

# Eco-collective

## What we do



### Graphic Design

We're about combining creativity and technology to drive meaningful engagement, and a deep commitment to the quality of our work and our client's experience.



### Web Development

We have the creativity, technical expertise and digital marketing experience you need to get your website firing on all cylinders - and we'll even help you save the planet while we're at it.



### Communication

Our approach to projects is collaborative— we listen and work closely with our clients to create beautiful, crafted and timeless design solutions, which are unique to each project brief.



### Sustainability

In our work we embed systemic sustainability with environmental and social integrity. We aim to create results that are beautiful, through eye-catching and memorable outcomes.





# Exhibition

## The Design Museum

### The brief:

To support London's sustainable city pledge, the Design Museum is seeking to encourage environmentally friendly behaviours through material design. The aim of the exhibition is to educate visitors on the importance of sustainable materials, and provide insight in to a future without pollution.

Targeted at all ages, the exhibit will combine scientific design with interactive elements. The exhibit will explore using biodegradable materials from various natural sources, alongside using sustainable materials in the exhibit itself.

**The Design Museum's budget: £75,000.**

### Deliverables:

#### Leaflet

10,000 x trifold leaflet

#### Merchandise

2000 x t-shirt

2000 x tote bag

1000 x pens

1000 x pencils

#### Posters

4 x 6 sheet billboard poster

#### Wayfinding

3 x regulatory signs

6 x directional signs

6 x identification signs

5 x informational signs

#### Website

1 x article

1 x banner





# Discover

## Phase 01

## Phase 1

We will meet the client and establish the parameters of phase 1. Rates, budget and brief will be covered, alongside a written contract establishing our agreement.

### Consult

Two members of our staff will welcome you to Eco-Collective. Budget will be established, alongside the clients ideal deliverables and timescales.

### Challenge

Based on the consultation discussions, our Creative Director will inform our Senior Designer and User Experience Designer of the deliverables. Three business concepts will be executed based on the specified requirements, factoring in budget, staff rates and timescales.

### Brief

You will select the brief that best suits your vision for your company. A written contract will be signed, and payments will be scheduled.

## Team

## Costs

Creative Director

7 hours x £125 p/h

Project Manager

10.5 hours x £95 p/h

Senior Designer

35 hours x £125 p/h

User Experience Designer

35 hours x £50 p/h

Phase 1 total cost: £7,997.50





# Develop

## Phase 02

## Phase 2

We now begin the design process, allocating team members to the deliverables. The theme is established, and samples of the final designs are quality checked.

### Conceptual thinking

We will begin allocating the deliverables to team members who specialise in those areas.

### Refinement

The theme is established and mock-ups are generated. Sustainable material swatches are developed for the final delivery.

### Design and test

This is where the team begin to print and produce full scale samples of the final deliverables to ensure they pass the quality testing stage.

## Team

## Costs

Senior Designer	143.5 hours x £125 p/h
User Experience Designer	73.5 hours x £50 p/h
Middleweight Designer	143.5 hours x £95 p/h
Creative Artworker	73.5 hours x £50 p/h
Web Developer	73.5 hours x £60 p/h
Project Manager	3.5 hours x £95 p/h

Phase 2 total cost: £43,662.50  
2 x feedback + revisions from client included in cost





# Delivery

## Phase 03

## Phase 3

All staff meet their deadline for production stage. Deliverables are sent to be produced and final execution of the designs are delivered.\*  
\*Specialists may be required for the delivery.

**Production**  
All staff will submit their work for the business deadline. Documents are sent off, and we receive final deliverables.

**Implementation**  
This is the final stage where deliverables are displayed. Specialists will be required to ensure our health and safety regulations are met.

**Evaluation**  
We have a written summary of our experience within the team, and always request a RFI/RFP from the client. This is to ensure the client is getting the best experience possible, and we're always looking to improve our processes.

## Team

Project Manager	73.5 hours x £95 p/h
Sound Effect Specialist	35 hours x £50 p/h
Lighting Specialist	35 hours x £50 p/h
Installation Specialist	35 hours x £50 p/h

## Costs

Printers	35 hours
Trifold leaflets	10,000 x £0.20
T-shirts	2000 x £2.50
Tote bags	2000 x £1.25
Pens	1000 x £0.50
Pencils	1000 x £0.30
(4 x 6) Billboard posters	4 x £30.00
Regulatory signs	3 x £15.00
Directional signs	6 x £15.00
Identification signs	6 x £15.00
Informational signs	5 x £15.00
Website article	1 x £250.00
Website banner	1 x £110.00

Phase 3 total cost: £23,312.50  
Overall total cost: £74,972.50





## Phase 1

## Phase 2

## Phase 3

