

Data Alchemy DESIGN STUDIO

Pricing & Services Guide

OVERVIEW

Lorem ipsum dolor sit amet, consectetur
Lorem ipsum dolor sit amet, consectetur
Lorem ipsum dolor sit amet, consectetur
Lorem ipsum dolor sit amet, consectetur
Lorem ipsum dolor sit amet, consectetur
Lorem ipsum dolor sit amet, consectetur
Lorem ipsum dolor sit amet, consectetur
Lorem ipsum dolor sit amet, consectetur

Connecticut	1348
Connecticut	5435
Connecticut	0.08
Connecticut	0.00
Connecticut	0.40
Connecticut	1.20
Connecticut	1300



We don't just make reports. We make *impressions*.

At Data Alchemy Design Studio, we create deliverables for data professionals and social good organizations that communicate your message clearly, build trust with your audience, and help your findings shape decisions and create impact– *all while looking beautiful.*

The Backbone of Our Work

What we believe in



01. Your work should stop people in their tracks.

Truth is, the world is noisier than ever and we're constantly asked to pull our attention in a million directions. To get people to notice your work (& stick around to read it), it **has** to grab attention and build trust – from engaging visuals and clear data to persuasive writing, every detail counts.



02. Data should never be designed over; design should be used to amplify data.

We're a design studio, but we look at data and communication strategy first. Gone are the days a graphic designer throws your work into a beautiful layout just for your data and key messages to get overshadowed. The data and information you are presenting informs everything else, first and always.



03. Key deliverables should be communication products that create impact and change.

You're not presenting your work just for something to do, you're doing it because you have an important message to share that can change the way people make decisions. Everything we do is in service to the goal of your message changing minds, hearts, and the status quo.

A portrait of Kristina Talarek, a woman with long brown hair, smiling and wearing a dark green t-shirt and a silver chain necklace. The background is a soft, out-of-focus grey.

MEET THE Alchemist

Your work deserves someone who understands more than design.

I'm Kristina Talarek, the Data Designer and Program Evaluator behind Data Alchemy Design Studio. With a BA in Psychology, an MA in Program Evaluation, and nearly a decade of experience working with data and social impact organizations, I understand both how people think and how data tells a story. With this foundation, I transform complex findings into communication that captures attention, builds trust, and helps your message make an impact. When you work with Data Alchemy Design Studio, you'll work directly with me from the first conversation to the final detail. Through our partnership, we will combine our expertise to create something you're excited to share.



Working with Kristina is a joy. She communicates clearly, follows through on deadlines, and brings a warm, grounded presence to every project. She's thoughtful and detail-oriented, but also knows how to get down to business, which makes collaboration feel both efficient and genuinely supportive."

- JENNY MARSACK, FOUNDER & CEO OF PIVOT DATA DESIGN



PACKAGE 1

Custom Design

You've done the hard work. You feel good about your key messages and how you've articulated them, but you need intentional design to make them truly come to life on the page.



WHAT'S INCLUDED

- ✦ **Page Layouts:** Intentional arrangement of text, headings, visuals, and white space to create a polished, easy-to-read page or slide with a clear visual hierarchy that engages your audience.
- ✦ **Custom Data Visualizations:** Charts, graphs, and tables designed to accurately translate complex data findings so they're easy to understand with less cognitive effort.
- ✦ **Custom Graphics:** Diagrams, timelines, and framework graphics that simplify abstract concepts or multi-step processes into easy-to-understand visuals.
- ✦ **Graphic Design Elements:** Cohesive visual details like icons, stock photos, callout boxes, and styled colors and typography that bring a polished, complete look to your deliverable.
- ✦ **Two rounds of revisions:** Fine-tune the details with color, text, layout, and visual tweaks.

Note: Document accessibility following WCAG 2.1 standards to meet Section 508 compliance is available as an add-on service.



PACKAGE 2

Design & Strategy

You know your work inside and out, but when you're close to it, it's easy to get lost in the details. This package combines the best of both worlds: custom visual design **and** content strategy to bring clarity to complex ideas and create a polished, thoughtfully structured deliverable you feel confident sharing.



WHAT'S INCLUDED

- ✦ **Custom Design:** You'll receive the Data Alchemy Design Treatment to your deliverable, including everything in the Custom Design Package.
- ✦ **Story Structuring:** A narrative framework that ensures every key insight and piece of context is included so your findings connect naturally and unfold like a clear, meaningful story.
- ✦ **Content Re-organizing:** The grouping, arranging, and restructuring of your existing draft so your topics and subtopics are logically organized from start to finish.
- ✦ **Gap Analysis:** A review of your content to spot missing context, awkward transitions, or spots where an extra visual could help make your point clearer.
- ✦ **Wording Suggestions:** Strategic recommendations for how to word your titles, callouts, and key headers so they grab attention and help your audience identify the most important takeaways at a glance.



Deliverable Descriptions

	INFOGRAPHIC SUMMARY (FOR KEY POINTS)	A 1–2 page visual summary that uses charts, graphs, icons, and other visual elements to present your key points quickly and clearly. Infographics transform complex information so your audience gets the message without mental friction. Ideal for: survey or interview findings, executive summaries, data fact sheets, program highlights.
	VISUAL BRIEF (FOR SHARING THE STORY BEHIND KEY POINTS)	A 3–15 page visual-forward report that combines concise text, key findings, data, and supporting visuals. It carries the same visual emphasis as an infographic, but with more room for narrative and context to tell the fuller story. Ideal for: case studies, progress reports, brief summary reports, brief evaluation reports.
	REPORT (FOR FULL DETAILS)	A professionally designed report that brings structure and clarity to content-heavy documents. Strategic layouts, custom data visualizations, and carefully placed visual elements make lengthy reports more engaging for readers. Ideal for: annual reports, impact reports, evaluation/research reports, toolkits, informational guides.
	SLIDE DECK	A polished presentation that transforms your content into a visually cohesive slide deck with clear messaging, purposeful layouts, and engaging visuals. Ideal for: conferences, keynotes, data dissemination, and trainings/workshops.
	DATA VISUALIZATIONS	Custom charts, graphs, or other data visualizations that communicate complex data clearly and accurately. Delivered as a standalone graphics, each visualization is designed to integrate seamlessly into your existing report or presentation.

2026 Starting Pricing

HOW PROJECTS ARE PRICED

Estimates are created based on anticipated hours and the value of the final deliverable. This model allows for a fixed quote that won't change, eliminating unpredictable or surprise costs for you.

Starting pricing is provided as an estimate based on standard scope and sample page/slide counts. Final project pricing will vary based on:

- ✦ **Deliverable Type:** e.g., high-stakes pitch deck vs. detailed training module deck.
- ✦ **Content Length & Complexity:** Slide/page count and level of strategy, synthesis, or editing needed.
- ✦ **Visual Elements:** Quantity of custom data visualizations (charts, graphs, tables) and graphics (process diagrams, framework visuals, timelines).
- ✦ **Timeline:** Desired turnaround time.
- ✦ **Add-ons:** Document accessibility, project branding, presentation handouts, slide animations, and re-use rights (i.e., templates).

CORE SERVICE	CUSTOM DESIGN	DESIGN & CONTENT STRATEGY
Infographic Summary (2 pages)	\$1,500+	\$1,950+
Visual Summary Brief (6 pages)	\$2,075+	\$2,850+
Medium Report (20 pages)	\$2,600+	\$4,000+
Long Report (40 pages)	\$4,200+	\$6,300+
Slide Deck (30 slides)	\$2,800+	\$4,300+
Report or Slide Visual Polish* (20 pages/30 slides)	\$925+	\$2,325+
Custom Charts & Visualizations for Reports (15)	\$1,800+	\$2,250+

**Clean-up formatting including cover page/slide, table of contents, spacing, heading styles applied, headers/footers, existing table and chart clean up, and consistent branding. No custom data visualizations, layouts, or other design elements.*



Frequently Asked Questions

HOW IS THIS DIFFERENT THAN GRAPHIC DESIGN?

Graphic designers can create beautiful materials, but our focus is on using design as a tool for communication. We identify the most important insights, simplify complex information, and use visual elements strategically to make sure your key points stand out.

WHAT IS YOUR PROCESS LIKE?

We start by clarifying your audience and communication goals. If content strategy is included, we'll refine your messaging and content flow before design begins. For larger projects (3+ pages), you'll review a preliminary design sample to confirm the direction before the full deliverable. After two feedback rounds, you'll receive your deliverables and source files.

WHAT IF OUR PROJECT SCOPE CHANGES?

No problem, it happens! Small adjustments are often included in revisions, while larger changes such as additional pages, new deliverables, or major content updates will likely require an updated scope and estimate. Any added costs will be communicated and approved before work begins.

DO YOU WRITE THE CONTENT OR DO WE PROVIDE IT?

Clients should provide drafts of their content, including outlines for infographics, plain/unformatted slides or an outline for decks, word documents for reports, and clean data tables for data visualizations. From there, we'll review content to improve overall flow, identify content gaps, and suggest wording changes.

CAN YOU START THE DESIGN WHILE WE FINISH UP THE CONTENT?

Unfortunately, no. To create a strong, strategic design, the overall content framework, key messages, and main points should be finalized first. Editing and refinement are expected after clients see their content designed, but major content changes during the design process can create substantial revisions and duplicated efforts that lead to additional costs.

HOW LONG DOES A TYPICAL PROJECT TAKE TO COMPLETE?

Project timelines vary depending on the complexity, amount of content, and feedback process. Smaller projects may take a few weeks, while larger reports or comprehensive design projects may take several months. Because availability fluctuates, reach out for booking as early as possible.





Ready to try a new approach? Let's get started.

NEXT STEPS

01. Submit a Project Inquiry (if you haven't already!)

Share any details you have about your deliverable including format, purpose, goals, audience, desired level of support for both design and content, and timeline.

[Submit an inquiry using the Contact form.](#)

02. Review & Data Alchemy Recommendation

We'll review your project needs, ask any follow-up questions, and recommend the best approach and scope.

03. Proposal & Agreement

You'll receive a customized proposal outlining the project scope, timeline, deliverables, and pricing.

04. Project Kickoff

Once approved, we'll finalize details, gather materials, and begin the project.