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Mozilla’s Generative Living Brand

Proposal

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PITCH INTERACTIVE

www.pitchinteractive.com

(All information contained in this document is confidential)

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Project Outline

Pitch Interactive, Inc. (“Pitch”) has been approached by Mozilla, Inc. (“Mozilla”) to design a logo toolkit as part of the evolution of Mozilla’s brand identity.

A primary goal of the new identity is to help convey the feel of a “living brand” that adapts to its surroundings and reacts to data-driven stimuli. Towards this end, Pitch will help create a code- and algorithm-based generative logo that is responsive to external data relevant to the user.

The code that generates the logo would leverage common web technologies and be open, meaning that anyone can take the code base and generate a logo based on their own set of data (within a defined set of constraints). The intent is for the logo to fit the needs of a global community while allowing everyone to be a co-owner of the brand.

Process

The first phase of this project is data research, analysis, and concept design. Pitch will first work to identify what data is available and what additional data can be collected. A period of data analysis will then directly feed into concept development. Pitch will sketch out ideas for how the base system upon which variants will be based off of will look. Pitch will then work on prototyping out the generative aspects of the logo by defining the rules and algorithms needed to create variants.

Once a concept has been approved, the second phase is building / implementation. In this phase, Pitch will fully build out the toolkit and then work with the Mozilla team to integrate it into the Mozilla site as to be defined in the concept design phase.

Up to two rounds of feedback is scheduled for this phase.

In the final phase, Pitch will work with Mozilla to thoroughly test the toolkit and implementation for technical issues. During this time, Pitch will also develop the documentation so that the global community can leverage the toolkit to generate their own Mozilla-based logos.

Note that mobile and tablet devices will have limited capabilities for the initial scope of this project. A graceful degradation of the logo (i.e. a static version) will be viewable on all devices; however, the interactivity features would require a separate approach to the UI and UX design of this project. If such features are required for these devices, a separate proposal will be drafted.

Project Management

Mozilla will be assigned a project manager from Pitch as the primary point of contact. Throughout the project, the project manager will provide weekly status updates by email. Phone and in-person meetings can be set up on an ad hoc basis. Pitch will schedule feedback sessions for each phase at the start of the respective phase. The feedback sessions can be done via phone or in-person.

At the end of the project, a short debrief session will be scheduled to wrap up any final items.

Technology

Pitch will be using open web technology that includes, but is not limited to HTML5, CSS3, JavaScript and JavaScript libraries (such as D3.js). The interactive tool will be built for all modern browsers that support HTML5, including Firefox (v4+), Chrome, IE (v9+), and Safari (v7+).

Ultra-legacy browsers, such as IE8, and mobile/tablet browsers will not be fully supported, instead showing a cross-platform default state logo and providing links to download Firefox, if applicable.

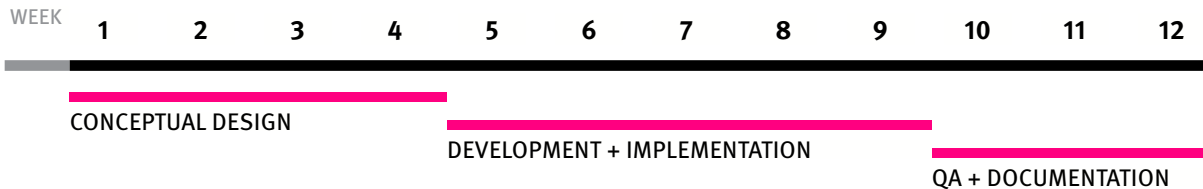
Deliverables

Pitch will deliver a generative logo toolkit based on approved creative concepts and using data provided by Mozilla. The tool will be designed for use with all browsers listed in the Technology section. All source code used to build the tool and all designs created for this project will be provided to Mozilla. Pitch will build all source code from a local SVN or git repository that will be shared with Mozilla upon completion.

Pitch will not be responsible for the upkeep of any third party frameworks or source code for this project.

Timeline

The targeted start date is **Monday August 18th, 2014**. The targeted delivery date is **Friday, November 7th, 2014**.



Project Kickoff

Conceptual Design

Week 1-4

Data Analysis
Creative Concepting
Prototyping

Week 4

Creative Concept Delivery

Development + Implementation

Week 5-9

Code Development
Implementation

Week 9

Beta Build Delivery

QA + Documentation

Week 10

Beta Build Feedback and Revisions

Week 11-12

QA
Documentation

Week 12

Final Build and Documentation Delivery

Feedback rounds will be determined and scheduled at the beginning of each phase, if applicable.

Estimated Costs

Data Analysis, Conceptual Design	200 hours	\$40,000	
Development, Implementation	200 hours	\$40,000	
QA, Documentation, Delivery	120 hours	\$24,000	
Total Estimated Costs	520 hours	\$104,000	

Hourly rate is based on a standard \$200 an hour sum. If the scope should change or expand beyond this amount, Pitch will inform the Client immediately and a separate estimate will be drawn.

Any task that stretches beyond the scope of this estimate will be billed separately as an additional task. A separate estimate will be issued upon request and will include a listing of the additional cost at a rate of \$200 per hour.

Payment Terms

The Total Estimated Costs will be invoiced at 1/3rd of the Total Estimated Costs (\$34,667) upon approval of this agreement. Another 1/3rd (\$34,667) will be invoiced at the start of the Development + Implementation phase in week 5. The remaining 1/3rd (\$34,666) will be invoiced upon completion of the project.

All invoices will be billed at a net 30 term.

About Pitch

“Pitch Interactive’s data visualizations illuminate complex sets of information in a way that is dynamic, accessible, and visually eloquent” - The Museum of Modern Art, New York

Pitch Interactive, Inc. is a California located S-Corp formed by Wesley Grubbs who, with over 18 years of experience in the interactive industry, decided to pursue his passion in data analysis and visualization that was first formed during his undergraduate and graduate studies in International Economics and Information Systems.

Balancing the worlds of art, design, statistics and science, Pitch creates data visualizations and interactive experiences that are showcased across a multitude of mediums for clients who include Facebook, GE, GM, Google, eBay, Esquire, ESPN, MoMA, The McKnight Foundation, Popular Science, Activision, Oracle, Fortune, The Max Planck Institute and many more.

We create visualizations for multi-touch interactive walls, kiosks, smart phones, tablet devices, console games, websites, stand-alone applications, museum exhibits, projections, textiles and print. We have experience in a wide variety of industries including banking, social media, economic, health, sports, scientific research, advertising, politics and art.

Our innovative and sought-after work is attributable to an out-of-the-box creative process within a small, agile and forward-thinking team from a range of different yet complementary backgrounds. The success of our work is attributed to our multidisciplinary talents and our constant focus on high quality and innovation to help bring complex ideas and information to a broad audience in an engaging and intuitive way.

Philosophy

Data is the starting point for our approach. Without data, our projects will not succeed. All aspects of the idea and the design are informed by the underlying data. All aspects of our creative and technological decisions and process are driven by the information we have to work with, including the data, requirements, timeline, target and medium.

Why do clients need our services? Because we offer an ability to analyze complex data in a very technical and statistical-based way followed by a means to communicate that information to an intended audience in a clear, concise and engaging format. We love statistics. We love aesthetics.

The human brain does not think in bar charts. While such charts may be helpful for quick decision making purposes, we believe that in order to communicate complex relationships, a visual narrative must be built to engage the mind first. To generate interest by using design theory and communication practices and then to enlighten. By enlightening in this fashion, the underlying story is more easily comprehensible and the story can more easily be remembered and retold.

Process/Methodology

Our underlying process involves absolute transparency and being forthcoming during every stage of a project. Once we gather the data needed (this is always the first step), we work with clients to determine the goals and define the specifications and aspect of a project. From this point, our workflow process adapts to the needs of the project. We may start with design concepts or we may dig into building prototypes that utilize the data provided. At any rate, we maintain a constant flow of communication with the client as well as provide direct access to our progress so that clients can see our work in progress throughout the duration of a project.

Team

Wesley Grubbs (Creative Director, Technical Director, Project Manager)

Built upon his life experiences, Bachelor's degree in International Economics and Master's degree in Information Systems from the University of Arkansas and his innate interest in the brain and cognition, Wesley oversees every aspect of our projects from initial contact to vision to implementation to launch. He has over 18 years of experience in the interactive industry where he has been responsible for designing large database systems, coding applications, managing client relations, building interfaces and concepting visionary ideas that eventually become reality in Pitch Interactive's work.

Samuel Lo (Strategy, Project Management, Data Scientist)

Samuel works in a wide variety of strategic capacities at Pitch Interactive. Prior to joining the company, Samuel worked as a data scientist at Apple and as a data storyteller in the ad tech space. His interests revolve around statistics, psychology, and design. He holds a BA in International Economics from the University of California, Los Angeles and an MBA from the University of Southern California

Anna Hodgson (Graphic/UI Designer)

Anna graduated from the University of South Carolina in Visual Communications and Graphic Design. Before joining Pitch, Anna spent two years working as a multifaceted designer, video and photographer for a branding studio in New York City. Through her experiences studying in the Netherlands and traveling through Germany shooting a documentary she aims for clear, consistent emotional connections in her work. Outside of Pitch you can find her watching Bayern Munich matches or cycling around the East Bay.

Team (cont.)

Nicholas Yahnke (Software Engineer, Lead Programmer)

Nick Yahnke is the lead software engineer at Pitch Interactive. He graduated with a degree in Computer Science from the University of Wisconsin-Madison. Nick's responsibilities include development and testing of nearly all projects at Pitch. He loves web technologies and is happy when great work can be showcased through a web browser.

Shujian Bu (Data Analyst, Programmer)

Shujian works as the software engineer at Pitch. She graduated from Columbia University, with a dual MS degree in Journalism and Computer Science. Prior to joining Pitch, she interned at The Wall Street Journal on several data journalism projects. She is also a 2013-2014 Magic Grantee of Stanford University's Brown Institute for Media Innovation. She also has a BS in Electrical Engineering.

Mladen "tipo" Balog (Concept Artist, Graphic Designer)

Tipo's out-of-the-box thinking and creative talent have won him a multitude of awards in design, typography and art for the last 23 years of his professional career. He studied Information Science and Printing Technology at the University of Zagreb, creates custom typefaces and won a number of prestigious international awards, such as the Golden Bee (Moscow) and Best of the Best Awards (New Zealand). Tipo has worked from his home office in Croatia since Pitch Interactive formed. Though he makes periodic trips to our office, he prefers a more familiar environment that helps maximize his creative output.

Team (cont.)

Stefanie Posavec (Concept Artist, Graphic Designer)

Stefanie moved from Denver to London to complete an MA in Communication Design (Central Saint Martins) in 2004 and never went home. With a background in book/book cover design and text visualization, she now mainly works as a designer with a focus on data-related design, with work ranging from data visualisation and information design to commissioned data art for a variety of clients. Her personal work often explores ideas of data craftsmanship and focuses on the visual representation of language, literature, or scientific topics. This work has been exhibited internationally at galleries including at the Museum of Modern Art (New York), the Victoria & Albert Museum, and Somerset House (London).

Contact

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