

# 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]