

Beglinger Fine Art Project Pricing Breakdown

BGLINGERFINEART.COM

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I believe that pricing transparency is important for a business. So, in order to assure that my clients have a clear, accurate understanding of my policies, I've prepared the following project pricing breakdown.

Calculating My Base Hourly Rate

In order to assure that my services are priced as fairly as possible for my locale, I calculate my base wage using the average hours worked by U.S. employees (1,789 hours per year), as well as my home state of California's mean incomes for the three main job functions I fulfill: Fine Artist, Graphic Artist, and Web Developer. From there, I add my overhead costs, including a 30% fringe benefit, my home studio's share of rent and utilities, and my advertising and website costs.

2017 CA Mean Incomes (BLS.org)	
Fine Artist (Per Hour)	\$30.82
Graphic Designer (Per Hour)	\$26.28
Web Developer (Per Hour)	\$36.97
Overall Mean (Per Hour)	\$31.36
Overall Mean (Per Year)	\$56,097.08

BFA Pricing Breakdown (Per Year)	
Base Wage	\$56,097.08
30% Fringe Benefit	\$16,829.12
Studio Rent	\$1,014.76
Studio Utilities	\$105.80
Advertising & Web	\$2,804.85
Total	\$76,851.61
Base Hourly Rate	\$42.96

Calculating Hourly Project Charges

As shown, above, my base rate is \$42.96 per hour, or \$300.72 per day. A minimum charge of one full hour also applies. Projects requiring fourteen (14) or more hours of work shall be billed by the day, instead.

Persons and companies residing within Modoc County, California are eligible for a 5% Good Neighbor discount on my services. For them, my rate becomes \$40.81 per hour, or \$285.67 per day.

501(c)(3) non-profit corporations in good standing are eligible for a 15% discount on my services. That changes my rate to \$36.52 per hour, or \$255.64 per day. If the non-profit is also eligible for the Good Neighbor discount, my rate becomes \$34.37 per hour, or \$240.59 per day.

Finally, the rates above are adjusted to match the complexity of the project and the speed at which it must be completed, as per the following table. Complexity and schedule descriptions can be found after.

Project Complexity	Completion Schedule	Cost Multiplier	Adjusted Base Rate	Good Neighbor Rate	Non-Profit Rate	Good Neighbor Non-Profit Rate
Complex	Tight	1.32	\$56.71	\$53.87	\$48.20	\$45.37
Complex	Standard	1.20	\$51.55	\$48.97	\$43.82	\$41.24
Complex	Flexible	1.08	\$46.40	\$44.08	\$39.44	\$37.12
Complicated	Tight	1.21	\$51.98	\$49.38	\$44.18	\$41.59
Complicated	Standard	1.10	\$47.26	\$44.89	\$40.17	\$37.80
Complicated	Flexible	0.99	\$42.53	\$40.40	\$36.15	\$34.02
Simple	Tight	1.10	\$47.26	\$44.89	\$40.17	\$37.80
Simple	Standard	1.00	\$42.96	\$40.81	\$36.52	\$34.37
Simple	Flexible	0.90	\$38.66	\$36.73	\$32.86	\$30.93

Project Complexity and Completion Schedule

Project Complexity

- **Simple** - Simple projects are ones that use only basic techniques and tools, such as creating sketches for a character concept, making color corrections to photographs, or preparing a website using a template that doesn't need modifications. As such, their outcomes are guaranteed to be successful so long as the "recipe" was followed correctly.
- **Complicated** - Complicated projects often pose challenges related to scale, coordination, or specialized expertise, such as painting a mural, integrating information from a database into a website, or needing to work with multiple department heads and vendors to implement a museum exhibition. As complicated projects are typically built upon prior successful outcomes, their results are also largely predictable.
- **Complex** - Complex projects are based on relationships and the ways they evolve by interconnecting and self-organizing. As such, like children, they are each unique, and generally pose issues related to pre-existing ways of dealing with evidence, policy, planning and management. Likewise, multiple interventions are expected to fail along the way, due to the adaptive, experimental nature of the projects and their uncertain outcomes. This includes, but is by no means limited to, projects related to the design of ecosystems, social groups, and market systems.

Completion Schedule

- **Flexible** - Flexible projects are capable of allowing up to 100% extra completion time without any negative effect. As such, a project that is estimated to take one month to complete could be completed over the course of two months' time, instead. This ensures a highly polished product.
- **Standard** - Standard projects are capable of allowing up to 50% extra completion time without any negative effect. As such, a project that is estimated to take one month to complete could be completed over the course of six weeks' time, instead. This ensures a well refined product.
- **Tight** - Tight projects allow for no extra completion time without negative effects. As such, projects estimated to take one month to complete, must be completed on or by the estimated date of completion. This means that products may not seem as refined as those which had more flexible scheduling.

Scheduling and Payments

As I am a solo service provider, all projects are scheduled on a “first-come, first-served” basis.

Projects valued at less than \$5,000 require a non-refundable deposit of 50% to begin, while projects worth at least \$5,000 require a non-refundable deposit of 33.33% to begin. The remaining balance is to be paid in full within 30 days of completion, unless otherwise agreed to in writing.

No rights to alter, display, distribute, or reproduce my intellectual property shall be transferred until the project's balance has been paid in full; this includes the right to create derivative works. In the case of digitally created works such as illustrations, photographs and websites, this also means that source files will not be released and/or uploaded until the project's balance has been paid in full.

Unless otherwise agreed to in writing, all payments shall be made via PayPal to troy@beglingerfineart.com.