



NEWPORT INDEPENDENT SCHOOLS
STRATEGY MEDIA DESIGN

Newport Independent Schools Strategy Story Flow

When designing a multi-level, diverse subject matter, and need to tell a compelling story.

There are a plethora of conceptual layouts and options for delivering information. Based on the information provided, comparable document review, and knowledge of the situation. We are making multiple recommendations that will allow for you to review a conceptual story flow that should make it easier to determine the direction of the project.

Project Scope Options

Scope A: Multi-page full design or maximum delivery

Design and develop a multi-page document to deliver the complete results and details of the Strategic Action Committee efforts. The goal of this design is to create in impactful story that brings historical context, engaging imagery, impressive content layout and presentation, and content that owns how the story is framed.

Project requirements **60 Hours (hours dependent on content dev) \$9,000**

- School story framing – set the tone and own the story
 - Custom graphics
 - Statistics collection
 - Image collection
 - Direct voice content
 - Letter from Action Committee
 - Letter from Public Official
 - Letter from Superintendent
- Project framing – kick-off
 - Why did this happen? Team involved. Purpose. Challenges (ownership & honesty).
 - Core values and beliefs
 - Mission
 - We get there together – improvements on positives – adjustments in stride

- Promises
 - We will, we will not. (delivered in a modified form)
- Pillars
 - Pillar One
 - Pillar Two
 - Pillar Three
- Supportive story
 - Story or statistics
 - Action Committee, kids, parents, or local, official quotes
 - Images
- Strategies
- Vision framing
 - What does success look like? Show them. Create the imagery.

Optional enhancements

People are reading less and watching more. A short video directly from a source, triggered by a QR code, could bring the story to life. This boosts the personal connection and engagement. It also says we are here, advanced, technical, and in the now. A minimum of three videos are recommended. Video can be captured with minimal investment that would not require a professional team. It is not recommended but can be completed.

Requirements **Requires detailed outline for exact estimate (Estimated \$14,500 - \$16,000)**

- Full-day on-site, single address, interview/shoot
- Sound, lighting, and music tracks.
- Editing/Production
- Three subjects (interviews). (Superintendent, student, and teacher)
- 15 sec, 30-45 sec, 90 sec, and 2-min videos produced
- YouTube uploads and description development
- QR code creation

The video would be captured and produced by a third-party vendor. Located in Newport, RESLV, has provided the estimate for the project. A more detailed outline for the project must be created to confirm a final estimate. The cost of the video production would be invoiced directly by the third-party vendor and each vendor is responsible for their own payment policies.

Scope B: Two-page, trifold, or minimal delivery

Project requirements: 20 Hours Solo -project \$3,000 (\$1,500 if combined with Scope A)

- Minimal delivery
- Summary/minimal content
 - Core values and beliefs
 - Mission
 - Vision
 - Pillars
 - Direction to full study – to learn more (landing page)
 - Contact
 - Current branding
 - Images

Scope C: As is creative

Project requirements: 30 Hours Solo Project \$4,500 (\$2,000 with Scope A & B)

- Reformat the full and summary version of the strategic action committee results
- Custom graphics
- Table redesign
- Letter from the Superintendent
- Cover
- Thanks

The phases presented in this proposal are designed to be strategically scheduled. This allows for payments to be made in sections as phases are started and completed. As in any great partnership, all we ask is that everyone is at the table equally in order to start the process. Once approved and prior to work beginning, 50% of all phases will need to be paid up front. The remaining 50% will be due upon approval of phase deliverables.

Any payments to partners, vendors, or contractors will be made directly to that company.

Signatures

Signature _____
Superintendent, Newport Independent Schools, Tony Watts

Date _____

Signature _____
Owner, KYDA Consulting, Dustin Miller

Date _____

Thank you

Thank you for the opportunity to earn your business. If you have any questions about our proposal or the details, please reach out to our Creative Director and we will schedule a meeting to review all aspects of our proposal.

Dustin Miller
Creative Director
KYDA Consulting
513.439.4190
dustin@kydaconsulting.com

We can customize the project based on your desired end-product. Scope A was designed to create the most engaging document supported with multi-media. It is focused on developing an impactful story and going above the minimal requirements for a professionally developed document.

Scope B is more financially considerate and focuses on minimal document size and delivery of content. The reduction in pages reduces the overall surface area that can be used to create additional graphics and content. Scope B can be completed as a solo project. When Scope A is completed, Scope B would utilize many of the same graphics and can be completed with reduced hours.

The recommend media assets are viewed as a powerful medium to deliver the story and message of the project. In addition, this media would serve as content for social channels and focuses on helping people make a personal connection to the project. This project requires a minimum four weeks for initial concept delivery. The first date will be based on the project approval date.

Phase one completion (Conceptual delivery and revision request)

Date March 10st

Phase two completion (Approved product deliverables)

Date March 25th

Selected Scope Options (initial your selection)

Scope A 9,000 + 14,500

Scope B 1,500

Scope C

\$25,000

Billing Structure