



## GRAPHIC DESIGN

I only do Graphic Design work for current clients.

Brochures, banners, flyers, business cards etc via Vistaprint where available, Officeworks if unavailable from Vista.

Officeworks website is not great sometimes. For those with a local store, I would ask you to take a USB of the artwork we do into the store to order and chat with them before you finalise the details.

## DESIGN WORK

- \$45aud per hour
- 20% loading after hours
- Printing and postage ordered and paid upfront by neriKdesign, reimbursement **due in 3 days** from invoice to client.

## REORDERING

- Reordering of any cards, posters, brochures, flyers etc.
- \$10aud (+ cost of printing and postage)

## BANNERS for SOCIAL MEDIA

- \$10aud

## 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 made. Invoiced separately to hourly graphic design work time.



## 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 15 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. Sometimes sooner.

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.



## COLOUR

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 set up**, 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. Phones are usually deeper and sharper, and blues can look aqua, oranges more red etc.. test by looking at websites or pictures on both your laptop and iphone at the same time.

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

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.