



GRAPHIC ARTISTS GUILD

## THE DESIGN PRICING GAME

presenting:

**Book Jacket:** Dawn Mitchell, G4G Interactive

**Brochure:** Theresa Whitehall, Colored Horse Studio

**Logo:** Jonni Bailey, Ruff Haus Design

**Website:** Sue Jenkins, Lucky Chair Design

You may live chat at the beginning and end of this presentation by typing in your comments in the live chat stream at the bottom right of your screen. When the presenters request, please refrain from typing so that we can call for specific responses.





## WELCOME TO THE PRICING GAME!

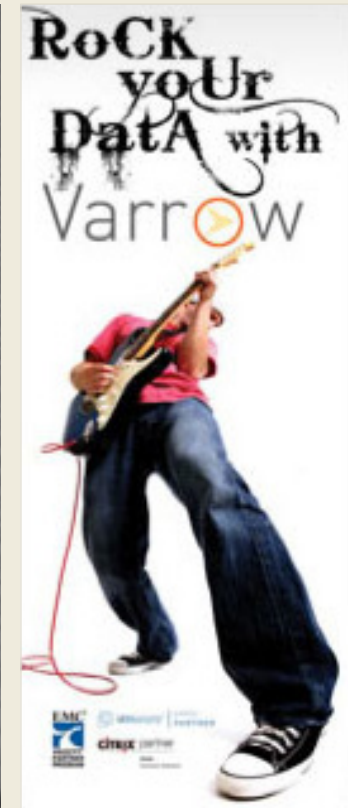
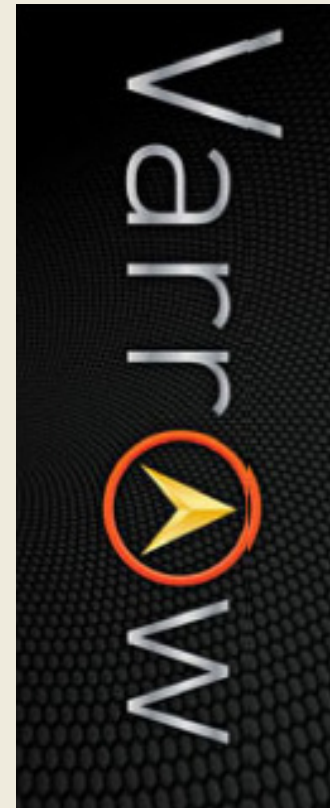
### How the game works:

- 1) We'll put on screen the specs for a project.
- 2) After reviewing the specs for the first job, we'll call for you to submit your "bid" on the project. Submit your bid by entering in the amount you would charge on this project in the live chat stream on the lower right of your screen. **You will only have a few minutes to enter in your bid!**
- 3) We will then call for all chat to stop. **At that point, please refrain from typing in any comments in the live stream.**
- 4) We may ask for some attendees respond by telling us why they submitted a particular bid. (Feeling shy? No problem; just let us know you'd rather not comment!) **If you hear your name being called, please type a short reply in the live stream.**
- 5) We will then reveal the actual estimated and invoiced prices, and discuss how the artist bid on that job.
- 6) For each project, we'll repeat these steps!



## PROJECT 1: BOOK JACKET

Dawn Mitchell | G4G Interactive





**PROJECT:** Book Jacket Design

**CLIENT:** JR Van Buren

- Independent local author
- Self-publishing a book based on his experiences as a 9/11 survivor
- Referral – new client

**SCOPE:** Wrap-around book jacket design

- Front and back cover and spine
- Process color
- Design will include cover photo montage of stock images, to be culled by the designer
- Deliverable: electronic file
- Estimate included three initial comps

Client was given a range of pricing for the estimate.

**ESTIMATE:** \$\_\_\_\_\_ to \_\_\_\_\_





## **Book Jacket Design**

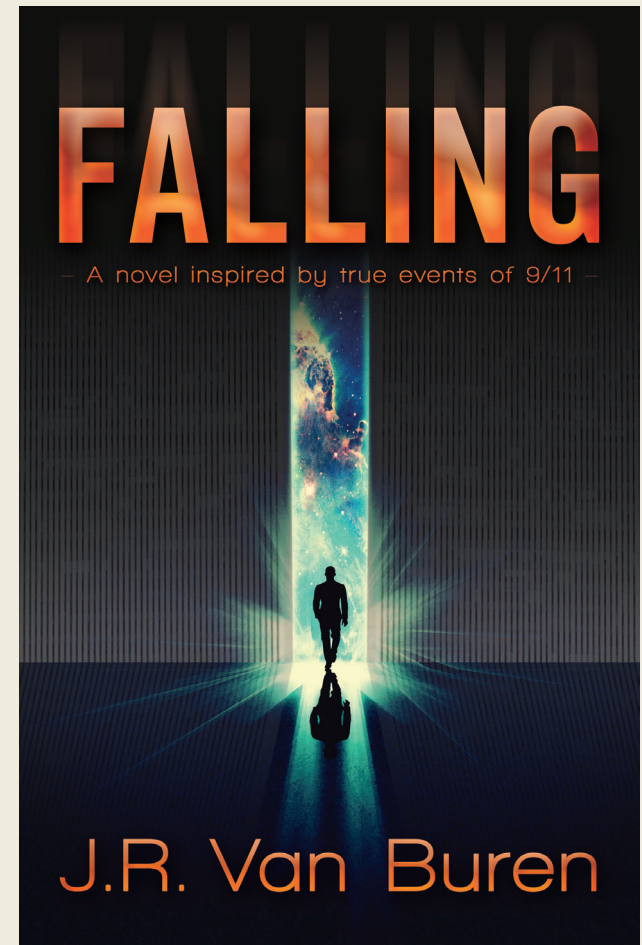
Designer: Dawn Mitchell

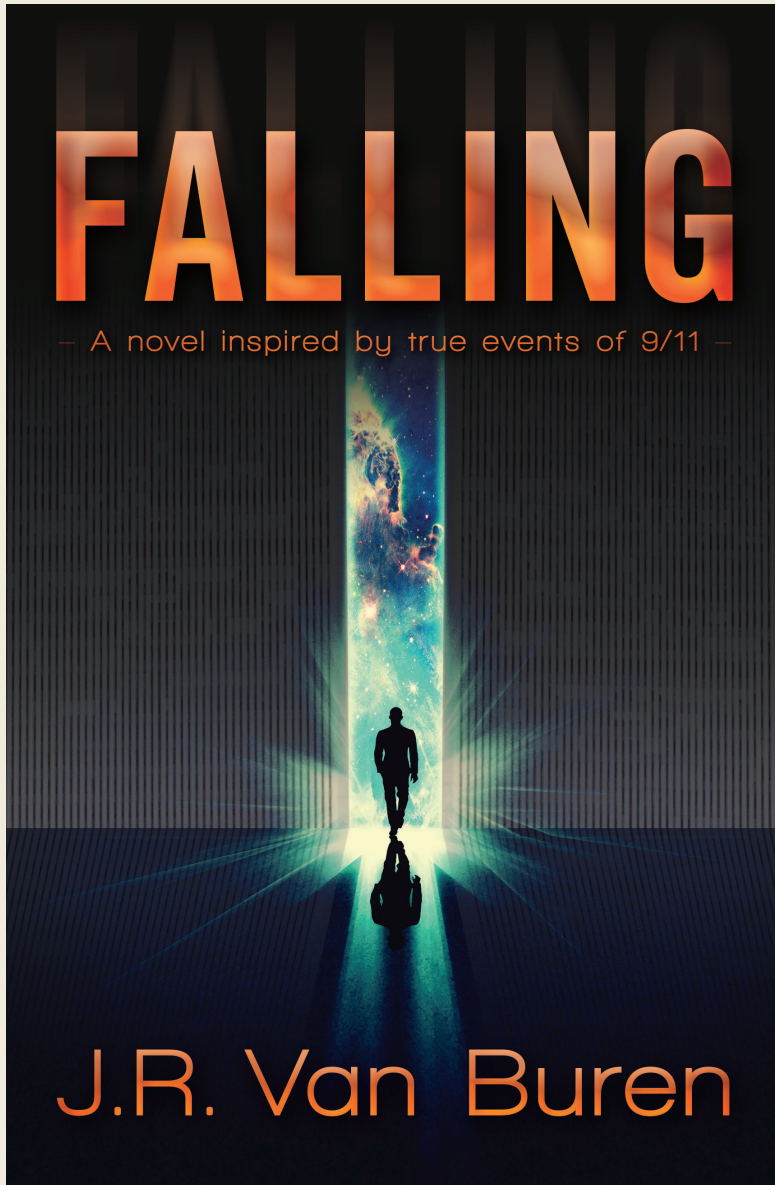
Client: JR Van Buren

**ESTIMATE: \$500 – \$1,500**

**INVOICED: \$1,179.75**

Dawn explored a number of options for the book jacket cover with the client before settling on the final version. Overall the client was very happy with the design process, and the final selection went smoothly. The book jacket spine has not been completed yet, and Dawn is still awaiting the spine dimensions. Dawn has been hired to create all marketing materials for the book, including book interior, book mark, sales sheet, a small website, and mailers.

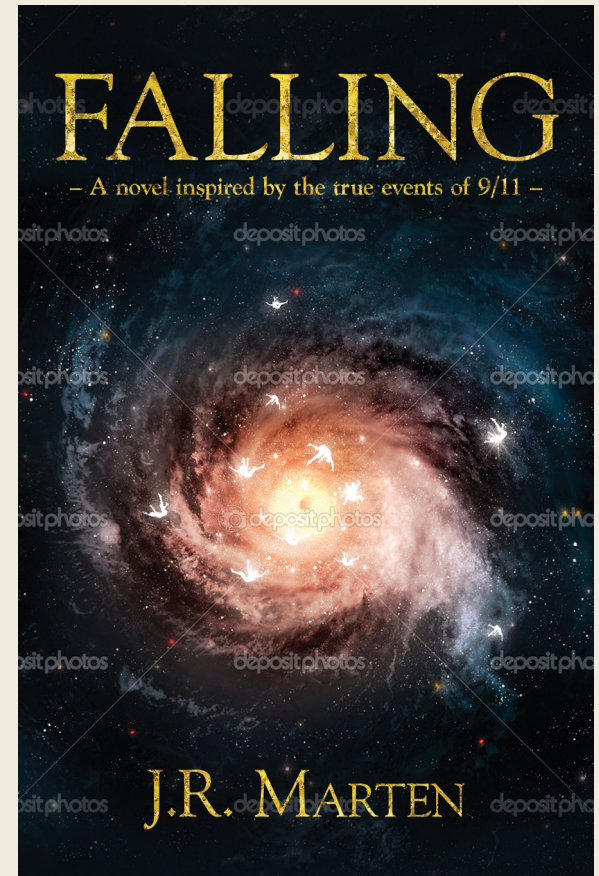
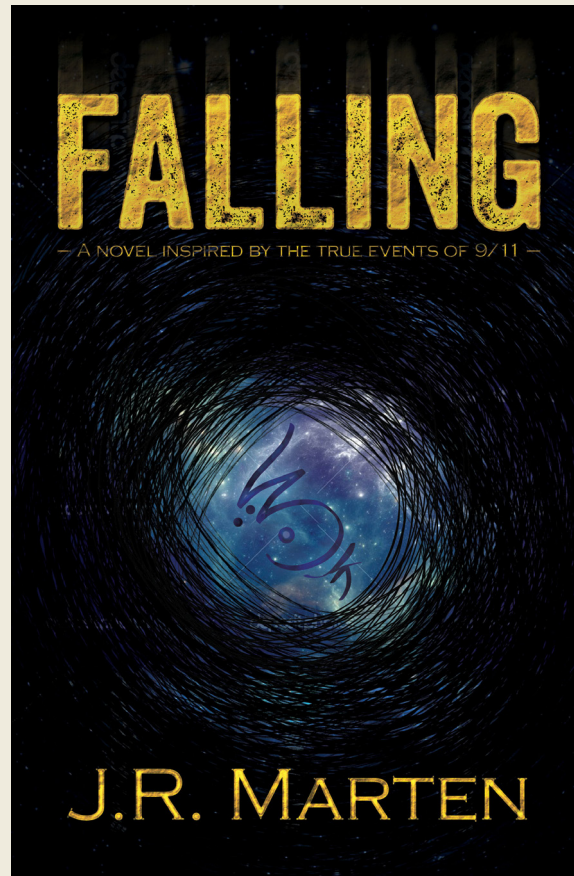








**Initial Comps:**





## About Dawn Mitchell

- Located in Greensboro, NC
- Earned a degree in graphic design while working as a production manager for a publisher
- Worked as an Associate Art Director at an ad agency before she and her husband founded their firm
- Clientele includes a wide range of local businesses, with projects ranging from logos to print materials to large format ads (trade show and vehicle wraps) to websites
- Shares her home with two senior dogs, a crested gecko, a ball python, and a pond with nine koi fish

[www.g4ginteractive.com](http://www.g4ginteractive.com)







## PROJECT 2: HIGH-END BROCHURE

Theresa Whitehill | Colored Horse Studio





**PROJECT:** High-end brochure

**CLIENT:** Winery: Sonoma County, California, (anonymous)

- New client, referred by former marketing director of Stags' Leap Winery, an existing client
- Well-known winery, distributes nationally
- Initially contacted Theresa for copy writing services, but negotiated brochure design

**SCOPE:** 22-page brochure (20 pages with foldout map)

- 5"x 9" process color with French Fold covers
- Commemorative brochure similar to one completed for another client
- Estimate includes 3 initial comps for cover and opening spread
- Layout will be similar on all pages
- Client will provide photography
- Designer will art direct map illustrator, but will not broker the illustration
- Designer will run press checks for print quality

Client was given a range of pricing for the estimate.

**ESTIMATE:** \$ \_\_\_\_\_ to \_\_\_\_\_





Brochure design should be similar to this, created for by Theresa for Stag's Leap Winery:





## High-end Brochure

Designer: Theresa Whitehill

Client: Winery, nationwide distribution

**ESTIMATE: \$7,950 TO \$8,850**

**INVOICED: \$11,689**

During the first meeting to review the initial comps, the client decided to go with a more complex design. Theresa suggested changing the brochure size to 4.75" x 11.25" and showed luxury paper samples. The final brochure printed in metallic silver, black, semi-transparent white, and gold foil cover, and process color text. Before proceeding with the larger scope of the project, Theresa gave the client an estimate on the additional costs. Even then, she didn't bill about 10% of the final fee.







# THE DESIGN PRICING GAME | GRAPHIC ARTISTS GUILD





## THE DESIGN PRICING GAME | GRAPHIC ARTISTS GUILD







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## About Theresa Whitehill

- Has studios in Ukiah and St. Helena, CA
- Studio provides editorial and design services, and project management
- Background in writing and poetry
- Worked for initially in letterpress and typesetting, and learned graphic design computer skills by doing typographic design
- Heavy background in book arts and mechanical skills has resulted in a strong knowledge of paper and texture
- Her background in poetry taught her to “capture the essence of something with as few stroke as possible.”

[www.coloredhorse.com](http://www.coloredhorse.com)





### PROJECT 3: LOGO

Jonni Bailey | Ruff Haus Design





**PROJECT:** Logo

**CLIENT:** Oak Creek Energy Systems

- Renewable energy / wind power
- 60+ employees
- Annual revenue in the millions
- Company looking to upgrade amateurish in-house designed logo

**SCOPE:** Full color logo and primary corporate color palette

- 2-3 concepts, 3-4 variations on chosen comp, and 2 revision cycles
- Logo should be conceptual and flexible, since company would expand into different renewable energy technologies
- Logo will be reproduced in a variety of media, including embroidery
- Spot, CMYK, and RGB color variations
- Include evaluation of existing brand identity
- Include exclusive rights with unlimited usage

Client was given a range of pricing for the estimate.

**ESTIMATE:** \$\_\_\_\_\_ to\_\_\_\_\_



## Existing logo:

### Current Identity



currently in use



in-house revision





## Logo

Designer: Ruff Haus Design

Client: Oak Creek Energy Systems

**ESTIMATE: \$3,000 – \$4,500**

**INVOICED: \$5,280**

The client signed off on Jonni's creative brief at the outset of the project, and signed off on the initial comps. However, when revisions were presented, the client brought in a committee of employees – including engineers – to weigh in. Jonni realized the project would go over budget, and presented the client with a revised estimate, which the client approved. However, at the end of the process – the logo design was approved but the final color palette wasn't selected – the client killed the project.

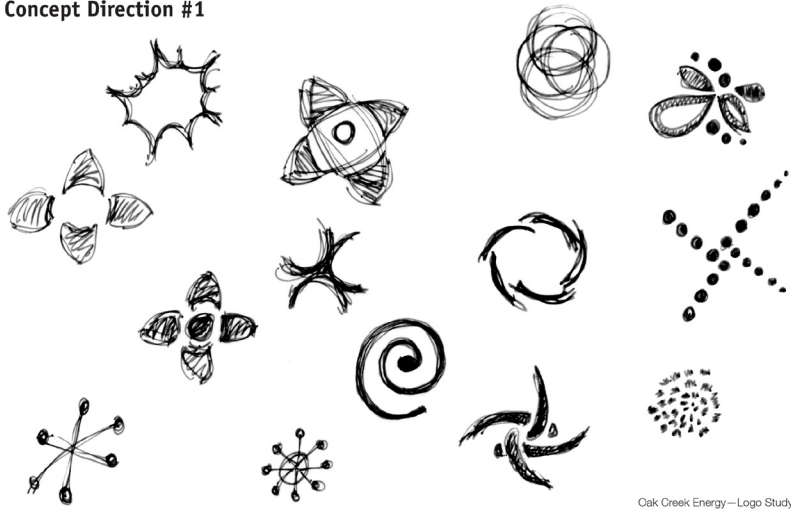


OAK CREEK  
ENERGY



### Initial concepts:

Concept Direction #1



Oak Creek Energy—Logo Study

Concept Direction #1 (wind/turbine)



Oak Creek Energy—Logo Study

Concept Direction #2



Oak Creek Energy—Logo Study

Concept Direction #2 (based on original)



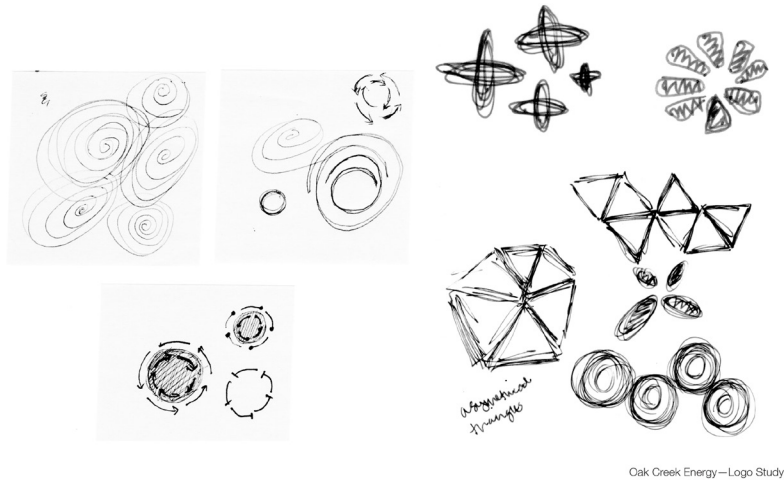
Oak Creek Energy—Logo Study





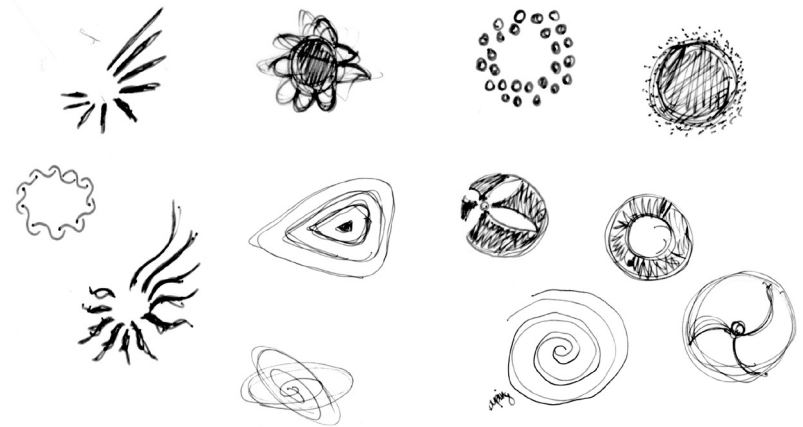
### Initial concepts:

#### Concept Direction #3



Oak Creek Energy—Logo Study

#### Concept Direction #3



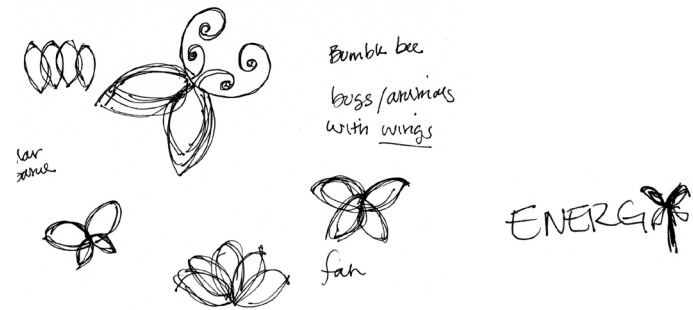
Oak Creek Energy—Logo Study

#### Concept Direction #3 (wind/solar, energy)



Oak Creek Energy—Logo Study

#### Other Considerations



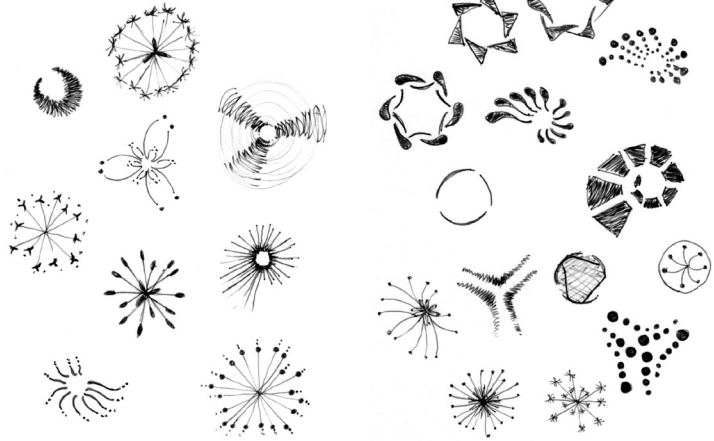
Oak Creek Energy—Logo Study



# THE DESIGN PRICING GAME | GRAPHIC ARTISTS GUILD

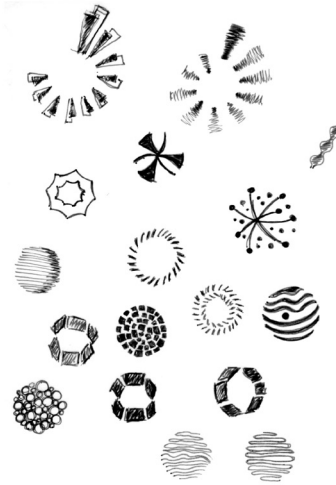
## Round 2:

Round 2



Oak Creek Energy—Logo Study

Round 2



Oak Creek Energy—Logo Study

Round 2



Oak Creek Energy—Logo Study



Round 3:



OAK CREEK  
**ENERGY**



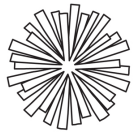
OAK CREEK  
**ENERGY**



OAK CREEK  
**ENERGY**



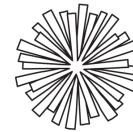
OAK CREEK  
**ENERGY**



OAK CREEK  
**ENERGY**



OAK CREEK  
**ENERGY**



OAK CREEK  
**ENERGY**



OAK CREEK  
**ENERGY**



OAK CREEK  
**ENERGY**



## About Jonni Bailey

- BA in Graphic Design from San Diego State University
- Design firm located in Little Italy in San Diego
- Started Ruff Haus Design in 1997
- Unofficial title is “founder and pack leader”
- Broad range of clients in industries from education and fundraising to travel, alternative energy, sports, and healthcare
- “Grounded, strategic, and compelling design has the power to solve challenges and achieve tangible results.”
- Four-legged staff consists of lab mix Pamela and french bulldog Quigley (who thinks he runs the firm)

[www.ruffhaus.com](http://www.ruffhaus.com)  
[twitter.com/jonnidawg](https://twitter.com/jonnidawg)

The screenshot shows the Ruff Haus Design website. At the top left is the logo with a house icon and the text "Ruff Haus Design Your loyal marketing companion". To the right are navigation links: WELCOME, PORTFOLIO, SERVICES, BLOG, ABOUT. The main header image shows two dogs, Quigley and Pamela, running on a beach at sunset. Callout boxes identify "Quigley by Andrea" and "Pamela Director of Human Resources". Below the image is the headline "Your Brand Best Friend" and sub-headline "Increase The Value Of Your Strongest Asset — Your Brand Image." The main content area has a teal headline "Unleash Your Brand, Connect With Your Customers And Gain Loyalty." followed by a blue sub-headline "Ruff Haus Design Is A Client Focused Brand Consulting Company Located In San Diego, CA." and a blue sub-headline "Improving Your Image And Helping Your Business Grow Is Our Primary Goal." To the right is a section "What We Do:" with a list of services: Brand Consultation and Strategy, Brand Image Design, On-Going Brand Management, Logo and Corporate Identity Development, Sales and Marketing Materials Design, and Web User Interface Design. Below this is a link "Our Services →". The footer has a red damask pattern background with a white box containing "Let's Shake" and another white box containing "Clients Trust Us Because We Deliver Results — You Can Trust Us Too."



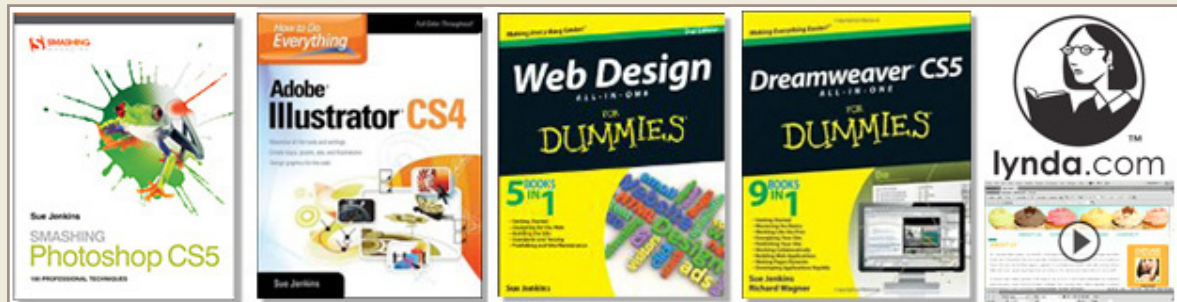
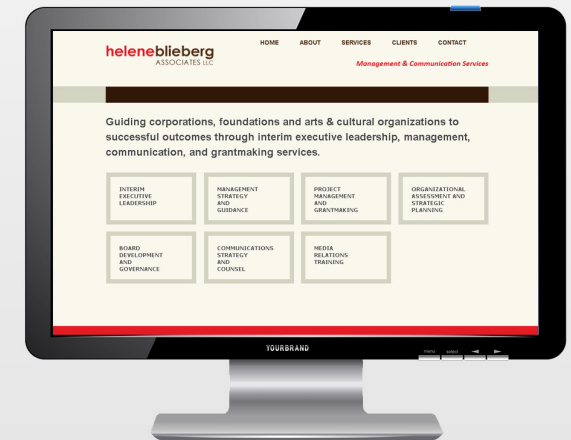


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## PROJECT 4: WEBSITE REDESIGN

Sue Jenkins | Lucky Chair Design





**PROJECT:** Website Redesign

**CLIENT:** Jason Zweig, Author

- Well-known writer for the *Wall Street Journal*, just completed his fifth book
- Current client; has hired designer to design and maintain original hard-coded website
- Requires website redesign WordPress so as to include an easy-to-use blog

**SCOPE:** Redesign of existing website in WordPress

- Site must include information about client's books, a dictionary of terms, a blog featuring articles and advice, daily thoughts and facts about finance, Twitter feed, social sharing, resources, and contact info
- 38+ pages
- Estimate should include minimal training time in WordPress backend
- "Thought of the Day" and "This Day in Financial History" backend functionality will require hiring of PHP programmer
- Design should be clean and "clutter-free" so that focus is on the text
- Estimate should include one initial comp and several rounds of revisions

**ESTIMATE:** \$ \_\_\_\_\_





## Website Redesign

Designer: Sue Jenkins

Client: Jason Zweig, Author

www.jasonzweig.com

**ESTIMATE:\$2,500**

**INVOICED:\$2,750**

Since populating all 38+ pages of the website took time, Sue paid her interns to upload documents and images, and add alt tags. The interns were paid \$20/hour, at a total cost of \$400. The PHP programmer hired to create two databases fell through, and Sue had to hire a new programmer on the spot. She absorbed the interns' fees and additional consulting time with the new programmer, about \$750. Her client paid the first programmer directly, since Sue does not want to be the middle man.





## Homepage detail:

# JASON ZWEIG

A SAFE HAVEN FOR INTELLIGENT INVESTORS

A SAFE HAVEN FOR INVESTORS BY JASON ZWEIG OF THE WALL STREET JOURNAL.

[HOME](#) [ABOUT »](#) [ARTICLES & ADVICE](#) [BOOKS »](#) [MONEY & CULTURE »](#) [DICTIONARY](#) [SPEAKING](#) [RESOURCES](#) [CONTACT](#)

One of these cards are packed in every package  
"ONE OF THE FINEST" TOBACCO.

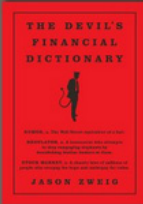
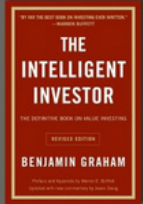
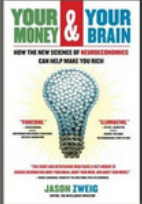
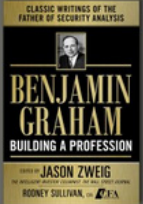




## Homepage continued:

**BOOKS** BY JASON ZWEIG MORE BOOKS

ALL BOOKS

**COLUMNS AND POSTS** NEWS THE LATEST

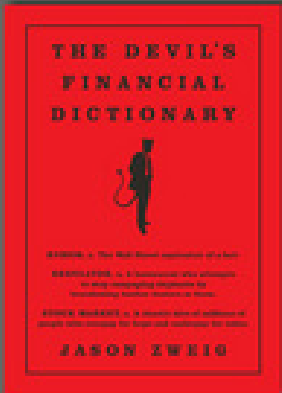
<p><b>DEC 15</b></p> <p><b>NEW YEAR'S PLAY</b> <i>Posted on Dec. 15 by Jason Zweig</i></p> <p>Cashing in on "the January effect" might not be as easy as pundits make it seem.</p>	<p><b>DEC 14</b></p> <p><b>WHAT INVESTORS CAN LEARN FROM THE OIL BUST</b> <i>Posted on Dec. 14 by Jason Zweig</i></p> <p>The astounding collapse of oil prices should make every investor think twice before chasing recent past performance.</p>	<p><b>DEC 07</b></p> <p><b>DON'T LET YOUR CHARITABLE DONATION GO TO WASTE</b> <i>Posted on Dec. 7 by Jason Zweig</i></p> <p>A charitable donation will go farther if you think of it like an investment.</p>
<p><b>DEC 04</b></p> <p><b>HOME IS WHERE THE HEART IS, NOT WHERE THE RETURNS ARE</b> <i>Posted on Dec. 4 by Jason Zweig</i></p> <p>Houses don't go up in value by an average of 10% annually. After cashing in on "the January effect" might not be as easy as pundits make it seem.</p>	<p><b>NOV 30</b></p> <p><b>THE REAL VALUE OF A HOME</b> <i>Posted on Nov. 30 by Jason Zweig</i></p> <p>A home is more than an investment. It is the place that helps shape who we are.</p> <p><b>NOV 14</b></p> <p><b>THE ASTOUNDING COLLAPSE OF OIL PRICES</b> <i>Posted on Nov. 14 by Jason Zweig</i></p> <p>The astounding collapse of oil prices should make every investor think twice before chasing recent past performance.</p>	<p><b>NOV 30</b></p> <p><b>A LETTER TO MY UNBORN GRANDCHILDREN</b> <i>Posted on Nov. 30 by Jason Zweig</i></p> <p>A home is more than an investment. It is the place that helps shape who we are.</p> <p><b>DEC 07</b></p> <p><b>DON'T LET YOUR CHARITABLE DONATION GO TO WASTE</b> <i>Posted on Dec. 7 by Jason Zweig</i></p> <p>A charitable donation will go farther if you think of it like an investment.</p>

## Books:

HOME ABOUT ARTICLES & ADVICE BOOKS MONEY & CULTURE DICTIONARY SPEAKING RESOURCE CONTACT

HOME » THE DEVIL'S FINANCIAL DICTIONARY

## THE DEVIL'S FINANCIAL DICTIONARY



*Posted by Jason Zweig on Jun 20, 2018 in Books | 0 comments*

**Your Survival Guide to the Mad as Hell Street**  
**The Devil's Financial Dictionary** (PublicAffairs Books, Nov. 17, 2018, \$19.95) delivers the philosophy and tenets of the father of modern investing, Benjamin Graham, and shows how to use his ideas to navigate the volatility of Wall Street and avoid the pitfalls of modern investing.

An indispensable survival guide to the volatile wilderness of today's financial markets, *The Devil's Financial Dictionary* delivers practical insights with a no-nonsense, step-by-step approach to the risks and rewards of Wall Street and shows a clear path for investors between markets and success.

Playing out of financial purgatory has never been this fun.

**Note: If you have received a defective copy of the first printing, please click here. Please be advised that copies offered online by other Amazon calls "third party sellers" may be missing the final 20 pages of text. Some bookstores have been attempting to sell such copies for as little as \$7.99 again, apparently in the belief that they will be worth even more someday if they become collectibles. That is a big "if." If you pay more than the \$19.95 list price, please don't blame me if you later feel you didn't get your money's worth.**

**Summary**

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**EARLY TRENDS**

Thought of the Day

This Day in Financial History

**COLUMNS & POSTS**

- Articles & Advice
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- Posts
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### Dictionary:

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HOME » DICTIONARY

## DICTIONARY



Here is a free edition that gives a taste of *The Devil's Financial Dictionary*, my glossary of financial terms, published by PublicAffairs in November 2014. Inspired by Andrew Ross's masterpiece *The Devil's Dictionary*, which the great American satirist published sporadically between 1880 and 1901, the book is meant to make you laugh and learn at the same time. (View free versions of Ross's, and [here](#) or [here](#) for the glossary's satirical definitions, the explanations provided here should not — quite — be taken as literally true.)

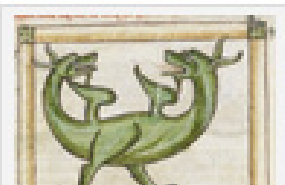
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**SEARCH BY LETTER:**  
 A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

**A**

**AMPHIBIENS**, n. Also **AMPHIBIENSIA**. A mythical creature described in ancient and medieval bestiaries, the amphibien has one head at the end of a long neck and another at the end of a long tail — “as though,” in the words of the Roman naturalist Pliny, “two heads were too little for the discharge of all its senses.” It is often described as being able to move both forward and backward, or to walk back and forth on its round stomach. Particularly, the amphibien was often depicted out of itself. The creature is often portrayed with one head grazing away at the other, or with neck and tail entangled in dubious battle with each other.

In the modern world the amphibien is commonly referred to as either “an investment” or “a market forecaster.”



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Jason Dwyer

Actual subject line of an email from a DR agency: [How to Determine Open-Practical Differences](#)

Report

John Arnold

I'm just glad the [Houston Pro Day](#) position system is managing my personal investments. They've promised me an 8.2% return this year.

Retweeted by Jason Dwyer

Report

Jason Dwyer

Bill Gross saying there isn't too much money left in the market.

[http://www.fox.com/2014/08/28/](#)

### Articles & Advice:

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HOME » ARTICLES & ADVICE

## ARTICLES & ADVICE

Shed some light with Articles & Advice. Find answers to your most important investing questions.

Here you'll find answers to common questions, such as "Are my financial goals realistic?", "How can I manage investment risk?" and "How can I become a more disciplined investor?"

**Your Questions by Topic**

- Are my financial goals realistic?**  
Links and other resources that will help you determine your plan is solid and your expectations realistic.
- How can I manage investment risk?**  
Information that will help you understand what risk really means, what it's nothing like what most financial "gurus" say it is.
- How can I become a more disciplined investor?**  
Advice on how to keep your investment strategy on track.
- Am I well-diversified?**  
Some thoughts on how to tell if you have too many stocks and bonds in the mix.
- How can I control my investment costs?**  
Factors to help maximize your returns by minimizing your costs.
- What goes on inside my head when I think about money?**  
Discussions of your emotions and the psychology of investing.
- Who was Benjamin Graham, and why should I care?**  
Insight into — and from — the greatest investment thinker of all time.
- How can I get a good financial adviser?**  
Links to help you identify qualified and capable investment professionals.
- When the right time to invest?**  
How to decide when to buy, when to sell, and whether to "get out of the market."
- How should I invest for — and in — retirement?**  
Analysis that helps cut through the clutter and clutter.
- Where should I invest for income?**  
Coverage to help you see more safe and simple investment options.
- How can I become better at picking stocks?**  
Tips and techniques for improving your performance as a stock investor.
- How can I keep my investment losses down?**  
Suggestions on how to keep Uncle Sam from turning your profits inside out.
- How can I find a mutual fund I can trust?**  
With fund companies paying billions of dollars in fees for funds, these links will help you choose an ethical partner.
- Are index funds right for me?**  
What they are, how they work, where to learn more.
- Which stock-market sectors should I invest in?**  
How to choose between growth or value, small or large, energy or real estate or tech or health care.
- What can you tell me about the people who manage my money?**  
Advice and profiles offering an inside look at how fund companies and other investment firms are run.
- What are the pros and cons of international investing?**  
Commentary on why it may pay to invest globally.

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# Speaking:

# Money & Culture:

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HOME » SPEAKING

## SPEAKING

Speeches

Please note: This is a selected number of speeches I gave before I joined The Wall Street Journal. Since 2008, under the Journal's rules, I have turned down approximately 99% of all requests to make speeches. I will probably be unable to accept your invitation, but, and I apologize for that, if you would email before, like to me to consider an invitation to speak before your group, you may email me at [joel@joel.design.com](mailto:joel@joel.design.com).

**9-Dec-08:**  
**Ben to Back: Lessons and Ideas from Benjamin Graham** PDF  
 This presentation summarizes the life and lasting legacy of Benjamin Graham, author of "The Intelligent Investor." What can we still learn today from the greatest investment thinker who ever lived? <http://www.stirred.com/2008/12/09/ben-to-back-lessons-and-ideas-from-benjamin-graham/> (Note: AMBA charges a \$25 to \$25 fee for access to this website).

**18-Mar-08: Pioneer Institution**  
**Is Your Brain Wired to Make You Rich?** PDF  
 This speech, which Joel presented at the Moore Institution at Stanford University in 2008, is a shorter and simpler version of the talk Joel gave to the AMBA in 2007. It is a good visual overview of how the human brain goes about making financial decisions. - complete with striking graphics of neurons firing away.

**28-Oct-06: Harvard University**  
**Behavioral Finance: What Good is It, Anyway?** PDF  
 Behavioral finance - the study of investing psychology - is getting tons of attention. The financial money managers all say they use behavioral finance to explain the mistakes of irrational investors. In this speech to a conference at the John F. Kennedy School of Government at Harvard University, Joel argues that behavioral finance is not a strategy onto the behavior of other people, but a mirror that shows our own shortcomings we should use it not to take advantage of other stupid investors, but rather to make ourselves smarter investors.

**14-May-02:**  
**Money and the Mind: How Neuroscientists Are Cracking the Code of Investment Behavior** PDF  
 Joel explains the exciting new insights into financial decision making that are coming from groundbreaking research in neuroscience. This presentation, to the annual meeting of the Association for Investment Management & Research, outlined the roles that different parts of the human brain play in evaluating probabilities, assessing risk and reward, and integrating emotions with reason. [See

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**Anonymous 17th century sculptor**  
**Carved column capital, Abbey Church of Sainte-Marie-Madeleine, Evreux, France**  
 The allegory depicts the punishment of greed. At the left side of the image shows here, a man crushed bodily on his forehead. His arms are stretched out, as if into a torture rack, by the weight of two bulging sacks of coins that seem to hang as loading balls. To the right and showing at the Latin side, he's being hoisted up by the feet, torn away from his money by the angelic figure with a rod who stands behind him. Two angels, which represent St. John the Evangelist and the Gospel Book, flank the scene. If a foot and his money are seen parted, this image is an eternal reminder that the greedy and their money are painfully parted. <http://www.17th-century.com/evreux/evreux-17th-century-sculpture.html>

**Portrait of Christ (after by 1644, died ca. 1678)**  
**"St. Godebald in His Shop (Possibly St. Nizier)," 1648**  
 We stand in a main street of Bruges, the richest city in Renaissance Flanders (now Belgium), looking into a goldsmith's stall. A mirror reflecting a view of the street reminds us that wealth was very much a public affair more then. Not just gold but objects of precious metal — believed to ward off the evil eye and, thus, to preserve wealth — are for sale. The goldsmith, dressed in courtly robes that make the Passion of Christ, is in stark contrast to the scabbard-dressed sculptor he is hiring for wedding jewelry. He may represent St. Nizier (his house on St. Nizier St. in Bruges) who converted Flanders to Catholicism in the 10th Century and, as a miraculously-salvaged metalworker, became the patron saint of goldsmiths. After working in the royal court with gold and precious stones in his youth, St. Nizier took a vow of poverty and devoted the rest of his life to helping the poor, so his golden hair would remind the painting's original viewers that the sole purpose of wealth was to serve God. In fact, the picture is full of dramatic details: With one foot held, the golden sculptor looks toward a white hair-dutcher the full of his stand with the other — as if he means to drive a hard bargain, with hair if



## About Sue Jenkins

- Located in New York City
- Skills include graphic and web design, illustration, photography, software instruction, and writing
- Taught design software for 8 years before becoming an Assistant Professor of Design at a university
- Published multiple instructional books, including in the “For Dummies” series
- Teaches in courses appearing on Lynda.com and ClassOnDemand
- Produced a charming series of greeting cards with her original illustrations
- Fiine art photographer who regularly exhibits in galleries across the US: [suejenkinsphotography.com](http://suejenkinsphotography.com)

[www.luckychair.com](http://www.luckychair.com)

The screenshot shows the Lucky Chair website with a navigation menu (Home, About, Work, Services, Projects, Contact) and a main header with the logo and the word 'LUCKYCHAIR'. Below the header, there are sections for 'WEB DESIGN LOGOS & ILLUSTRATION GRAPHIC DESIGN' and 'WEB DESIGN & DEVELOPMENT'. The 'WEB DESIGN & DEVELOPMENT' section includes a 'Coming Soon' announcement for 'Korn Organics virtual marketplace and customized ordering!' and a description of their web design services. The 'LOGOS & ILLUSTRATION' section describes their logo and illustration services. The 'GRAPHIC DESIGN' section describes their print design services. At the bottom, there is a 'Work' section with four examples of their work: 'Birthday cards for Luckychair', 'Point380', 'Evergreen Printing & Graphics', and 'ABC Gym Kids, New York City'.





ANY QUESTIONS?



# Thank you for joining us!

You will shortly receive a link to the archived version of this webinar, to review at your leisure.

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with Bud Kraus

**Tuesday, March 1**

**2 pm ET (1 p.m. CT, 12 noon MT, 11 am PT)**