

Spilling our guts on pricing

25 AUGUST - 28 SEPTEMBER 2022

D
B Design
Business
Council

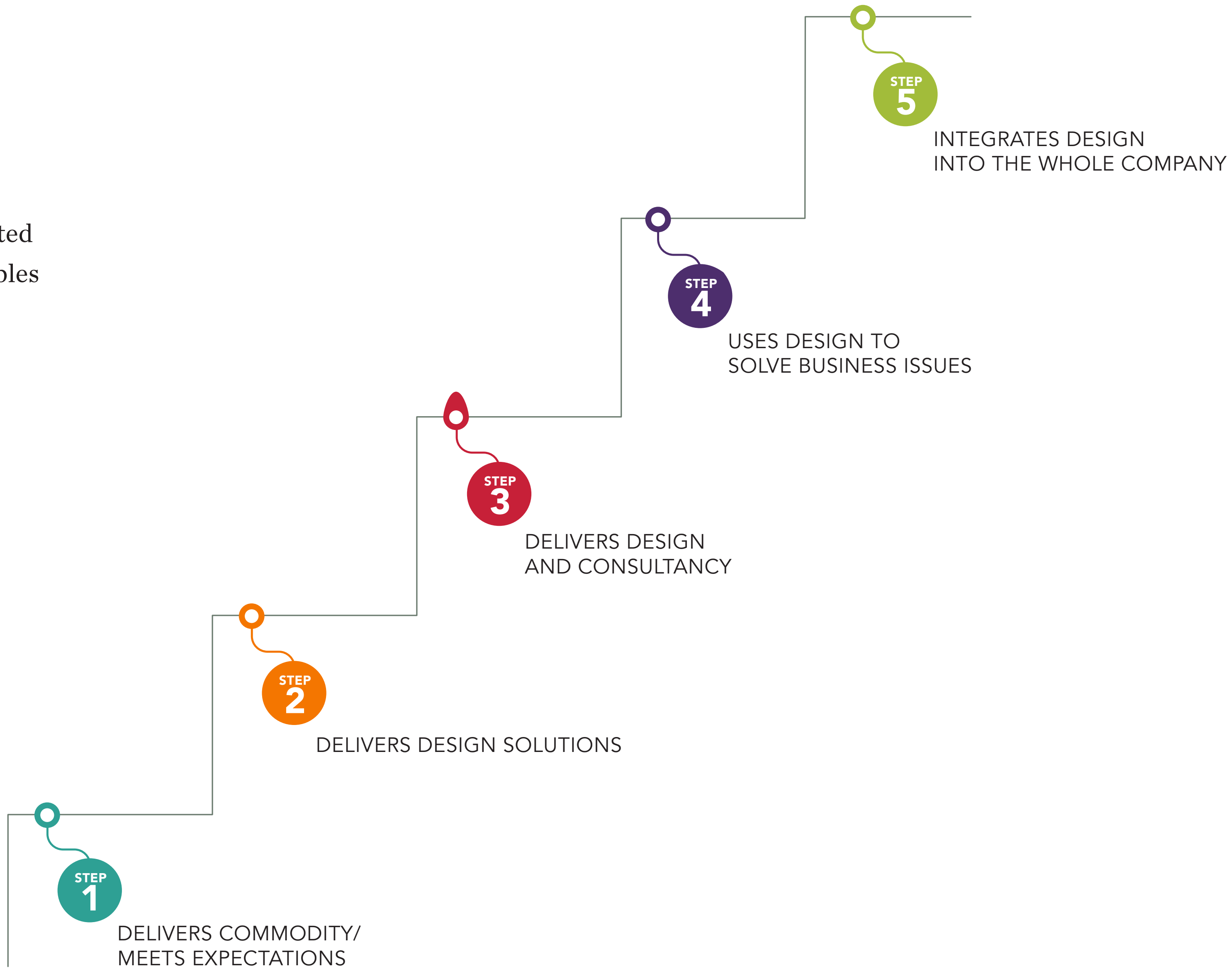


STEP 1

Around \$150 - \$160 ph
Transactional design
Low design fees
Reactive work
Price driven
Estimates are task oriented
Client specifies deliverables

Services:

- Design
- Artwork
- Production



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STEP 2

\$160 - \$180 hr

Design has more relevance

More comprehensive briefs but still transactional and reactive

Clients and decisions are budget driven

Estimates are task based

Client specifies deliverables

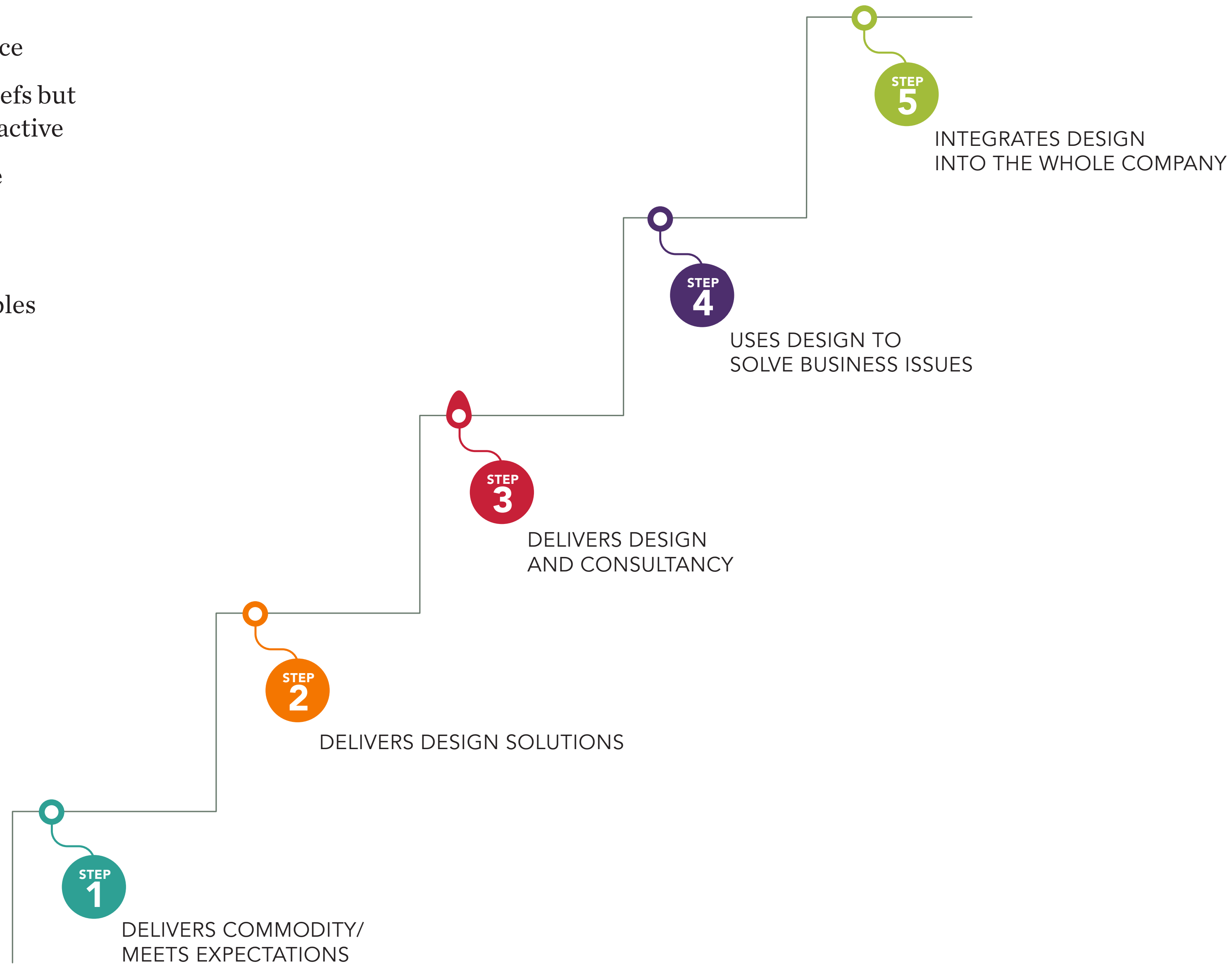
Services:

Research

Design

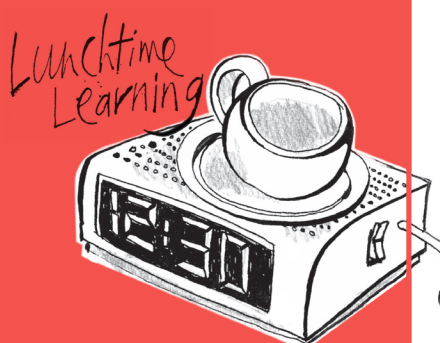
Artwork

Production



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STEP 3

\$180-\$220 ph

More proactive

Research driven = higher fees

Designer engaged on reputation

Estimates are based on outcomes

Client specifies the deliverables

Services:

Research

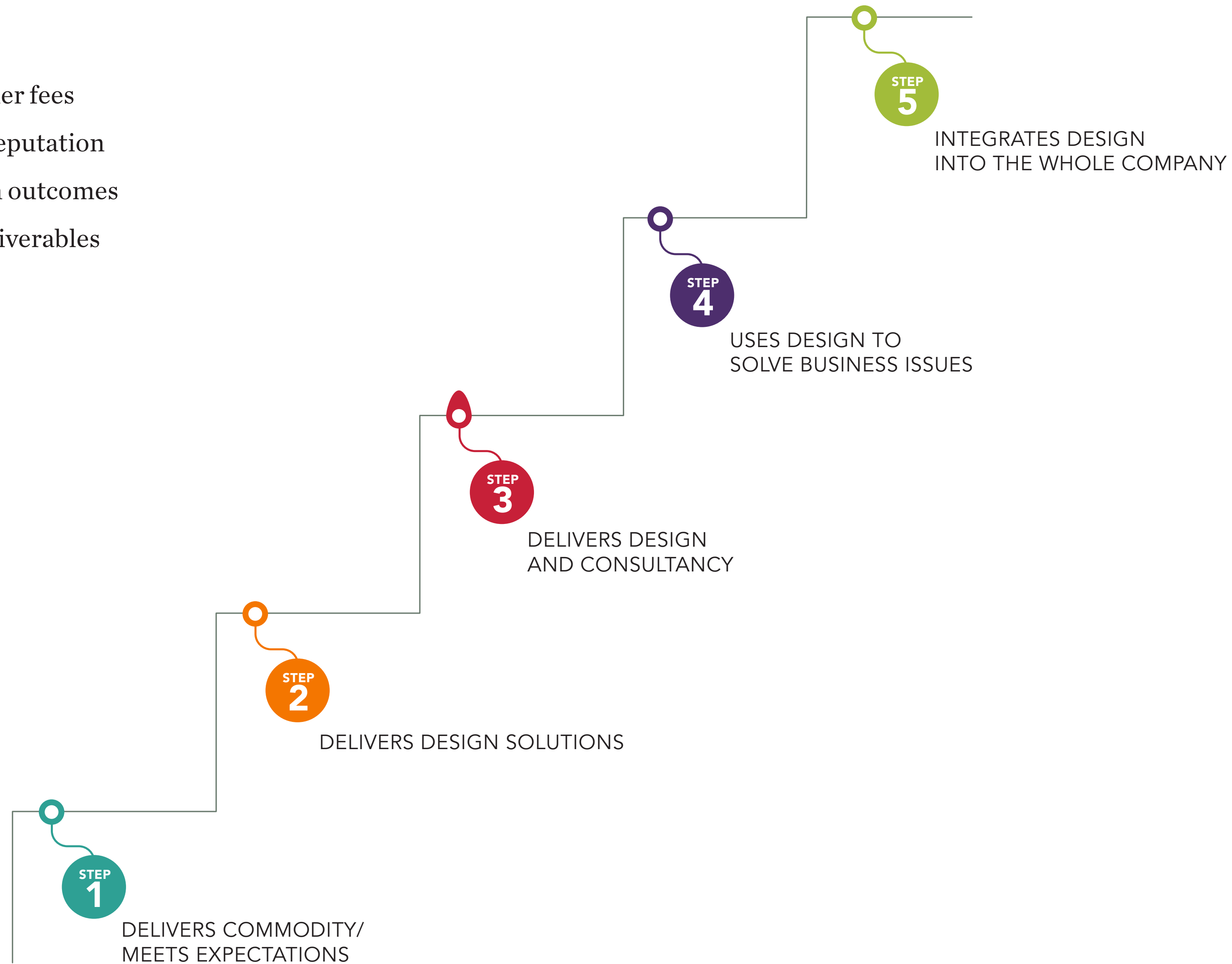
Strategy

Design

Artwork

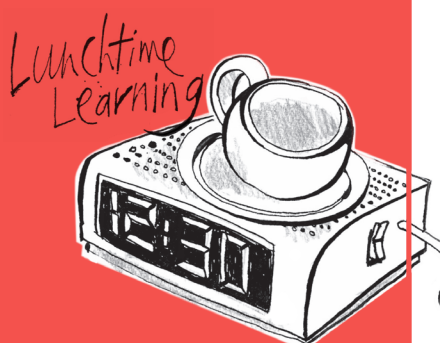
Production

Evaluation



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STEP 4

Fees \$220-\$250

Client calls on designer as part of a team to solve a problem

Client is focused on an outcome

Wants advice on the deliverables

Services:

Research

CX and UX

Strategy

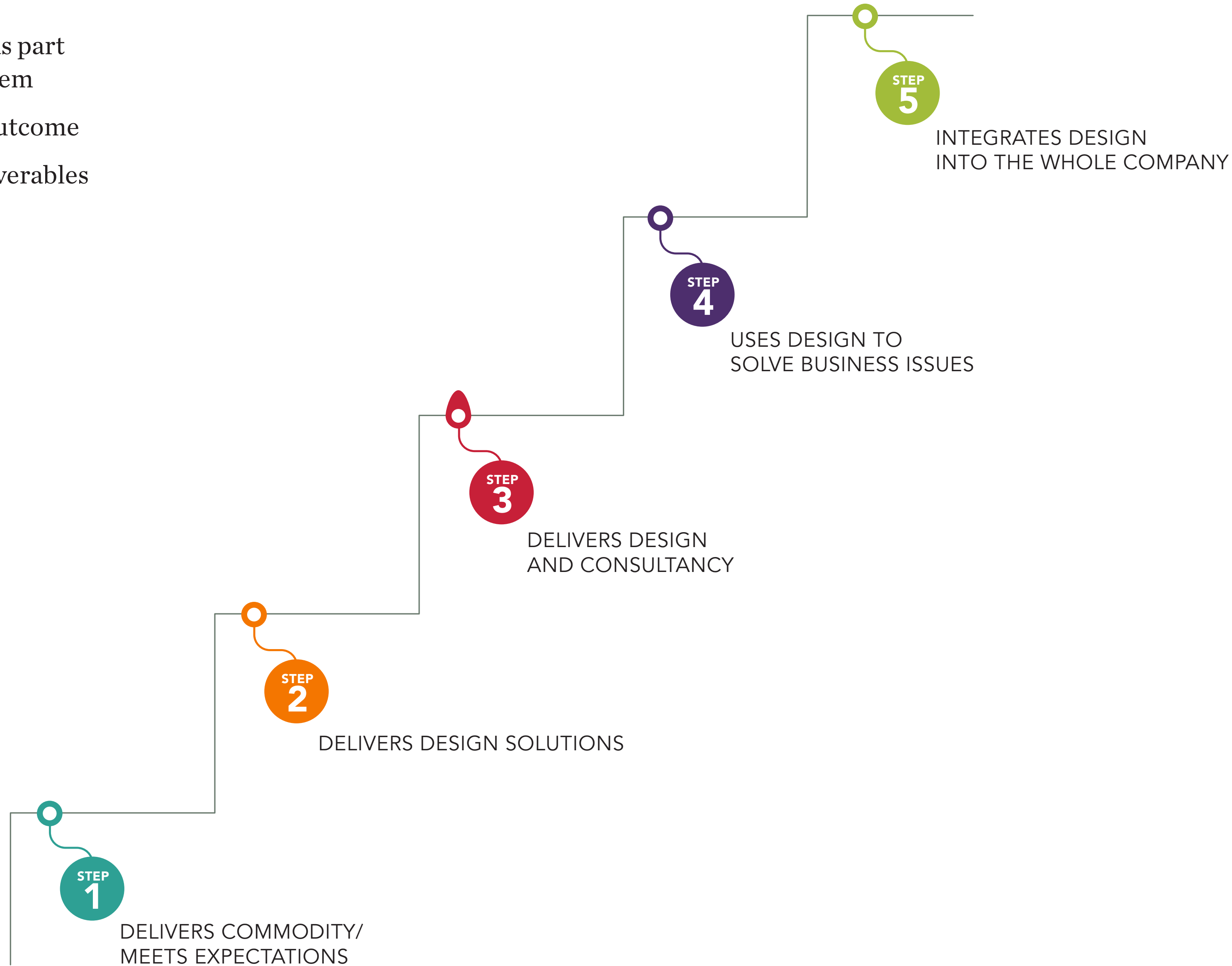
Co creation

Design

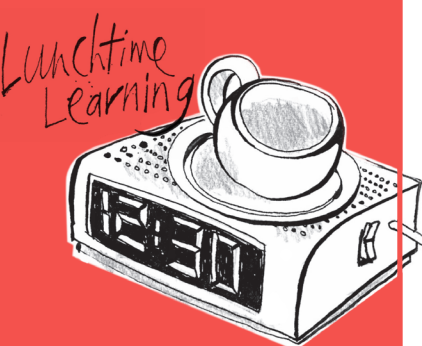
Artwork

Production

Evaluation



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STEP
5

Fees \$300+

Client wants design integrated into business

Outcome-based, project-based estimates

Client wants advice to be design centric

Requests to see design value case

Designer sets outcomes

Client is a 'mature' design user

Services:

Scoping across all value chain

Business case

Research CX UX

Strategy

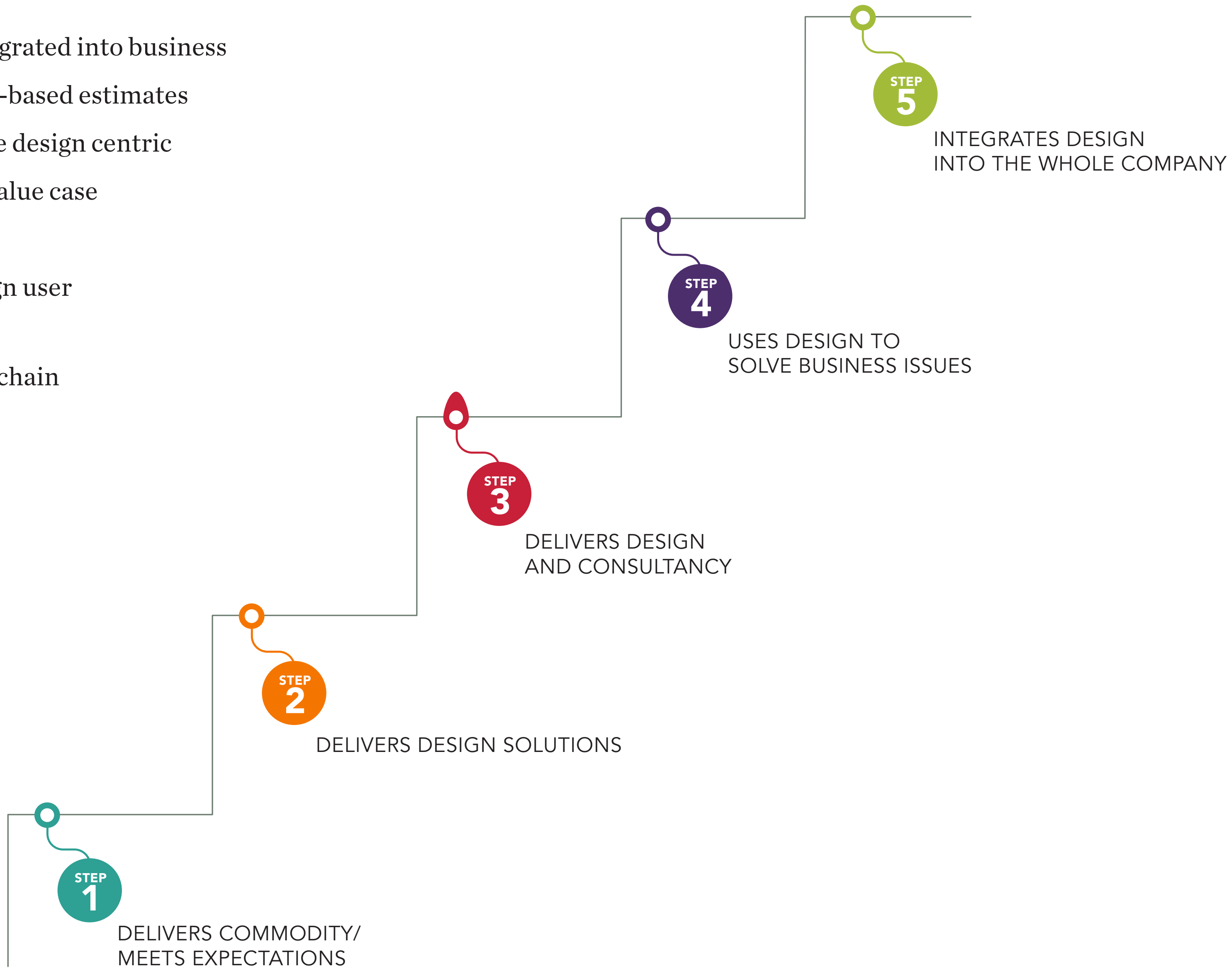
Co creation

Reporting

Design

Artwork

Evaluation



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