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| **Estimate** |  | **Basis of Estimate** |
| # | Total Hours Needed | Complexity | Hours Required | Description/Examples |
|  | (= 2 x **#**) | Low | 1 to 3 | * Basic org chart (no photos included)
* Pie, bar or line chart with data provided
* Basic process diagram
 |
|  | (= 5 x **#**) | Medium | 3 to 8 | ***All of the above, plus:**** Multiple data points; stacked information
* Detailed maps with multiple locations plotted
* Lengthy matrices/tables
* Basic photo editing/touchups
 |
|  | (= 8 x **#**) | High | 4 to 16 | * Photographic collages (common for covers) - includes AI-generated images
* Conceptual illustration of an abstract idea; custom icon development
* Complex systems architecture

*(****Note:*** *estimate assumes clarity of initial request. If direction and/or data changes, the entire process may need to be repeated)* |
|  | (=16 x **#**) | Covers (Electronic) | 12 to 20 | * Custom cover design (conceptualizing, image manipulation/editing, advanced layout, etc.)
* 2-3 rounds of revisions
* Set up of volumes and copies (as required by RFP)
 |
|  | (=30 x **#**) | Covers(Hard Copy) | 10 to 40+ | * Custom cover design (conceptualizing, image search or AI creation, manipulation/editing, advanced layout, etc. - several versions)
* 2-3 rounds of revisions
* For print:
	+ Set up/sizing of volumes and copies (as required by RFP)
	+ Set up/sizing of spines
	+ Design/layout of electronic media labels (if required)
	+ Printing and production
 |
|  |  | **TOTALS** |