respect to the performance of Services and supersedes any prior oral or written agreements or discussions, and may not be modified or amended unless in writing signed by each of the parties, and may not be assigned by either party without the written consent of the other party.

Client Authorized Signature

Date

Authorized Name

Title

Organization

PDU Authorized Signature

Date

Authorized Name

Title

**PUBLIC
DESIGN
UNIT**