

Brian Berley: WORK TERMS & METHODOLOGY

- To start the ball rolling, please drop me an email or feel free to call to get acquainted. I'm a strong advocate of strong communication as part of any project. We'd immediately determine the time requirements for your project.
- Depending on your project, I would first discuss how specific (or generalized) your concepts are. In some cases a client has very detailed ideas, whereas some folks like to rely on me to generate some preliminary visuals to flesh out their ideas. For example, I may ask if you have any of your own concept art -- thumbnails, sketches, etc. If not, I might then ask for imagery, etc. that similarly depicts the style or concept you're after -- whatever we can do to put us both on the same page visually.
- It's usually at this point where we would discover if I was the right guy for your needs! Although uncommon, I will be the first to tell you that your project may be more suited to someone else's style or method -- I much prefer to pass on the job than to pay disservice to you and your concept.
- Assuming we're both comfortable with moving ahead... We'd then discuss how much we can do within your budget, often finding cost-saving solutions. I always prefer to work out realistic expectations with a client up front, with the notion of providing a dollar cushion for final project revisions or enhancements.
- Lastly, before work begins, we'd go over the nuts and bolts of confidentiality (where applicable), work-for-hire vs. artists copyright*, and the timeline regarding the delivery of roughs, revisions, and final art.

There's an old adage which states that the toughest clients are those that know exactly what the don't like.

- Let me talk a little bit here about the slippery slope of revisions: Typically, I would submit prelim art per image for approval or revision. These initial revisions are included in your agreed budget. Should additional revisions be required, we would discuss an agreeable hourly rate to perform those revisions. As any contractor will tell you: "Anything can be improved or changed.... providing we have the time and money to do so." My meaning here is that I want you to feel comfortable getting the most for your money, with no surprise costs along the way.
- Now the fun part begins... I get to work and -- hopefully -- dazzle you with something better than you had hoped for. Along the way, we'll talk, tweak, and get the best possible result.

*Typically, I agree to a work-for-hire arrangement. In rare cases, though, I may wish to discuss the negotiation of copyright and ownership. In all cases, I will request the right to show samples of the work for self-promotion purposes only.