



Data Design Services Menu

How to budget for design?

How much is it worth to you? A simple logo can cost one organization hundreds of thousands of dollars while another organization might spend twenty.

A longer timeline, a more experienced designer, or more planned (or unplanned) product revisions will always drive up the price. But depending on the importance of the project, it might be worth taking a little more time than just the bare minimum. Good design is so much more than just a good looking product.

This menu will give you an idea of how to price out my services. It is based on the time I believe should be dedicated towards completing the project using my preferred process and tools.

Illustration Simple illustration, charts, and cartoons (5 hours)

A 5 hour simple illustration project would result in a collection of up to 5 simple drawings, cartoons, or charts. The process would start with a short kickoff meeting, include preliminary concept sketches, and the final deliverables with very little revision time included.

Advanced illustration, charts, and cartoons (10 hours)

A 10 hour advanced illustration project would include more time for research, planning, and brainstorming. An additional meeting or two and more time spent on design.

Infographics Micrographics and simple models (5 hours)

A micrographic is a small infographic, usually for publication within a report or on social media. This could include simple maps, logic models, or theories of change. The data is usually straightforward or easily available and there is a specific point being made.

Traditional infographics (25 hours)

A traditional infographic is designed to stand alone or to be distributed alongside a report. There are many possible variations and more time needs to be budgeted towards upfront planning, brainstorming, and prototyping. Multiple iterations of the design will likely be required.

Reports One or two pager (15 hours)

A one or two page report or brief is often easier to design compared to an infographic. With that said, the design should meet organization style guidelines and accessibility requirements. Multiple iterations are usually required.

Visual report design (50 hours)

The best visual reports are designed while the report is being written, not after. The design influences the report writing which then influences the design. This will include time for multiple iterations, opportunities for feedback, and text revisions.

Interactives Simple interactive reports and infographics (25 hours)

Wordpress based, landing-page, or spark-based interactive reports and infographics take a similar amount of time as traditional print infographics. They also follow a similar design process.

Tableau dashboards (50 hours)

Interactive online dashboards, such as those built within Tableau, require upfront time loading and structuring underlying data. The format of the data can have a large impact on the possible visualizations and ease of use.

Other Services Animations and motion graphics (50 hours)

Wordpress website design (50 hours)

Data design mentoring (10-20 hours/month)

Online course development (50 hours)

Illustrated webinars (25 hours)

eBooks and whitepapers (25 hours)

Rates Projects under 20 hours: \$125/hour

Projects over 20 hours: \$100/hour

A monthly retainer plan can also be setup to provide multiple services over a longer period of time.

You can find examples of my work at Lysydesign.com.