Brindle

FREE PRINTABLE / REUSABLE BLANK SHEET

Prepare your illustration quote

Gather your brief and cost notes. Estimate all project time, then use the calculator.
Print page 1 again for each project. Use one currency; add a spare sheet if needed.

Project / client: Date: Currency:

01 Gather costs and count your time

Direct costs · item / amount

Expected project hours

Research / brief	_____
Sketches / artwork	_____
Revisions · rounds: ____	_____
Meetings / admin / delivery	_____

A. Project costs: _____

B. Total hours: _____

02 Choose your own hourly pay

C. Desired hourly pay: _____ per hour, before tax. This is your choice.
Allow for shared costs or non-project time here only if not counted elsewhere.

A _____ + (B _____ hours × C _____ / hour) = _____

Starting estimate · enter A, B and C at brindle.brainer.one/project-price.

03 Write down the scope and usage rights

Deliverables / size / file formats:

Usage media, territory and duration:

Exclusivity / rights transfer, revision limit and delivery date:

04 Review what is outside the starting estimate

- ☐ Overhead · rent, software, insurance. Allocation / already counted? _____
- ☐ Fees · payment / platform costs. Fixed or percentage? _____
- ☐ Tax · confirm your obligations; no tax is calculated here. _____
- ☐ Contingency / licensing · decide any allowance or separate fee. _____

Count each allowance once. Percentage fees are not worked backwards by the calculator.

Quote draft / separate fees / terms to confirm:

The estimate is not profit, take-home pay or a market-rate recommendation.
Resolve scope and the checks above before quoting. For planning, not accounting or tax advice.

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WORKED EXAMPLE / FICTIONAL / USD

A small commercial illustration

An invented illustrator is preparing a quote for one spot illustration for a café website.
The amounts show the method only; they are not suggested rates or a client quote.

01 Make the assumptions visible

Direct project costs · USD

Art materials	45.00
Travel to briefing	40.00

A. Project costs: 85.00 USD

Expected project hours

Research / brief	2
Sketches / artwork	6
Revisions · one round	2
Meetings / admin / delivery	2

B. Total hours: 12

C. Desired hourly pay: 30.00 USD per hour, before tax.
This is the invented illustrator's own assumption, not market-rate guidance.

02 Use the calculator's exact starting calculation

$$85 + (12 \times 30) = 445.00 \text{ USD}$$

Listed costs: 85.00 USD · Allowance for time: 360.00 USD

Enter 85 for Project costs, 12 for Project hours and 30 for Desired hourly pay.
Choose USD. The live calculator displays a project-price estimate of 445.00 USD.

03 Set the boundaries before sending a quote

Proposed scope: one final spot illustration, PNG delivery, one revision round.
Proposed usage: café website only, Singapore, 12 months, non-exclusive.
No rights transfer or print / packaging use; delivery date to be agreed.

04 Leave unresolved items out of a final quote

Shared overhead and payment fees are not included in the 85 USD costs.
No tax, contingency, profit margin or separate licensing fee has been added.
Next: confirm usage with the client and review those items before setting the quote.

Use page 1 to work through your own project. The 445 USD is a starting estimate only.