Atelier Collection / Client proposal delivery brief

Prepared by Northline Design for Atelier Collection

Illustrative draft. Client decisions, fees and commitments require review.

Issued	Review by	Proposed start
2026-10-09	2026-10-16	2026-10-19

Project context

Fictional Atelier Collection project. Compare reviewed page, launch and creative handoff scopes. All fees and commitments are illustrative.

Proposed outcomes

- Help a visitor understand which workflow fits their task.
- Give the launch a consistent visual and editorial direction.
- Define a reviewable handoff for creative files and measurement.

Studio

Build the complete editorial, motion and measurement handoff.

Planned duration in calendar weeks: 4. Estimated investment USD 2,700.00.

Prepared by Northline Design: Fictional team / replace before client delivery. For Atelier Collection: Fictional client / no external recipient.

Source SHA-256: 960b1dd216f54d2a14361b05e628fb3973591e90fcdacf7357ddce48c1427149

Delivery scope

Editorial story map

A message hierarchy and page outline grounded in the supplied product references. Proposed messages remain drafts until reviewed.

Owner Studio editor. Planned 2026-10-19 to 2026-10-25. Requirements clear-story.

- Acceptance: Map each proposed message to a supplied reference.
- Review the page outline and one round of copy revisions.

Launch page system

A responsive introduction, workflow explanation and publishing handoff using the approved story map.

Owner Studio designer. Planned 2026-10-26 to 2026-11-08. Requirements clear-story, coordinated-launch.

- Acceptance: Review the three page states at desktop and mobile widths.
- Deliver editable source and a publishing checklist.

Branded social carousel

Six editorial cards in portrait, square and wide formats, with editable artwork and a proposed posting order.

Owner Studio designer. Planned 2026-11-02 to 2026-11-08. Requirements coordinated-launch, creative-system.

- Acceptance: Inspect every exported card for text fit.
- Deliver PNG and editable SVG with brand tokens.

Editorial motion story

A proposed 30-second collection film in three canvas formats, with an editable storyboard and caption files.

Owner Motion designer. Planned 2026-11-02 to 2026-11-15. Requirements creative-system.

- Acceptance: Review narrative and a draft before final rendering.
- Inspect all three videos and hand over the storyboard.

Measurement handoff

A draft event contract and launch review checklist. Instrumentation, traffic collection and performance claims are outside this quote.

Owner Product analyst. Planned 2026-11-09 to 2026-11-15. Requirements measurement.

- Acceptance: Review event names, deduplication and review windows.
- Record unknown baselines explicitly.

Studio investment and schedule

Build the complete editorial, motion and measurement handoff.

Budget item	Qty	Unit price	Amount
Story and message hierarchy	1	USD 300.00	USD 300.00
Responsive page system	1	USD 450.00	USD 450.00
Six-card creative set	1	USD 350.00	USD 350.00
Three-format motion story	1	USD 850.00	USD 850.00
Measurement specification	1	USD 300.00	USD 300.00

Subtotal USD 2,250.00. Discount 0%: USD 0.00. Net after discount USD 2,250.00.

Supplied tax 20%: USD 450.00.

Estimated total USD 2,700.00

Proposed payment milestones

Stage	Share	Amount	Trigger
Kickoff	40%	USD 1,080.00	After scope and dates are agreed
Draft review	40%	USD 1,080.00	After the agreed draft is presented
Final handoff	20%	USD 540.00	After the agreed acceptance review

Planned calendar

Deliverable	Owner	From	To
Editorial story map	Studio editor	2026-10-19	2026-10-25
Launch page system	Studio designer	2026-10-26	2026-11-08
Branded social carousel	Studio designer	2026-11-02	2026-11-08
Editorial motion story	Motion designer	2026-11-02	2026-11-15
Measurement handoff	Product analyst	2026-11-09	2026-11-15

Planned calendar weeks of seven days from startDate; no business-day or holiday adjustment.

Requirements outside this option: None in the supplied brief

Requirements and evidence

clear-story

Explain the value of a tested, editable workflow with concrete first-run examples.

Supplied sources: catalog

coordinated-launch

Carry the product story across launch pages and social cards.

Supplied sources: catalog, carousel

creative-system

Create a coherent motion and visual direction for future editorial releases.

Supplied sources: motion, carousel

measurement

Define the events and review questions needed to evaluate the launch; current conversion measurements are not supplied.

Supplied sources: catalog

catalog | Atelier Collection / authored practice brief | examples/proposal.json / authored practice facts

motion | Fictional creative request | Client requests one short collection film

carousel | Fictional brand brief | Client requests six cards with editable artwork

Assumptions and exclusions

Assumptions

- The client, studio, facts and fees are fictional practice material.
- The client provides source copy and asset rights before the proposed start.
- One consolidated review round is included per deliverable. Calendar dates remain tentative until availability is confirmed.

Excluded work

- Paid media spend, production hosting and third-party subscriptions.
- Authentication, payment implementation and external publishing.
- Claims of sales, growth or conversion improvement without measured evidence.

Next steps

- Select the scope that matches the current priority.
- Confirm uncovered requirements, supplied tax treatment and the illustrative fee structure.
- Agree owners and dates, then issue a separate approved engagement document.

Calculation policy: ROUND_HALF_UP each quantity × unit price to cents; discount on subtotal; tax on discounted net; largest remainder stages with input-order ties.