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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** | | |