



About Us

Jake Wittrock Creative Studio is an art, design and creative strategy consulting firm specializing in interior design, design project management, and creative consulting for small businesses and the hospitality industry. The studio generates exceptional results tailored to each client's unique needs through a collaborative process.

Collaborative Development

Design is not for the faint of heart and most people simply are not prepared to handle the amount of work that goes into a successful project. Timelines, budgets, people skills, negotiations, measurements, electrical plans, HVAC, plumbing, contractors, subcontractors, project management, selections, tradesmen, shipments, deliveries, and customer service are just a few of the many moving parts of a great plan that needs to be managed in addition to design creativity and problem solving.

Jake Wittrock Creative Studio uses a "collaborative development procedure", which means that project details and financials will be planned to the best ability in advance, while making concurrent arrangements for handling unexpected challenges, change orders and on-the-fly decisions that are inevitable, and dare we say, required, for the success of any creative project.

Our Interior Design Approach

The **Interview process** will be a collaborative series of meetings and conversations aimed at learning about the client, identifying their needs, developing a clear scope of work, defining roles and responsibilities, organizing a list of deliverables, discussing financials, and projecting unforeseen challenges.

Following the interview process is our **design stage**. During this step, the designer will spend time brainstorming, researching and conceptualizing your design strategy. This will also include making selections and creating design presentation boards with sketches and renderings to illustrate design concepts.

Presentations will occur throughout the design process. Your designer will schedule presentations to communicate and share their ideas, to collaborate, edit, and evolve with you. Through multiple iterations and collaborations, the design program will be refined so that a final design can be agreed upon.

Once your design is settled, additional **planning** will take place to organize and confirm details, engineer custom elements, hire and delegate tradespeople and make arrangements for the best possible implementation.

To **execute the design**, some clients choose to participate themselves, and others choose to have their designer manage, coordinate, and install the entire project.

The **review process** occurs at the end. Walkthroughs will be scheduled to tackle all remaining punch list items. When perfection is achieved, we will style and photograph the design before discussing a maintenance plan to ensure its integrity over time.



Project Proposal (Master Bathroom)

Project Details

Project: Master Bathroom Design and Remodel
Client: Sample Client
Contact: 555-555-5555, client@email.com
Address: 1234 Main St., Chicago, IL, 60601

Project Notes

- The following budget allowances are based on recommendations made by the National Kitchen and Bath Association. NKBA recommends remodeling a Bathroom with a budget of 5-10% of your home's value.
- Your material budget could range anywhere from \$6,000 on up, depending on the quality level desired and style decisions made.
- The client will be responsible for setting budget expectations for materials clearly in advance of any design work and prior to any selections being made.
- Local permitting may be required and is TBD.
- Rough building materials will be determined and paid for throughout the project upon more thorough inspection of site conditions following demolition.
- A 10% fee has been applied to this project's labor estimate to account for additional labor due to the 4th floor walkup with no elevator.
- A fee can be applied to the labor costs for design project management provided by the designer. This means that all work would be monitored by the designer to ensure quality control. Design questions and clarification are going to be inevitable with any projects. Hiring a designer as the liaison between contractor and client is always a good idea. Your designer will coordinate the timely delivery of all project materials to the job site and be available on-site as needed to accept deliveries and inspect work. With proper authorization, a designer can also arrange material purchases directly from vendors.

Timeline Expectations

The design phase of the project will require about two weeks depending on availability and scheduling. Depending on final selections, lead times for materials may range anywhere from 1 week to 6 weeks for delivery. We can schedule labor as soon as we know when all necessary materials will be delivered to the job site. Contractor labor could take between 2-3 weeks accounting for approximately 16 full days of labor and additional time may be needed to schedule countertop and glass/mirror installations.



Project Proposal (Master Bathroom)

Design Services Estimate (9 hours @ \$100/hr) (- \$200 payment)	\$700.00
<p>Design Consultation:</p> <ul style="list-style-type: none"> - We will determine client's function needs and overall aesthetic goals as part of the big picture home plan. - We will evaluate client goals for the home at large and settle on how we intend to approach this bathroom remodel to fit into the long term plan. Final budget figures for materials will be settled prior to making any design selections. 	1 Hr
<p>Design Time:</p> <ul style="list-style-type: none"> - Design time will be devoted to planning the bathroom and creating to creating a 3D model as well as 2D elevation views of each wall to be used for construction. 	4 Hrs
<p>Design Presentation:</p> <ul style="list-style-type: none"> - This will include mood boards, samples, sketches, and 3D renderings to illustrate bathroom design concept. - We will discuss the design plan and you will have an opportunity to provide your feedback and edit the design plan. Designs will be taken back to the drawing board and adjusted to meet your final needs. 	1 Hr
<p>Design Time</p> <ul style="list-style-type: none"> - Taking your feedback into consideration, design time will be needed to finalize all selections and enter those options into the budget plan as well as exact specifications into the 2D and 3D CAD drawings. Selections will be provided to you in the form of a design binder PDF along with elevation and 3D views. You will be able to approve all selections and arrange payment all at once. 	3 Hrs
Materials Estimate	\$12,575.00
<p>** Pricing figures do not include rough building materials, applicable taxes, shipping or delivery (Pricing is based on an upper mid range brands such as Kohler.. More affordable options could include Delta or American Standard and more expensive options could include Kallista or Grohe)</p>	
<p>Vanity</p> <ul style="list-style-type: none"> - Millwork \$ 2,000.00 - Countertop \$ 1,200.00 - Sink 1 \$ 300.00 - Sink 2 \$ 300.00 - Faucet 1 \$ 400.00 - Faucet 2 \$ 400.00 - Drain 1 \$ 100.00 - Drain 2 \$ 100.00 - Mirror/cabinet \$ 1,000.00 	

<p>Lighting</p> <ul style="list-style-type: none"> - Sconce 1 \$ 400.00 - Sconce 2 \$ 400.00 - Electrical rough TBD 	
<p>Toilet</p> <ul style="list-style-type: none"> - Toilet \$ 600.00 - Toilet rough TBD 	
<p>Shower</p> <ul style="list-style-type: none"> - Faucet \$ 900.00 - valves \$ 200.00 - Trim \$ 400.00 - Drain \$ 300.00 - Glass \$ 2,000.00 - Tile \$ 800.00 - Shower rough TBD 	
<p>Walls / Floors</p> <ul style="list-style-type: none"> - Paint \$ 75.00 - Hooks etc. \$ 100 - Floor tile \$ 600.00 - Floor rough TBD - Wall rough TBD 	
<p>Labor Estimate</p>	<p>\$11,750.00</p>
<p>Demolition and Disposal (4th floor walk up)</p> <ul style="list-style-type: none"> - Remove tub - Remove toilet - Remove shower wall tile - Remove any hanging hardware, hooks, and TP holders. - Remove existing shower faucets - Remove floor tile - Demo shower partition to be "half" wall just above electrical outlet 	
<p>Electrical</p> <ul style="list-style-type: none"> - Remove existing overhead vanity sconce - Split overhead vanity sconce to create two (or three) sconce junction boxes - *No modifications have been noted for changing the ceiling lighting (TBD may affect price) - Install new sconce lighting - *No modifications have been noted for electrical switches or outlets located on the shower "half wall" (TBD may affect price) 	

<p>Plumbing</p> <ul style="list-style-type: none"> - Modify existing vanity plumbing to accommodate double vanity sinks - Modify shower plumbing to be located on opposite wall - Install new shower valves - Modify/relocate toilet plumbing to accommodate new toilet location - Close water supplies/ drains from tub/toilet as needed - Install/attach new plumbing fixtures, supplies, drains, valves and traps - Install new shower fixtures and trims - Install new toilet 	
<p>Walls and painting</p> <ul style="list-style-type: none"> - Patch and repair walls where needed including new half wall at shower and walls where tub was removed. - Installation of new drywall and Durock where needed in wet zones. - **The construction of any new walls or half walls has not been noted. If new walls are determined to be built, this may affect price. - Painting of entire bathroom and ceiling. - No specifics have been noted for trim work (TBD may affect price) 	
<p>Installations</p> <ul style="list-style-type: none"> - Install new water sealed shower enclosure - Install new tile in shower - Install new bathroom subfloor - Install new tile on floor - *No tile noted on any walls except shower (TBD may affect price) - Install new vanity - Install new vanity hardware - install new countertop - install new sinks - install new sink faucets - Install new mirror or external medicine cabinets - *No inset medicine cabinet has been noted (TBD may affect price) - Install new hanging hardware, hooks, and TP holders where needed - Install new shower tile - install new shower faucets - install new shower drain - Install new shower valve trims - Grout tile 	
<p>Doorway</p> <ul style="list-style-type: none"> - *No confirmed decisions about changing the entry door have been noted. If changes are to be made to the existing 28" door to replace it for a larger hinged door or pocket door this could influence the price. 	TBD
<p>TOTAL</p>	<p>\$25,025.00</p>