



NIKI HINKLE
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FAQ Section

Here is a rough idea of projects we do regularly and answers to the most commonly asked questions. If there is anything else you want to know, or for additional explanation, please get in touch (email: info@hinkcreations.com or phone: (617) 520-4465).

How much does it cost to work with you?

We offer services either hourly (*starting at \$65/hr*) or project based - flat rates depending on the project. To give a rough idea, our clients may spend anywhere from \$325 for a basic portrait session to \$5500 for a custom website. We work very hard to find creative solutions based on your project budget.

The figure varies depending on the specific needs of each client.

How do you accept payment?

With most projects we request a 50% down payment prior to scheduling the work. This is payable via cash, check, or PayPal. Details are included in your invoice, and the remaining 50% is payable upon completion of the project, prior to supply of original materials. For larger projects, a payment schedule will be agreed upon prior to beginning work.

How long will the project take to complete?

Time frames vary from one week to three months or more, with the schedule depending almost entirely on project deliverables.

Can you start right away?

It's possible, but our focus is always on current clients. Get in touch for specifics.

What's your cancellation policy?

One raincheck per service is allowed. Rescheduling less than 12 Hours or cancelling less than 24 hours before your appointment will result in the loss of your initial payment.

Should Client choose to cancel work after:

- Project Commencement: 50% owed
- Project First Presentation: 75% owed
- Project Finalized: 100% owed

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SIGHT Section

Here are some specifics relating to visual projects. For more information, please contact Niki at niki@hinkcreations.com or (330) 475-9861.

My Design Process

RESEARCH

I spend time reviewing client information, then begin the research and brainstorming stage. I take into account competitors, market trends, product/service differentiators, the history of the business, the future, the current brand, and the one aspired toward.

SKETCHING

Sketching helps to explore every possible direction before choosing the most effective idea.

RENDERING

I normally narrow the design focus until I have three strong options for developing. The rendering stage involves taking these options and transferring them to Adobe InDesign, Illustrator, Photoshop, and finally Acrobat (for presenting).

PRESENTATION

The design presentation is supplied as a PDF file, with each concept shown in context, using digital mock-ups. Now it's over to you, the client, to consider the

designs and prepare feedback.

FINISHING TOUCHES

Following client review, I'll either finalise the project, or make any revisions agreed upon. My main aim is to create a visual solution that works for many years to come. There's always flexibility in my process.

ARTWORK

Artwork is supplied via email and/or made available for download. Files will be high-resolution. I'm happy to cater to specific file requests.

The work I create is used for a variety of purposes — websites, stationery, print and online advertising. Additional collateral is certainly an option.

CUSTOMER SERVICE

What I offer doesn't end once the final installment is paid. Should any design-related questions crop-up, I'm on hand to answer them, or to offer my opinion on how the new design has been applied. I can also help with print procurement, or offer design assistance in whatever way possible.

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What do you need designed?

Identity Design

- ☐ Logo
- ☐ Color Scheme
- ☐ Font Families
- ☐ Branding Guide

Website Graphics

- ☐ Favicon
- ☐ Background
- ☐ Banner
- ☐ Navigation Menu Buttons
- ☐ Sidebar Titles
- ☐ Buttons
- ☐ Social Media Icons
- ☐ Slideshow Images for Home Page
- ☐ Product Listing Images
- ☐ Advertisements

Product Photography

- ☐ Product Photos
- ☐ Model Photos
- ☐ Watermarks

Social Media Sites

- ☐ Twitter Avatar
- ☐ Twitter Background
- ☐ Facebook Page's Profile
- ☐ Blog Graphics/Banners

Business Stationery

- ☐ Business Cards
- ☐ Letterhead
- ☐ Envelope
- ☐ Postcards
- ☐ Greeting Cards
- ☐ Shipping Labels
- ☐ Invoices

Product Packaging

- ☐ Hangtags
- ☐ Clothing Tags
- ☐ Tissue Paper
- ☐ Shopping Bags

- ☐ Gift Boxes
- ☐ Stickers
- ☐ CD/DVD Cases/Folios
- ☐ Care Instructions
- ☐ Gift Certificates

Promotional Items

- ☐ Car Vinyl Decals
- ☐ Pens
- ☐ Thermos/Mugs
- ☐ Notepads
- ☐ T-shirts
- ☐ Totes
- ☐ Calendars

Marketing Materials

- ☐ Promotional Postcards
- ☐ PR Kits
- ☐ Samples
- ☐ Campaign Brochures/Catalogs
- ☐ Portfolio Presentations
- ☐ VIP Client Offers
- ☐ Campaign Posters
- ☐ Shareable Campaign Graphics
- ☐ Print Advertisements

Event Booths

- ☐ Booth Banner
- ☐ Booth Table Signage
- ☐ Price Tags
- ☐ Guest Book
- ☐ Invoices

Other



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