Your name and details

Date

Client name and details

**RE: Project Details**

Introductory paragraph thanking the client for the opportunity of presenting concepts for the project.

Summarise the brief requirements (aesthetic and functional) – use your own words, do not simply cut and paste what has been provided in the assessment task brief.

Outline what will happen next:

* When will you be presenting your initial concepts to the client (Sketchpack presentations will be happening in Week 6)?
* What exactly will you be presenting to the client?
* What will happen after the presentation?

Conclude your proposal letter.

*Please include the following paragraph in your proposal letter (it coincides with the final client agreement letter we will discuss and prepare later in the project).*

As discussed at our initial consultation, an initial deposit, considered a retainer, shall be required. Based upon the initial work discussed the retainer will be $1500.00. (This amount will be credited against your final invoice.)