

Crafting a Proposal

Business & Design class

Objective

Craft a proposal of work for a client, tailoring your skills and financial requirements to theirs.

In Class

1. Review real-world project proposals. A few proposals will also be posted on the class web site.
2. Discuss the formal RFP-Proposal process and less formal approaches, what our client (the company and the person) needs, what message needs to be sent, and what format is the best medium to carry that message.

The Request

Rosenfeld Media has emailed you the following request: “Thanks for meeting recently; I was impressed with your capabilities. I’d like to move ahead with reconciling the visual design of the website, books, and marketing materials, and do it in a way that my less savvy part-time staff can manage it in the future. Can you send me a proposal for this work? Thanks, Lou”

The Proposal

1. Pretend it’s a few years from now and you’re running your own design firm. Invent a company of which you are the President. Give it a name. Assume you’ll have at least employees. Your company will be proposing work to Rosenfeld Media.
2. Write and design a proposal, illustrating your insight into how to sell to the customer in a way that expresses the unique competitive advantage of their business. The proposal should include these sections:
 - About this document
 - A summary of the client’s situation
 - The work you propose doing
 - What benefits the business will receive
 - A schedule of how long the work will take outlining the major tasks
 - Who will work on the project
 - How much you will charge
 - Your credentials (similar work, qualifications, testimonials, referrals, etc.)
 - Your contact information
3. One of the challenges is to figure out really what to do for the client, how many people it will take, and how to charge for it. We’ll work on that together in class.

Schedule

We’ll start the work in class this week and end with finished proposals due on our last class.