

SCARY SMALL PRINT [print graphics] PLEASE READ THIS CAREFULLY

I undertake to produce professional high-quality creative graphic design for you, my client, that matches my analysis of your needs as closely as possible. I also undertake to produce work that meets all industry norms of printability and to ensure that (where applicable) printers/publishers are provided with all information, artwork, files etc. necessary to do their job to the best of their ability.

I will attempt to match your stated requirements as closely as I can within the constraints of budget, timescale and technical feasibility. As design is a subjective art, I cannot guarantee that you will like what I produce; only that it will serve your purpose as you have communicated it to me.

FEES AND PRICING

- Design and illustration estimates are based on the specifications described in the estimate. Changes to the specifications will entail changes to the estimate.
- Estimate includes production of one set of designs and two sets of amendments thereto (unless otherwise specified).
- Further amendments, will be charged separately at an hourly rate of £70.00ph.
- A cancellation fee will apply in the event of unused designs or cancelled jobs. The fee will depend on the amount of work done by me prior to cancellation, but is normally covered by the deposit
- Changes to copy [text, etc.] made by the client at the artworking stage or later will incur an additional charge.
- Correction of my own errors or omissions will not be charged for.
- Design fees do not cover printing, film, contract proofs or artwork provided in any form other than electronically (e.g. on computer disk or via email/ftp), or carriage other than standard postage, unless otherwise stated.

TERMS

Unless otherwise agreed, my terms are as follows:

Deposit: 1/3 of agreed price due on commencement of design work.

1/3 of agreed price due on production of final artwork.

Balance due within 30 days of printed work received by client.

DEADLINES

In order for me to meet all agreed deadlines, we will need to work together. It is essential that you supply all copy, photographs and other necessary materials and information in good time. I cannot not accept responsibility

for deadlines missed due to delays in providing agreed materials. Rush jobs i.e. jobs that 'jump the queue' in order to meet clients' deadlines may incur an additional charge.

PROOFING AND CORRECTIONS

YOUR JOB WILL NOT BE SENT TO PRINT UNTIL IT IS APPROVED. IT IS VITAL THAT YOU CHECK ALL PROOFS CAREFULLY FOR ERRORS OR OMISSIONS. It is your responsibility to bring any such errors or omissions to my attention. I cannot accept responsibility for any such errors or omissions appearing on the final printed job, unless they have been brought to my attention. Corrections must be clearly indicated in writing.

A NOTE ON COLOUR

It is virtually impossible to guarantee a 100% accurate colour match between mockups and the final printed work. The best possible representation of the final work is known as a 'contract proof', such as a Cromalin, Matchprint or Iris. A printer will undertake to match any such proof. The Designer normally supplies inkjet proofs, which are reasonable indications of the appearance of the finished work but are not guaranteed in respect of colour accuracy. If you require a contract proof, it will add approx. 48 hours to the printing of the job and also entail additional expense. For jobs which use 'Pantone' colours, inkjet proofs are even less accurate. The Designer can undertake only to match the Pantone® colour Swatch which will be provided to the client.

INTELLECTUAL PROPERTY

Fees for logo design include transfer of copyright on final artwork files to the client. All other design/illustration fees quoted are for the granting of an exclusive license to the client for use as detailed in the estimate.

Under this license, work may not be copied, altered, sold on, repurposed for multimedia, supplied to other designers or otherwise used other than as described, without permission of the designer. This may require the payment of a fee where appropriate. All design work is © Kieran O'Connor unless otherwise stated. If you would like to purchase work outright, please contact Kieran O'Connor. Please note that under the Copyright and Related Act 2000, breach of copyright is a criminal offence. All mockups, proofs and alternative versions of designs remain the property of the Designer. Stock photography, illustrations, fonts, software and other materials supplied by third parties are subject to the licensing terms laid out by their suppliers. It is the Client's responsibility to ensure that all materials supplied to me by you have the appropriate copyright clearance. I can accept no responsibility in the event of issues arising due to the use of material supplied to me by the client.

MISCELLANEOUS

- I normally place identifying marks discreetly on designed items so as to indicate authorship [e.g. design: Kieran O'Connor] If you do not wish me to do so, please let me know
- While every reasonable care will be taken with materials supplied by you, I can accept no responsibility for loss or damage (including consequential loss) that may occur while they are in my possession, except by prior arrangement. Where possible, it is strongly recommended that I am supplied with high resolution electronic copies, not the originals, of any images or other materials.
- I undertake to maintain electronic copies of all artwork files relating to your job for three years from date of invoice.