

ANTHONY BROWN



Art is the Science of Communication

***Identity
Package Proposal***

Project Title: Anthony Brown's Identity Package

Prepared By: Anthony Brown - www.3rdeyesci.wordpress.com - 303-360-8201

Date: 8/25/2015

Resume Estimate Sheet



1.Consultation	60 minutes
2.Branding Design :	430 minutes
Colors	
Logo/Header	
Images	
3.Profile :	370 minutes
Education	
Technical Qualifications	
Software	
Affiliations, Honors	
Professional Internships	
Employment	
Other Experience	
Contact Information	

I will create a professional and accurate Resume from information supplied by the client and any necessary research. Resume will be delivered in PDF, TXT, and DOC formats suitable for professional printing and presentation.

14 hours and to complete the Resume.
Service Rate = \$75.00 per Hour

Total Price \$1,050.00

2 Revisions are included in standard process
Content will be delivered as PDF's, TXT, and DOC deliverables
Deadlines may be extended per consultation with client
Include cost options, blended fee of individual fee

Provisions for additional charges will be approved if the project goes beyond the original scope of time and materials



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ANTHONY BROWN

Anthony.l2.brown@ucdenver.edu / 303-360-8201 / 3rdeyesci.wordpress.com

Education

H.S. of Arts and Design, HS Diploma
Community College of Aurora, Associates of Arts (Medical Emphasis),
Certificate in Digital Design
University of Colorado Denver, Scientific Media Design

Honors

2008 2nd Place Life Drawing, Honorable mention Lie Drawing,
Community College of Aurora, Aurora CO
2009 2nd Place Digital Art, Community College of Aurora, Aurora CO
2010 3rd Place Jewelry-Metal Fabrication, Community College of
Aurora, Aurora CO
2011 2nd Place Digital Media, Community College of Aurora, Aurora
CO
2008-2011 Artworks display on the Community College of Aurora's
website

Employment

Community College of Aurora
Student Assistant Lab Manager/Department of Arts and Media
University of Colorado Denver
Assistant IT and Lab Manager/ College of Arts and Media

Proficiencies

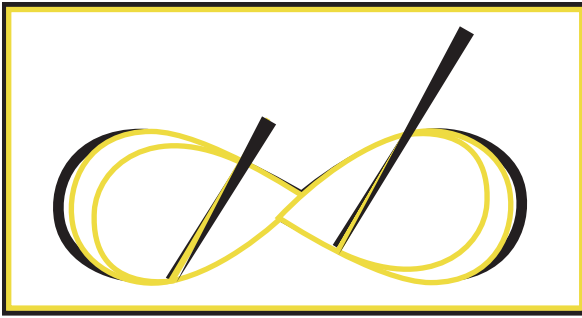
Digital: Adobe Master Collection: Photoshop, Illustrator, Premier, After
Effects, In Design, OsiriX Imaging, Maxon Cinema 4D
Traditional: Graphite, Colored Pencil, Pen and Ink, Acrylic, Charcoal,
Carbon Dust
General: Writing, Storyboarding, Graphic Design, Logos, Print,
Instructional Design, Scientific illustrations, Medical Illustrations

Artist Statment

My passion is to combine Art and Design with my love and curiosity of
Science and Medicine. With this combination I embrace the challenge of
telling the many stories that world of Science and Human Anatomy can
privilege us to encounter. I Make use of a full spectrum of instruments
such as the simplicity of a graphite line drawing to the complex
renderings with some of the most advanced 3D programs. My goal is to
convey a complete, compelling, and actuate depiction through Design.

Affiliations

CMMD|Design, Black Students Alliance, Junior Black Chamber of
Commerce, American Indian Student Services, AIGA



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Objective

Mr. Brown, I will develop a Identity package that will represent my brand. The items in this package will act as an illustrative and tangible manifestation of Anthony Brown a Scientific Designer. They will symbolize the character and skills that are ingrained in the handiwork involved in all productions. It is an privilege for my company to have the opportunity to serve you in your need of self Branding.

Treatment

I will use a developed Logo to illustrate the Brand on all deliverables. A well-developed Logo will be arbitrarily placed and combined with subject and or company name. Business cards, letterhead, stationary, handouts, social media site, and a webpage will also be created.

Research

Business cards with professional layout and dimensions will serve as handouts. Raised print and quality card stock will transcend quality. Memo pads are often used repeatedly so they will make a great giveaways or leave behinds. Social media is a popular way to get our name exposed to a large audience. Business or personal websites are crucial to display credentials and work and accessibility.



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Elements

Font: Adobe Caslon Pro, regular, semi bold, bold, italic regular, italic semi bold, italic bold.

Color Pallet: F2C611 gold, 000000 black, ed2927 red.

Materials: High quality stock paper, high quality document paper.

Software: Adobe Photoshop, Illustrator, InDesign, After Effects premier, Maxon Cinema 4D, OsirX.

Project schedule

Project will begin 8/26/2015 with a final delivery on 9/30/2015. Project will be produced in several stages. See Gannt Chart for detailed days.

Phases

1. Meeting with client	1 hour	Total hours est. 56
2. Resume	14 hour	
3. Develop Logo	5 hours	Total est \$4,200
4. Create business cards	5 hours	
5. Create letterhead	2 hours	
6. Create memo pads	2 hours	
7. Update social media	6 hours	
8. Process book	10 hours	
9. Develop Website	11 hours	

Overview of costs

1. Materials and printing
2. Business cards prints X amount
3. Letterhead/ stationary prints X amount
3. Website domain and host
4. Estimated hours (X) value per hour (75.00)

Deliverables

Logo, business cards, memo pads, social media, leave behinds and website.

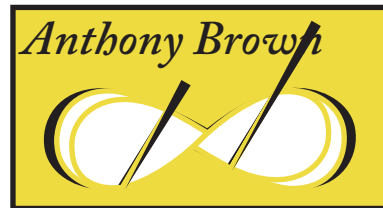


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Font

Adobe Caslon Pro
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Adobe Caslon Pro
Adobe Caslon Pro

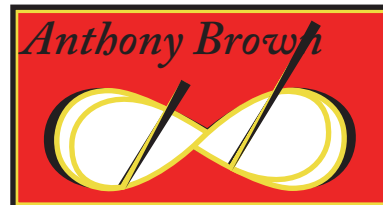
Color Pallet



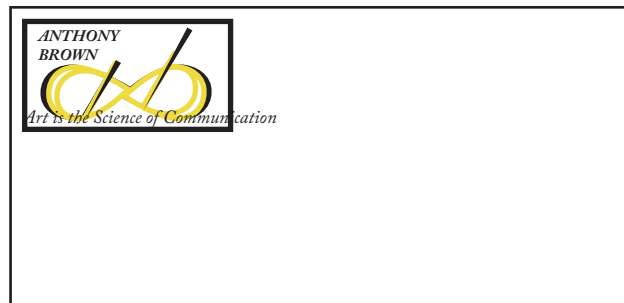
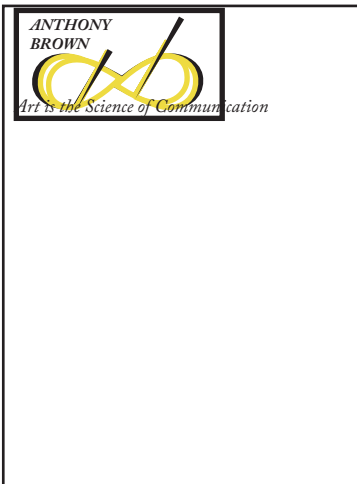
F2C611



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ed2927



Sample: Memo pad and envelope



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Legal

Permanent permission to use all artwork created for portfolios, and branding for the creator shall be given. The creator will remain the owner of all work and will give the client detailed permission to use the work.

Client is responsible for supplying copies of all Logos, and idea materials that will explain the vision of the company and in which direction the client wants to go. Client is also responsible for appointing an individual to communicate all transactions.

Contract may include, Artist Moral Rights, where it is permissible to show this work in my portfolio.(Portfolio display rights). Artists Right to Authorship Credit. Also a change request may be asked for at any time.

Project will include a maximum of three revisions. Extra revisions will require additional fees. Clients will be informed in advance before additional fees are attached on open projects.

At a minimum 50% of project cost will be paid before project begins, balance of payment is due no more than 30 days after completion of project. Late payment may include interest and penalties. All web site maintenance and reoccurring fees will be the responsibility of the client. Procedures and details about inactive and cancelled project will be detailed in the contract.

Gantt Report

GANTT REPORT - PRATICE OF DESIGN - FINE 4480 002

