

How We Make Things Together

The Studio Inku guide to a happy creative collaboration

Hello! Welcome to the fine print part of the website. You must be here because you're curious to know about our work guide. So here it is:

The best creative work grows from trust, curiosity and genuine collaboration.

Every project is different, but a few shared expectations help keep the process clear, enjoyable and productive for everyone. Here's what you can expect from me, and what I'll need from you along the way.

Before we begin

Before work starts, we'll agree on the scope of the project, what I'll be delivering, the timeline and the fee.

I'll also let you know what I need from you to get started. This might include copy, images, brand assets, documents, access details or other materials.

If the project depends on these materials, the agreed timeline begins once I have everything I need to do the work.

Timelines work both ways

I'll do my best to keep your project moving according to our agreed schedule, and I'll be clear with you if anything changes at my end.

In return, I'll need materials, decisions and feedback from you by the dates we've agreed.

If these arrive later than planned, the project timeline will move accordingly. A delayed start or pause means the final delivery date may need to change too.

One point of contact

*Where possible, I ask that each project has **one main point of contact and final decision-maker**.*

Of course, other people may need to contribute or approve work. I simply ask that feedback is gathered internally and sent to me as one clear, consolidated response.

This avoids contradictory feedback, repeated rounds of changes and the dreaded “one more person has just had a look...” arriving when we thought we were finished.

Feedback is part of the process

Creative work gets better through thoughtful conversation, so feedback is very welcome.

*The most useful feedback tells me **what isn't working and why**, rather than trying to prescribe the solution. That gives me the space to use my experience to find the best creative answer.*

Where revision rounds are included in your proposal, I'll make these clear before we begin. Additional rounds or substantial changes beyond the agreed scope may be quoted separately.

Scope is scope

Your proposal will set out what is included in the project.

If something new comes up along the way, that's completely fine. Projects evolve.

But additional work such as extra design, copywriting, editing, scanning, image sourcing, research, additional formats or new deliverables isn't automatically included unless we've agreed it as part of the original scope.

If something falls outside it, I'll flag it before doing the work and let you know if there is an additional cost.

Meetings

I love a good conversation, particularly when it helps us solve something together.

But meetings are part of the project too. Where possible, we'll keep them purposeful and use email for straightforward feedback, approvals and file sharing.

If a project begins to require substantially more meeting or consultation time than originally agreed, we can discuss adding that time to the scope.

If a project goes quiet

Life and business happen, and sometimes a project needs to pause.

If you need to put things on hold, just let me know and we can agree on a new schedule.

*If a project is inactive for **more than 60 consecutive days** because I'm waiting for materials, feedback, approval or another action from you, I may close the project and release the time I had allocated to it.*

That doesn't necessarily mean we can't continue. Restarting the project may simply require a new timeline and, depending on what has changed, a revised quote.

Respect matters

Studio Inku is built around collaboration, and I want the experience of working together to be a good one on both sides.

I will always communicate with you professionally, honestly and respectfully, and I expect the same in return.

Aggressive, abusive, discriminatory or persistently disrespectful communication isn't something I will accept. In those circumstances, I reserve the right to pause or end the project. Work already completed remains payable, and payments already made are non-refundable unless otherwise agreed.

What you can expect from me

In return, you can expect me to:

- *Listen properly before jumping to solutions.*

- *Treat your work, ideas and information with care.*
- *Bring curiosity, creative thinking and professional experience to your project.*
- *Be clear about what I'm doing, what I need from you and what happens next.*
- *Tell you if I think something isn't working rather than simply saying yes.*
- *Be transparent about additional costs before undertaking work outside the agreed scope.*
- *Respect your time and communicate if a timeline needs to change.*
- *Care about the quality of what we make together.*

And finally...

You're not hiring Studio Inku simply to push pixels around or make something look pretty.

*You're bringing me into your world to **listen, question, notice things, find possibilities and help turn what you see in your head into something other people can see too.***

That works best when there is trust on both sides.

So bring your ideas, your questions, your half-formed thoughts and your "I don't quite know how to explain this, but..."

We'll take it from there.

Thanks for being here!

-Inshra

Studio Inku

