

How to set your Rate: Hourly versus Contract.

Hourly

In 2010, the annual average income for a Web Designer nationwide was \$55,000/year (<http://www.aiga.org/content.cfm/salary-survey-2009>). The average hourly for web and print design varies greatly, anywhere from \$35-150/hour, depending on the complexity of the work. Many online services for web design charge an average of about \$85. Choose a rate depending on your experience and what you would like to make considering your investment in schooling. I am going to say that based on your education and the quality of work I see that you can produce, I would charge no less than \$30-50/hour (web-flash) to start. For a more detailed info on setting an hourly rate, AIGA suggests you check out: " *The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*, 13th Edition <http://www.graphicartistsguild.org/handbook/> or if you're looking for an online resource, check out: <http://freelanceswitch.com/rates/>

Note that when you are first starting off, you will take longer to produce and may underestimate how long something will take you, and actually come up short. This is part of the process, not a nice part of the process, but nevertheless, often a part of the process. It is also not fair to make your client pay more because it takes you longer. To avoid this from happening, you need to work smarter, not harder. Set days and times to work on particular projects and stick to them. Also, don't sit there and spend endless hours tweaking one little thing.

Contract

To avoid the hourly thing, I tend to charge by the project (aka by Contract). When a client requests a quote for a certain project, I ask for a written statement/brief of the clients perceived goals and needs. If they are unable to write the statement, I make notes over the phone or from our initial meeting and then create a *Proposal* that summarizes the goals/needs of the client, my recommendations and an outline the project scope/deliverables based on what I interpret the client needs to be. I also outline a tentative schedule, cost for deliverables and pay schedule in this proposal. I set my rate for the contract based on my design experience, standard going rate for the type of project, and ultimately what I would like to earn for my work [I also consider factors such as the nature of the business (profit vs. non-profit), if I am producing more than just one piece, if they are an acquaintance, if they can bring me more clientele, if they are a pre-existing client, etc]. For a more detailed info on standard rates, AIGA suggests you check out: " *The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*, 13th Edition <http://www.graphicartistsguild.org/handbook/>

[see *Proposal* on our course Website for an example of work bid out as a Contract:
http://www2.hawaii.edu/~ailed/295/resources/BUSINESS_DOCS.pdf]

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For additional information on Billing and Pricing please visit:

Project Management, Time Billing Etc.
www.thrivesolo.com

Pay Me Please: A Freelance Web Designer's Guide to Billing and Pricing (Article)
http://mirificampress.com/permalink/pay_me_please