



LEAFEN EGG CREATIONS

Project Proposal & Business Plan for
Read.Think.Learn.

VCD468-0701B-01
Unit 1 Individual Project
Prepared for
Professor Grace Dai
Michael Wirth

March 24, 2007

Victor Coronado
President, **Read.Think.Learn**
479 Green Street
Perth Amboy, NJ 08861

Dear Mr. Coronado,

I would like to first thank you in your decision to use Leafen Egg Creations for your graphic design needs. I feel that our experience and talent will lend your business the credibility and attention that it deserves.

Enclosed, you will find the design specifications, an outline of what you can expect to see on a week by week basis, and a budget outline, as per your request. If you have any revisions, or feel that our vision in some way differs from your own, please contact our office before accepting the documents so that we may amend the business plan to fit your terms. If you are satisfied with the plan that we have created, then please sign the letter of agreement found at the end of this document and forward it to us in a timely manner.

We at Leafen Egg Creations feel that the intents of your organization are highly commendable and you can expect that we will treat your vision with the respect that it deserves. I look forward to cementing our relationship and anticipate the moment that we will begin creating your graphics.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael G. Wirth". The signature is fluid and cursive, with the first name being the most prominent.

Michael G. Wirth
President, **Leafen Egg Creations**
mwirth@leafenegg.com

Client Background

Started by Victor Coronado in 2006, Read.Think.Learn is a not-for-profit company whose goal is to spread the idea to young people about the importance of educating oneself. The idea sprouted from the need to counteract the growing ignorance in today's youths who are surrounded by depictions of violence, drug and alcohol abuse, and sex. The notion behind Read.Think.Learn is to get young people to pick up a book and learn about new things. Read.Think.Learn also wants the younger generation to be able to integrate themselves into the world of politics, and allow them to open their mouths and be heard.

Demographic

Read.Think.Learn is focused on the key demographic of 13 to 25 year old males and females living in urban areas. They feel that the glorification of violence and drugs in these areas is high because there is a lack of knowledge about a variety of topics. Read.Think.Learn wants young people in these areas to want to introduce themselves to new things, instead of focusing on what they already know. To do this, Read.Think.Learn is organizing an "open mic" night at local activity centers in a number of urban cities in New Jersey. They will use these sessions as an opportunity to invite whoever has something to say to say it. They have also invited many hip-hop artists and poets from the Metropolitan area to appear. They also plan to release a CD of a number of different hip hop songs and poems that will be recorded from these sessions.

Project Parameters

Read.Think.Learn has approached Leafen Egg Creations to create an ad blitz that will allow them to get their name out into the community and introduce the state of New Jersey to the idea of a new cultural revolution. Because this effort concentrates on increase people's awareness of Read.Think.Learn, Leafen Egg Creations has decided to do a series of promotional materials to help introduce the company.

Logo

Read.Think.Learn. needs Leafen Egg Crations to create a logo. This logo will be used on all of their promotional materials. Read.Think.Learn. has requested a logo that is simple, yet easily recognized at first glance.

Poster

The first aspect of the promtional campaign is a poster that can be hung in many city areas, similar to the billboards pasted on the temporary construction walls found in New York City. This poster will be used to identify the company to those who see it. Read.Think.Learn. wants the poster to be cryptic in its appearance, so that it will entice the people who see it to want to know more about the comapny.

Postcard

Second, a postcard size mailer that can be sent to certain areas. Read.Think.Learn would like these mailers to indicate the location and times of their open-mic nights. As a trail run, Read.Think.Learn has chosen one city and date to test and, if they receive a positive response, they will continue to do so.

T-Shirts

Lastly, Read.Think.Learn would like to make t-shirts of their logo and one other graphic, to be designed by Leafen Egg Creations, for their charter members to wear at the open-mic nights. They will also offer these shirts for sale, which will allow others to help promote the organization.

CD Jewel Case

Read.Think.Learn is looking forward to the release of their hip-hop themed sampler CD, so they have also asked Leafen Egg to design the case and insert for their CD.

Business Plan

Timeline

Week 1

- Contact client and discuss purpose of project and expectations of the client
- Submit Project proposal to client for acceptance or rejection
- Contact outsourced vendors for price quotes of printed material
- Choose designers for each aspect of the project

Week 2

- Decide on artistic style for the project parameters
- Design thumbnails for each aspect of project for approval by client
- Create color scheme for each aspect of the project
- Research and create typeface comps for approval by client
- Create a tagline for the advertising campaign and submit to client for approval
- Begin work for logo, t-shirt design, and poster

Week 3

- Begin work on CD jewel case design and postcard
- Submit comps of logo, t-shirt design, and poster to client for approval
- Make revision as necessary

Week 4

- Submit comps of CD jewel case design and postcard
- Make revision as necessary

Week 5

- Submit final revisions of all project aspects to client
- Submit all aspects of project to their respective printers
- Receive payment from client

Personnel Needs

Leafen Egg Creations is fully staffed with some of the best and brightest graphic designers in the Central New Jersey area. This is why all personal needs on the design aspect of the project will be done in-house. This project will require the services of a design director, an art director, and a team of 4 graphic/digital designers. Because many of the project parameters involve the use of type, Leafen Egg will choose their graphic designer with the strongest penchant for typesetting to work on this assignment. They will oversee the placement and alignment of all type among each parameter. The other three graphic designers will concentrate on producing the highest quality graphics for each parameter will achieving a pleasing harmony and aesthetic.

Budget

Read.Think.Learn. has bestowed upon Leafen Egg Creations a budget of \$100,000 to use as necessary to finish the project. The following outlines how the budget has been allocated.

	RATE	QUANTITY	TOTAL
Design Director	\$60	200	\$12,000
Art Director	\$45	200	\$9,000
Graphic Designers	\$22	800	\$17,600
Posters	\$0.16	10,000	\$1,600
T-Shirts	\$7.23	5000	\$36,150
Postcards	\$0.26	500	\$130
CD Jewel Cases	\$0.73	10,000	\$7,300
Stock Photography	\$7.99	15	\$119.85
TOTAL			\$83,899.85

Letter of Agreement

Designer: Leafen Egg Creations
124 Bernard Avenue
Edison, NJ 08837

Project: Promotional Materials/Campaign
Client: Read.Think.Learn./Victor Coronado
479 Green Street
Perth Amboy, NJ 08861

___ I hereby accept your proposal for the graphic work as outlined within this contract. I understand the by signing this agreement, I am obligated to deliver to you the payment, as described, at the time the printed materials are delivered to me.

___ I reject this proposal.

Signature

Print Name

Date

References

- (2001-2007). Full Color Postcard Printing. Retrieved March 21, 2007, from Vista Print Web site:
http://www.vistaprint.com/vp/ns/splash/splash_postcards.aspx?GP=3%2F21%2F2007+8%3A13%3A34+PM
- (2005). CD/DVD Replication Packaging. Retrieved March 21, 2007, from ProAction Media Web site:
http://www.proactionmedia.com/replication_packaging.htm
- (2000-2007). Custom T-Shirts, Screen Printed Apparel and Promotional Products. Retrieved March 21, 2007, from Custom Ink Web site: <http://www.customink.com/cink/r.jsp?C=4&loc=img>
- (2007). Poster Printing Manufacturer Print Posters. Retrieved March 21, 2007, from PSPrint Web site: <http://www.customink.com/cink/r.jsp?C=4&loc=img>