



PROJECT ESTIMATE

Website Planning & Design

Bullitt Foundation

10 / 09 / 2017

DEI, in close collaboration with the Bullitt Foundation team, will explore adjustments to the design and minor functionality of the current Bullitt Foundation website, offering an updated, inviting, and intuitive experience for visitors.

Scope of work:

- **Homepage Design Updates**
 - o Using the existing brand aesthetic and content information gained from the planning stage, DEI will present two initial homepage concepts for Bullitt Foundation to review
 - Both R1 concepts will depict the same content, via differing aesthetics and visual emphases. These R1 concepts will show visual distinction, so as to provide a range for client consideration and feedback.
 - R1 concepts will be shown on desktop application only
 - Following selection of one concept from R1, DEI to further refine the concept in R2 and R3.

Notes: Upon completion and approval of static mock-ups, DEI will then provide an estimate for development and implementation of details outlined within the approved design direction.

Reviews: Up to 3 design reviews included

Fee: \$2,560 - \$4,480

By signing here the client confirms notification and approval of the fee required to complete this project or deliverable as described above and agrees to DEI's standard terms and conditions (deicreative.com/terms.html).

sign name

print name

date signed