

Learning Task Design (LTD) Template

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Student number	1433-1790				
Date	22 June 2014				
No of LT's in each Paradigm already designed	Total	Transmit	Transact	Transform	Transcend
	10	0	0	3	7
Sequence number of this LT, its paradigm and category	6	PAR	Transcendental	CAT	Real Life
Phase and Grade	Copywriting 3 rd year BA degree				
Learning Program/Area/Subject	Graphic Design/ Copywriting				
Curriculum content (Copied from the official Curriculum or Syllabus documents)	To create a persuasive advertisement for a charity with limited to no budget.				
Time to operationalise LT	Mid-year break with no less than 3 meet ups before return				

Learning Outcomes and Assessment Standards (Copied from the official Curriculum or Syllabus documents)

Learning Outcomes	X	Assessment Standards	X
LO 1. TIME MANAGEMENT The learner is more aware of time management in the work place.		The learner understands time management strategies through filling in an industry standard job bag – they are required to design this as well – to suit their needs.	
LO 2. BUDGETS The learner understand the importance of budgets and can formulate one in order to achieve their goal		The learner understands how difficult it is to work within a predefined problem area and creates a work-around to achieve their goal. This is made apparent using the budget.	
LO 3. STRATEGY The learner is able to manipulate strategies learned in previous lectures in order to achieve the desired objective.			
LO 4. REAL LIFE RESEARCH The learner is comfortable surveying, communicating and negotiating with professionals in the industry.		The learner will provide all documentation of their research in a research journal as their proof that the final product meets the objective of this brief.	
LO 5. REAL LIFE PRODUCT The learner creates a successful advertisement to assist the charity in real life.		The learner creates an advertisement that must be given to the charity concerned in order to assist them in raising awareness (pro-bono)	

Real Life Challenge (In one or two sentences: Answering the fundamental learning questions)

<p>Why do learners need to learn this curriculum content? At this stage in the BA degree it is imperative that students understand the working world (whether they become an employee or go freelance). These tools help the copywriter/ design student be comfortable with the realities of the business world.</p>
<p>What is the role, function and value of this curriculum content in the lives of the learners they are living right now? Not only will this content help them in the future, but it assists in building their self-confidence by getting them to act in a professional manner as if they were already in the world of work. It also makes them aware of realities in the industry as well as create a platform for meeting other designers and professionals already in the industry in order to network and collaborate with. This makes it easier when they leave in finding a career. It also builds their interpersonal and intrapersonal human virtues as they will need to persevere to find the right answer through difficult circumstances, they will have to take responsibility for a real world cause in the form of a charity by being independent and relying on common sense. This might be hard and they will have to deal with their feelings (and learn ultimate justice and forgiveness) especially when confronted</p>

with difficult people in the professional world. However, through effort and initiative and by being motivated they should be able to create a graphic message that will communicate. They should inherently love themselves and find joy by assisting others – especially when they can see what they are capable of as young designers.

Where/when in the lives of the learners are living right now will they be required to do what you expect them to do? As designers they will always have to deal with difficulties in terms of budget restrictions. They will need to be careful of their time management because of this and they will be approached to do pro-bono work and will have to understand these issues in order to truly help. All these outcomes will be used on a day to day basis.

What is the challenge (problem) you want the learners to solve (resolve)? With limited to no budget, the learner is required to solve a problem that a charity is currently dealing with in terms of marketing and advertising – this final product should answer the charity’s ultimate need; whether this is for donations, sponsorships or awareness.

Critical Cross Field Outcomes (Copied from official Curriculum or Syllabus documents)

CO 1	Identify and solve problems and make decisions using critical and creative thinking	
CO 2	Work effectively with others as members of a team, group, organisation and community	
CO 3	Organise and manage themselves and their activities responsibly and effectively	
CO 4	Collect, analyse, organise and critically evaluate information	
CO 5	Communicate effectively using visual, symbolic and/or language skills in various modes	
CO 6	Use science and technology effectively and critically, showing responsibility towards the environment and the health of others	
CO 7	Demonstrate an understanding of the world as a set of related systems by recognising that problem-solving contexts do not exist in isolation	

Developmental Outcomes (Copied from official Curriculum or Syllabus documents)

DO 1	Reflect on and explore a variety of strategies to design more effectively	
DO 2	Participating as responsible citizens in the life of local, national and global communities	
DO 3	Be culturally and aesthetically sensitive across a range of social contexts	
DO 4	Explore career opportunities	
DO 5	Developing entrepreneurial opportunities	
DO 6	Identify various advertising mediums in the advertising world	
DO 7	Design the most appropriate communication device based on research	
DO 8	Understand restrictions such as financial and time limitations	
DO 9	Survey, communicate and negotiate with professionals in the industry	

Fundamental human virtues

Intrapersonal	X	Interpersonal	X
Self-confidence	X	Humanisation	X
Motivation	X	Communication	X
Initiative	X	Dealing with feelings	X
Effort	X	Justice and forgiveness	X
Perseverance	X	Love	X
Common sense	X	Leadership	X
Responsibility	X		
Independence	X		
Joy	X		
Love	X		

LEARNING TASK PRESENTATION

Verbal Presentation

We all know someone who has committed suicide. Just last week one of our students lost his sister to this horrific epidemic. We are being exposed to the atrocities that only human nature can create and condone and the world has become almost 'immune' to these scenes that we forget just how much this can affect the people around us. The human condition has taken a backseat and it is our duty, as designers, to ensure that people are aware of these atrocities and that you can help save someone from suicide in the university system. You have that power and the tools at your disposal and we are relying on your integrity to use these tools to create the highest quality change by designing communication for SADAG.

How are you going to ensure the best possible solution with the highest quality research that will inevitably lead to most cost efficient result for SADAG to help combat this insidious life-taker once and for all?

Your professionalism is vital.

Written Presentation

SADAG requires your expertise as a professional designer and copywriter to make university students more aware of suicide. Suicide is a terrible epidemic in the university system and they want to know why. You have the added benefit of being right here, right now. How can you use this imperative data to ensure the best possible solution with the highest quality research that will inevitably lead to most cost efficient result for SADAG to help combat this insidious life-taker once and for all?

LEARNING TASK OUTCOMES

Learning Task Outcomes (LTout), Learning Task Assessment Standards (LTass) and Assessment Methods, Tools and Techniques

LTout	LTass	Assess Methods, Tools, Tech
After the execution of this LT the learners should be able to:	We will know to what level of competence they have executed the LT when they have:	The following assessment methods, tools and techniques will be used:
Determine the essence of the real-life challenge they have been confronted with.	Determined that the charity is in dire need of assistance in the area that they have requested support.	An informative brief will be constructed highlighting the areas of assistance required and suggesting initial ideas before proper research is conducted.
From exploring the available resources supplied by the client as well as looking at case studies, establish a way in which assistance can be provided in terms of the module and the students' abilities.		This information will form part of the research journal that will guide the student from the advent of the project to its conclusion.
Construct the most applicable job bag for the work at hand in order to best understand the time constraints at play.	Constructed a simple job bag based on the product outcomes as set out by the client and student.	A well-constructed Job bag is created and used throughout the time spent on the brief

Using the constructed Job bag, determine the time constraints and material costs at play.		
Explore and identify all the possibilities that are available to you, as a designer and copywriter, in order to aid and benefit your client.	Identified all the possibilities; web, print, online, app usage, guerrilla advertising, radio, television, freebies etc.	All research to be made available in the best possible way within a research document.
Using the research document and job bag, determine expenses and or possible fees to construct your budget.	Identified the BEST option for the least amount of money which will answer the client's needs.	Proper financial awareness is gained through recording information in the budget.
Evaluate the research in order to design an advert/ communication piece that will best answer the needs of the client.	Compiled an advert that best answers the needs of the client in the cheapest way possible utilising the medium researched for best exposure.	Final advert created using graphic software – either pictorial or communicative.
Synthesize all information in a presentation pitch for the client	Assembled all information and research into a professional presentation to “sell” the idea to the client.	

AUTHENTIC LEARNING CONTEXT

Organisation of learning space	The learning space is the learner's “office”; in many ways this tends to be a laptop that travels with the student to various places in order to achieve their goals. They will have meet-ups on a one to one basis in my office fortnightly.
Roles, functions and organisation of participants	The learners will take on the role of a professional designer and copywriter in the world of work and their main function will be to problem solve the issue at hand (provided by the charity). While they will essentially be “on their own” they will be working co-operatively with professionals in the industry in order to achieve the overall objective.
Material and equipment	<ul style="list-style-type: none"> • laptops • MAC computers • journals • sketchbooks • pens • pencils • internet • transport – own or organised • job bags • cellphone

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END PRODUCT OUTCOMES

(As would be expected/required to be produced by a learner exceptionally well)

The Learning Process

a	Complete the exercises in the study manual as a precursor to the brief.
1	Create an abbreviated brief based on the requirements outlined by the charity concerned
2	Design a job bag that will suit your goals as per the brief
3	Compile a research file/ journal of all information gathered i.e. interviews, quotes, material specs, magazine/ newspaper rate cards etc.
4	Explore other designers' works that were also pro-bono and see how they overcame obstacles
5	Using the research gathered, conceptualise an advert and identify the media that will be used
6	Design an advert that answers your own brief as per client spec
7	Using the advert and research gathered, compile a budget to show what was spent and why (in creating this advert)
8	Critically assess various steps during the meet-up phase with your lecturer.
9	Implement any changes to the advert based on assessment by lecturer and colleagues
10	Present the final orally and professionally to a body of peers using professional tools for engagement
11	Implement feedback
12	Present to the client and suggest the implementation should you have any research that will assist the client
13	Contact the client in a few months to ascertain whether they have had a positive response to the advert presented.

The Learning Product

<ol style="list-style-type: none"> 1. Exercises 2. Client brief 3. Job Bag 4. Research Journal 5. Advert 6. Budget 7. Presentation

The Learning Content

The Learning Product 1

The learning content stems from previous lectures in marketing and branding strategies that will be understood by the learner but will have to be implemented in the correct format using previously learned tools. Students have never had to do this before as they tend to focus on one method at a time. However, the various types of print adverts and one-liners will be presented to the learners as an added sub-section to their acquired knowledge:

1. One-liners and banners.
2. News.
3. The Spiral.
4. The Story.
5. The Sermon.
6. The Outline.
7. Combinations of the above.

Exercises to be completed before the brief

A.

1. Use the following image to write five clever one-liners that will advertise this image below.



(TUHSPHOTOJOURNALISM, 2011)

A – Wow – so this is where my insurance money goes!

B – You wanna be a Hip Ou?

C – On SAA, we don't discriminate – we just tuck you in!

D – What did the hippo say to the Italian chefs?

E – YAWN! Whoops – I swallowed that thing ...

2. Now use the product/ service you established in question one to create a spiral-type advert. Remember to interest the reader with obscure imagery and to keep him/her interested.

Top student sending me pics tomorrow

3. Create 'news' for this new product that you have established in question one.

Ensure that it relates to a current event.

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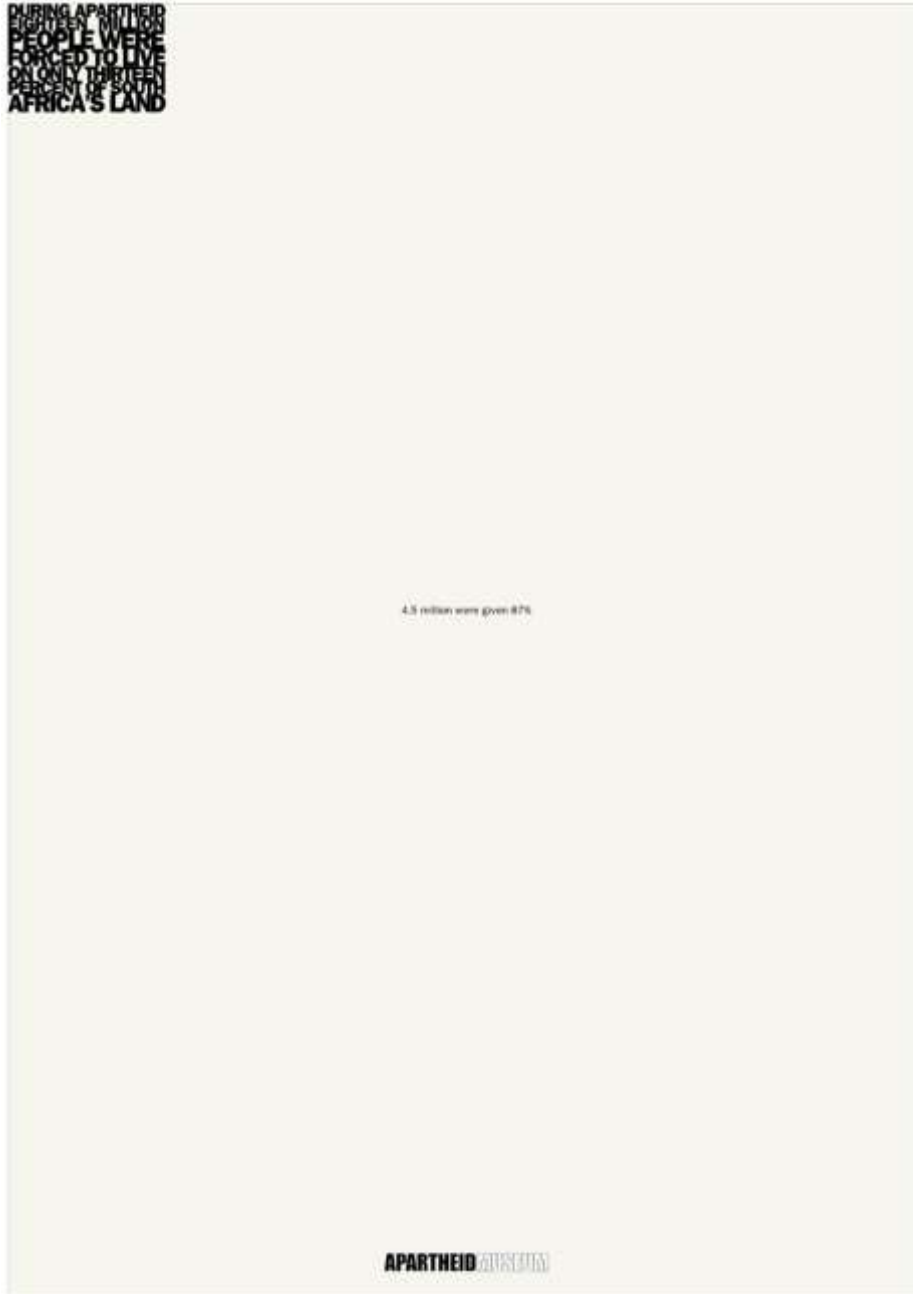
*4. Write a story-type advert for an item of clothing you are wearing right now.
Be sure to use your life with the item as the concept for advertising this item in the story format.*

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5. Now write a sermon for that item of clothing but using a new way of thinking about this item as the basis for your sermon.

Top student sending me pics tomorrow

B) Find five print adverts that inspire you and explain why they do. See if you can establish what type of tactics the advertiser has employed.



Top student sending me pics tomorrow



A little green dinosaur escaped from Alcatraz to catch a train to the Ninjago Temple, but he jumped off at a station of firefighters looking for the pyramid beside the Leaning Tower of Pisa, and was so worried to find a rocket full of robots that he called the ambulance and asked why the gas station was over the igloo, so he stopped, looked around and saw The Evil Dwarf, two Statues of Liberty and a giant snow ball coming in his direction, and he had no doubt, so he caught his light saber and defended himself, sticking an Eiffel Tower right in the ship of the evil pirate.

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It makes our competitors see red, feel yellow and get the blues.



People laughed when we first entered our Citi Golf Sport into race and rally events. But you should have seen their faces when we won.

Our slick-quick Citi Sports keep winning their classes in national events, consistently thrashing much bigger cars. Which proves that our Citi Golf Sport is not just for fun.

It's got plenty of pedal power, torque talk and road hugging handling. A close ratio five speed gearbox. A blister-sizzler new 1.6 litre 60kW high performance engine.

Twin headlights, sports seats and all that unique Citi Sport trim.

And of course the most important feature of all, Volkswagen's solid, under-the-skin German engineering.

When it comes to winning hearts in the city or winning heats in a rally, there's nothing to beat a red, yellow or blue.

Isn't that what you'd expect from Volkswagen?

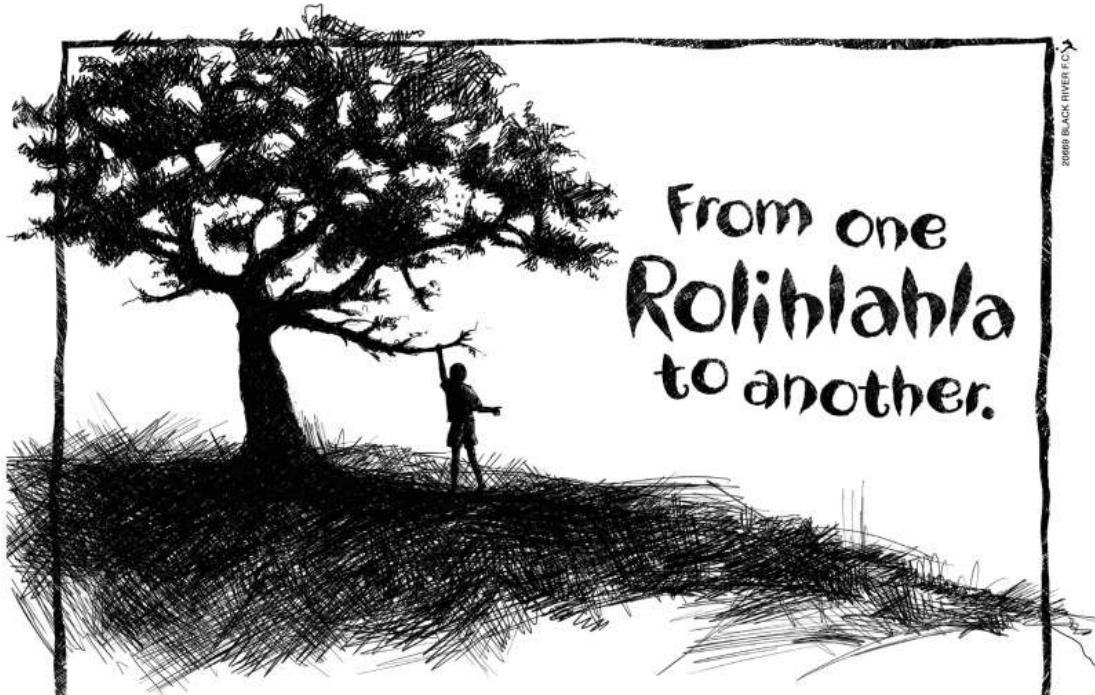


Citi Golf Sport 
Get the freedom of the Citi.

Citi Golf Sport 1.6 litre 102kW engine with 20% more power, 20% more economy, 5 speed gearbox, front disc brakes, sport seats, headrests, sports steering wheel and trim, air cleaner, foggy check, twin halogen headlights, speed indicator, twin central mirrors, rear wiper/wash system, ABS 175/70 SR-13 tyres.
Citi Golf Quattro, 4 wheel drive, more economy, new 1.3 litre engine, 4 speed gearbox, front disc brakes, quartz clock, rolling seats in imported Donkey cloth, rear wiper/wash system, 155 SR-13 tyres.
Both with a 12 month unlimited kilometre guarantee, a unique 3 year guarantee against corrosion, and a dealer set 11,000km service intervals.



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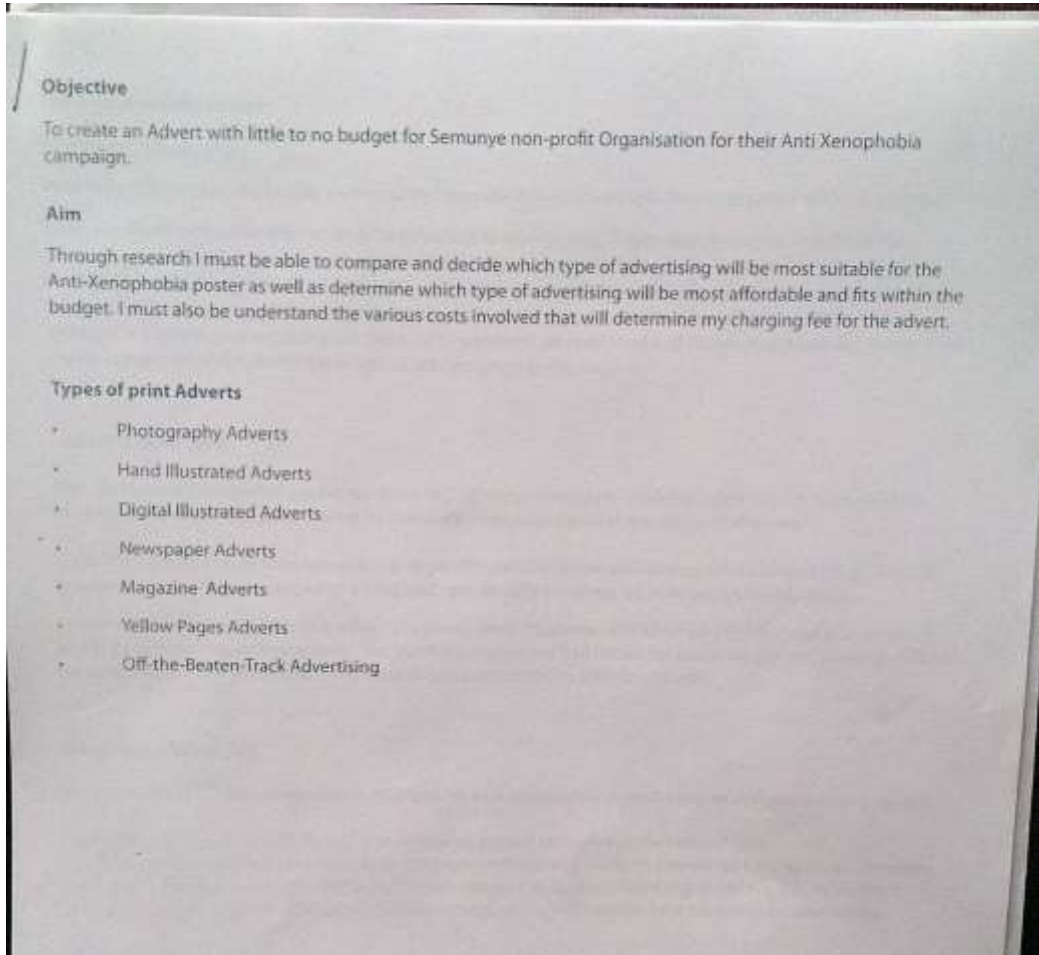
To Nelson Mandela, whose middle name – "Rolihlahla" – means "pulling the branch of a tree" or in other words, "Troublemaker", we'd like to thank you for teaching us that sometimes, ruffling feathers is the most honourable thing one can do.
From one firestarter to another, Happy 94th Birthday, Madiba.

 **Nando's** 

Top student sending me pics tomorrow

The Learning Product 4

4. Research Journal (see pics below):



The Pros and Cons of each

Newspaper Advertising

Pros: They still command a sizable audience, and provide instant access to a diverse segment of the population.

Cons: People 30 and under are less likely to subscribe to newspapers. Pages also tend to be fairly cluttered. Chances are, smaller newspapers will not attract the target market that my advert requires. You also might find that a daily isn't the best choice. For example, many cities have weekly community newspapers which would help inform people about the Anti-Xenophobia campaign that the Ad is for. Another benefit of publishing newspaper print ads is that the print run is flexible. Because newspapers are published and distributed every day, I could limit my newspaper print ad's run to the length of the campaign or the day.

Magazine Advertising

Pros: The production quality is generally much higher than newspapers. This would give me the opportunity to hone in on a more finely tuned market by choosing magazines aimed at specific vertical markets.

Cons: They're more costly than newspapers- depending on circulation and demographics of readership. And if the magazine is a monthly, there may be a long lead time for delivery of my ad in advance of publication.

I could cut costs by using the value-added programs. Many magazines will allow advertisers to speak at or attend seminars or trade shows they sponsor. The publication gives her free exhibition space; magazines remain popular because they provide information and discuss topics pertaining to specific interests.

Yellow Pages Advertising

Pros: Costs are lower than magazines or newspapers. And customers are conducting an active search for a service.

Cons: Generally, customers under age 35 head online, instead of turning to the Yellow Pages. Generally, Yellow Pages ads are effective for less pricey services, and products considered commodities – plumbers or hardware stores, for example. The size of the ad matters. This type of advertising would not suit my advert because the aim is to attract the masses, it is also relating to a social issue hence it would not be appropriate.

Off-the-Beaten-Track Advertising

Pros: These methods are generally low cost.

Cons: Usually such methods are not suitable for businesses targeting a broad area.

Non-traditional print publications

Pros: Many communities produce a wide range of non-traditional print publications, such as directories or calendars. For businesses aiming at a highly local clientele, for example, community calendars might be a good choice as my print ad's aim is to educate the local people in communities.

Cons: This type of publication might not be suitable for my type of ad because it is more for calendars, size and space would be an issue.

Classified print ads

Pros: Classified ads are the most affordable of print advertisements. They can appear in newspapers or magazines, usually towards the back of the publication in a dedicated section. This is ideal for small businesses that don't have extensive advertising budgets and yet still want to reap the benefits of using print advertising.

Cons: Classified print ads are usually small blocks filled with text, for which advertisers are charged per character used. Economy of words is therefore essential to maximise the impact of your ad and draw the reader's attention to it. This type of advertising would not be appropriate for my kind of advert, it requires a large space and it is image based rather than text.

Types of Pricing

Hourly Rates

Charging an hourly rate is best for work that is considered "updates," such as changes to a website after launch or revisions on an existing print design for additional uses. It may also be the right choice for small projects, especially if it is difficult to estimate the number of hours of work necessary to complete the project.

Flat Rates

It is common to charge a flat rate for large design projects, and for repeating projects for which the designer can accurately estimate the hours. Flat rates should be based on an estimate of the amount of hours a project will take to complete, times your hourly rate. In other cases, the value of the project may be higher than just your estimated hours. Logo designs are often valued high regardless of actual hours worked, because of their frequent use and visibility. Other factors that can affect price include the number of pieces printed, sold, or one-time vs. multiple-use. Depending on the type of project, a percentage can often be added to cover client meetings, unforeseen changes, email correspondence, and other activities that may not be taken into account in your estimate of hours.

Factors I need to consider when determining the price to charge a client:

- I need to keep in mind my break-even hourly cost.
- I need to check the competition to see what they are charging for an equal skill level and what the area supports.
- I need to be able to find a profit margin that is in the range of what I want to design and is commensurate with my skill level and experience.
- I need to figure package prices based on all my costs and desired markups.
- I need to know my day rate.
- I need to know the rights that my client wants to buy in terms of the design produced.

Photography Adverts

These are the options that are available if photography images are going to be used in the Advert:

- Outsourcing the job to a professional Photographer

Pros: The quality of the photograph will be of high standard if a professional photographer is approached to do the job this will also aid in the design of my advert.

Cons: It is generally very expensive to get a photographer. Getting a photographer can be a process hence this would add more hours for the work to be produced and this may result in me charging more in order

Buying stock images

Pros: By using stock images I am guaranteed that the quality is good because I can see the image myself and have the option to choose which images I would like to buy and use. To avoid extra fees I could ask the owner of the stock images to use the image as long as I explain to the person that it is for educational purposes.

Cons: Stock images can be very expensive, there is a process that needs to be followed sometimes, in terms of the royalty rights restrictions. Getting the image you want in the exact angle can be very difficult.

Taking the images myself:

Pros: This would be the cheapest option for my type of advert and budget, and less time consuming in terms of finding a professional photographer who can come for the shoot. This way I can work within my own time frame and schedule.

Cons: As I am not an expert in photography the basic knowledge I have will have an impact on the quality of images I take. The advert may in turn look unprofessional. Booking for the camera at school I might find that I can only book it later on if it has been fully booked, this may disrupt my schedule and cause a delay.

Photography Pricing

A reproduction fee must be agreed upon by both parties before pictures are used in any context. The use of stock photos is so varied and complicated that it is impossible for them to supply a comprehensive "price list." The stock photo price depends on the exact details of the context of use and of the rights required. The price of a stock image is not based solely upon the picture but based upon how you will be using it, called the licensing rights granted. In order to be quoted a fair price, they need to know exactly how the picture will be used and if the photo usage is complicated.

Licensing Rights:

When an image is purchased for use they will issue an invoice stating the specific rights that are granted.

The various licensing rights that affect the pricing.

Print Run- Print run is the number of items printed for products such as posters, post cards, books, brochures, etc. The print run will have a direct effect on the pricing. The larger the print run the more the image will cost.

Circulation- This usually applies to magazines and newspapers and will have a direct effect on the pricing. The larger the circulation, the more the image will cost.

Size of Use- The larger the image is used, the more it will cost. Usually this is quoted per page size, for example, full page, half page, quarter page, spot size, etc. It also depends on the size of the product. For example an 8"x12" poster would cost less than a 30"x40" poster if they both had the same print run.

Placement of Picture- Placing a picture on the cover will always cost more than placing it in the interior.

Distribution- Worldwide distribution will cost more but the distribution in school libraries would cost less.

Exclusive Rights- Exclusivity is an important pricing factor. An exclusive use of a picture will always cost substantially more. There are different types of exclusive uses. For example, you may want exclusive rights within the television industry or exclusive rights for a calendar cover for the upcoming year. Most clients can not afford total exclusivity on a picture and would opt for exclusivity within their field of use, in other words, a limited exclusive use. If you do not want another postcard on the market with the same picture as the one you selected, you can obtain limited exclusive rights.

One Time, Non-exclusive Rights- This is what most clients purchase. It is the non-exclusive right to use the picture for this one time. That means this image could be sold to other clients for the same use or for other uses. However, the price for these rights costs far less than exclusive rights, and the conflicts are very rare.

Period of Use- Many clients want to purchase a picture for a specific period of use. For example, a client wants to use an image on a postcard and purchases the exclusive use of that image on postcards only for a period of three years. Another example would be a client who wants to use a picture in a press kit and will only be distributing that press kit from April to June of that year.

Languages- Licensing a picture for all languages will cost more than just for the English language. For example, if you purchase one language then need to print your book in another language, the cost is an additional 25% of the original price. After you have purchased four different languages ($25\% \times 4 = 100\%$) you will have purchased the rights to all languages. A general rule of thumb is that all languages will cost double what one language will cost.

Unlimited Use- Sometimes it is more economical to ask for unlimited use of an image for a period of time. For example, if you have many different uses during a one month period you might get a lower quote asking for unlimited use for that period rather than negotiating each use separately.

The BUR is a combination of the photographer's overheads and creative fee and is limited by time constraints. Half-day rates are charged at 55% of full day rate. Use of an assistant will remain up to the photographer's discretion at a fee of 15% of BUR.

This how some photographers charge

Advertising/Aerial/Creative R5 250.00 / 10 hour day

Catalogue/Corporate/Industrial R3 850.00 / 9 hour day

A minimum of R136 for an image used Catalogue work - the price is neg depending on the amount of images. But that also includes any etching, colour correction. Each time the shutter flips there is a cost involved

Factors that are considered when charging for Photography

- The total running costs of the business, including capex are then divided by the number of working days in a month or the number of days that you want to work in a given month. This gives you your daily rate or the amount that you need to charge your time at to cover your expenses. You can then break it down into half day and hourly rates at a percentage of the daily rate.
- The cost of cameras, computers, software packages and the like is covered by the application of a Digital Image Capture rate. These rates will vary according to the subject being shot and the cost of producing an image. You could also include the cost of basic processing and image processing into this rate.
- All outsourced services or "hard costs" should also be factored into the pricing of the shoot at a margin that covers the time of sourcing, collecting and returning to the hire company. This is known as a handling fee and can vary from 15-25%. If lighting has been purchased and owned by the business; calculate the cost per hour of usage that will recover the cost over the period of depreciation.
- Travel can be calculated using AA rates applicable to the make and model of car driven.

... that are common to all of these types of photography are:

- Equipment Costs
- Travel
- Service Fees
- Supplies
- Assistant Fees

Illustrated Poster- Anti-Xenophobia poster

Reason for choosing illustration rather than photography:

The reason why I chose to illustrate is because it is cheaper than outsourcing a photographer that would charge me double what I expect to pay. This will help me reduce costs in terms of expenses and hourly charge. By illustrating I can work according to my own work schedule and the set hours that I would give to myself. By choosing to use stock images I would struggle getting the angle that I want my images to be in and the type of images I have in mind for my concept. Charges can be solely applied to the number of hours it would take me to complete the advert.

These are the National hourly rate for illustrators:

1-4 years	R19.15 - R289.06
5-9 years	R65.93 - R348.83
10-19 years	R15.10 - R437.05

Price list of standard project varieties

Print Mediums

Posters (A3, A2 & A1)	R 750.00
Print Adverts (A5, A4)	R 750.00
Book Covers / CD Sleeves (4 Pages)	R 1,200.00
Corporate Invites (+/- Postcard)	R 750.00
Packaging	Project Specific
Outdoor Advertising (Billboard, Above the Line)	Project Specific
Magazine Layout	Project Specific

TRADITIONAL MEDIA

Illustration & Fine Art

Portrait (Paint Acrylic Size A3)	R 1,500.00
Illustration (Pencil, Charcoal, Pastels - SIZE A5)	R 750.00
Illustration (Pencil, Charcoal, Pastels - SIZE A4)	R 1,500.00

Questionnaire

1. How much do you charge for an illustrated Poster?
2. What forms the basis of your pricing?
3. How long does it normally take?
4. What is the highest price you have ever charged for an illustrated and designed work?
5. Do you sometimes over charge or undercharge your customers?
6. How would one prevent this?

I conducted a questionnaire where I asked two industry professionals and these were their answers.

Warrick

Time: 11:35- 11:44

1. I don't have a set price which I charge all my clients with, it depends on the work but if you are not an illustrator you should probably charge less, work around R100 per hour.
2. The quality of the work, the value of my time, the effort put in the project, the costs involved e.g travel, telephone, internet, living expenses and the hours spent on the project itself.
3. There is no estimated time, it just depends on the amount of work that the project requires.
4. Because I am not an illustrator but some people charge around R750, for web my max was R30 000.
5. Yes, it is a difficult process to get your charging fee right sometimes you would realise that you should've actually charged more or the other way around.
6. By actually keeping track of all the progress of the work, time spent and expenses which is hard to do accurately.

Karen

Time: 11:51- 12:10

1. There is a standard price and an hourly price which I charge, with the hourly price I would charge anything between R250- R500 for the work.
2. The time spent on the work, expenses, printing, travel, phone and a whole lot of other things.
3. It depends on the work.

Questions to ask to limit costs.

1. Is there a discount that will be given as I am currently still a student?
2. Did more than one person proof-read the job?
3. Can we substitute our choice of paper for a stock that's less expensive, while still looking as good?
4. Can you work for free, but credit will be given for your work as well as free advertising, I would offer you referrals?

2013 MAGAZINE ADVERTISING RATES

Full colour	Price excl. VAT	Price incl. VAT	Total advert area (width x depth)	Bleed	Discount 3 issues	Discount 6 issues
Outside front cover	R16 929	R19 299	210 x 297 mm	5 mm	5%	10%
Gatefold cover 4 pg special	R35 500	R40 470		5 mm		
Gatefold cover 6 pg special	R53 000	R60 420		5 mm		
Double-page-spread	R16 200	R18 468	420 x 297 mm	5 mm	5%	10%
Full page (A4)	R8 682	R11 265	210 x 297 mm	5 mm	5%	10%
Half page (horizontal)	R6 426	R7 326	190 x 132 mm		5%	10%
Half page (vertical)	R6 426	R7 326	92 x 275 mm		5%	10%
Third page	R4 467	R5 092	190 x 86 mm		5%	10%
Quarter page (horizontal)	R3 672	R4 186	190 x 66 mm			5%
Quarter page (vertical)	R3 672	R4 186	92 x 132 mm			5%
Strip ad	R3 132	R3 570	190 x 45 mm			
Small ads						
100mm x 60mm	R2 435	R2 776	124 x 65 mm			
75mm x 60mm	R 1 134	R 1 293	63 x 65 mm			
75mm x 40mm	R 605	R 690	63 x 46 mm			
50mm x 40mm	R 261	R 298	63 x 24 mm			

NB: These prices are inclusive of 16.5% agency commission. Figures rounded off to the nearest dollar.

people 2013

RATES	COST	VAT	TOTAL
FULL COLOUR			
DPS	R 66 000.00	R 9 240.00	R 75 240.00
FP	R 33 000.00	R 4 620.00	R 37 620.00
1/2 DPS	R 49 400.00	R 6 916.00	R 56 316.00
1/2 Hor/Ver	R 24 400.00	R 3 416.00	R 27 816.00
1/3 Hor/Ver	R 22 900.00	R 3 206.00	R 26 106.00
2/3 Hor/Ver	R 27 800.00	R 3 892.00	R 31 692.00
2/3 By 2 Col	R 26 300.00	R 3 682.00	R 29 982.00
2/3 DPS	R 55 700.00	R 7 798.00	R 63 498.00
Ch/Board	R 26 300.00	R 3 682.00	R 29 982.00
SPECIAL POSITION			
Inside Front	R 40 900.00	R 5 726.00	R 46 626.00
Inside Back	R 26 000.00	R 3 640.00	R 29 640.00
Outside Back	R 39 400.00	R 5 516.00	R 44 916.00
1st Double Page Spread	R 71 900.00	R 10 066.00	R 81 966.00
2nd Double Page Spread	R 71 900.00	R 10 066.00	R 81 966.00
3rd Double Page Spread	R 71 900.00	R 10 066.00	R 81 966.00
Any Guaranteed Full Page	R 36 000.00	R 5 040.00	R 41 040.00
ADVERTORIAL* RATES			
Double Page Spread	R 75 400.00	R 10 556.00	R 85 956.00
Full Page Full Colour	R 37 600.00	R 5 264.00	R 42 864.00
Half Page	R 28 200.00	R 3 948.00	R 32 148.00
BLACK & WHITE			
Double Page Spread	R 46 000.00	R 6 440.00	R 52 440.00
Full Page	R 22 900.00	R 3 206.00	R 26 106.00
1/2 Hor/Ver	R 13 800.00	R 1 932.00	R 15 732.00

SMALL AD SIZES

Please contact our classified department on 011 889 0885 for all small colour or black and white ad sizes

- The advertorial rate covers normal photography, recipe development (if applicable), layout, design and production costs.
- However it excludes agency commission and the costs of any specialised photography, models, styling, hair and/or make up artists.

For terms and conditions refer to Caxton Magazines' general conditions.

Advertising offers a cost-effective way to promote your business or products, there are several factors that influence the affordability of individual advertisements.

A publication's popularity

Advertising is all about getting as many people as possible to notice your advertisement. Therefore, publications that are read by a large number of people will demand a higher price for advertising space on their pages than a small publication would.

Size of print ads

Every advertisement that a publication includes takes up space that could have been used for content or another advertisements. Therefore, within any one publication, larger advertisements tend to be more expensive than their smaller counterparts.

Time and date of publication

In certain print media industries, the timing of a publication can affect the cost of ads. For example, fashion magazine Vogue charges businesses more to advertise in their September issue than any other issue because it is their most popular issue of the year.

Placement

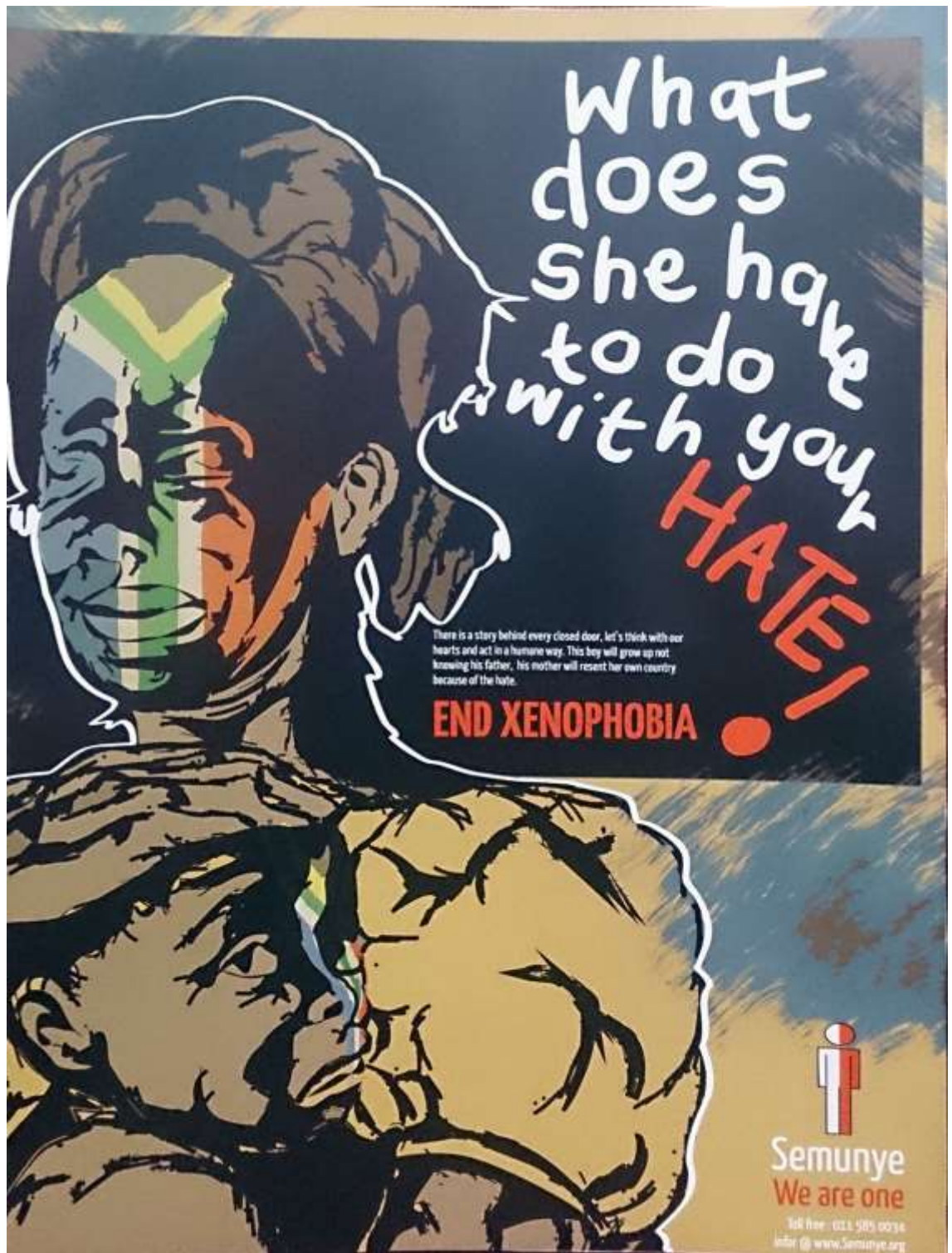
Studies have shown that more prominently placed advertisements are seen by a larger number of people than ones that are hidden. Therefore, an advertisement's placement within a publication can greatly affect its placement cost. For example, the back of a magazine is a sought-after placement position because it can be seen by not only the magazine reader, but by passers by. Also, the possibility of a magazine being absentmindedly placed face down is high and when this occurs, the rear advertisement is on full display. Another prominent advertising position is on the front page of a newspaper. The most exciting or newsworthy story usually appears on the front page, making it the most viewed page of the newspaper.

R99.00	for	10MB
R25.00	for	30MB
R48.00	for	100MB
R99.00	for	250MB
R159.00	for	500MB
R220.00	for	750MB
R279.00	for	1GB

LARGE FORMAT PRINTS:		
	Original	Run-On
Coated Matt Paper		
A2 (594 x 420mm)	110.00	72.00
A1 (841 x 594mm)	200.00	130.00
A0 (1189 x 841mm)	330.00	215.00
Gloss Paper		
A2 (594 x 420mm)	135.00	90.00
A1 (841 x 594mm)	255.00	168.00
A0 (1189 x 841mm)	395.00	258.00
Adhesive Gloss Vinyl		
A2 (594 x 420mm)	160.00	104.00
A1 (841 x 594mm)	300.00	195.00
A0 (1189 x 841mm)	450.00	294.00
Adhesive Gloss Vinyl		
A2 (594 x 420mm)	160.00	104.00
A1 (841 x 594mm)	300.00	195.00
A0 (1189 x 841mm)	450.00	294.00

The Learning Product 5

5. Advert (as below based on research)



The Learning Product 6

6. Budget

BUDGET	
Expenses	
Printing costs: <i>Sunday Times (South Africa)</i>	R 4,00 (3 x A4)
	R 12
Telephone/ cell costs	R 0
Travel costs	R 0
Cost of Data bundles used	R 74,00 (125,26 MB)
Ad Rate for Daily Sun newspaper	R 999,00
	<u>Total R 1085</u>
Total cost with ad rates excluded if the organisation finds sponsors:	<u>Total R 36</u>
Number of hours	
Number of hours spent on the advert	9 hours
Total Time spent	10 hours
Hourly rate	R 80 x 10 hrs
	<u>Total: R 800</u>
I included a discount of 30% for the organisation because I am not a professional illustrator and have no experience in the professional world.	
Total with discount included	R 800/ R100X 30 = 240
	<u>R 800- R240 = R560</u>
Profit gained:	
Billed - Expenses = Profit	
R560- R86 = R474	

The Learning Product 7

7. Presentation (A PowerPoint pitch presentation) – please see video files on e-portal for expectation of professionalism.

Resources

BENDINGER, Bruce. 2009. Conceptual Models. In: The Copy Workshop Workbook, Chicago: AdBuzz, pp.152-183.

BENDINGER, Bruce. 2009. Strategy. In: The Copy Workshop Workbook no.4, Chicago: AdBuzz, pp.200-217.

MCCORMAC, Mike. (2012). visions-missions-objectives-strategies-and-tactics. [online]. Available from World Wide Web: <<http://www.salestheory.com/visions-missions-objectives-strategies-and-tactics>> [Accessed 20 August 2012].