

## Web fee schedule

### Design \$1,500

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- Home page and secondary page custom design (Photoshop file).

### Web template \$3,000-\$4,000

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Based on the number of levels, links and pages. Includes the following:

- Proposing site structure and navigation.
- Home page and all secondary pages custom design (Dreamweaver file).

### Fast-track Web site \$4,000-\$6,000

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Based on the number of levels, links and pages. Includes the following:

- Proposing site structure and navigation.
- Editing/rewriting existing copy.
- Stock photography.
- Home page and secondary page chosen from existing design templates.
- Developing the site.
- Cross-browser, cross-platform and accessibility testing.
- Ensuring accurate nomenclature and logo usage.
- Proofreading test site.
- One free month of maintenance (to include corrections, text updates).

### Customized site design and development \$6,000-\$10,000

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Based on the number of levels, links and pages. Includes the following:

- Proposing site structure and navigation.
- Editing/rewriting existing copy.
- Producing wireframe.
- Photography (includes six to 10 new location shots developed for Web site use).
- Designing home page and secondary page templates.
- Developing the site.
- Cross-browser, cross-platform and accessibility testing.
- Ensuring accurate nomenclature and logo usage.
- Proofreading test site.
- One free month of maintenance (to include corrections, text updates).

# VCU Creative Services

V i r g i n i a C o m m o n w e a l t h U n i v e r s i t y

## Feature options

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Slide shows/photo galleries – Developing slide shows with existing photography (see <a href="http://pictures.vcu.edu">http://pictures.vcu.edu</a> for an example); up to 10 photos with cuts (\$400) and up to 20 photos with cuts (\$600) . . . . .	\$400-\$600 each
Flash animation on the home page . . . . .	\$1,500-\$2,000
Profiles – five profiles per set Profiles include photography, writing, editing and design. (See <a href="http://www.vcu.edu/profiles">www.vcu.edu/profiles</a> or <a href="http://www.ugrad.vcu.edu/students/profiles">www.ugrad.vcu.edu/students/profiles</a> for an example) . . . . .	\$3,000
Developing new copy – Interview, writing and editing of new copy . . . . .	\$100/hr
Database programming. . . . .	\$7,500-\$9,000
Database and display/views of data. . . . .	\$100/hr
Blogs – Based on features requested . . . . .	\$800-\$1,000 each

## Additional photography options available

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Photography – Studio head and shoulders . . . . .	\$65/per or \$100/hr for more than three
Photography – Location photography . . . . .	\$100/hr
Photography – Group shots. . . . .	\$85/per
Photography – Events . . . . .	\$125/hr
Photography – Photo assistant. . . . .	\$35/hr
Photography – Purchase rights to photo developed for Web site use . . . . .	\$25/per

## Additional graphic design services

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Graphic element design . . . . .	\$500
Illustration. . . . .	\$100/hr