

VARIABLES

Amount of ideas presented
 Reworking and variations
 Usage rights
 Urgency
 Labor time involved
 Volume prices
 Technical expertise required
 Elements and size
 Overhead involved
 Local, national or international client
 Trade or consumer market

This rate sheet is a base example of the cost based on my experience and education along with an average of industry standards both local and international are taken into consideration, along with the size of the standard small businesses. These prices are not set in stone but rather a ball park figure to give you an idea of the cost.

Design	\$40-\$100	\$300-\$500
<i>Basic Printing, Logo design, Corporate identity applications: Business cards, stationery, etc.</i>	\$per hr	\$per day
Illustration	\$50-\$120	\$300-\$600
<i>Prices vary depending on style, medium and target.</i>	\$per hr	\$per day
Web Design	\$40-\$80	\$500-\$2000
<i>Does not include programming outside of basic HTML and CSS. Sites requiring databases, special interactions, and e-commerce will need specialized programming and are not included</i>	\$per hr	\$per project
2D animation	\$60-\$150	\$800-\$2000
<i>Traditional cel style animation</i>	\$per second	\$per minute
3D animation	\$80-\$250	\$800-\$2000
<i>Does not include character animation, rigging or comp art</i>		
Flash	\$70-\$120	\$500-\$850
<i>Basic Animation including minor programming, banner ads, and navigation.</i>	\$per hr	\$per day
Compositing	\$50-\$120	\$300-\$600
<i>Includes, color correction stock and animation inclusion, tracking, voice overs, audio engineering and mixing</i>	\$per hr	\$per day