

Visual Design Proposal

for [Client Name or Project]

Date: [Proposal Date]

Prepared By:

[Your Name]

[Your Studio or Company]

[Email Address]

[Phone Number]

Client:

[Client Name]

[Client Company]

[Client Email]

Project Overview

[Brief description of the project, goals, audience, and vision.]

Scope of Work

- [Service 1: e.g., Brand Identity Design]
- [Service 2: e.g., Responsive Web Design]
- [Service 3: e.g., Marketing Asset Design]
- [Add more as applicable]

Timeline

Phase 1: [Description] â€” [Dates]

Phase 2: [Description] â€” [Dates]

Final Delivery: [Date]

Investment

Total Fee: [e.g., \$xxxx]

Payment schedule:

â€” [Deposit] â€” [Percentage/Amount]

â€” [Balance due on delivery]

Terms & Conditions

- [Short term, e.g., Two revisions included]
- [Intellectual property rights summary]
- [Project cancellation policy]

Contact & Next Steps

[Brief closing statement with call to action: How to proceed, confirm, or questions.]

[Your Name] â€” [Email] â€” [Phone]