



KENNETH HAHN COMMUNITY CENTER

PROPOSAL | 3.6.14

EXHIBIT DESIGN



PROPOSAL TO PROVIDE EXHIBITION DESIGN SERVICES PROJECT: KENNETH HAHN PARK COMMUNITY CENTER

March 6, 2014

Chester Kano
Section Head - Project Management
Regional Facilities Agency
LA County Department of Parks & Recreation



Hunt Design Associates is pleased to submit this proposal to participate in this important historical exhibit at Kenneth Hahn Park Community Center. This proposal describes the methodology, services, fees and expenses for preparing a program of graphics and related elements to complement and parallel the architectural design and facilitate understanding and use by visitors. Our intent is to collaborate with the entire project team including writers, content developers, interactive media designers and exhibit fabricators to result in a seamless exhibit installation.



Firm principals are directly involved in all Hunt Design assignments.

HUNT DESIGN

Established over twenty-five years ago, Hunt Design is a design consulting firm specializing in information design, exhibit design and environmental graphics programs for public spaces, gathering places, retail projects, entertainment centers, hospitality and multi-use developments. Our services include concept development, master planning, programming, schematic design, design development, documentation and implementation supervision. We have a stable full-time staff of twelve and have been located in Pasadena since 1983. Hunt Design is the recipient of numerous awards from the Society for Environmental Graphic Design and Themed Entertainment Association.

EXHIBIT AND INTERPRETIVE DESIGN

While not a traditional exhibition design firm, Hunt Design has developed an outstanding portfolio of exhibit, display and public information projects. We are known for high-concept, engaging visitor experiences, especially for children and families. Our experience on large themed entertainment projects has taught us how to entertain, communicate, educate, increase length of stay and leave lasting impressions which encourage repeat visits.

RELEVANT EXHIBIT PROJECT EXPERIENCE

YOU! The Experience

Interactive exhibit examining and celebrating the experience of life at the Museum of Science & Industry. Vibrant supergraphics and immersive interactives help guests connect the human mind, body and spirit. Exhibit graphics are fully integrated in the architectural walls, and truly shape this fascinating exhibit. With Thinc Design.

Evergreen Space Museum

65,000 sq. ft. exhibit showcasing man's journey into space. Larger-than-life wall murals, educational pylons and reader rails tell the story of space travel for Kansas Cosmosphere & Space Center. With Fricker & Radetsky.



CSI – The Experience

Interactive exhibition which teaches adults and older children about the ins and outs of forensic science. Visitors gather evidence from fictional crime scenes and have to test their findings in the laboratories and autopsy rooms. With Bob Weis Design Island.

Kennedy Space Center – Apollo/Saturn V Center, Florida

Design of major exhibits and graphics program for all new visitor attractions. Included were interpretive graphics for actual Saturn V rocket, Apollo space suit, moon rock and other important artifacts. With BRC Imagination Arts.



Mummies of the World

Traveling exhibitions showcasing never before seen ancient mummies from Asia, Oceania, South America and ancient Egypt. Dramatic supergraphics, mysterious graphic scrim, and intriguing text panels tell the fascinating story of these people. With Seruto & Company.

The Fort Worth Museum of Science and History

Hunt Design created the bold and informative graphics for DinoLabs, the Cattle Raisers Museum, and Energy Blast—three new master plan exhibits at the Museum. Hunt Design also designed the entire wayfinding signage and graphics to complement this new Ricardo Legoretta building which opened in fall, 2009. With Seruto & Company.

Tutankhamun: The Golden King and the Great Pharaohs

25,000 sq. ft. traveling exhibit. Features over 50 artifacts from Tutankhamun's tomb, and over 70 artifacts from rulers throughout 2,000 years of ancient Egyptian history. For Arts & Exhibitions International.

Women and Spirit: Catholic Sisters of America

This 6,000 sq. ft. traveling show presents the interesting stories, accomplishments and history of Catholic Sisters in America. Rich graphics create a warm and detailed backdrop for artifacts and interactive displays. With Design Island, Seruto & Company and Harvest Moon Studio.



Chicano Now! American Expressions

Chicano Now! is a traveling exhibit coupled with an art exhibit that celebrates Chicano culture. It explodes the stereotypes and inspires appreciation of Chicano achievements. This exhibit has been presented in museums and convention centers across the country. With Wyatt Design for Clear Channel Entertainment - Exhibitions.

Backyard Discoveries

For the Discovery Channel, Hunt Design provided graphics and interpretive design for a unique, traveling paleontology show. For BBH Exhibits.

Genome

5,000 square foot, colorful and educational traveling exhibit about the human genome and DNA. Grand Opening at the Smithsonian. With Tom Fricker and Peter Radetsky for Clear Channel Exhibitions.

Space, A Journey to Our Future

Touring space exhibit on the history and future of space exploration featuring themed environments, interactive exhibits and artifacts. With Rick Goodwin for Clear Channel Exhibitions.



Monster Trucks the Science of Extreme Machines

15,000 square foot traveling show which opened at Chicago Museum of Science and Industry in May 2003. With Rick Goodwin for Clear Channel Entertainment-Exhibitions.

St. Peter and The Vatican: Legacy of the Popes Exhibit

15,000 square foot traveling exhibit of the largest collection of objects from the Vatican ever to tour North America. Presents unique objects illustrating the Vatican's impact on history and culture through 2,000 years — from the time of Saint Peter to the 21st century. With Tom Fricker and Peter Radetsky for Clear Channel Entertainment-Exhibitions.

Rockefeller Center - Top of the Rock

Exhibit illustrating the history of Rockefeller Center as part of the Top of the Rock experience; the newly renovated observation deck atop 30 Rockefeller Plaza. With Bob Weis Design Island.

Real Pirates: The Untold History of the Whydah

Hunt Design was selected to work on an exciting traveling exhibit that uses actual artifacts recovered from the wreck of The Whydah—the only authenticated pirate ship ever discovered—to tell the true story of the pirates who dominated the seas 300 years ago. For Arts and Exhibitions.

Electropolis

5,000 square foot permanent exhibit at the MUTECH in Mexico City. This colorful and bold exhibit helped kids learn the science and history behind electricity. Bilingual copy throughout.

Sears Tower, Chicago - Skydeck Attraction

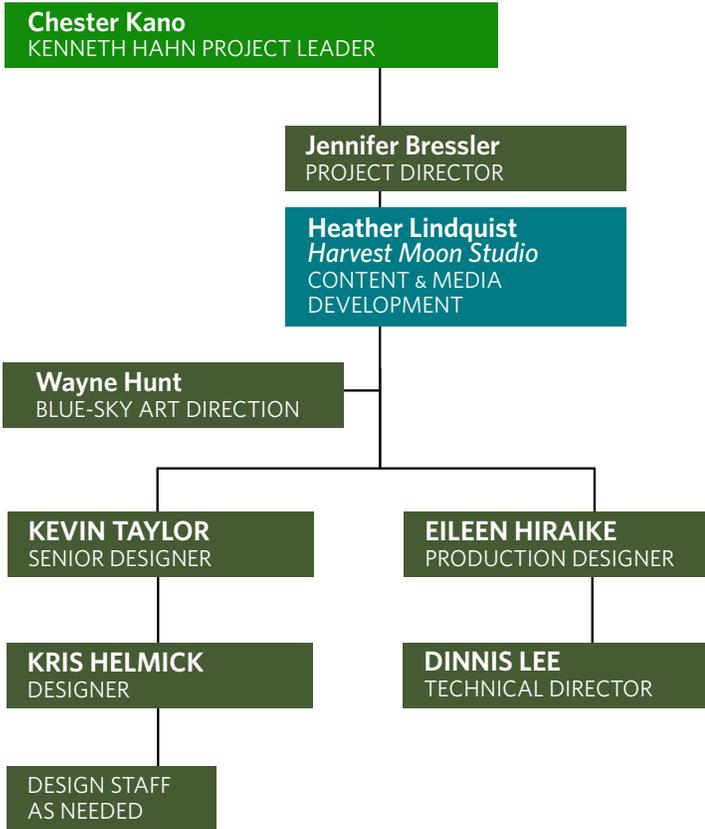
Featuring 500 running feet of colorfully displayed stories of Chicago history. This highly detailed presentation is the centerpiece of the visitor experience on the 103rd floor. With Bob Weis Design Island.



Full-size mock-ups test scale, form, and messages



Vasquez Rocks Interpretive Center
With Harvest Moon Studio



THE HUNT DESIGN TEAM

Participating in the Kenneth Hahn assignment will be:



Jennifer Bressler
Principal, Project Director

Ms. Bressler joined Hunt Design after working with the prestigious design firm, Looking. She has project managed and designed the signage and graphics for a number of Hunt Design projects such as Rockefeller Center, Top of the World Visitor Center, Sears Tower Skydeck, Women and Spirit: Catholic Sisters in America, DinoLabs, Cattle Raisers Museum and the Fort Worth Museum of Science and History. She was an integral part of many of the Evergreen Exhibitions projects, such as Genome, Chicano Now, Vatican, Monster Trucks, Heart (for Pfizer) and Backyard Discoveries. She also works on many of the public sector projects which include parks and streetscape projects for numerous cities. Her personal experience includes teaching at Art Center College of Design and UCLA Extension, and she currently holds a position on the board of the Society of Environmental Graphic Design.



Wayne Hunt, Founding Principal

Mr. Hunt is a nationally recognized designer of environmental graphics and directs the firm in the design and implementation of identity, signage and environmental graphics. In addition, Mr. Hunt is Adjunct Professor at Art Center College of Design where he teaches the course in environmental graphics. He is also on the Board of the Ryman Arts Foundation, and past president of the Art Directors Club of Los Angeles, and past president of the Society for Environmental Graphic Design and has been a guest critic at the USC School of Architecture and Harvard Design School.



Kevin Taylor, Senior Designer

Kevin Taylor, Senior Designer. Kevin was educated at the University of Minnesota and is an integral part of our team. He is involved in exhibits and environmental graphic design projects of all kinds. Prior to joining Hunt Design, some of his past work includes The Hoop Hall Experience, Nokia exhibits, The Port Discovery Children's Museum exhibits, the Experience Music Project in Seattle and America I Am. Kevin is key to our staff and helps to manage our creative design team.



Eileen Hiraike, Production Designer

Eileen received her background in art at Cal State Long Beach. Eileen has contributed to and worked on numerous exhibitions and key wayfinding projects. Playing an important role on our staff, Eileen is literally the last person to touch all of our art files going off to fabrication. Her combination of technical knowledge and fine arts background greatly contribute to Hunt Design's team as she keeps the integrity of our design solutions through the final phase of design production.



Dinnis Lee, Technical Director

With over twenty years experience in the development and production of environmental graphics, Mr. Lee has worked with such firms as Ampersand Contract Signing Group, Don Clark Design Office, Sanchez/Kamps Associates, Gensler Associates, Donahue Schriber and the Irvine Company. Since joining Hunt Design in 1992, he has made major technical contributions to such projects as Port of Long Beach, Culver City Streetscape, Wichita, CaliforniaMart, Los Angeles Children's Zoo, and Kennedy Space Center.

SCOPE OF WORK - AREAS AND ELEMENTS

Hunt Design will provide the services listed below under Scope of Work – Services for the following elements:

- Overall and content areas' identification
- Graphic banners and panels
- Graphics for interactive exhibits and kiosks
- Object Labels
- Reader rail graphics
- Text Panels - with and without images
- Supergraphics
- Graphic styling guidelines for interactive media graphics



Sketch-Up models are a great tool in the conceptual phase to flush out the three dimensional space.

SCOPE OF WORK - SERVICES

1. Content & Concept Refinement and Development

- 1.1 Conduct a kick-off meeting to define and clarify the goals and opportunities of the project.
- 1.2 Review relevant work and existing artifact cases to date in the Community Center space.
- 1.3 Visit the project site and informally document the facility.
- 1.4 Review the historic materials and artifacts.
- 1.5 Evaluate the preliminary exhibition themes and propose refinements, potential alternatives and storylines.
- 1.6 Suggest refinements to the themes and recommend an organizing structure to present the information.
- 1.7 Prepare preliminary story / sequence / flow diagram.
- 1.8 Prepare an implementation estimate.

Work Products: Refined story and theme document, space utilization diagram, budget estimate.

2. Design

- 2.1. Develop preliminary design concepts for individual exhibits and displays.
- 2.2 Create a preliminary exhibit language of typography, colors and graphic style.
- 2.3 Develop preliminary designs into more detailed exhibit visuals.
- 2.4 Revise cost estimate.
- 2.5. Attend meetings as required.

Work Products: Exhibit and display concepts, refined exhibit design, preliminary exhibit visuals, display and area concept illustrations, and revised cost estimates.

3. Fundraising Tools

- 3.1. Design and prepare a concept booklet and Powerpoint presentation to facilitate fundraising efforts.

Work Products: Fundraising tools

4. Documentation for Fabrication & Implementation

- 4.1. Prepare fabrication and installation documents necessary to implement the exhibit.
- 4.2. Prepare production art files for all graphics elements.
- 4.3. Review with exhibit team at 50% production art progress.
- 4.4. Provide 90% production art for final review.
- 4.5. Provide one round of changes to 90% art files.
- 4.6. Provide 100% production art.
- 4.7. Attend meetings as required.

Work Products: Production art files at 50%, 90% and 100%



Multiple color studies support each Hunt Design project.



Collaborative design process across multiple disciplines makes for the best product.



Visits to the fabricator's shop are a critical step in the collaboration between the fabricator and the design team.

5. Production Supervision

- 5.1. Participate in contractor kick-off meeting to establish protocol, communications standards, detailed schedule and mutual expectations.
- 5.2. Review and respond to RFIs, color and materials samples and mock-ups provided by graphics vendor.
- 5.3. Assist in inspection of print production at vendor's shop.
- 5.4. Assist in inspection of installation of typical signage elements in the field.
- 5.5. Inspect completed installation and prepare "punch list" of items requiring post installation attention by vendor.
- 5.6. Attend meetings as required.

Work Products: Punch lists

6. General Consultation

- 6.1. At request of KHCC project team, participate, consult on, or conceptualize items or treatments beyond actual exhibit signage and graphics elements listed above, such as architectural color, exhibitry, attraction logo or logos, press kit, print collateral, educational materials, exterior interpretation signage for playgrounds, .etc.

GRAPHIC TRACKING METHODS

The creation, and day-to-day management and revisions to the graphics matrix to follow the inherent changing course of the exhibit development from conception through final design is the single most important part of the process. As content is developed and exhibitry is designed, it's imperative that the changes are captured on the spreadsheet in order to keep all the copy, imagery and budgets in check.

PROJECT SCHEDULE

Hunt Design is available to begin work immediately and is able to meet the reasonable needs of the project. This estimate is based upon a typical completion and installation schedule of an installation of this scale. Prior to starting the project, we will need to set a target opening date. Delays in the overall project schedule may result in additional fees.



Visits to the fabricator's shop assure the client close color matching and quality.



Shop supervision is an important part of Hunt Design's work.



HARVEST MOON STUDIO

Overview

Harvest Moon Studio is pleased to submit a proposal for providing content development, writing, and media planning as a subcontractor to Hunt Design for the Kenneth Hahn Community Center project. Hunt Design and Harvest Moon Studio have collaborated on multiple projects in the past, including new exhibits at the LEED-certified, award-winning Vasquez Rocks Interpretive Center and the national traveling exhibit “Women & Spirit: Catholic Sisters in America.”

The proposed scope of work is for a complete Design phase. It will set a blueprint for the Production phase and requires close collaboration between all team members.

About Us

Co-founded by filmmaker Mark Lindquist and exhibit developer Heather Lindquist, Harvest Moon Studio helps tell stories about the American experience that connect with diverse groups of people, spark imagination, and inspire inquiry.

Located near the banks of the LA River, Harvest Moon Studio provides exhibit planning and media production services to museums and visitor centers across the country. Our projects help clients interpret the complexity, nuance, and grandeur of the American experience—from the Civil War POW camp at Andersonville and WWII confinement site at Manzanar, to the engineering marvel at Grand Coulee Dam. Our Hollywood-adjacent location offers an astounding talent pool from which to draw for projects large and small, while our close proximity to Hunt Design’s Pasadena office supports seamless collaboration. Harvest Moon Studio has a full-time staff of two and a proven team of consultants and subcontractors, including animators, editors, and special effects artists. It is a woman-owned business enterprise with certification by the City of Los Angeles in process.

Partial Project List

Exhibit Content Development

- Vasquez Rocks Interpretive Center, Agua Dulce, CA
- Utility Exploration Center, Roseville, CA (planner/writer)
- “Women & Spirit: Catholic Sisters in America,” traveling exhibit (writer)
- Mountains Restoration Trust, Calabasas, CA (planner/writer)
- Cuyahoga Valley National Park (planner/writer and AV producer)
- Keweenaw National Historical Park, Calumet, MI (planner/writer)
- Lincoln Home National Historic Site, Springfield, IL (planner/writer)



HARVEST MOON STUDIO

Exhibit Media Production

Vasquez Rocks Interpretive Center, Agua Dulce, CA
Elephants of Asia and California Condor Rescue Zone, LA Zoo, Los Angeles, CA
Utility Exploration Center, Roseville, CA
US Space and Rocket Center, Huntsville, AL
Cuyahoga Valley National Park, National Park Service, Cleveland, OH
Virginia Historical Society, Richmond, VA
Lincoln Presidential Library and Museum, Springfield, IL
Queen Lili'uokalani Trust, Kona, HI

Key Personnel

Heather Lindquist | Content Developer and Exhibit Writer

Heather Lindquist has worked in interpretive exhibit design and museum planning for over 25 years. With a background in American history, she approaches each project with an eye toward the larger story it can tell. Over the course of shepherding multiple projects from concept to installation, Ms. Lindquist has developed skills as a collaborative team player. As a founding partner of Harvest Moon Studio, a woman-owned multimedia production firm, she is also well versed in how to shape content for interactive multimedia. Selected projects include:

Vasquez Rocks Interpretive Center

Working in close collaboration with team members from the LA County Department of Parks and Recreation and Hunt Design, Heather Lindquist developed the content outline and exhibit script for the new interpretive center at Vasquez Rocks. For PCL Construction.

Women & Spirit: Catholic Sisters in America

On behalf of Seruto & Co. and in collaboration with Hunt Design, Heather Lindquist developed content and wrote the exhibit script for a traveling exhibit about the role of Catholic sisters in American History.

Lincoln Presidential Library and Museum

Ms. Lindquist led Harvest Moon Studio's production team on "The Civil War in Four Minutes," an animated map that dramatizes shifting lines of control during the Civil War. For BRC Imagination Arts.

California Condor Rescue Zone, LA Zoo

Ms. Lindquist wrote treatments, created flowcharts, and developed final scripts for an interactive Junior Zoo Keeper training program currently installed at the LA Zoo's new California Condor Rescue Zone. For Lexington.



HARVEST MOON STUDIO

Mark Lindquist | Media Director and Producer

For the past 20 years, Mr. Lindquist has been creating media pieces for exhibits at National Park Service sites, museums, corporations and theme parks, with treatments and topics ranging from animated maps and interactive cars to piloting the space shuttle and mopping up oil spills with microbes. Mark's talents range across many disciplines, creating engrossing media pieces that combine live action, animation, and computer processes in a fluid, seamless manner.

Selected projects include:

U.S. Space and Rocket Center, Huntsville, Alabama

Mark Lindquist directed and produced several media installations for the U.S. Space and Rocket Center in Huntsville, Alabama, including: "Saturn's Brain," an object theater about the Instrument Unit that controlled the Saturn V rocket; "Casper: The Story of Apollo 16," an interpretive video about the crew and capsule of one of the last Moon missions; "The Great Debate," an animated interactive about the decision to make lunar orbital rendezvous the method of going to the Moon; and "Hometown Apollo," an interactive map celebrating the hundreds of contractors who contributed to the Apollo / Saturn V program. For Fricker Studios.

Virginia Historical Society, Richmond, Virginia

Harvest Moon Studio recently produced two interactive games for the Virginia Historical Society to commemorate the Sesquicentennial of the Civil War: "Deadliest Enemy," about the primitive state of Civil War-era medicine; and "Civil War/Civil Liberties," about conscription and sedition laws. For the Virginia Historical Society.

Los Angeles Zoo / Pachyderm Forest Exhibits

Mark recently designed and produced interactive media—both audio and video—about Indian elephants, as well as the LA Zoo's conservation and habitat protection programs with partner institutions and agencies in the Cardamom Forest region of Cambodia. For AKG-Saifco Construction.

Los Angeles Zoo / California Condor Rescue Zone

Harvest Moon Studio designed and produced an interactive junior zoo keeper program for the California Condor Rescue Zone at the LA Zoo. For Lexington.

The Children's Museum of the Upstate, Greenville, South Carolina

Mark Lindquist designed and directed a series of interactive computer installations about water conservation ("Brush Your Teeth"); energy conservation ("Turn Out the Lights"); and healthy eating choices ("Calorie Counter") for The Children's Museum of the Upstate in South Carolina. For Lexington.

Roseville Utility Exploration Center, Roseville, California

Harvest Moon Studio produced a Magic Planet Globe movie about climate change; a multi-player game about managing city utilities "Green / Not Green;" and resource calculators for the Smart House. For Lexington.



HARVEST MOON STUDIO

Approach

Our proposed work flow is shown below:

- Content Immersion
 - Deep dive into background research assembled by the exhibit team to date
 - Compile additional research to support simple, elegant, fun writing and content development
 - Participate in onsite charrette at the Community Center

- Exhibit Storyline and Content Outline
 - Interview content experts (if/as needed)
 - Develop storyline, content outline, and narrative flow of exhibits
 - Present concept to team members
 - Receive and review feedback

- Text Style and Hierarchy Exploration
 - Develop text hierarchy and sample styles based on target audience, word count, reading level
 - Review and refine with team members
 - Coordinate with Hunt Design to refine content for graphic style and approach
 - Present concept to team members
 - Receive and review feedback

- Primary Text Development
 - Develop titles and subtitles (if/as needed)
 - Write primary copy for 5 to 7 exhibit sections
 - Review and refine with team members
 - Present concept to team members
 - Receive and review feedback

- Media Planning
 - Interview family members
 - Identify archival video and film footage for video biography (3 to 5 minutes)
 - Write script for video biography
 - Develop production plan for new videography required (if any)



HARVEST MOON STUDIO

Proposed Project Phases and Deliverables

Phase One: Project Startup

Planning Charrette and Startup

The Phase One deliverable is a report and meeting summary following the kick-off planning charrette. This is the beginning of the process to articulate themes and define storylines.

Phase Two: Concept Design

Storyline and Content Outline

The Phase Two deliverable will be a written narrative and storyline identifying key themes that give insight into Kenneth Hahn's biography, history, and legacy. We may choose to focus on his core values—Opportunity, Equality, and Social Justice, for example. Or, we may want to focus on actions and activities, such as Community Service, Leadership, Recreation. We will work with the team to select the organizing themes that best suit the space, the person, and the story we want to tell.

Phase Three: Schematic Design

Rough draft script and Media Outline

The next step is to write sample copy that follows the selected thematic storyline. This draft script will include titles, subtitles, and main copy. Captions and artifact identifiers come later. During this phase, Harvest Moon Studio and Hunt Design will work together to make sure the content and graphic theming are evolving in parallel.

A detailed treatment for a 3- to 5-minute video biography of Kenneth Hahn will be developed in parallel with the exhibit copy. The treatment will complement the selected themes and storylines. It will identify existing visual assets and clarify whether new videography is required, such as interviews with Hahn family members, friends, or former colleagues.

Phase Four: Design Development

Second Draft Script and Media Treatment

The second draft script includes revisions requested during the previous phase. If specific elements, images, artifacts or display objects were previously undetermined, they will also be identified and captioned at this phase. The script undergoes a polish and refinement and coordination with the graphic design continues to be finessed. The media will evolve in lockstep and graduates to a written treatment.

Phase Five: Construction Document

Final Draft Exhibit Script and Media Pre-Production Script



HARVEST MOON STUDIO

The exhibit script will be completed in response to specific comments from the previous phase. The media treatment is fleshed out, becoming a complete script identifying narration, archival imagery, interview footage, pacing and visual style.

Phase Six: In-shop Fabrication

Graphic File Production and Proofreading

As the graphic files produced by Hunt Design are prepared for production, Harvest Moon Studio will proofread the paper proofs and verify that the necessary high res images have been provided by the client.

Phase Seven: On-Site Install

On-Site Installation

Services during this phase typically include installation supervision and media hardware integration.

Phase Eight: Project Completion

Project wrap-up will include delivery of final Word documents checked against the final graphic production files.



HUNT DESIGN FEES AND EXPENSES (GRAPHIC DESIGN)

For the above services Hunt Design is to be paid fixed fees by project phase as follows:

1. Content & Concept Refinement and Development	\$12,500
2. Design	\$24,500
3. Fundraising Tools	\$5,500
4. Documentation for Fabrication & Implementation	\$11,500
6. Production Supervision	\$8,000
7. General Consultation	hourly as needed
	<hr/>
	\$62,000

Highly legible and accessible text for all ages and abilities is an important part of the design process.

The fees are based approximately on our estimate of professional hours required multiplied by our standard hourly billing rates. Principal \$150; Project Director \$130; Designer \$130; Production Designer \$90; Drafting \$90.

Notes to the fees:

Not included: Photo and illustration acquisition, scanning of images, original illustration or video. Depending on how a Kenneth Hahn Bio Video is structured, it could run approximately \$25,000-\$30,000. Video work can be discussed and agreed upon prior to starting the project.

EXPENSES

In addition to the above fees, Hunt Design is to be reimbursed at cost for standard expenses incurred in connection with this project. Such expenses include: travel, prints, computer imagery, mileage and other normal reproduction charges. In-house color printing will be charged at \$2 per page up to 11"x17"; larger format will be billed at \$3 per square foot. Excluded are multiple copies of documents for distribution.

Travel and related expenses will be billed at cost.

We estimate that a reimbursable budget of \$2,500, exclusive of travel, will be required.

HARVEST MOON STUDIO FEES AND EXPENSES (CONTENT DEVELOPMENT)

Hunt Design will subcontract to Harvest Moon Studio for all content development services described on the following pages. These fees have been broken out for purposes of describing the two disciplines. The fees below, (content development), are in addition to the Hunt Design fees as noted above (graphic design).

Cost Estimate

Phase	Deliverables	Cost	Totals
Phase One: Project Startup	Planning charrette and startup meetings	1,400.00	
Phase Two: Concept Design	Storyline development and detailed outline	2,100.00	
Phase Three: Schematic Design	Rough draft exhibit script and media outline	3,000.00	
Phase Four: Design Development	Second draft exhibit script and media treatment	8,400.00	
Phase Five: Construction Documents	Final draft exhibit script and media pre-production	14,800.00	
Phase Six: In-shop Fabrication	Proofreading production files	5,000.00	
Phase Seven: On-Site Install	On-site installation	2,800.00	
Phase Eight: Project Completion	Project documentation and wrap-out	1,600.00	
	Subtotal		39,100.00
Direct Expenses Allocation	Submitted monthly with original receipts	625.00	
	TOTAL		39,600.00

Direct Expenses

Direct expenses have been estimated as follows:

Item	Number	Rate	Extension	Total
Mileage	25 trips	\$7 per trip for mileage	175.00	
Online storage and meeting services	8 months	\$25.00 per month	200.00	
Research expenses	10 libraries	\$25.00 per research trip	250.00	
	TOTAL			625.00

Please note: the direct expenses identified above do not include media licensing fees; these need to be estimated following approval of a selected concept design.

Billing Rates

The hourly rate for content development and media planning is \$100.00. The proposal assumes that the project requires a part-time commitment, March through June 2014. Sizable project delays and scope changes would need to be reflected in contract modifications.

BILLING

Monthly invoices reflecting the percentage of work completed plus expenses will be submitted for payment. Invoices shall be paid within thirty (30) days of receipt. Applicable sales tax will be added to billing as required by the California State Board of Equalization.

Advance Payment-Retainer

Before starting work, Hunt Design requires an advance payment equal to 20% of the total fees, which will be credited at the end of the project.

CONDITIONS

Revisions and Additions: This proposal covers only the services outlined. If the scope of work changes, approved revisions or additions will be charged for on an hourly basis, and as an addition to the original contract.

Termination of Contract: Assuming just cause, either party reserves the right to terminate this agreement after giving ten (10) days written notice to the other. Hunt Design Associates shall be paid for services and reimbursable expenses incurred under this contract up to the date of such termination.

Cash Flow and Timely Payments: Timely and regular payments of Hunt Design Associates invoices are required for continuous work on the project.

Sequence of Work: The fees stated above are based on executing the project or large project portions as a group or groups. That is, items added out of sequence or after general approvals of areas or phases, may be considered as extra to the contract.

Limit of Quantity of Designs: A reasonable quantity of design solutions for individual elements will be developed for review. Excessive or unreasonable requests for redesign or additional design options may result in additional design fees.

Originality: All reasonable care will be taken to avoid accidental duplication of graphic designs already in existence, but responsibility and matters of registration, trademarking, copyrighting, rest with the owner.

Best Effort Basis: The creative services described above will be provided on a "best effort" basis. That is, Hunt Design Associates will create designs based on our training, experience and professional judgment and that represent our best effort; non-acceptance of the design(s) shall not constitute reason for non-payment.

Publicity: Hunt Design Associates reserves the right of reasonable publicity about its participation in this project.

Design Credit: Hunt Design is to be listed in display and publication of project credits when practical.

Extended Schedule: The fees stated above are based upon the described project schedule. Delays in the overall project schedule may result in additional fees. Restarting the project after an inactive period of more than two months will result in a restart fee of 3% of the total project fees.

The information, language and descriptions in this proposal are the copyrighted property of Hunt Design Associates and may not be reproduced or transferred to any other party without permission.

HUNT DESIGN ASSOCIATES, INC.



By: Jennifer Bressler, Principal

Date: 03/06/14