



Jet City Improv
Attn: Andrew McMasters
5510 University Way NE
Seattle, WA 98105

A. Project Description

Premium Design Works, the Vendor, has been asked by Andrew McMasters of the Jet City Improv, the Client, to redesign, produce and develop the website for the Jet City Improv, the Project, to be viewed publicly via the world wide.

Said Project is intended to improve the effectiveness of the Jet City Improv public website as to showcase the mission and services of the Jet City Improv with the following requirements:

1. **Design:** Creation of an on-brand website design representative of the mission and services of the Jet City Improv.
2. **Technology:** Implementation of a Content Management System (CMS) powered by WordPress as to allow the Client to update and manage their own content.

B. Functional Requirements

Said Project will be produced by the Vendor with the following functional requirements:

1. **Home Page Slider:** Rotating banner on the front page to highlight new shows, marketing and fundraising campaigns
2. **Search:** Ability to search the site (actor names, show names, "press," etc.)
3. **Tickets & Donations:** Ticketing and Donations will be done through the external Salesforce PatronManager site.
4. **Dynamic Calendar:** Dynamic calendar that can automatically populate from listed events
5. **Blog:** Blog for news (a destination from posts on Facebook, Twitter, email, and front page banner)
6. **Intranet:** Secure locations where employees can log in for code of conduct, contact info for other employees, etc.
7. **Responsive Design:** Create a website design that renders correctly on (a series of) mobile devices.

C. Content Requirements

Said Project will be produced by the Vendor with the following content requirements:

1. **Brand Imaging:** Said Project will incorporate the Jet City Improv logo and brand specifications as

supplied by the Client.

2. **Photographic Images:** Photos for said Project will be supplied to and or will be chosen by the Vendor to be incorporated into the design of said Project. The Client will be responsible for approval and license of each photograph.
3. **Written Copy:** Written information for said Project will be incorporated into said Project by the Client via a Content Management System (CMS).

D. Technology Requirements

Said Project will be produced by the Vendor with the following technology requirements:

1. **Markup Code:** Markup code for said Project will be written in valid HTML5 as to control the structure of website components. Said markup code will adhere to standards as set forth by the W3C.
2. **Presentation Code:** Presentation code for said Project will be written with Cascading Style Sheets (CSS) as to control the design and layout of the website components. Said Presentation code will adhere to standards as set forth by the W3C
3. **Client-Side Scripting:** Client-Side Scripting code for said Project will be written in Javascript as to control website item applications.
4. **Server-Side Scripting:** Server-Side Scripting code for said Project will be written in PHP as to control elements that interact with the server and database component.
5. **Database Component:** Database components for said Project will be written in MySQL as to control functionality that stores and retrieves content data.

E. Project Phases

Said Project will be produced by the Vendor as described in the following phases:

1. **Discovery:** The Vendor will meet with the Client to clarify objectives, identify preferences, discuss goals, and analyze overall needs for said Project.
2. **Content Audit:** The Vendor will conduct a content audit as to assess how present and potential written and visual content will satisfy user needs assessed during the discovery phase for said Project.
3. **Information Architecture:** The Vendor will create an information architecture to describe how the structure of the (website) content will be presented based on data collected during the Discovery and Content Audit phases of said Project for the Client's review, approval and sign off.

4. **Content Design:** The Vendor will create and present a (wireframe) content design study for all in-scope pages that will illustrate blocks of content, navigational schemas and user functionality that will adhere to the information architecture of said Project for the Client's review, approval and sign off.
5. **Visual Design:** The Vendor will create and present a visual design study consisting of at least three initial visual design concepts that incorporate the Content Requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.
6. **Production & Development:** The Vendor will be responsible for producing said Project on the Premium Design Works development server with the Content and Technology Requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.
7. **Testing:** The Vendor will be responsible for testing all website pages as to ensure functionality across multiple platforms and browsers for all in-scope pages of said Project for the Client's review, approval and sign off.
8. **Style Guides:** The Vendor will be responsible for producing design style guides for all in-scope pages of said Project for the Client's review, approval and sign off.
9. **Launch:** The Vendor will be responsible for launching said Project to the Client's server space.

F. Rights of Usage

Rights of usage for said Project described as follows:

1. The Client is granted usage rights of said Project as designed and produced by the Vendor via the World Wide Web.
2. The Vendor reserves the right to use design and development elements of said Project as case study and training materials.

G. Project Terms

The Client, will adhere to terms for said Project described as follows:

1. Fees are to incorporate terms of said Proposal only and will be billed as a **flat fee of \$ 6,000.00**. This fee will cover costs of the Project as mentioned above only.
2. The client shall pay a non-refundable 25% **deposit of \$ 1,500.00** to Premium Design Works as approval of said Proposal and as an agreement to begin the phases of work on said Project.

3. The **remaining sum of \$ 4,500.00** will be paid in 25% increments at completion of project phases 4, 6 & 9.
4. Additional design and production fees if necessary, cost of materials and any other relative costs will be due upon Launch of said Project.
5. Any other vendor fees such as domain registration, ISP, etc. are to be negotiated and billed separately by the respected vendors and are not the responsibility of Premium Design Works.
6. The Client shall be responsible for any additional changes to the terms of said Project to be billed at a cost of \$60/hr. The client's approval shall be obtained before any additional fees are assessed.
7. If at any time the Project is halted or cancelled by the Client, including but not limited to phase acceptance delay longer than 30 days, Premium Design Works will invoice and receive payment from the Client for the remaining sum before work will continue.
8. The Client shall be responsible for the amount of 1-1/2% interest to be applied monthly to all overdue balances.
9. The Client shall assume responsibility for collection of legal fees necessitated by default in payment.
10. The grant of usage rights as stated above is conditioned on receipt of final payment.

H. Project Approval

By signing this document, this Project Proposal is considered "agreed upon" by the Client and Vendor.

Name: _____ Date: _____

Andrew McMasters, Jet City Improv
5510 University Way NE
Seattle, WA 98105

Name: _____ Date: _____

Mike Sinkula, Premium Design Works
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Burien, WA 98168