

Sustainability, Enterprise & Entrepreneurship

For advertiser, designers and illustrators

Putting a Value on your Work



Copyright – Ian Simmons 2003

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Costing and estimating

Where do you start?

The most commonly asked question by ex-students is.....

How much should I charge for ??????

Employers want to know your value and cost to them

You want to arrange a salary or cost a job

Start considering this NOW!

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Costing and estimating

What do you need to consider?

Experience

Location

Overheads/expenses

What do your peers charge?

The client

Print and other extras

Type of work

Free or cut price work

Many elements play into the equation, resulting in a final cost estimate for a potential client – we could take it further....

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Costing and estimating What else could you consider?

How long will the job take to complete?

What do you feel the final project is worth to the client?

What methods will you be using to complete the project?

How badly do you want the project?

How much is the client willing to pay? (Do they have a budget?)

What are you providing the client in the way of rights to use the work for future purposes?

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Costing and estimating Anything else...?

Will the client supply all the information needed to complete the brief?

Do they want to own the copyright of the completed work?

Does the job deadline mean you have to 'shuffle' other work?

Structure – Concepts, development, implementation?

What if the client makes changes to the initial brief?

**Try to cover all the bases at the outset so everyone
knows exactly what their role is.**

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Calculating a basic value for your time

How many weeks holiday would you like to have?

E.g. 4 weeks = 48 working weeks

How many hours per week will you work – E.g. 40

How much can I expect to earn? E.g. £20K after taxes etc.

Divide 12K by 48 (i.e. £416.66 per week) then again by 40 to get an hourly rate of £10.42

In reality things are far more complex than this but it can give a good indication as to how much your time could be worth to you or an employer.

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Costing and estimating What should I charge for?

For the work itself?

For thinking/planning time?

Meetings and travelling?

Material costs and other expenses?

Your time is money, so don't undervalue it! Account for every minute!

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Costing and estimating How Much do I Charge?

Free, pro bono or cut price work?

Print and other extras?

What do your rivals charge?

There is no single hourly rate for all jobs, what you charge can differ from job to job – but make sure it is worth it – financially or in terms of exposure!

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Costing and estimating Planning ahead and recording your time.

We learn from history, start to note the hours you have worked each day

Record how long each task takes – roughs, ideas, development etc.

Set yourself interim deadlines to see if you can meet them, then you will learn how to plan ahead!

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Time Sheet

Date 1ST OCTOBER 2008

Time		Client/Job/Work completed	Billable Time	Cost (£'s)
From;	To;			
8.30	8.45	E-MAIL AND CORRESPONDENCE	—	—
8.45	10.15	MONDO DVDS - PHOTORETOUCH	1.30	45
10.15	11.30	MONDO DVDS - COVER DESIGN	1.15	38
11.30	12.30	PAUL KANE - BOOK COVER IDEAS - E-MAIL IDEAS	1	10
12.30	1.00	LUNCH	—	—
1.00	2.00	READ SHORT STORY FOR INTERZONE - ILLD IDEAS! THUMBS	1	30
2.00	2.15	TRAVEL	—	—
2.15	3.00	MEETING WITH SHOUT.COM	0.45	10
3.00	3.15	TRAVEL	—	—
3.15	4.00	VOICE OVER - ROSS OFFICE SUPPLIES	45	30
4.00	5.00	DEAD TIME AND TRAVEL	—	—
5.00	9.00	STEVE DEIGHAN - COVER ILLD!	4	160

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Costing and estimating Get started NOW!!

Follow the guidance given in this lecture

Write a time schedule and log your time

Calculate the time needed for a job and create interim deadlines

Work out total time and expenses incurred

Provide the evidence in your file for assessment!

And value your work, if you don't know-one else will!

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Need more information? Then let's look at some of my work.



How much did I charge?

**Nothing – but the exposure
got me a lot of new work
from clients who knew
nothing of me before hand.**

BFS Illustration – copyright I. Simmons 2004

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Magazine Cover – copyright I. Simmons 2007

How much did I charge?

£400 and the illustration was never used as the magazine never got to the shelves but I was still paid.

Two months later I sold the illustration to another magazine for £350.

And I still own the copyright so will sell it again if I can!

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How much did I charge?

£600 for the illustration and copyright for all uses to publicise the film.

The company loved the deal and I now get regular work from them.

Movie Poster – copyright Mondo Macabre 2006

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How much did I charge?

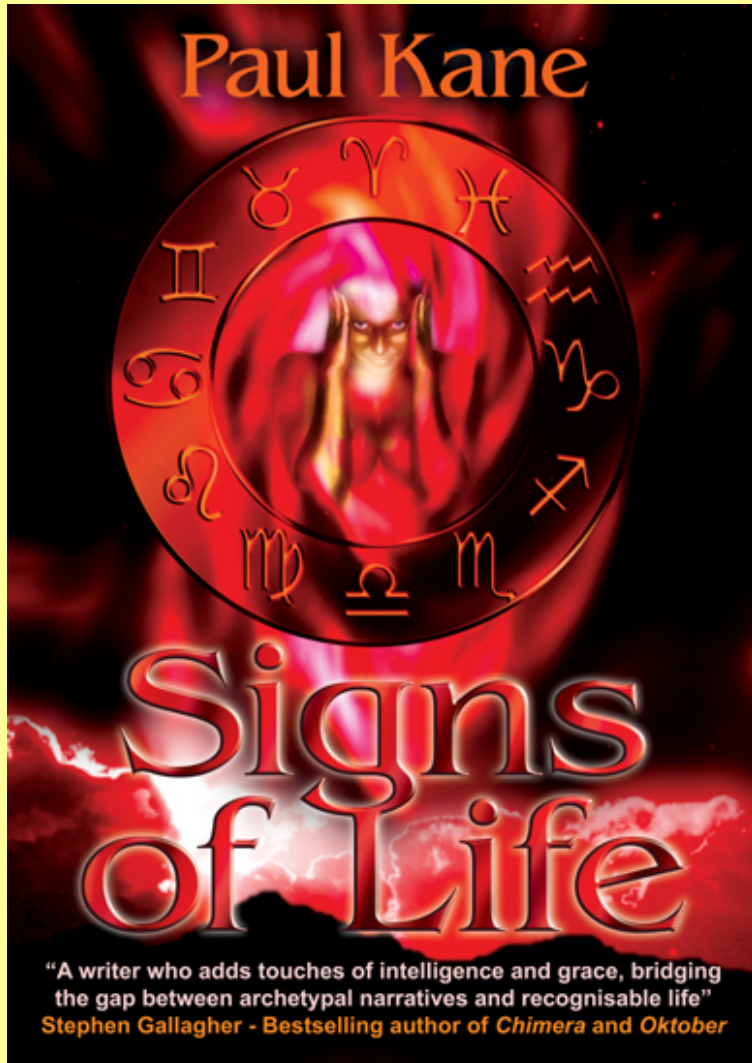
£400 for the painting – the client owns the physical work – I own the rights.

Have resold this one twice so far!

Private Commission – copyright Ian Simmons 2000

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How much did I charge?

**£200 for the illustration,
£100 for the design,
£150 for the rights.**

Sound cheap?

The total job took 4 hours!

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How much did I charge?



Nothing for the work – but is a range of merchandise aimed at raising funds for youth football in Swansea.



And has led to a lot of 'spin off' work.

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How much did I charge?

£100

**Took me 1 hour to
complete.**

Logo – copyright Swansea Mobile Library 1999

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Book Illustration – copyright Ian Simmons 1998

How much did I charge?

£100 – sold it 5 times so far!

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Graphic Novel Illustrations – copyright Ian Simmons/Paul Kane 2008

Personal Project, so no client yet, but will try and place when completed!

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So in conclusion, pricing is not an exact science!

Different jobs will demand different pricing strategies!

**What do you want out of the job,
and what is your client prepared to give you?**

**And the bottom line is not always just financial, low paid jobs can often
lead to better ones depending on the exposure you may get out of it!**

But I hope this lecture has made things a little clearer.

You deserve to be paid a fair rate – so approach the matter thoughtfully and confidently and remember – don't be afraid to ask for a decent reward for your hard work!



Editorial Illustration – copyright Ian Simmons 2001

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