

CREATIVE PRODUCTION

A clear creative brief.

A finished set of assets.

Choose original design for a defined requirement. Recurring template-based social, article and email production is priced in the Marketing & content guide.

OFFER	PRICE USD	INCLUDED STARTING SCOPE
Landing-page design	\$500	One page, up to 6 sections; desktop/mobile designs and source files.
Landing-page design + build	\$1,000	One page, up to 6 sections, from supplied copy and brand assets.
Original campaign creative kit	\$500	One new key visual, 6 asset compositions and 2 sizes per asset.
Custom email template	\$500	One responsive HTML template, up to 6 sections, from supplied design.

Landing-page design

One visual direction, desktop/mobile layouts, editable source files and 2 consolidated reviews. Up to 6 sections, with agency-supplied copy and brand assets. Design-only is \$500; design + implementation is \$1,000.

Custom email template

Code one responsive HTML template from supplied design, up to 6 sections. Include desktop/mobile previews in current Gmail, Apple Mail and Outlook for Windows, link checks and one review. Platform-specific integration is confirmed before payment.

Agency supplies final copy, brand assets and any licensed source imagery. Original copywriting, photography, illustration and motion need their own brief. No new stock/media purchase is made without approval.

Campaign creative kit

One new campaign key visual, then 6 distinct static asset compositions with 2 size exports each: 12 exports total. Two consolidated reviews. This is original creative, unlike recurring posts using an established template.

Included in the fee

Brief familiarisation, normal design tools, production, QA, the stated review rounds and agreed source files. Small brand/template adjustments within recurring production do not become a separate creative-kit charge.

CREATIVE PRODUCTION

AI-assisted video.

Start with one clear brief.

A custom production pilot starts at USD 500. We confirm the exact video count, length and style before payment; this is not an unlimited-generation subscription.

A useful first brief

Send the intended channel, reference style, script or message, available brand assets and deadline. Short promotional clips, product explainers and social edits are possible scopes. The minimum fee does not promise a fixed number of videos.

A complete production quote

Agree concepts, finished video count, duration, aspect ratios, captions, voiceover and review rounds. Editing, QA and normal generation/tool costs for the approved scope are included.

Rights and realistic expectations

Use approved assets and consented likenesses/voices. Record stock, music and AI-tool usage rights and any restrictions. Exact product detail, recurring characters and precise lip-sync require a feasibility check.

Projects of \$500 or less are paid upfront. Larger standard projects: 50% to schedule, 50% after acceptance and before launch or handover. No automatic subscription. No mandatory AI subscription for your agency. Any exceptional licensed media purchase is agreed before payment. The pilot guide explains cancellation, acceptance and unresolved nondelivery.

Approve the direction first

Approve the script and visual direction before full production. We agree what will use supplied footage, generated scenes or motion graphics, and flag feasibility limits before payment.

What you receive

The agreed final exports and available editable project files, with any tool-dependent limitations stated upfront. Corrections to missed scope are included; a new script or direction needs an approved change quote.

Email a brief · sales@pixelcrayons.com

[Book a call](#)

CREATIVE PRODUCTION

One design partner.

No missing next step.

The quote states whether you receive a design file, a coded template, a live page or a production asset set. You know the complete handover before starting.

Design + build includes

For a standard landing page: responsive implementation, one contact/native CRM form, basic measurement, QA and one launch. The website guide's common launch essentials and 14-day defect-reporting period apply.

Project payments

Projects of \$500 or less are paid upfront. Larger standard projects: 50% to schedule, 50% after acceptance and before launch or handover. No automatic subscription.

Handover and rights

Receive agreed editable files and exports. The proposal records ownership transfer and any stock, font or software license restrictions. Agency/client-facing publication is subject to your approval.

Reviews and revisions

Agency consolidates feedback within the included rounds. Changes to a new creative direction or replacement brief need approval of a revised scope. Corrections to our errors are included and do not consume review rounds.

Recurring creative needs

Use the published output packages, or shared hours: \$1,000 / 40h, \$2,000 / 80h, \$4,000 / 160h per month. These are the existing shared plans, not another subscription.

One point of contact

One account manager coordinates delivery and weekly updates. NDA available before confidential access. Your agency controls client contact. Confidentiality, non-solicitation, ownership and handover are recorded in the agreement.

An existing asset should save work

We reuse an accepted brand direction or working template. A simple template adjustment stays within the relevant production scope. We do not add a creative setup fee to every new campaign.

If a delivery issue remains unresolved, refund the undelivered portion using values agreed before payment. CRM workflows and assistant implementation are in the AI & CRM guide; they are not part of a creative subscription.