

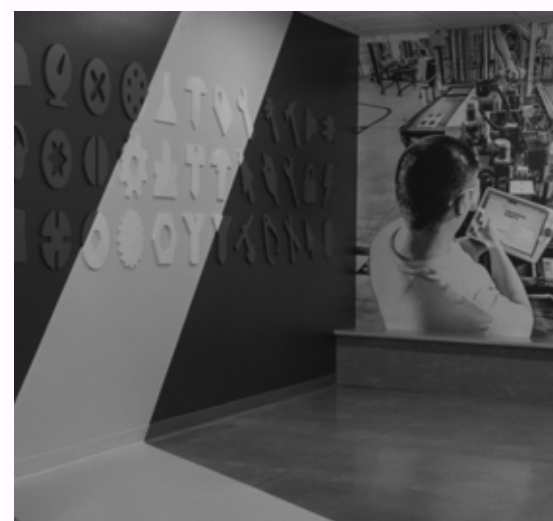


DESIGN TO MOVE PEOPLE

Project proposal: **The Dot - Interior/Exterior Experience Design**

Client: **Ferndale DDA**

Delivered on: **Mar 03, 2020 @ 1:19 PM (AST)**



ideation
orange

overview & objectives

Dear Lena,

It has been a pleasure meeting with you to understand your goals. I am pleased to present this proposal which outlines our objectives, scope and approach for helping you achieve your goals. We understand the objectives for this project to be the following:

To design an experience for The Dot that will:

1. **Attract, excite and engage visitors with the end result (make it a destination that was worth the wait!)**
2. **Make it easy to find and navigate**
3. **Carry the Ferndale spirit through the space**
4. **Use the design as a foundation for future initiatives**

Should you have any questions regarding this proposal, please contact me directly.

Sincerely,

Jon Moses
Creative Director
Ideation Signs & Communications, Inc.

area scope

- **Exterior Parking and Brand Signage** - How and where will "Parking" and "The Dot" appear on the exterior
- **Interior Artwork** - Art recommendations (ie. murals, graphics, sculptures etc.) for the following areas: Office Entry, Parking Deck Vehicle Entry, Perimeter Walls of B1, Interior/Exterior stairwells of all parking deck levels
- **Exterior Artwork** - Artwork recommendation for the following areas - Allen Wall, Public Plaza (up to 3 pieces in Plaza)
- **Retail Signage Concept (if needed)** - Conceptual Recommendation for Treatment of Ground Level Retail Signs that Integrate with the Architecture

process and timing

1. Discovery (3-4 weeks)

- **Kickoff meeting** - with core team for interviews, objective clarification and identification of potential collaborators.
- **Audit and analysis of space** - On-site review of space, identify and survey areas to consider for design. Collaborate with architect as needed.
- **Design Research** - Gather/review inspiration (clients and our own) understand code reqts. for exterior signage.
- **Strategy development** - Hone the research and create a plan for areas within the space, including potential collaborating artists, overall themes, design systems, messaging etc.

2. Design (6-8 weeks)

- **Elevations and Renderings** - Develop conceptual directions for each area in scope
- **Material samples** - Gathering of material samples and finishes to support concept design
- **Budget creation** - Create initial budget for implementation based on ideas
- **Presentation 1** - Presentation of initial concept package and budget to core team
- **Design Revisions** - Revisions to concept design and budget (if needed)
- **Presentation 2** - Presentation of revised concept package and budget to core team (if needed)

estimated fees & expenses

ESTIMATED FEES - DISCOVERY & DESIGN		COST
Discovery & Design		\$23,000
Design Revisions and Presentation 2 (if needed) - final cost based on extent of changes requested		\$5,500 - \$10,500
Retail Signage Concept (if needed, to be determined by client)		\$2,500
Total		\$25,500

ESTIMATED BREAKDOWN

- Exterior Parking / Branding - \$4,500
- Interior Artwork / Theme - \$13,500
- Exterior Artwork - \$5,000

Lansing Community College

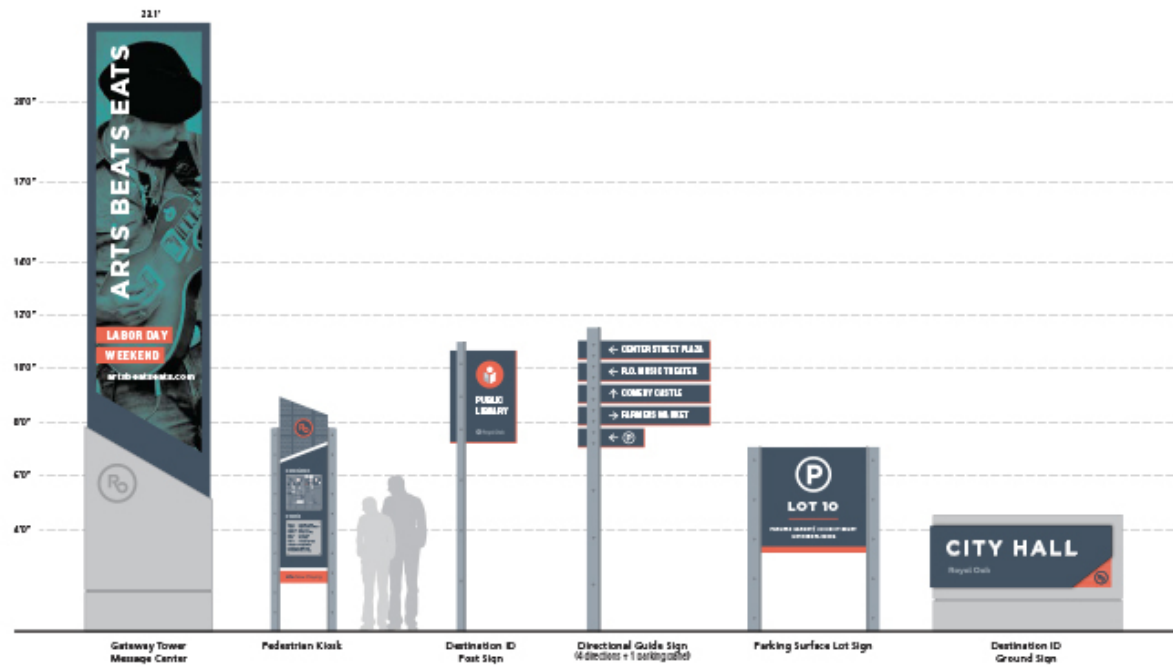


PROJECT OBJECTIVE

Interior signage and environmental graphics designed to recruit and motivate students in Lansing Community College's new Center for Manufacturing Excellence.

[see full project](#)

City of Royal Oak



PROJECT OBJECTIVE

Wayfinding for downtown royal oak designed to support the brand and help visitors navigate the area.

[see full project](#)

David Pressley School of Cosmetology



PROJECT OBJECTIVE

Exterior signage and mural designed to support student recruitment and integrate branding.

Strategic Energy Solutions



PROJECT OBJECTIVE

Lobby vignette designed to greet visitors and staff.

Morrell Group

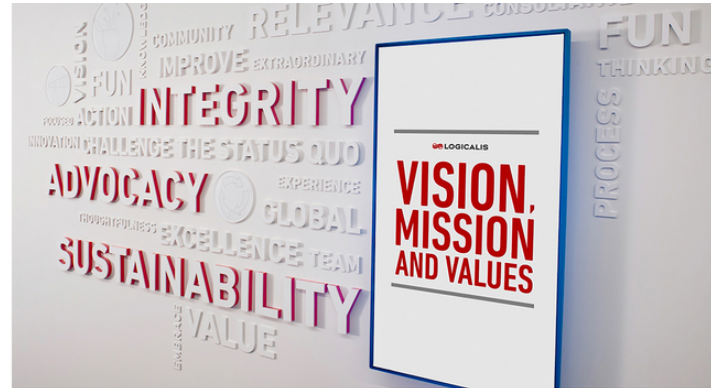


PROJECT OBJECTIVE

Environmental graphics for manufacturing company designed to support prospect tours and improve employee recruitment and retention.

[see full project](#)

Logicalis



PROJECT OBJECTIVE

Environmental graphics for global technology consulting firm designed to improve employee recruitment and retention.

[see full project](#)

Forgotten Harvest



PROJECT OBJECTIVE

Interior environmental graphics, timeline and donor recognition displays designed to motivate volunteers and grow funding from donors.

[see full project](#)

team



Daren Bossenberger
Founder + President

A former management consultant to fortune 500 companies, Daren keeps Ideation on target and offers strategic input to client projects.



Jon Moses
Development + Creative Direction

With over 10 years of building brands and branding spaces, Jon brings creative direction that focuses on moving clients from here to there.



Michael Garavaglia
Design

Mike brings a prized combination of design excellence and production know-how built on experience. The devil is in the details and Mike's there to beat him.



Michelle Lannoo
Design

A design and typography professional, Michelle brings visual art to interiors and architecture. Michelle is also an adjunct instructor of typography at College for Creative Studies.



Maureen "Mo" Meadows
Estimating & Planning

Mo keeps implementation budgets on target by producing production and installation cost estimates for proposed designs.



Brian Tolly
Project Management

Once the design is complete, Brian brings it to life, managing all aspects of prototyping, production and installation.

working agreement

1.0 Estimates

The costs and expenses cited in the proposal are our best estimate given the information provided. If additional information is forthcoming, the project specifications change, the scope changes, or the scheduling changes, cost and expenses may change. Changes will be billed at \$135 per hour, or at our cost plus 25%. Cost and expense estimates are appropriate for 30 days from the date of this proposal. Taxes are not included in the cost and expense estimates.

2.0 Out of Pocket Expenses

Out of pocket expenses will be billed at a 25% markup which covers our handling costs. Such items normally include deliveries, printing, reproductions, photography and travel beyond 25 miles.

3.0 Terms of Payment

Payments are due according to the following schedule. Invoices are net 30 days.

50% of each phase due prior to kickoff, balance of each phase due upon completion of phase.

Expenses (if any) to be billed as incurred.

4.0 Project Delays

If work on any deliverable of the project is delayed longer than 30 days, an invoice will be generated for work completed to date.

5.0 Ownership

Upon payment of all fees and expenses, Ferndale DDA, is securing the ownership and unlimited reproduction rights for the approved designs created by Ideation Signs & Communications, Inc. for this project. Ideation Signs & Communications, Inc. reserves the right to use the selected design and its derivatives for self-promotion. Ferndale DDA guarantees all materials supplied to Ideation Signs & Communications, Inc. are owned by Ferndale DDA or that Ferndale DDA has all necessary rights in such materials to permit Ideation Signs & Communications, Inc. to use them for the project.


Lena Stevens, to accept this contract, click the Accept button and sign at the prompt. You will be emailed a copy for your records

approval

If this arrangement meets with your approval, please indicate by signing and returning one copy to me.

If approving electronically, please click the 'sign here' button below. Sign in the box that pops up to make the acceptance official. We'll email you a separate copy for your records. Once we receive notification of your acceptance, we'll contact you to develop the specific milestone dates for the project schedule.

If you have any questions, please call me at 248-399-4332.


2020-03-03 14:04:22 (AGT)

Lena Stevens
Ferndale DDA