

Contracts & Freelance

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Evaluate your professional goals as a creative producer. Identify proper ways to protect yourself in a highly competitive and fast paced world in addition to best practices to present yourself as a true creative professional.



How do you protect and handle yourself in the creative world?

time tracking for client work
creating an hourly rate that is industry and talent based
contract negotiation with ethical guidelines
copyright/intellectual property
watermarking your proofs
retaining rights to your final designs



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Identifying yourself as a creative professional

Why you should always use a contract

How to know what kind of contract to use

Freelance work: Hourly or Flat Fee

Setting your rates and time tracking



Getting paid



But who are you

and why should I pay you?

Identifying yourself as a creative professional



Homework

develop: a cover letter, estimate, contract, invoice, thank you letter, and a brand study/case study template* to showcase your work. In addition, crafting proper email correspondence, decline services email, accepted contract email, and even a thank you letter.

extra credit: identifying your hourly rate and a flat fee rate on a real project estimate.

*a brand study document to show the process of working with you on a project to potential clients.

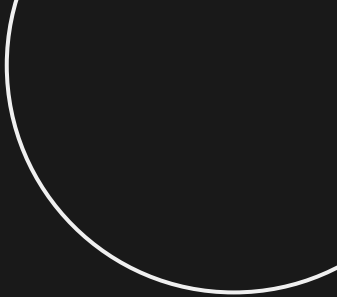


Homework elements

1. Cover letter to potential client (designed with business name/contact)
2. Estimate for potential work (designed with business name/contact)
3. Contract for accepted project (designed with business name/contact)
4. Invoice document to receive payment (designed with business name/contact)
5. Thank you letter for payment (On a smaller card or designed similar to cover letter)
6. Brand Study Template to showcase creative process/finished work to new clients



Agenda



01

Project
schedule

02

Project
timeline

03

Status
report

04

Upcoming
report



Student Questions

- How do you know how to price work? When is a set price vs. hourly rate appropriate?
- What should I include in a contract?
- Should I market myself? Best avenues?
- What questions do you ask a client to get to know their needs?
- How do I avoid "bad" clients"?
- How do I confront a client who doesn't stick with contract?



Questions?
