

# Design services

## Project enquiry

### Services

I am a designer based in Salford, working on images, visual identities, typefaces, websites, publications etc. for artists, cultural interests, himself and others.

As an independent studio practice, I usually begin and deliver design projects by myself, or with a select network of trusted collaborators. The following information can help give sense of what to expect when working together.

### Timing and scope

Work runs concurrently with other projects and commissions and so, very tight turn-arounds are not possible. A longer lead time is preferable; especially for campaign art direction and asset building, identity work or web design.

### Design style

As a commissioned designer, I have my own tastes and tendencies when working. Different collaborators come with various ideas and expectations and this will always be factored into the design process.

I aim to come up with visual solutions which feel distinctive, relevant and justifiable according to the client's brief.

### Process

I can guide you through the process depending on your needs and the agreed deliverables. Website designs are popular and typically need around 3-4 months minimum from conception, to content modelling and then installation.

### Budget and costs

Budgets can vary depending on timelines, deliverables and concept work.

Rate £300 per day

Project fees are agreed based on timelines and deliverables. If a project fee is agreed, I ask for a 20% payment upfront.

### Enquiring

Please email the following information to:  
[mail@roryclifford.me](mailto:mail@roryclifford.me)

- Name of project
- Your name (if not the same as above)
- Description of project; industry, scope, funding
- Timelines
- Kinds of visual work you might need; web design, campaign art direction, brand and identity work

You can always contact me via email with any other questions or queries.

# Web services

## Project enquiry

### Hosting platform

In order to create something bespoke, working on a web design that is hosted on a hosting provider like Hostgator or Bluehost is ideal. This allows me to build the website from scratch.

My current suggestion is Hostinger; offering a introductory 4 year offer for under £100 GBP. This offer also includes a security certificate (SSL) which is essential to an easy user experience. Clients need to purchase hosting independently before their web project can be installed.

### Domain names

If you already own a domain name, I will ask for the logins to where it is registered so that I can link it up with your new website. If you need a domain name, they can usually be purchased wherever you buy your hosting.

### Content management system

This is what allows you to update the content of your website. When building websites, I use Craft, similar to Wordpress, but if another CMS is required I can work with another trusted web designer to help develop this.

### Content and fonts

I will need access to any copy, photography, imagery and existing branding you want on your website as early as possible. Existing branding includes font files you would like using on a website. I can also help select potential fonts.

### Troubleshooting

Snags may occur, not every error can be planned for. If you come across anything not working as it should on your website, please get in touch within six weeks after installation to get the problem addressed.

### Retainer work

I can set time aside each week or month to work on updates or developing areas of your website across the medium to long term. Please contact me to discuss this option.

### Budget and costs

Quotes begin at £1200  
20% payment upfront

Hosting and domain names need to be purchased independently by the client before a web project can be installed. Fonts and other add-ons such as a third-party security certificate will be added to final invoice.