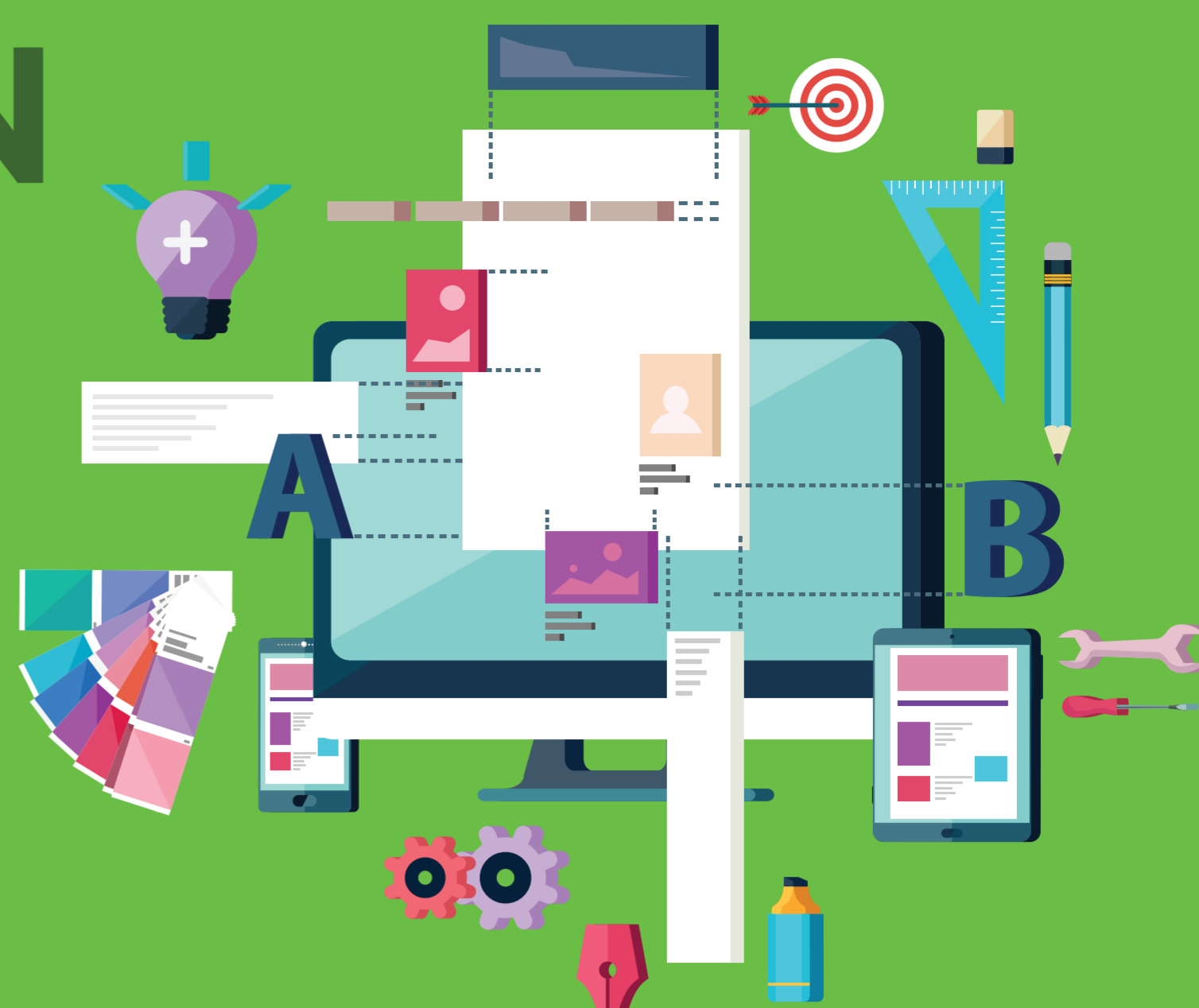


EYES WIDE OPEN

BUDGETING FOR DESIGN

GRAPHIC DESIGN

| | | |
|------|---|-----------------------------------|
| TIER | 1 | \$25-\$50/hr NEW DESIGNER |
| TIER | 2 | \$65-\$150/hr EXPERIENCED |
| TIER | 3 | \$300+/hr FAMOUS DESIGNER/FIRM |



COST DEPENDENT ON

- PROJECT SCOPE
- NUMBER OF REVISIONS
- TIME & RESOURCES AVAILABLE

WEB DESIGN

| | | |
|------|---|---|
| TIER | 1 | \$1,000-\$10,000 SMALL BUSINESS |
| TIER | 2 | \$10,000-\$50,000 MEDIUM SIZE BUSINESS |
| TIER | 3 | \$50,000-\$100,000 ENTERPRISE |



COST DEPENDENT ON

- NUMBER OF PAGES
- STYLE
- COPYWRITING
- SEO
- RESPONSIVENESS
- CUSTOM CODING
- DATABASE INTEGRATION
- E-COMMERCE
- FUNCTIONALITY
- BUILT IN CMS

VIDEO PRODUCTION

| | | |
|------|---|--|
| TIER | 1 | \$200-\$400 <i>per minute of finished video</i> NEW PRODUCTION CO. |
| TIER | 2 | \$600-\$800 <i>per minute of finished video</i> EXPERIENCED PRODUCTION CO. |
| TIER | 3 | \$1,000-\$2,000 <i>per minute of finished video</i> TOP LEVEL PRODUCTION CO. |



COST DEPENDENT ON

- ANIMATION (\$\$\$)
- EXTENT OF PRODUCTION: CONCEPT, FILMING, POST PRODUCTION
- VS. LIVE ACTION (\$)
- TIME NEEDED TO CREATE
- LOCATIONS
- TRAVEL

PHOTOGRAPHY

| | | |
|------|---|---------------------------------------|
| TIER | 1 | \$25-\$100/hr AMATEUR |
| TIER | 2 | \$150-\$250/hr EVENT PHOTOGRAPHERS |
| TIER | 3 | \$250-\$500/hr PROFESSIONAL |



COST DEPENDENT ON

- CREW NEEDED: ADD'L PHOTOGS, HAIR & MAKEUP, LIGHTING, WARDROBE
- EQUIPMENT NEEDED
- QTY OF PHOTOS
- PHOTO EDITING
- USAGE RIGHTS

APP DESIGN

number calculated from the average cost of app development using North American labor (~\$150/hr)

| | | |
|------|---|--|
| TIER | 1 | 250-500 hours \$37,000-\$75,000 BASIC APP |
| TIER | 2 | 800-1400 hours \$120,000-\$210,000 MEDIUM COMPLEXITY APP |
| TIER | 3 | 1400+ hours \$210,000+ COMPLEX APP |



COST DEPENDENT ON

- HOW MUCH DESIGN AND PLANNING NEEDS TO BE DONE
- FUNCTIONALITY
- CUSTOMIZATION
- COMPLEXITY
- REVISIONS

HALE & HALF

CREATIVE DESIGN STUDIO

www.halfandhalfcreative.com