



CLIENT: Joshua Williams  
PROJECT: Canterville Ghost Flash Intro

## ESTIMATED PROPOSAL

*This document is a proposal for web production and programming services. All fees and costs represented in this document are estimated. Services offered and associated fees and costs are only final at the point of signed contract.*

**DESCRIPTION:** The following outlines the design and development of an animated web component, the Canterville Ghost Flash Intro. The component is to be a Macromedia Flash movie embedded in an HTML page, and consists of an animation to serve as an introduction to the pre-established promotional Canterville Ghost web site.

**PROGRAMMING COMPATIBILITY:** Programming will conform to compatibility with Macintosh and PC platforms, Internet Explorer v5.0+ and Netscape v4.76+, with Flash Player v6+ installed.

*It is assumed in this estimate that all imagery, content and audio will be provided by the client and/or a third-party vendor. It is also understood that the client is responsible for all domain name registration, hosting services and associated costs.*

### CANTERVILLE GHOST FLASH INTRO

#### **General Description**

The general look and feel of the animation is to be a black background with a series of word phrases fading in and out. Animations of lightning flashing reveal a "haunted manor" in the background. Audio effects will accompany the lightning animations. In addition, the entire animation will include a musical audio track. Other animated elements can be included such as simulated fog or such at your discretion.

#### **Design Phase**

After receiving finalized imagery and content from you, we will create one round of design comps and rough storyboards of the Flash animation for review and discussion. Because we are executing a vision that you have already envisioned, we will be discussing and working closely with you to create comps and storyboards which accomplish your vision within the limitations of Flash media itself. This phase may include rough animations created directly in Flash for clarity. This phase should be limited in time and revisions as to keep budget and time frame reasonable.

#### **Flash Development Phase**

After receiving agreement on the final design comps and storyboards, we will develop the flash animation. Suggestions on the functionality and technical specifications follow:

- **Flash Player v6+ Detection.** Although a majority of end-users will have the Flash Player v6.0+ installed on their browsers (see [www.macromedia.com/software/player\\_census/flashplayer/](http://www.macromedia.com/software/player_census/flashplayer/)), it is recommended that we create an *invisible* backend routine that will detect the presence of the Flash Player. If a user has the appropriate Flash Player, they will be automatically directed to the animation. If a user does not have the Player installed – at your discretion – they can either be instructed as to how to obtain the free player, or can be directed directly to the site, bypassing the animation.
- **Preloading.** It is recommended that we create a loading function that preloads the entire animation before playback is initiated. This will aid in a smooth and consistent playback of the





media. This preloader can include a single image and simple loading animation (with status, etc) that allows the user to know the animation is loading.

- **Interaction.** Because the Flash intro is an animation in the traditional sense, interaction should be limited to “skip intro” functionality. This functionality should be in the form of a button on the animation that allows the user to skip the animation and go straight to the Home Page of the site. Similarly, at the end of the animation – at your discretion – a user should either be automatically directed to the Home Page of the site, or be presented with a button to direct them.
- **File Size and Dimensions.** Because the Flash intro component will be included on a promotional site that is intended to reach a wide variety of users, file size and dimensions of the component should be as limited as possible with keeping quality at an acceptable level. Limiting file size will include compressing images in the jpeg format, and compressing audio in the mp3 format.\* Likewise, we should find a physical dimension to the introduction which is acceptable, but limits file size. Initially, we recommend a total file size of 350K. If needed, for additional fees and project time-frame, we can create two versions of the intro component, and a pre-screen which allows the user to select “Dial-Up” or “Broadband” and delivers them a file which is an appropriate size for their internet connection.

\*Images and audio should be delivered to us in an uncompressed, high quality format. We will in turn compress such media as we implement it into the Flash animation.

#### **Audio Phase**

After the animation has been completed, you will score an audio track for the animation. This audio track will serve as the “music” for the animation. Because the playback of a Flash animation is dependent upon the end-users processor speed, it is recommended that this track be “general” in the sense of its synchronicity to the animation itself. The track can be created to the optimum playback speed, however it should be understood that playback will vary from machine to machine and audio may lose synch with the animation on slower processors. Audio elements, such as thunder and lightening effects, should be delivered as separate files and be included in the flash as “event” sounds, so they can be initiated at specific animation related points in the timeline.

#### **Final Delivery**

Once we receive the final audio track, we will embed it into the flash and present the entire animation for final review. We will create the necessary supplementary HTML code, and if necessary, we will assist you in deploying the Flash intro into your live site.

#### **ESTIMATED PRODUCTION SCHEDULE:**

**Design Phase:** 3 days from delivery of imagery and content

**Flash Development Phase:** 4 days from the point of approval of final designs

**Audio Phase:** TBD

**Final Delivery:** 2 days from the point of delivery of final audio file

#### **ESTIMATED FEE:**

\$1600.00

If you have any questions or would like to discuss, please feel free to call.  
Thanks, Karsten & John.

