

aFreelancing rate card



Imagine...

a graphic designer
& web developer
at your fingertips.



SMALL BUSINESS LOGO DESIGN	R 4'500
<p>Consultation, planning, custom designed logo variations including; landscape and portrait. Supplied in CMYK and RGB. Logo colors in white and full color. JPG, PNG, PDF. Mini Brand Guide</p>	

CORPORATE LOGO DESIGN	R 9'500
<p>Consultation, planning, custom designed logo variations including; icon, square, landscape and portrait. Supplied in CMYK and RGB. Logo colors in white, greyscale and full color. JPG, PNG, SVG, PDF, AI. Full Brand Guide</p>	

BUSINESS CARD DESIGN	R 450
<p>Front and back custom artwork using brand guide (if supplied). Supplied in CMYK color mode. Print ready with marks and bleeds. Supplied as JPG and PDF. Square, landscape or portrait.</p>	

BROCHURES	R 1'200
<p>Custom artwork designed using brand guide (if supplied). Supplied in CMYK color mode. Print ready with marks and bleeds. Supplied as JPG and PDF. Square, landscape or portrait.</p>	

PRODUCT PACKAGING DESIGN	R 1'500
<p>Custom artwork using brand guide (if supplied). Files are supplied in CMYK color mode. Print ready with marks and bleeds. Supplied as JPG and PDF. Design of labels, boxes, sachets, bags and more.</p>	

MAGAZINES AND E PUBS	R 1'500
<p>Charged for 24 pages. Custom artwork using brand guide (if supplied). Files supplied in CMYK or RGB color mode depending on use-case. Print ready with marks and bleeds. Supplied as JPG and PDF.</p>	

SOCIAL MEDIA POST DESIGN	R 150
<p>1 Post with custom artwork using brand guide (if supplied). Files are supplied in RGB color mode for digital use. Supplied as JPG and PDF.</p>	

INSTAGRAM PUZZLE DESIGN	R 600
<p>9 Posts with custom artwork using brand guide (if supplied). Files are supplied in RGB color mode for digital use. Supplied as JPG and PDF.</p>	

BOOK OR MAGAZINE COVER DESIGN	R 1'500
<p>Front and Back Cover Custom artwork using brand guide (if supplied). Files supplied in CMYK or RGB color mode depending on use-case. Print ready with marks and bleeds. Supplied as JPG and PDF.</p>	

PRINT ADS	R 500
<p>Newspaper or Magazine custom advert design using brand guide (if supplied). Files supplied in CMYK or RGB color mode depending on use-case. Print ready with marks and bleeds. Supplied as JPG and PDF. No restriction on size.</p>	

WEBSITE UI/UX DESIGN - 1 PAGE	R 4'500
<p>Website 1 Pager designed in Adobe XD or Figma using brand guide (if supplied). Includes prototyping of elements such as buttons and links. Files are supplied in RGB color mode as JPG, XD, FIG, and PDF.</p>	

FULL WEBSITE UI/UX DESIGN	R 9'500
<p>Up to 10 pages designed in Adobe XD or Figma using brand guide (if supplied). Includes prototyping of elements such as buttons and links. Files are supplied in RGB color mode as JPG, XD, FIG, and PDF.</p>	

APP UI/UX DESIGN	R 19'500
<p>50 Boards designed in Adobe XD or Figma. Includes Prototyping of elements such as buttons, pages and links. Files are supplied in RGB color mode as JPG, XD, FIG, and PDF. (more boards can be purchased)</p>	

INTERACTIVE PDF FORMS	R 1'500
<p>Charged per page. A form that allows clients to easily fill out lengthy applications without special software. Accessible on mobile or desktop. The form can be emailed or downloaded and filled electronically.</p>	

IMAGE OPTIMISING AND RESIZING	R 750
<p>Charged per hour. Improve media files. Resizing, scaling or optimizing files such as images, PDF's, videos, GIF's and SVG's to improve website page speed, performance and load time.</p>	

GENERAL GRAPHIC DESIGN	R 750
<p>Custom artwork using brand guide (if supplied). Files are supplied in RGB or CMYK color mode depending on use-case as JPG, SVG, WEBP, AVIF, PNG and/or PDF.</p>	

Qualifications:

Diploma in Illustrator
Diploma in Graphic Design



CMS WEBSITE MODIFICATIONS	R 850
Updating CMS software and plugins. Styling, editing, adding or configuring CMS website elements, posts and pages. Includes fixing content issues. Rate per hour	

CMS WEBSITE LANDING PAGE	R 2'250
Developing a landing page using CMS system. With mobile responsiveness and website page speed optimization. Includes Google Analytics, Google site Console and sitemap setup.	

WEBSITE SPEED OPTIMISATION	R 8'500
Improving performance, optimize images, minify CSS and JavaScript, reduce plugins by opting for JavaScript and CSS, enable website cache system and Database Optimization.	

CUSTOMISED SOLUTIONS	R 850
Adding custom solutions such as complex booking forms, quizzes, integrations, smart calculation forms, ecommerce solutions and more. Charged per hour.	

CSS STYLING	R 850
Improving front-end visual aspects and behaviors of custom and CMS developed website elements and themes. Charged per hour.	

SEO ANALYSIS	R 8'500
Perform SEO Analysis Report and Page Speed Test. Deliver findings and determine phases according to urgency with cost estimation.	

SEO IMPLEMENTATION	R 8'500
Evaluating the data from the SEO Report and Keyword Research Report to generate an action plan with timeline. Implementing the data from the action plan towards on-site and off-site SEO.	

MONTHLY WEBSITE REPORTING	R 1'000
Includes Google Analytics and Search Console data, page speed report, security monitoring, weekly backups and uptime monitor. (If ecommerce - includes sales report)	

HTML EMAIL NEWSLETTER	R 950
Coding according to wire-frame. Email can be sent with mail client or online software. Online Newsletter Software available at an additional cost. Files are supplied as JPG and HTML.	

CMS MULTI PAGE WEBSITE	R 18'000
Developing web page using CMS system. With mobile responsiveness and website page speed optimization. Analytics and sitemap will be setup. Maximum of 12 Pages. (Additional pages can be quoted for)	

MOBILE OPTIMISATION	R 4'500
Adding responsiveness to website elements to scale according to screen resolution of CMS based website pages. Charged per hour.	

HTML CODING	R 850
Adding, editing or creating new HTML elements. Includes landing page edits, emailers, signatures or any other custom elements. Charged per hour.	

JAVASCRIPT CODING	R 2'000
Building modules and micro services. Adding smart functions to accomplish a desired task on the website. Charged per hour.	

SEO KEYWORD RESEARCH	R 6'500
Perform Keyword Research Report with keywords and phrases according to your target market, industry and competitors. Deliver a report of the three keyword ranked tiers and suggestions.	

IMAGE GEO-TAGGING	R 300
Improve your website's ranking abilities with local SEO implementation. Images are coded with geographical information, keywords and meta-tags. Charged for 10 images.	

MONTHLY WEB MAINTENANCE	R 2'500
Includes secure backups, 2 hour maintenance, software updates, 24/7 website monitoring, Google analytics reporting, spam protection, SSL Certificate Monitoring and Renewal.	

Qualifications:

Diploma in Web Development
Certificate in Web Development

LOGO ANIMATION	R 2'500
<p>I create captivating animated sequences that showcase your logo in a dynamic and visually appealing manner. Make a strong first impression, reinforce brand recognition, and add a touch of professionalism to your videos or presentations.</p>	

TITLE ANIMATION (LOWER THIRDS)	R 1'500
<p>I create visually appealing and informative text animations that enhance the visual hierarchy of your content. From introducing key speakers to displaying important information, these animated titles help grab attention and keep viewers engaged.</p>	

EXPLAINER VIDEOS	R 4'500
<p>Make complex concepts simple and engaging with our animated explainer videos. We use captivating visuals, clear narration, and concise storytelling to convey your message effectively. Leave a lasting impact on your audience and drive conversions with these engaging videos.</p>	

PROMOTIONAL VIDEOS	R 4'500
<p>Stand out from the crowd and captivate your target audience. I combine stunning visuals, persuasive storytelling, and strategic messaging to showcase your products or services in a memorable way. Boost brand awareness, generate leads, and increase sales by grabbing attention.</p>	

CORPORATE VIDEO EDITING	R 6'500
<p>Polish and refine your corporate videos. I ensure seamless transitions, precise cuts, and compelling storytelling that aligns with your brand identity. Enhances the quality and impact of your corporate videos, leaving a lasting impression on your audience.</p>	

APP LAUNCH VIDEO	R 4'500
<p>Create buzz and generate excitement around your app. I combine engaging visuals, persuasive narratives, and effective demonstrations to showcase the features and benefits of your app. Drive downloads and conversions with these compelling videos that leave a lasting impression.</p>	

GENERAL VIDEO EDITING	R 1'500
<p>Leave the editing to me and save time. I'll take your raw footage and transform it into a polished and cohesive final product. From trimming and rearranging clips to adding effects and transitions, enhancing the visual appeal and storytelling of your videos. Charged per hour</p>	

INTRO & OUTROS	R 1'200
<p>Make a memorable entrance and exit. I'll design visually stunning and attention-grabbing sequences that set the tone for your videos and leave a lasting impression. Enhance your branding, create a cohesive look, and engage viewers from the very beginning to the end.</p>	

STORYBOARD SETUP & PLANNING	R 3'500
<p>Bring your vision to life with our storyboard setup and planning service. I'll meticulously craft a visual roadmap that outlines the sequence, composition, and key elements of your animation. This ensures a cohesive and engaging storyline, setting the stage for a captivating final product.</p>	

SUBTITLES	R 1'000
<p>Make your videos accessible and engaging to a wider audience with clear and accurate subtitles. This allows viewers to follow along and understand the content even without sound. Enhance the impact of your message and connect with diverse audiences effortlessly.</p>	

SOCIAL MEDIA ANIMATIONS/REELS	R 500
<p>Catch your audience's attention in the fast-paced world of social media. From short clips to captivating loops, I create animated content that is tailored to each platform. Whether it's Instagram, Facebook, or TikTok, animations will make your brand stand out and drive engagement.</p>	

CHARACTER ANIMATION	R 8'500
<p>Give your brand a personality. Let's breathe life into your characters, making them relatable, expressive, and memorable. From cute mascots to charismatic spokespersons, I create animated characters that connect with your audience on an emotional level and leave a lasting impression.</p>	

Urgent Projects
<p>Projects requested within a 48 hours delivery or less will incur a 20% surcharge.</p>

Hastier Projects
<p>Projects requested within a 24 hours delivery or less will incur a 30% surcharge.</p>

Out-of-Scope
<p>All projects in motion that require any out-of-scope work will need to be quoted for & halted temporarily.</p>