



The Design Factory

CREATIVE THAT GETS RESULTS



A WEBSITE PROPOSAL FOR MASTERWORK

A bigger stage. A clearer story.

For the artists you champion.
And the people who make it all possible.



FJK DANCE / UNFORBIDDEN COLORS

FIXED PROFESSIONAL FEE

\$5,000

RECOMMENDED SCHEDULE

Six weeks

PROPOSAL DEADLINE

Sept. 21, 2026

Prepared by **Ari Raphiel** · The Design Factory

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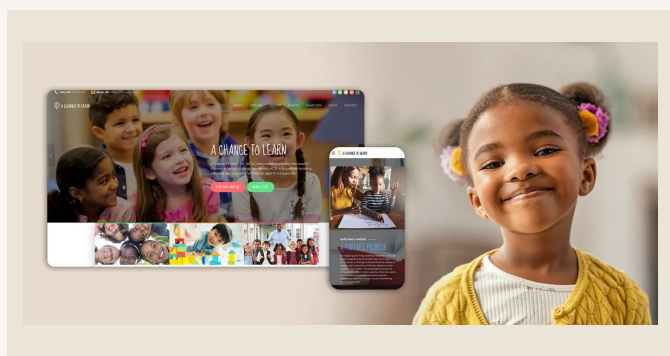
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CREATIVE THAT GETS RESULTS

YOUR CREATIVE PARTNER

The Design Factory.

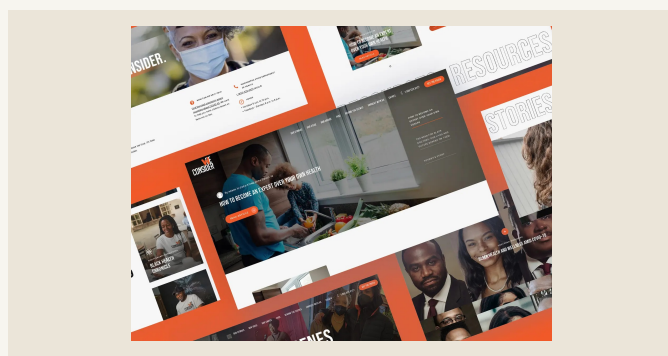
The Design Factory is an independent, family-led creative agency. For 30 years, we have connected brand strategy, visual communication, and digital experiences for businesses, civic institutions, and mission-led organizations.



A Chance To Learn

UX strategy, information architecture, and responsive design for an education-access organization.

[View project](#)



WeConsiderWA

Subcontracted creative and digital execution for a collaborative public-health campaign.

[View project](#)

City of Dallas / One Day Dallas

Public-information campaign design that made a complex operational change clear across formats.

[View project](#)

THE SENIOR TEAM ON YOUR PROJECT

Sederrick Raphiel

Founder & Creative Director

Creative oversight and final quality accountability.

Ari Raphiel

Lead Designer & Project Director

Principal contact for strategy, design, and approvals.

Armon Raphiel

Technical Director

Architecture, integrations, accessibility, and launch.



RECOMMENDED APPROACH AND FIXED SCOPE

The complete website.

A custom website paired with guided content editing. Staff update programs, interviews, stories, announcements, and calls to action through structured fields, while the page system stays consistent.

10

core pages/templates
maximum

15

priority Blogger posts
maximum

2

visual revision rounds

01 A clearer public experience

Responsive design, updated navigation featuring A Life in the Arts, a flexible homepage feature area, retained branding, and the four-discipline color hierarchy.

02 A practical publishing system

Guided content types, reusable page patterns, preview, scheduling, expiration rules, staff training, and administrator documentation.

03 Giving and communication

One approved Aplos giving connection, one Mailchimp form, and approved YouTube, Facebook, and Instagram connections. Payment methods depend on the Aplos account configuration.

04 Board access and announcements

One password-protected board landing page linked to existing Google Drive materials, plus accessible, dismissible lightbox announcements and top banners.

05 Priority migration and continuity

Up to 15 priority Blogger posts, source attribution, metadata, clean URLs, and a redirect ledger. Foundation staff assist with migration; remaining archives follow the agreed plan.

06 A careful launch and handoff

WCAG 2.2 AA production target; accessibility, device, performance, and link checks; training, documentation, launch, and 30 days of defect support.



FEE AND DELIVERY

One fixed investment.

\$5,000

FIXED PROFESSIONAL FEE

Hosting, platform subscriptions, licensing, and transaction fees are excluded.

Where the investment goes

Strategy and information architecture	\$600
Responsive visual system and key-page design	\$1,150
Custom build and guided content tools	\$1,550
Approved integrations and priority migration	\$950
QA, training, launch, and 30-day defect support	\$750

Milestone payments

KICKOFF

\$2,000

40% at production scheduling

DESIGN APPROVAL

\$2,000

40% at design-system approval

LAUNCH & HANDOFF

\$1,000

20% at launch approval



SCHEDULE, OWNERSHIP, AND NEXT STEPS

A clear path to launch.

Week 1	Confirm the foundation	Goals, sitemap, content owners, and priorities.
Week 2	Set the story system	Navigation, page roles, and content model.
Week 3	Design the experience	Visual direction and representative page patterns.
Weeks 4-5	Build and connect	Content, workflows, and approved integrations.
Week 6	Prove and launch	Testing, staff training, and production handoff.

Delivery conditions

The six-week schedule depends on approved content, account access, one decision lead, consolidated feedback, and staff migration assistance. Delays move dependent dates. An optional one-week sprint requires all prerequisites before Day 1 and daily approvals; dates are confirmed at kickoff.

Ownership and support

Masterwork owns or controls its domain, hosting, content administration, Aplos, Mailchimp, Google Drive, analytics, content, and media. Approved custom deliverables and documentation transfer after final payment. Third-party licenses still apply. Thirty days of defect support are included.

Excluded work and scope changes

Hosting, domain, premium platform subscriptions, payment processing, extensive copywriting, new photography or video, migration beyond the stated volume, custom application development, travel, and material scope changes are excluded unless approved in writing. Added work requires written approval of its fee and schedule impact.

Let's talk about Masterwork's next chapter.

Ari Raphiel · Lead Designer & Project Director

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Commercial terms remain governed by the final agreement.