

# central west web and graphic design



## **GRAPHIC DESIGN**

Brochures, banners, flyers, business cards etc via Vistaprint (Officeworks - expo banners and A0 posters, anything else if not available from Vista).

Officeworks website is not great, for those with a local store, I would ask you to take a USB of the artwork we do into the store, to order.

### **CURRENT CLIENT DESIGNS**

- \$40aud per hour
- 20% loading after hours
- Separate invoicing for the cost of printing and postage when paid up front by nerikdesign, **due in 3 days** for reimbursement of order.

### **REORDERING**

- Reordering of any Cards, Posters, Brochures, Flyers etc.
- \$10aud (+ cost of printing and postage, payment terms as above)

### **NEW CLIENT DESIGN WORK**

One off Graphic Design (Cards, Posters, Brochures, Flyers etc)

- \$80aud - \$120aud depending on time spent
- cost also depends on whether you have already sourced appropriate images (*copyright free, stock images and they are hi res enough*), and have an idea of your design and layout. If not, it can take time to source the right images, and they must be stock images, purchased at hi resolution (\$2.50 - \$30 each). This includes backgrounds if anything other than plain colour is required.

### **PAYMENT**

Payment for printing and postage costs incurred when nerikdesign orders your work online using their own Vistaprint or Officeworks account, is **due for payment within 3 business days** of the order being confirmed. Invoiced separately to hourly work invoice.

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## **WHAT ARE YOU PAYING FOR?**

Adobe Photoshop is hi-resolution graphic design software, used to design work which can be printed professionally such as very large banners, posters, business cards etc.

- Adobe Photoshop allows files to be saved in multiple formats.
- Adobe Photoshop allows images to be saved whilst keeping their various layers (parts) separate, for future editing.
- I have used Adobe Photoshop for over 12 years.
- I have extensive images saved and categorised, and membership with major stock image vaults online.
- searching through the thousands of images online available for graphic design takes time.
- most graphic designers will only offer limited initial concepts, with a max of 3-5 edits. If you want more options, or are not completely happy even after 5 changes, you will usually have to pay again. I have no such restrictions.

## **GRAPHIC DESIGN DISCLAIMER**

Once designs are approved and sent to a printer, there is no guarantee changes can be made prior to actual printing. Vistaprint and Officeworks often begin printing within 6-12 hours of design upload.

neriKdesign is not responsible for any postage or delivery delays, loss of goods, or condition of goods on arrival. Please check your final designs carefully, **particularly if picking up from Officeworks.**

neriKdesign is not responsible for any spelling mistakes, or other errors you just DID NOT SEE. In the case neriKdesign pays the invoice for the printing and delivery of your products, **payment must be made within three working days**, unless prior arrangements have been made.

neriKdesign is not responsible for printing which does not perfectly match in colour or positioning once printed and edges trimmed. All templates and print guides are followed at time of design and setup, and colours are pre approved by the client.

However every computer screen renders colours differently. When working on a project for professional printing, the CMYK colour spectrum is used. Computer screens display using the RGB colour spectrum, and within that they vary according to the individual colour calibration specs of each computer screen itself.

Any colour changes due to printer interpretation is not the responsibility of neriKdesign.

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CMYK and RGB comparisons between RGB displays and CMYK prints can be difficult, since the colour reproduction technologies and properties are very different. A computer monitor (RGB) mixes shades of red, green, and blue to create colour pictures. A CMYK printer instead uses light-absorbing cyan, magenta and yellow inks, whose colours are mixed using dithering, half-toning, or some other optical technique.

Similar to monitors, the inks used in printing produce a colour gamut that is “only a subset of the visible spectrum” although both colour modes have their own specific ranges. As a result of this items which are displayed on a computer monitor may not completely match the look of items which are printed if opposite colour modes are being combined in both mediums.

When designing items to be printed, designers view the colours which they are choosing on an RGB colour mode (their computer screen), and it is often difficult to visualise the way in which the colour will turn out post printing (CMYK) because of this.