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Creating Visuals for a Start-Up Company

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Mom's Moppets



Start-up Visuals

Andrea Goetting

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Visual Communication Technology | Bowling Green State University

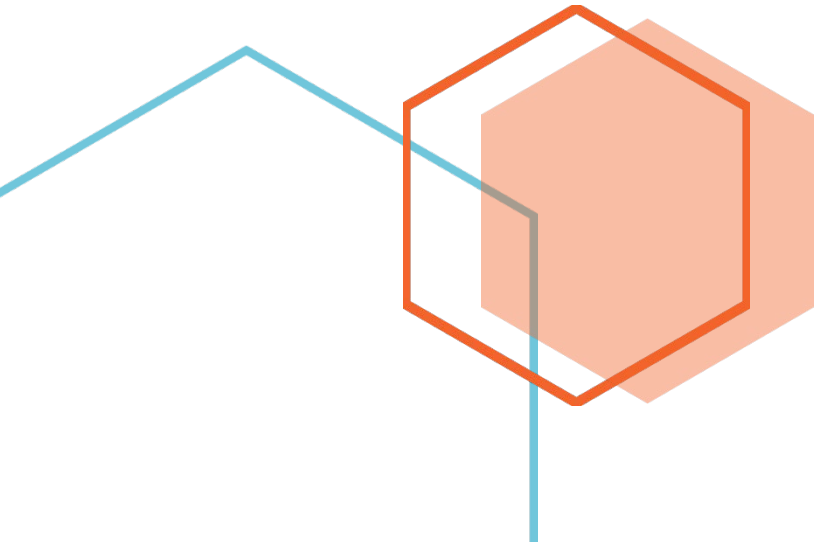


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Mom's Moppets

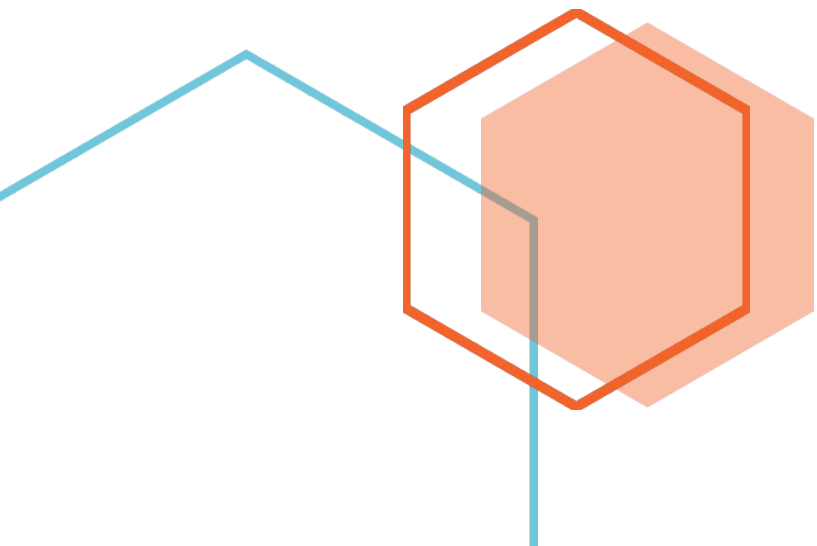
Start-up Visuals

Phase 1: Assessment

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Visual Communication Technology | Bowling Green State University



Mom's Moppets

Start-Up Visuals

Problem

My client has no experience with creating branding materials or the means to do so. She also has no budget to allow for the creation of these materials. Our professional relationship arose when I heard her idea and knew that I would be able to help.

Current Condition

Currently, Mom's Moppets is just an idea in progress. There are product ideas and prototypes as well as a business plan going forward. There are no formal forms of communication to potential customers or a plan to get products to customers.

Desired Condition

The desired condition is to be competitive in the craft and sensory product market. The goal is to have a method of communication between the business and the customers.

Determining and Ranking Goals

- Speak to the client about their needs and goals for the project
- Evaluate the needs and revise
- Create a proposal
- Research logo trends in the market and develop branding ideas
- Finalize a logo
- Finalize deliverables
- Create a cost analysis
- Determine photography needs/ take and edit photos
- Create print material layouts
- Meet with client to discuss print materials
- Finish branding guide and make revisions with client
- Create and revise print materials
- Develop a social media plan
- Create social media accounts
- Develop a schedule and format for future social media content
- Implement a training guide for the client
- Have a one-on-one training session with client
- Send client final deliverables
- Evaluate project

Introduction



Mom's Moppets is a start-up company in Waterville, Ohio. Mom's Moppets strives to provide products to children with sensory issues. This project is intended to create visuals for the company so that they can be successful when they open for business.

Objectives

The expected result is to compile and create the necessary graphic materials for a new business to start with. At the end of the project, there will be a training session with the owner that will cover working with printers to have materials produced, explaining how to use the branding materials, the proper use of social media for a business, and other lessons as needed. There will be a social media schedule for use in the future. There will also be mock-ups of the packaging and the printed materials. All of the files will be handed over to the client. The final goal will be to have all graphic materials ready for the launch of the business.

Milestones

Main milestones for the project will be creating an approved brand identity. This needs to be done before being able to move on to the rest of the deliverables. Print materials need to be approved in time for print production. There will be biweekly meetings to make sure that this plan stays on track.

Deliverables

- Social Media
 - Create Facebook and Instagram pages.
 - Create 3 month schedule with themes for easy continuation of schedule.
 - Create post templates.
- Photography
 - Product photos
 - Production photos
 - Staff photos
- Print
 - Information card for doctors' offices
 - Information card to include with shipments
 - Packaging
- Branding
 - Logo
 - Branding guide
- Client Proposal
- Survey for evaluation
- Reflection Document
- Training
 - A sit-down session with the client to talk over the skills and processes to maintain the materials created.
 - A training guide to help aid in future upkeep

Audience

The audience is parents with child that have sensory problems. The best way to reach them is through social media, doctors' offices, and special education programs.

Available End User Technology

My client has very limited technology accessible, mainly a computer with basic word processing and internet access. End-users will need to have a computer or phone that can connect to social media.

End User Location

The main location to start will be the Dallas area in Texas. Since the company will not be opening until the client moves to Texas, this is an important demographic factor. Eventually the goal will be to service everyone in the continental United States through shipping.

Competitors

There are two categories of competitors. The first are mainstream online retailers such as "National Autism Resources" and "Fun and Function". The other category includes small businesses creating sensory toys and products such as the hundreds of retailers on Etsy. Both groups have different challenges. The main challenge to overcome with large online retailers is that they are easy to find with a quick internet search. The main problem with the Etsy competitors is that there are so many of them.

Project Constraints

The main constraint is the timeline. The amount of work needed has already been condensed down to only the necessary items. Even these items are involved and require a lot of time. Another constraint is that there is little information about the business. This is due to the fact that the business is not running and there are no glaring issues determined. The last constraint is that this business is going to be moved to Texas during the summer. This means that my ability to help with maintenance down the line will be limited, so that needs to be accounted for in the training manual and session.

Project Assumptions

Due to this being a start-up business there are two main assumptions. The first is that the deliverable are indeed the necessary visual items for a business to have a successful start. The biggest assumption is that this business is going to get off the ground and that the time being spent on this project is going to have a meaningful return.

Materials

- Photography
 - Canon T6i
 - SD cards
 - Canon 55mm prime lens
 - Photo background
 - Studio lights

- Software
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe InDesign
 - ArtiosCAD
 - Esko Studio
 - Microsoft Word
- Digital
 - Facebook
 - Instagram
 - Computer with Internet



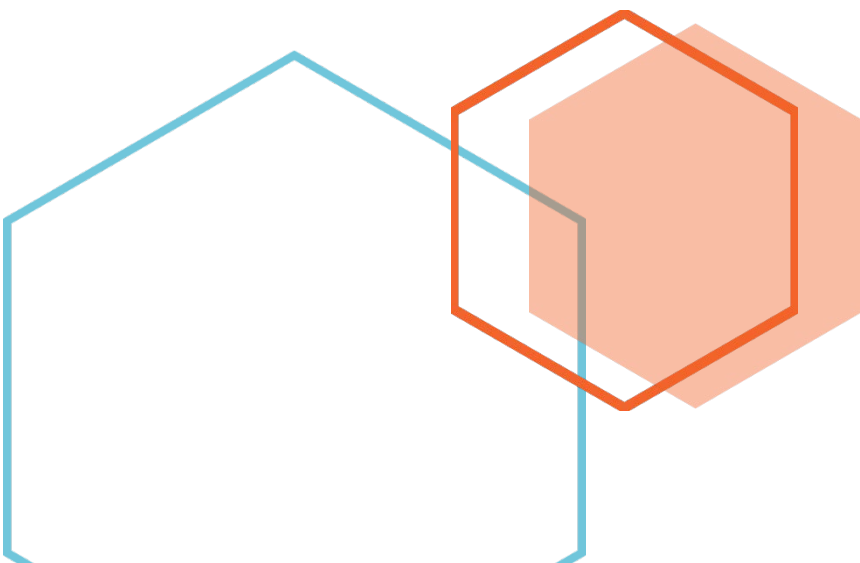
Mom's Moppets

Start-up Visuals
Phase 2: Cost Analysis

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Visual Communication Technology | Bowling Green State University



Overview

With many life changes ahead, Jennifer Carr is ready to start her own business. Working as a school teacher in the past, she has a passion for help children. Her business is going to improve the lives of many children and young people with sensory disorders. With the business being ready to go, she needs a graphic solution to drive customers in and provide a better service.

Analysis of Cost Research

The reasoning for my pricing rates is based on the amount of value that I am providing the client, while also being cognizant of the budget limitations of many start-up businesses. The bulk of my charges will be project based.

The resources I used for to create my estimate are:

<https://logojoy.com/blog/how-much-does-a-logo-cost/>

<https://careerfoundry.com/en/blog/career-change/pricing-freelancer/>

https://www.inc.com/guides/price-your-services_page_3.html

<https://digital-photography-school.com/how-to-set-the-price-for-your-photography/>

Costs

My main costs are overhead costs including internet, electricity, printing, etc. Since there will be several meetings and time at the client location, there will be expenses for using my car and the time of transportation that is not part of the over-all production time. There will be a 10% surcharge added to the quote to cover these overhead expenses.

Equipment costs:

- Mac desktop
- Aser laptop
- Canon T6i
- 3 photography lights
- 1 photo background setup
- 3 photo backgrounds
- 1 photo studio flooring setup
- Canon 55mm prime lens
- HP printer

Objectives

Social media

Social media will be the online face of Mom's Moppets. The objective of the social media aspect of this project is to form a positive professional brand for the customer to see. The goal is also to be able to reach customers and do business on a broader scale. The guides and templates are made to allow for continuous use and growth maintained by the client.

Photography

The objective with photography is to allow the customer to view the product they are purchasing while also seeing into the business itself. Most customers want transparency today. By showing that everything is hand-made by a local woman, the product will hold more value in the eyes of the customer.

Print

Print media will be a secondary way of communication with customers. The objective with the office cards are to bring a needed service to those in the community and to attract more potential customers. The objective with the shipment cards is to communicate information about the product customers bought, such as care instructions.

Branding

The objective with branding is to create the company. Without branding, the other objectives would not be achievable.

Training

The objective with training is to allow the customer to be able to use the resources that are being created. The main purpose is to create sustainability within the company.

Description of Services

Operation Fee: This fee adds 10% onto the project total to cover equipment costs

Consultations and meetings: These include 10 total meetings, project proposals, and discussions over revisions.

Photography: Two sessions, one covering product photography, the second will cover production and staff photos. Both shoots will be held at the client's location. There will be 10-15 photos edited for both print and electronic media.

Information card for doctors' offices: This includes the text development, and layout of the materials. There will be a printed proof and print ready files provided at project completion.

Information card for shipments: This includes the text development, and layout of the materials. There will be a printed proof and print ready files provided at project completion.

Logo: This includes two rounds of concept sketches, two rounds of proofs, and one revision of the final product. Additional rounds of revisions may require additional charges.

Branding Guide: This includes consultation about colors and font choices. The final document will include a cover page, logo guidelines, color palettes, typography, and usage examples. This will be delivered as a PDF file.

Training Guide: This includes a PDF document that will have pictures and steps for creating and maintaining social media, interacting with print companies, and using necessary software for brand maintenance.

Training session: The training session will outline the topics in the training guide. This will be when the files are handed off to the client.

Quote

Description of Service	Cost
Consultation and meetings	\$150
Social Media	
Social media presence	\$50
3 Month Schedule with themes	\$200
Post templates	\$100
Photography	
Two – Two hour photoshoots with editing	\$400
Print	
Information card for doctors' offices	\$200
Information card for shipments	\$200
Branding	
Logo	\$500
Branding guide	\$500
Training	
Training guide	\$400
Four hour in-person training	\$200
Project Subtotal	\$2,900
Operations fee 10%	\$290
Total	\$3,190

Terms and Conditions

SERVICES

Vendor shall provide professional services to Client as specified in the Statement of Work executed by the parties referencing this Agreement. In the event of a conflict between this Agreement and a Statement of Work, the terms of this Agreement shall prevail. Any change in the scope of Services set forth in a Statement of Work shall be agreed upon in writing by the parties. Vendor shall have no obligation to perform services in connection with any such change until the parties have agreed upon the effect of such change on Vendor's fees and/or schedule of performance.

If the services are performed at a Client's place of business, Client shall provide at no charge appropriate computer hardware, software and communications resources, system and user documentation, office space, telephone service, copying, facsimile and postage facilities and other general office supplies and professional support to Vendor as necessary to perform the Services.

Client will provide prompt and timely delivery of any marketing collateral, data text, audio files, video files, graphics, software and other materials for incorporation into the Deliverables to be provided by Vendor. Client hereby grants Vendor a non-exclusive, royalty free license to use, copy, modify and create derivative works of the Client materials in connection with Vendor performance of the services. Client shall be liable for the full amount of any third party products and services that Client instructed Vendor to obtain on Client's behalf. Client agrees to secure necessary rights to any Client Materials that are owned by the third parties.

Client agrees that Vendor performance is contingent upon Client's timely and effective performance of its responsibilities, decisions and approvals. Delay in providing approvals, artwork, decisions, or other responsibilities will delay meeting deadline two days for every day a Client Responsibility is postponed. Vendor may rely on all decisions and approvals of Client.

INVOICES AND PAYMENTS

Unless otherwise stated in a Statement of Work, Vendor shall invoice Client for deposit equal to 50% of initial estimate to begin job and balance of job upon completion of job. Client will render all out of pocket expenses upon completion of job. Deposit must be received for work to commence, and Client will pay all subsequent invoices within 10 days after delivery. Any amount remaining unpaid after 30 days shall accrue interest at a rate equal to the lesser of 1.5% per month or the highest rate allowed by law. Invoices submitted by Vendor to Client are deemed accepted and approved unless disputed by Client within 5 business days of Client's receipt of the invoice. In the event Client disputes a portion of the invoice, Client agrees to fully pay the undisputed portion of an invoice and Vendor's acceptance of such partial payment shall not waive any of its rights as to the remaining balances nor in any way constitute accord and satisfaction.

Vendor shall be reimbursed for the actual out-of-pocket expenses of its personnel and other expenses incurred in performance of the Services. Vendor personnel traveling out-of-town shall

be reimbursed for coach class airfare, auto rental, lodging and reasonable and actual meal expenses. Vendor personnel shall be reimbursed for mileage in excess of the commute to the personnel's local office. Travel time for Vendor personnel shall be paid at 50% of the applicable rate. Client shall pay any and all applicable federal, state and local sales, use, value added, excise, duty, and any other taxes of any nature except any tax based on Vendor's net income assessed on the Services and/or the Deliverables, including taxes any government agency assesses on tangible personal property acquired by Vendor for use by Client, such as, but not limited to, film, photographs, illustrations and printing.

ACCEPTANCE

Client will have five business days after receipt of any Deliverables or portion of deliverable to test and review such Deliverable (deemed acceptance period). If a deliverable does not materially comply with the specifications for such Deliverable in material respects, Client may reject such Deliverable by written notice of rejection to Vendor. Such notice will specify in detail the reasons the Deliverable fails to meet the relevant Specifications. Vendor will use commercially reasonable efforts to correct any material deficiencies and provide Client with a revised Deliverable as soon as practicable. Client will have the right to accept or reject the corrected Deliverable in accordance with this section. If Vendor does not correct a material deficiency, either party may elect to terminate this Agreement or the applicable Statement of Work in which event Client's sole and exclusive remedy shall be to receive a refund of the fees paid to Vendor for the non-conforming Deliverable. If the Client does not accept or reject a Deliverable within the Acceptance Period, such deliverable will be deemed to be accepted by Client and the warranty period shall begin as to the portion of the Deliverables submitted for acceptance. Acceptance by Client shall not be unreasonably withheld.

Client shall review all Deliverables to confirm that representations, express or implied, of Client's organization, business, products and services including Client's competitors and marketplace are accurate and do not mischaracterize products or services, do not violate proprietary or personal rights of others, and are not libelous. Client will conduct a search and determine the appropriateness of Client's use of all names and marks to be or currently used by Client to ensure the availability, non-delusiveness and non-infringement of such marks, even if such marks are suggested by Vendor. Client will review and proof copies during the production cycle, from laser printer output or static presentations to final 'blue lines' and/or color proofs or on-line presentations. Vendor makes no representations regarding availability, non-delusiveness or non-infringement of third party or Client remarks.

RIGHTS IN MATERIALS

Except for Vendor materials and Vendor software, upon full payment of services Client shall own the Deliverables and Vendor and its personnel will irrevocably assign their rights in such Deliverables to Client and, as reasonably requested by Client, execute any documents necessary for such assignments.

Any pre-existing or preparatory materials without limitation, ideas, sketches, initial copy, concepts, and proofs of concepts, artwork and type will remain the property of Vendor. Any software, algorithms, methods, processes, identifier codes or other technology developed by Vendor in connection with rendering the Services will remain the sole and exclusive property of Vendor.

Upon full payment for all the Services, Vendor grants Client a non-exclusive, non-transferable, perpetual, worldwide, royalty-free license to use for Client's internal purpose the Vendor

Materials incorporated in the Deliverables, provided, however, Client will have no right to use such Vendor Materials apart from the Deliverables or in any other manner without the prior written consent of

Vendor and use, modify, display and to create limited copies of the object code version of the Vendor software as incorporated into the Deliverables solely in connection with Client's use of the Deliverables. Client agrees not to reverse engineer, decompile or disassemble the Vendor Software or modify, remove or obscure any copyright notice, trademark or other notices placed by Vendor on or in the Vendor software or Deliverables. Vendor does not convey, nor does Client obtain, any right to Vendor proprietary materials that Vendor may utilize or provide. Vendor reserves all rights in its proprietary materials that are not expressly licensed to Client hereunder.

Vendor reserves the right to use Deliverables in part or in their entirety for the purpose of self-promotion as examples of work unless expressly stated otherwise upon Client's signing of this contract. Industry sensitive or competitor information will not be shared in any case.

WARRANTIES

Vendor warrants to Client for a period of 90 days from the completion of the Services that the Services shall be performed in a professional and workable manner in accordance with applicable commercial standards, comply with any applicable law, rule, or regulation and not, to the best of Vendor actual knowledge violate or infringe upon any presently issued United States patent as of the Effective Date, copyright, trade secret or other contractual, employment, or confidentiality right of a third party.

SIGNATURES

I have read the contractual terms outlined herein and agree to the terms set forth in this document.

Vendor:

By: _____ Signature

_____ (print name)

Its: _____ (print title)

Date: _____

Client:

Client Name: _____

By: _____ Signature

_____ (print name)

Its: _____ (print title)

Date: _____

STATEMENT OF WORK

The following are the exact responsibilities of Vendor to provide to Client upon completion of work scope. Included herein is the estimate of job as understood by Client and Vendor and is subject to change as scope or work changes.

Client agrees to put in writing all changes in scope and will either demand a revised estimate or allow hours to be tracked to adjust for the final billing upon completion of job. Should final Deliverable differ from estimate and Statement of Work and a revised signed estimate has not been demanded, all hours accrued for Services performed shall be deemed necessary to meet Client's needs and deadlines and may not be disputed.

SPECIFICS OF WORK

Include money and timeline specifics of project here. If Addendums are needed, clearly mark them as such and reference them in this section as well.

Signed contract and project deposit are required to begin work on this project with the remaining balance due upon project completion.

I _____ am authorized to accept and sign contractual obligations as a representative of

_____, on this _____ day of _____.

Signature _____

Professional Review of Estimate

I sent this document to a past co-worker, Phillip Anders. I chose Phillip because he has experience as an entrepreneur in the graphics and print field as well as experience in billing graphics in a large corporation. After reviewing my document, he thought that my prices and deliverables were a good suit.



Phillip Anders

to me ▾

Feb 26, 2019, 9:08 AM (1 day ago)



Looks good! I think you have it pretty much all covered.





Mom's Moppets

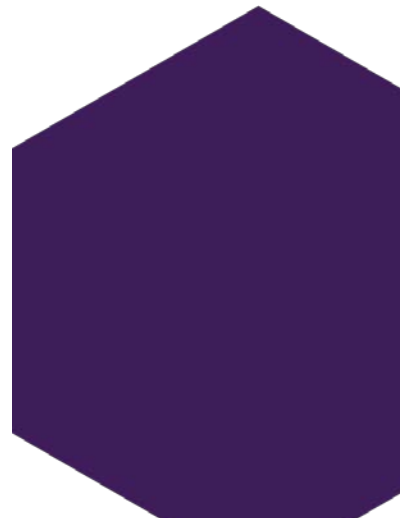
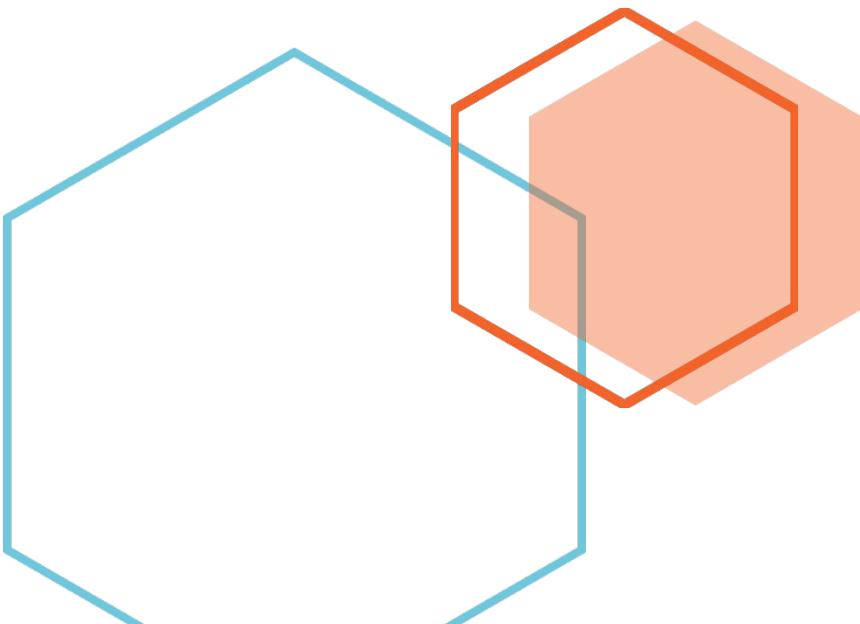
Start-up Visuals

Phase 3: Client Proposal

Andrea Goetting

afgoett@bgsu.edu

Visual Communication Technology | Bowling Green State University



Summary

Mom's Moppets is a start-up company in Waterville, Ohio. Mom's Moppets strives to provide products to children with sensory issues. They are helping the community by "Creating Comfort" with every product. The company wants to have a strong brand image when launching this summer.

This project is intended to create visuals for the company so that they can be successful when they open for business. Upon our initial consultation we agreed on a list of materials and resources that would best help the company. This proposal will cover the details of how each component will be created and how they will benefit the company in the future. I will be outlining a plan so that the client understands what to expect and the dates and deliverables that they can expect throughout the project.

As a Visual Communication Technology student, I have three years and three co-ops of past experience to apply to this project.

Introduction

Problem

Mom's Moppets has no experience with creating branding materials or the means to do so. There is also no budget to allow for the creation of these materials. Our professional relationship arose when I heard her idea and knew that I would be able to help. The main visual problems include: not having a logo, not having a way to reach customers, and not having promotional materials to communicate through.

Sources

Throughout my planning process, I did extensive research about different brand creation strategies. Through the research I was able to determine the most important visuals to start a company with. I also explored how to create all of the different elements necessary.

Working with my client was also an important resource for information about the scope of the project. Throughout the project proposal and research, Laney Fugett helped me to revise the deliverables and aid with resources.

Audience

The audience is parents with child that have sensory problems. The best way to reach them is through social media, doctors' offices, and special education programs.

Competitors

There are two categories of competitors. The first are mainstream online retailers such as "National Autism Resources" and "Fun and Function". The other category includes small businesses creating sensory toys and products such as the hundreds of retailers on Etsy.

Mom's Moppets Project Proposal

Both groups have different challenges. The main challenge to overcome with large online retailers is that they are easy to find with a quick internet search. The main problem with the Etsy competitors is that there are so many of them.

Scope

I am proposing to help develop a visual brand and the means to use that brand. This includes a logo, branding guide, social media accounts, and training. The creation of social media accounts does not entail me maintaining or posting materials for the public. All rights to the visual branding will belong to the company at the end of the project. Training will include a visual training guide as well as one face to face training session.

Project Organization

The project will be organized through several meetings. There will be guidelines as to how long the client has to sign off on deliverables before work continues. Effective communication will be the foundation of the entire project. It is expected that each party replies to their email within 24 hours during the business week. It is understood that although I will be providing training, it will only cover the branding I have created. Key terms include branding, print materials, deliverables, and training.

Proposed Program

Project Goals

- Speak to the client about their needs and goals for the project
- Evaluate the needs and revise
- Create a proposal
- Research logo trends in the market and develop branding ideas
- Finalize a logo
- Finalize deliverables
- Create a cost analysis
- Determine photography needs/ take and edit photos
- Create print material layouts
- Meet with client to discuss print materials
- Finish branding guide and make revisions with client
- Create and revise print materials
- Develop a social media plan
- Create social media accounts
- Develop a schedule and format for future social media content
- Implement a training guide for the client
- Have a one-on-one training session with client
- Send client final deliverables
- Evaluate project

Project Objectives

The expected result is to compile and create the necessary graphic materials for a new business to start with. At the end of the project, there will be a training session with the owner that will cover working with printers to have materials produced, explaining how to use the branding materials, the proper use of social media for a business, and other lessons as needed. There will be a social media schedule for use in the future. There will also be mock-ups of the packaging and the printed materials. All of the files will be handed over to the client. The final goal will be to have all graphic materials ready for the launch of the business.

Milestones

Main milestones for the project will be creating an approved brand identity. This needs to be done before being able to move on to the rest of the deliverables. Print materials need to be approved in time for print production. There will be biweekly meetings to make sure that this plan stays on track.

Deliverables

- Social Media
 - Create Facebook and Instagram pages.
 - Create 3 month schedule with themes for easy continuation of schedule.
 - Create post templates.
- Photography
 - Product photos
 - Production photos
 - Staff photos
- Print
 - Information card for doctors' offices
 - Information card to include with shipments
 - Custom tags
- Branding
 - Logo
 - Branding guide
- Training
 - A sit-down session with the client to talk over the skills and processes to maintain the materials created.
 - A training guide to help aid in future upkeep

Project Constraints

The main constraint is the timeline. The amount of work needed has already been condensed down to only the necessary items. Even these items are involved and require a lot of time. Another constraint is that there is little information about the business. This is due to the fact that the business is not running and there are no glaring issues determined. The last constraint is that this business is going to be moved to Texas during the summer. This means that my ability to help with maintenance down the line will be limited, so that needs to be accounted for in the training manual and session.

Project Assumptions

Due to this being a start-up business there are two main assumptions. The first is that the deliverables are indeed the necessary visual items for a business to have a successful start. The biggest assumption is that this business is going to get off the ground and that the time being spent on this project is going to have a meaningful return.

Qualifications and Experience

As a senior at Bowling Green State University studying Visual Communication Technology, I have become a specialist in print media production and interactive media. I have also developed my photography skills through freelance photography both in studios and in outdoor settings. I have experience working at a large print production company where I learned how to creating print ready documents and packaging designs. Through other work experience, I have learned the many nuances of running a business Facebook and Instagram account. By working with elementary students, I have also learned to explain concepts through teaching, which has also aided in my ability to do training.

As a fellow entrepreneur, I have been through the startup process three times. Each time brings new challenges, but through them all, I have developed a good idea of what is needed for every business regardless of what they sell/do. This experience with startup branding will be invaluable to Mom's Moppets and their future success.

On the following page I have included an updated resume. Also feel free to view my online portfolio at: <http://afgoetting.wixsite.com/portfolio>



Andrea Goetting

ABOUT ME

Currently changing career direction from visual communications and graphic design into the nursing professions. Working with cub scouts has resparked the desire to help other people with compassion.

HOBBIES



CONTACT ME



3620 Stillwater Blvd
Maumee, OH 43537



(567)868-5711



afgoetting@gmail.com



EXPERIENCE

2018 - Current
Bowling Green State
University Honors
College

Undergraduate Student Intern
Responsibilities include publishing the weekly newsletter, coordinating and chaperoning events from evening movies to weekends in Chicago, creating graphics for marketing, and aiding with advising when needed. Requires teamwork, autonomy, attention to detail and communication skills.

2017 - Current
Waterville, OH Cub
Scout Pack 101

Den Leader
Responsibilities include creating and teaching a wide variety of curriculum, contacting local companies and individuals to request event help, coordinate event, obtain training and education for a broad range of skills. Requires leadership, communication, empathy, compassion, patience, organization, and several other skills.

2017 - 2018
Electric Quilt
Company
Bowling Green, OH

Graphics and Photography Intern
Responsibilities include creating digital content for a quarterly product download, photograph quilts and other scenes as necessary, create and post social media content, and build and pack physical products. Requires working in a team, flexibility, communication, professionalism, timeliness, and attention to detail.



EDUCATION

2015 - 2019
Bowling Green State
University
College of Technology,
Architecture, and Applied
Engineering
Bowling Green, OH

Graphics and Photography Intern
Bachelor's of Science in Technology With Honors
Major: Visual Communication Technology
Focus: Print Media and Interactive Media
Minor: Entrepreneurship
Organizations:
Honors Learning Community
Alpha Lambda Delta - Phi Eta Sigma
National Society of Leadership and Success
Leadership Certificate Program
Professional Development:
MODEX-International Logistics Conference
International Corrugated Packaging
Foundation Telecast and Industry
Professional Dinner
Alpha Lambda Delta National Leadership
Conference

Andrea Goetting
afgoetting@gmail.com

567-868-5711

Client: Mom's Moppets

Social Media

I will work closely with the client to develop a working, manageable social media presence and plan.

Social Media Presence	\$50
3 Month Schedule with Themes	\$200
Post Templates	\$100
Subtotal	\$350

Photography

I will meet with the owner and take headshots and daily life shots to be used in different media forms. The client and I will work together to decide what product shots are needed and to line up models.

Two - Two hour photoshoots with editing	\$400
Subtotal	\$400

Print

Each piece will have a different use and material. With that in mind, I will create each piece in phases starting with sketching, draft, revisions, and final approval.

Information card for doctors' offices	\$175
Information card for shipments	\$175
Personalized product tags	\$50
Subtotal	\$400

Branding

Branding is the most important aspect of the project and will be used in the rest of the materials. The colors will be selected first, followed by logo sketches, drafts, revisions, and an approved piece. All of these aspects will be combined into a branding guide for future use.

Logo	\$500
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Branding Guide	\$500
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Subtotal	\$1,000
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Training

Due to the experience level of the client, a training session will conclude the project. There will also be a training guide to help in the future.

Training Guide	\$400
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Four hour in-person training session	\$200
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Subtotal	\$600
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Project Subtotal	\$2,900
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10% Operations fee	\$290
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Project total	\$3,190
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Terms & Conditions

The following Terms and Conditions of Service apply to all products and services provided Andrea Goetting (hereinafter referred to as Designer) and in the event of any dispute are governed by the laws of The United States of America.

All work is carried out by Designer on the understanding that the client has agreed to our terms and conditions.

Copyright is retained by Designer on all design work including words, pictures, ideas, visuals and illustrations unless specifically released in writing and after all costs have been settled.

If a choice of designs is presented and one is chosen for your project, only that solution is deemed to be given by us as fulfilling the contract. All other designs remain the property of Designer, unless specifically agreed in writing.

Project Acceptance

At the time of proposal, Designer will provide the customer with a written estimate or quotation by email. These Terms and Conditions can be read at any time on the Designer website.

A copy of the written estimate or quotation is to be signed and dated by the customer to indicate acceptance and should be returned to Designer.

Alternatively, the client may send an official purchase order in reply to the estimate or quotation which binds the client to accept our terms and conditions, or an email acknowledging acceptance of the quotation.

For the avoidance of doubt, the Designer Terms & Conditions are what govern the job, not any conditions on the customer's purchase order.

Design Charges

Charges for design services to be provided by Designer will be set out in the written estimate or quotation that is provided to the customer. At the time of the customer's signed acceptance of this estimate or quotation, indicating acceptance of the Terms & Conditions, a non-refundable payment of 50% of the quoted fee will become immediately due.

Unless agreed otherwise with the Client, all design services require an advance payment of a minimum of fifty (50) percent of the project quotation total before the work commences or is supplied to the Client for review. The remaining fifty (50) percent of the project quotation total will be due upon completion of the work prior to upload to the server or release of materials.

Source Files

We will supply proofs and PDF files as appropriate for printing, or other graphic files as detailed in the job scope or request.

Charges for design work do not cover the release of our copyright design source files, including but not restricted to indd, psd, AI, png, fla or other source files or raw code; if the Client requires these files for transfer to an in-house or other designer, they will be subject to a separate quotation or 'buy-out' charge.

Charges for Other Services

Charges for any additional services requested during the project that are over and above the estimated time or out of scope, will become fully payable (100% of the quoted amount) at the time of estimate or quotation acceptance.

Mom's Moppets Project Proposal

Payment

The customer will be provided with an Approval Form or Proof Email, and an Invoice prior to final publication. At this time the remainder of the amount due will become payable and the customer will also be required to sign and return the Approval Form or signify approval by email to Designer.

Any invoice queries must be submitted by email within 14 days of the invoice date.

Accounts which remain outstanding for 30 days after the date of invoice, will incur late payment interest charge at the PNC Bank Base Rate plus 8% on the outstanding amount from the date due until the date of payment.

Payments may be made by online transfer, credit card (Visa, Mastercard) or Debit Card.

Payments made by check must be previously agreed and may be subject to an administration charge. Checks should not be sent in regular mail unless sent recorded delivery.

Publication and/or release of work done by Designer on behalf of the client, may not take place before cleared funds have been received.

Returned check will incur an additional fee of \$50 per returned check. Designer reserves the right to consider an account to be in default in the event of a returned check.

Default

An account shall be considered default if it remains unpaid for 30 days from the date of invoice, or following a returned check. Designer shall be entitled to remove Designer's and/or the customer's material from any and all computer systems, until the amount due has been fully paid. This includes any and all unpaid monies due for services, including, but not limited to, hosting, domain registration, search engine submission, design and maintenance, sub-contractors, printers, photographers and libraries.

Removal of such materials does not relieve the customer of its obligation to pay the due amount.

Customers whose accounts become default agree to pay all Designer's reasonable legal and accounting expenses and third party collection agency fees in the enforcement of the debt and these Terms and Conditions.

Copyrights and Trademarks

By supplying text, images and other data to Designer for inclusion in the customer's website or other medium, the customer declares that it holds the appropriate copyright and/or trademark permissions. The ownership of such materials will remain with the customer, or rightful copyright or trademark owner.

Any artwork, images, or text supplied and/or designed by Designer on behalf of the customer, will remain the property of Designer and/or its suppliers unless otherwise agreed in writing. A license for use of the copyright material is granted to the customer solely for the project defined in the scope or request and not for any other purpose.

The customer may request in writing from Designer, the necessary permission to use materials (for which Designer holds the copyright) in forms other than for which it was originally supplied, and Designer may, at its discretion, grant this and may charge for the additional usage. Such permission must be obtained in writing before any of the aforesaid artwork, images, text, or other data is used.

Any software, code, plugin or other third party material used in a web or digital project remains the property of the creator and any ongoing license fees or fees for upgrades are the responsibility of the client, not Designer.

Mom's Moppets Project Proposal

By supplying images, text, or any other data to Designer, the customer grants Designer permission to use this material freely in the pursuit of the design.

Should Designer, or the customer supply an image, text, audio clip or any other file for use in a website, multimedia presentation, print item, exhibition, advertisement or any other medium believing it to be copyright and royalty free, which subsequently emerges to have such copyright or royalty usage limitations, the customer will agree to allow Designer to remove and/or replace the file on the site.

The customer agrees to fully indemnify and hold Designer free from harm in any and all claims resulting from the customer in not having obtained all the required copyright, and/or any other necessary permissions.

Alterations

The customer agrees that changes required over and above the estimated work, or in addition to the agreed scope, or where the client makes changes to the supplied copy or changes required to be carried out after acceptance of the draft design, will be liable to a separate charge.

The customer also agrees that Designer holds no responsibility for any amendments made by any third party, before or after a design is published.

Licensing

Any design, copywriting, drawing, idea or code created for the customer by Designer, or any of its contractors, is licensed for use by the client on a one-time only basis and may not be modified, re-used, or re-distributed in any way or form without the express written consent of Designer and any of its relevant sub-contractors.

All design work – where there is a risk that another party make a claim, should be registered by the client with the appropriate authorities prior to publishing or first use or searches and legal advice sought as to its use.

Designer will not be held responsible for any and all damages resulting from such claims.

Designer is not responsible for any loss, or consequential loss, non-delivery of products or services, of whatever cause. The customer agrees not to hold Designer responsible for any such loss or damage.

Any claim against Designer shall be limited to the relevant fee(s) paid by the customer.

Data Formats

The client agrees to Designer's definition of acceptable means of supplying data to the company.

Text is to be supplied to Designer in electronic format as standard text (.txt), MS Word (.docx) or via e-mail / FTP or shared folder.

Images which are supplied in an electronic format are to be provided in a format as prescribed by Designer via e-mail / FTP. Images must be of a quality suitable for use without any subsequent image processing, and Designer will not be held responsible for any image quality which the client later deems to be unacceptable.

Designer cannot be held responsible for the quality of any images which the client wishes to be scanned from printed materials.

Additional expenses may be incurred for any necessary action, including, but not limited to, photography and art direction, photography searches, media conversion, digital image processing, or data entry services, color correction and alteration of images

Design Project Duration

Any indication given by Designer of a design project's duration is to be considered by the customer to be an estimation. Designer cannot be held responsible for any project over-runs, whatever the cause. Estimated project duration should be deemed to be from the date that cleared funds are received by Designer for the initial payment or by date confirmed in writing by Designer.

Rights of Access for Website Construction

The client agrees to allow Designer all necessary access to computer systems and other locations, as required, in order to complete a website project and until all due funds are cleared, including the necessary read/write permissions, usernames and passwords.

The customer also agrees to allow Designer access to any computer systems, usernames and passwords required to remove data and/or sites for failure to comply with these Terms and Conditions.

The customer agrees to supply Designer with all necessary materials, electronic, or otherwise, required to create and complete the project, and to supply them in a timely manner.

Design Project Completion

Designer considers the design project complete upon receipt of the customer's signed Approval form or signoff email. Other services such as printing, display panel production, filmwork, website uploading, publishing etc either contracted on the client's behalf constitute a separate project and can be treated as a separate charge.

Design Credits

The customer agrees to allow Designer to place a small credit on printed material exhibition displays, advertisements and/or a link to Designer own website on the customer's website. This will usually be in the form of a small logo or line of text placed towards the bottom of the page.

The customer also agrees to allow Designer to place websites and other designs, along with a link to the client's site on Designer's own website for demonstration purposes and to use any designs in its own publicity and portfolios.

Rights of Refusal

Designer will not include in its designs, any text, images or other data which it deems to be immoral, offensive, obscene or illegal. All advertising material must conform to all standards laid down by all relevant advertising standards authorities. Designer also reserves the right to refuse to include submitted material without giving reason. In the situation where any images and/or data that Designer does include in all good faith, and subsequently discovers is in contravention to such Terms and Conditions, the customer is obliged to allow Designer to remove the contravention without hindrance, or penalty. Designer is to be held in no way responsible for any such data being included.

Cancellation

Cancellation of orders may be made initially by telephone contact, or e-mail, however, following this, Designer will need formal notification in writing to the company's postal address. The client will then be invoiced for all work completed over and above the non-refundable deposit that will have been made at the time of first ordering. The balance of monies due must be paid within 30 days. Please note: any cancellation which is not formally confirmed in writing and received by Designer within 14 days of such instruction being issued, will be liable for the full quoted cost of the project.

Disclaimer

Designer makes no warranties of any kind, express or implied, for any and all products and/or services that it supplies. Designer will not be held responsible for any and all damages resulting from products and/or services it supplies. Designer is not responsible for any loss, or consequential loss of data, or non-delivery of products or services, of whatever cause. While we take reasonable steps to investigate the materials we recommend, we accept no responsibility for the performance or quality of materials or any consequential loss arising from their

Mom's Moppets Project Proposal

failure. The customer agrees not to hold Designer responsible for any such loss or damage. Any claim against Designer shall be limited to the relevant fee(s) paid by the customer.

Designer reserves the right to use the services of sub-contractors, agents and suppliers and any work, content, services and usage is bound by their Terms and Conditions. Designer will not knowingly perform any actions to contravene these and the client also agrees to be so bound.

Designer and its clients agree to comply with Printers Terms and Conditions which include disclaimers for non-completion on time and the flexibility to supply quantities within 10% of the total ordered. Designer recommend that if an exact quantity is required, then 10% extra is added to the quantity and extra time made available should the job be delayed.

General

These Terms and Conditions supersede any previous Terms and Conditions distributed in any form. Designer reserves the right to change any rates and any of the Terms and Conditions at any time and without prior notice.

An estimate validated by the customer's signature on the estimate or quotation form, or by email, constitutes acceptance of the estimate or quotation and agreement to comply fully with all the Terms and Conditions and forms a Contract for Business between the signatory and Designer.

SIGNATURES

I have read the contractual terms outlined herein and agree to the terms set forth in this document.

Vendor:

By: _____ Signature

_____(print name)

Its: _____ (print title)

Date: _____

Client:

Client Name: _____

By: _____ Signature

_____(print name)

Its: _____ (print title)

Date: _____

STATEMENT OF WORK

The following are the exact responsibilities of Vendor to provide to Client upon completion of work scope. Included herein is the estimate of job as understood by Client and Vendor and is subject to change as scope or work changes.

Client agrees to put in writing all changes in scope and will either demand a revised estimate or allow hours to be tracked to adjust for the final billing upon completion of job. Should final Deliverable differ from estimate and Statement of Work and a revised signed estimate has not been demanded, all hours accrued for Services performed shall be deemed necessary to meet Client's needs and deadlines and may not be disputed.

SPECIFICS OF WORK

Include money and timeline specifics of project here. If Addendums are needed, clearly mark them as such and reference them in this section as well.

Signed contract and project deposit are required to begin work on this project with the remaining balance due upon project completion.

I _____ am authorized to accept and sign contractual obligations as a representative of

_____, on this _____ day of

_____.

Signature _____

Conclusion

Through evaluating my past work and skill set, I believe that I will be able to exceed the expectations of Mom's Moppets. This project will be a benefit to the company by providing a strong foundation to build the company brand upon and be able to grow the company in the future as well. This project will help to create a company community and allow a bigger impact to society. With one of the owner's main goals being to make this company a career, this project is a very important investment.



MOM'S MOPPETS

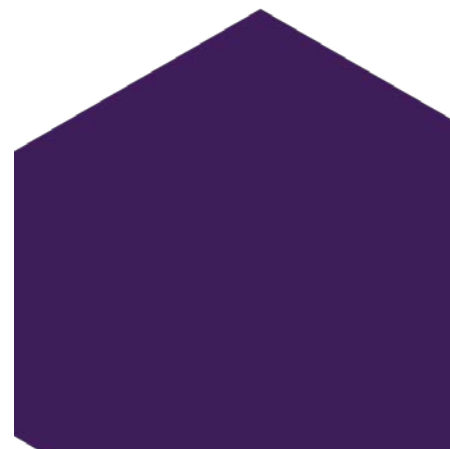
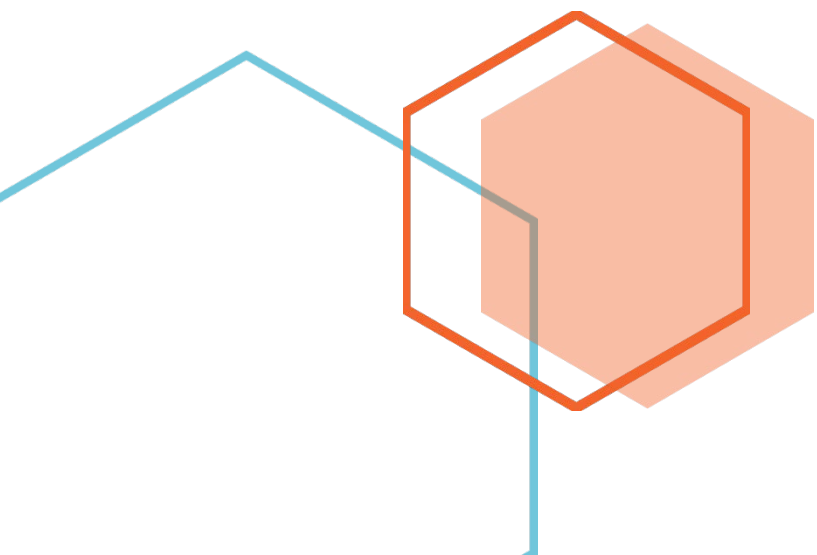
Start-up Visuals

Phase 4: Designing a Solution

Andrea Goetting

afgoett@bgsu.edu

Visual Communication Technology | Bowling Green State University



Graphic Standards

Currently, Mom's Moppets has no branding guidelines.

Rationale & Recommendations for Implementation

Due to the lack of materials for the company, I recommend creating a foundational set of branding. These materials include a logo and print materials to be used in a couple of specific instances. This is recommended due to the lack of both fiscal resources as well as human resources. With minimal capital, there is not much money to spend on the production of print materials. With only a couple people, the reach of print materials is going to be minimal. This leads me to also recommend a social media graphic standard as well.

Research

Being an entrepreneur, I know that much of the best advice and information is from reputable blogs and professional magazines. With this in mind, I went first to professional sites for graphics as well as for entrepreneurs. This led me to How Design and Entrepreneur. These sources helped me to understand what a new company really needs and how to maximize minimal resources.

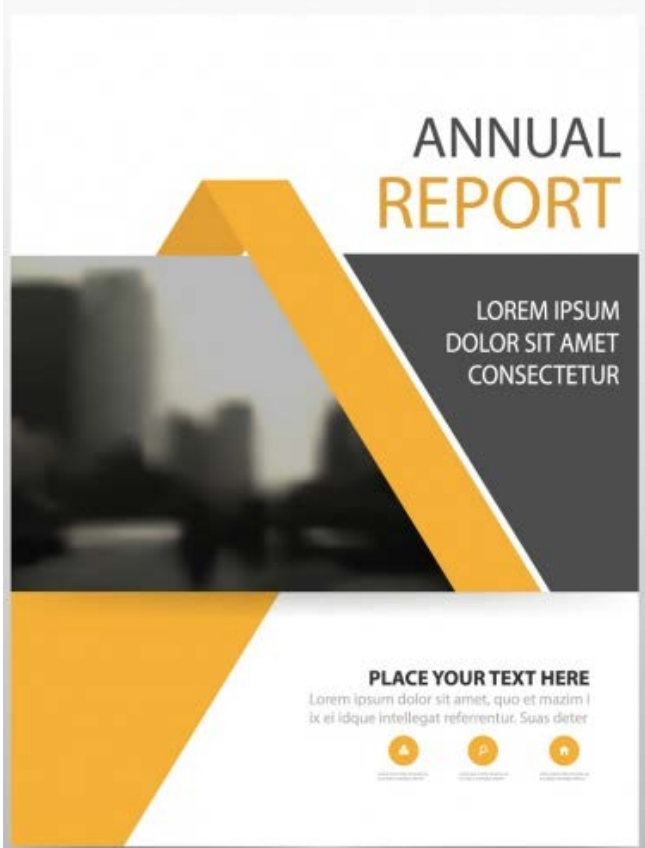
<https://www.howdesign.com/design-career/small-businesses-graphic-design-priority/>

<https://www.designhill.com/design-blog/tips-to-find-graphic-designers-for-your-small-businesses/>

<https://www.designhill.com/design-blog/how-important-is-graphic-design-for-your-business/>

<https://www.entrepreneur.com/article/254602>

Inspiration
Doctors Card



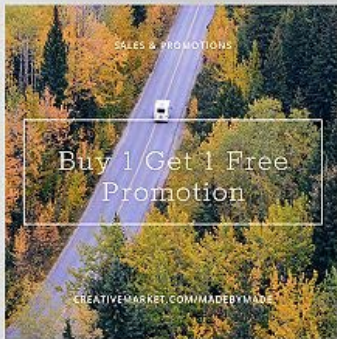
Tags



Shipment Cards



Social Media

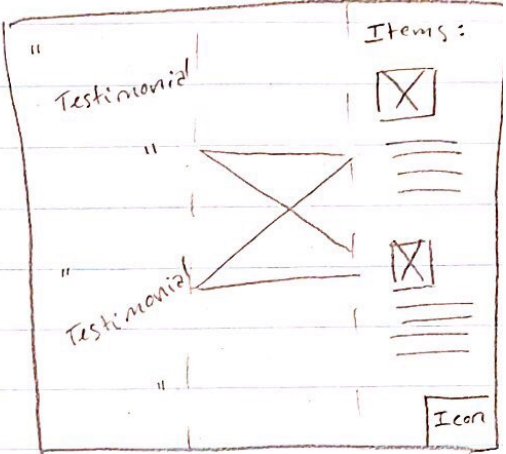
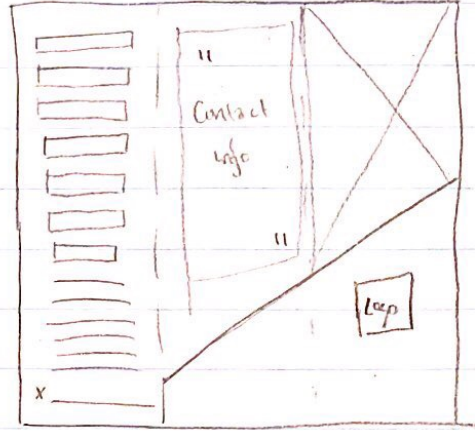


Sketches

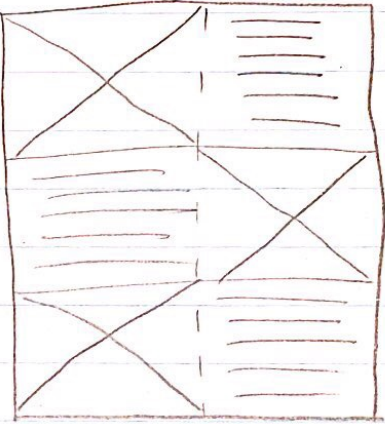
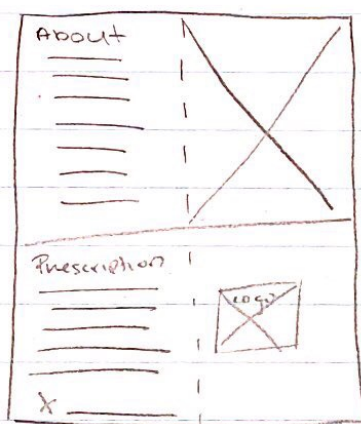
Doctor Cards

A

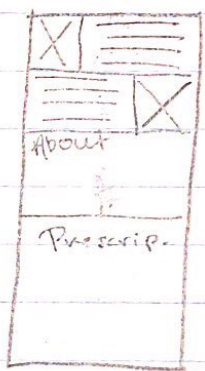
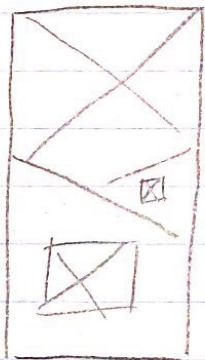
Prescription sheet



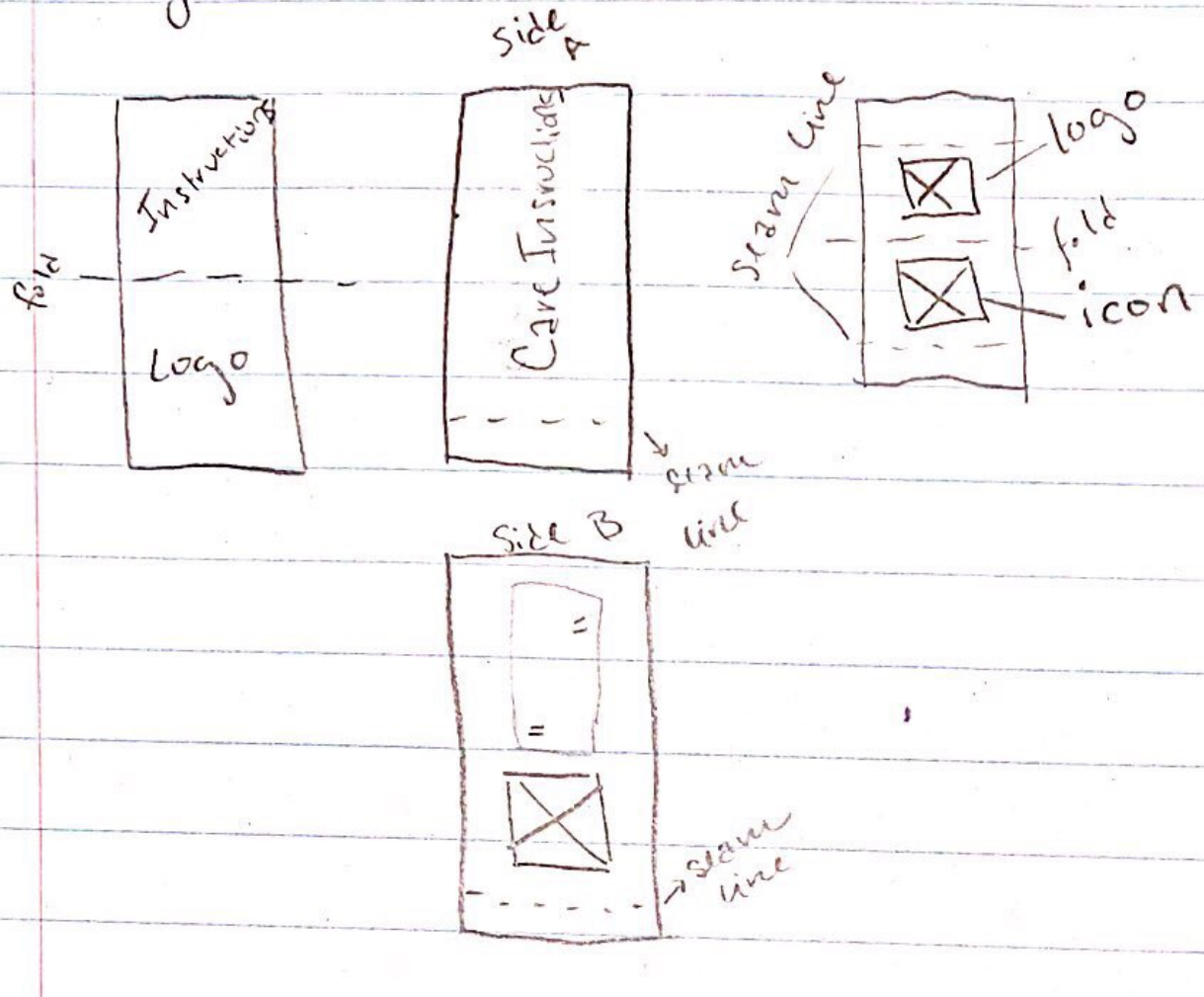
B.



C.

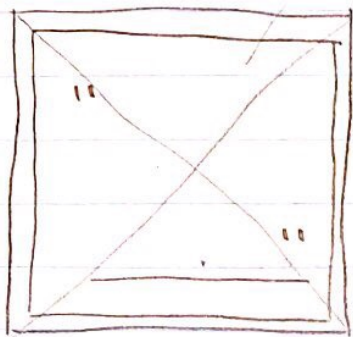


Tags

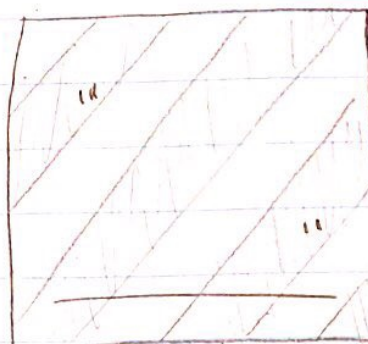


SM Templates:
Textured
bgd

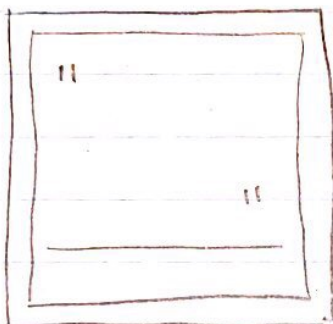
Motivational
Monday



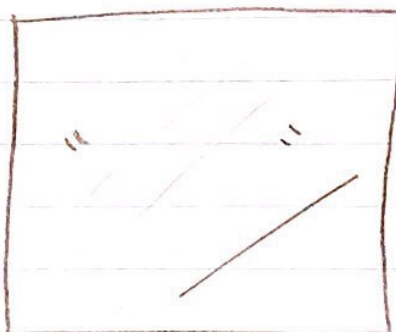
A.



B.

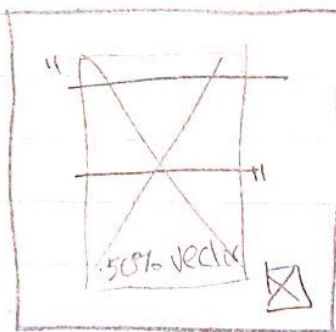


C.



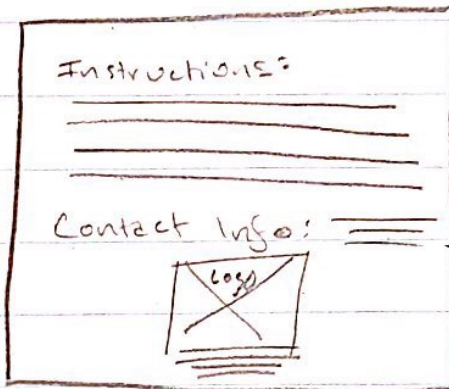
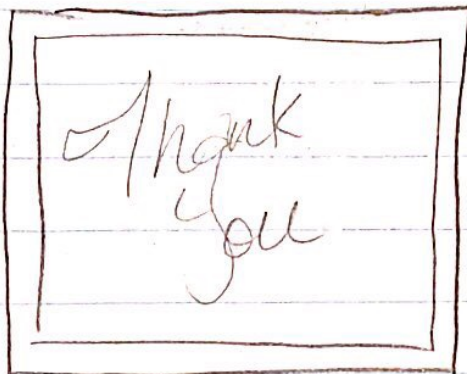
D.

International
Day of —

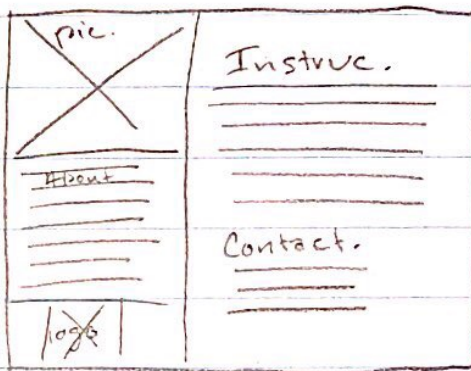
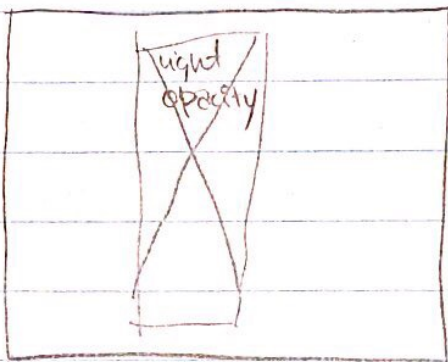


Shipment Cards

A

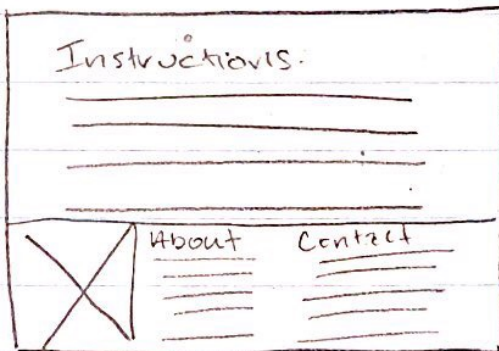
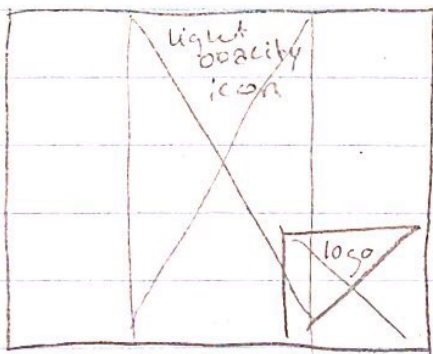


B



blank w/ icon for
handwritten T.Y.

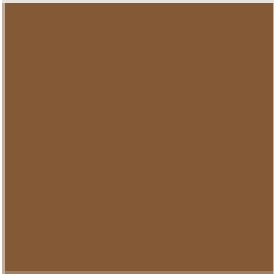
C



Color Schemes

Primary

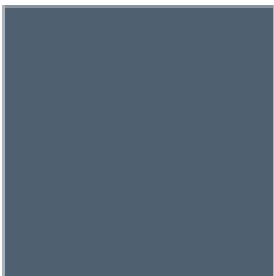
Secondary



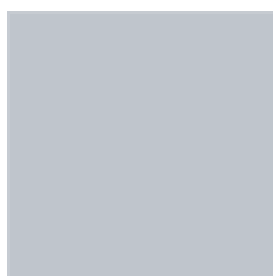
C36 M66 Y100 K32



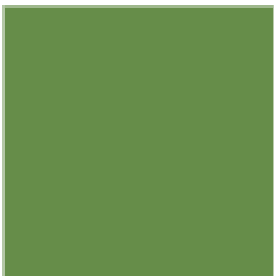
C24 M32 Y51 K0



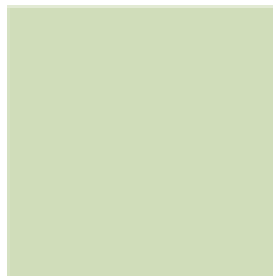
C78 M58 Y42 K21



C38 M27 Y22 K0



C67 M27 Y100 K10



C28 M8 Y47 K0

Titles - Yellowtail
Copy - Spinnaker

Concepts



Premium handmade weighted blankets made to order.




Tactile stuffed animals for comfort at home or on the go.



Who we are:
 What we do:
 Our commitment:
 Misson statement:

Prescription:
 Name:
 Parent:
 DOB:
 Diagnosis:
 Weight permitted:
 Doctor's Office

Signature:
 x _____




Creating Comfort
 Solutions for all tactile needs

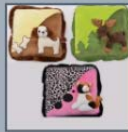


" Before Mom's Moppets my son was uncontrolable and didn't sleep at night. Now, we are all sleeping better."



Premium handmade weighted blankets made to order.

Who we are:
 What we do:
 Our commitment:
 Misson statement:



Tactile stuffed animals for comfort at home or on the go.

"Mom's Moppets has helped many of my patients and improved their care. I recommend all of my patients to Mom's Moppets."



Prescription:
Name:

Parent:

DOB:

Diagnosis:

Weight permitted:

Doctor's Office

Signature:

x _____

Contact Us:
Name

Address 1
City, ST

Phone

Email



Creating Comfort
Solutions for all tactile needs

*Mom's
Moppets*



Creating Comfort
Solutions for all tactile needs

*Mom's
Moppets*

Tags





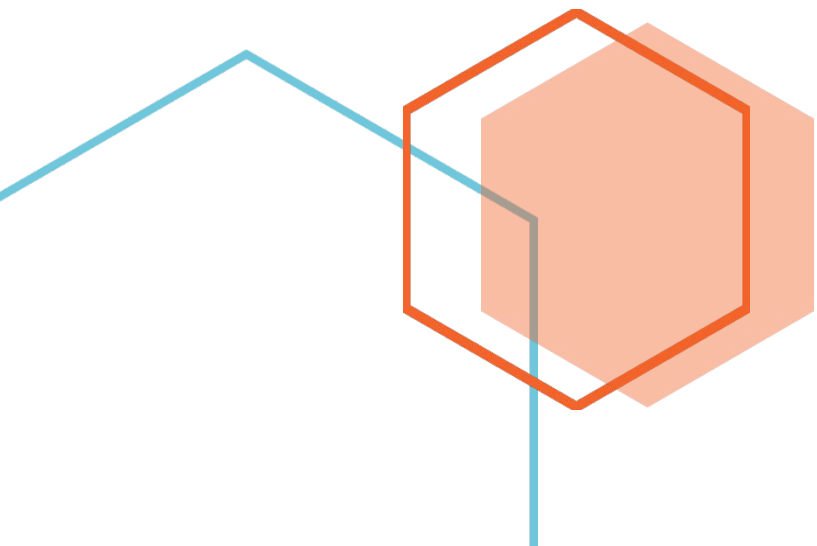
Mom's Moppets

Start-up Visuals
Phase 5: Evaluation

Andrea Goetting

afgoett@bgsu.edu

Visual Communication Technology | Bowling Green State University



Purpose of Evaluation

The purpose of this evaluation is to make sure that the print materials, branding, and social media uses meet the needs of Mom's Moppets. After the evaluation I hope to verify that the materials created so far are effective in informing potential customers about the product and enticing toward a sale or repeat buy. This evaluation will help to show if the designs are well organized as well as help to show if the wording and missions created through the entrepreneurial side of the project have been executed well.

Objectives

The expected result is to compile and create the necessary graphic materials for a new business to start with. At the end of the project, there will be a training session with the owner that will cover working with printers to have materials produced, explaining how to use the branding materials, the proper use of social media for a business, and other lessons as needed. There will be a social media schedule for use in the future. There will also be mock-ups of the packaging and the printed materials. All of the files will be handed over to the client. The final goal will be to have all graphic materials ready for the launch of the business.

Evaluation Strategy

The strategy has been formed to help ensure that the marketing materials are presenting a clear and concise message to viewers and potential customers. To reach this goal, I have created a survey to aid in evaluation. I will distribute this survey to parents and health professionals in the area with a goal of seven to ten responses. Upon completion, I will conduct an analysis to review the effectiveness and comments for improvements.

Audience Analysis

The audience is parents with child that have sensory problems. The main branch of this audience are mothers between the age of 30 and 45. The best way to reach them is through social media, doctors' offices, and special education programs.

External Evaluation

The survey participants were parents that I work with that have young children and 2 nurses that are family friends. All participants were women between the ages of 30-45. Each material will have 3-8 question with the options I agree, I disagree, Indifferent, as well as a space for comments. The surveys were paper and the materials were shown to them on a screen

Survey Questions and Responses

Doctors Flier

1. The flier is informative
 - Agree – 10 100%
 - Disagree – 0 0%
 - Indifferent – 0 0%
2. I understand what the company does
 - Agree – 10 90%
 - Disagree – 0 0%
 - Indifferent – 1 10%
3. It is easy to understand
 - Agree – 10 100%
 - Disagree – 0 0%
 - Indifferent – 0 0%
4. Overall, I like the flier
 - Agree – 10 100%
 - Disagree – 0 0%
 - Indifferent – 0 0%
5. Comments
 - Make sure to keep it simple and clean
 - I love the having a photo on the front

Shipment Card

1. The card is informative
 - Agree – 10 100%
 - Disagree – 0 0%
 - Indifferent – 0 0%
2. I understand how to care for the product
 - Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

3. This would make me want to order again

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

4. Receiving this card with my shipment make me feel special

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

5. Comments

I LOVE this.

Product Tag

1. The tag relays the product brand

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

2. The tag would catch my eye if seen on something owned by someone I know

Agree – 8 80%

Disagree – 2 20%

Indifferent – 0 0%

3. Makes the product feel professional

Agree – 7 70%

Disagree – 0 0%

Indifferent – 3 30%

4. Overall, I like the tag

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

5. Comments
Include care instructions

Branding Guide

1. I understand the brand standards

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

2. I would be able to identify correct and incorrect uses of the brand

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

3. I understand the brand purpose

Agree – 7 70%

Disagree – 1 10%

Indifferent – 2 20%

4. I like the logo

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

5. I like the colors

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

6. Everything looks like it belongs together

Agree – 9 90%

Disagree – 1 10%

Indifferent – 0 0%

7. Overall, I like the brand

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

8. Comments

The colors are calming

The Yellowtails font is not calming like the rest of the brand

Social Media Templates

1. The post looks like it is from a company and not an individual

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

2. I would be interested in the product/brand after seeing this

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

3. Overall, I like the social media templates

Agree – 10 100%

Disagree – 0 0%

Indifferent – 0 0%

Internal Evaluation

After conducting the survey and reviewing the results, overall the materials achieve their purpose but could use some design revisions. The results of the survey back up the opinion that I already had. By going through the evaluation process, I have been able to better pinpoint the changes that need to be made before the completion of the project.

Conclusion

Overall, the project is on a good path of being as effective as possible for my client. There are several revisions that need to be made before turning in the finished project.



Mom's Moppets

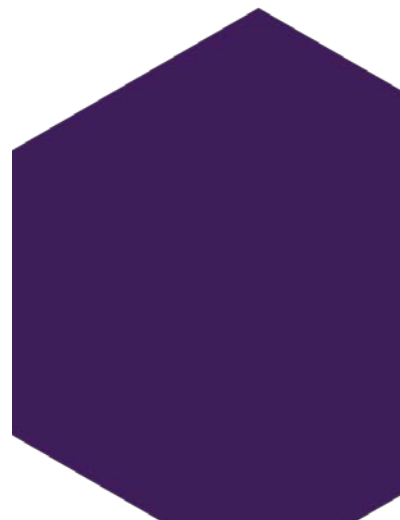
Start-up Visuals

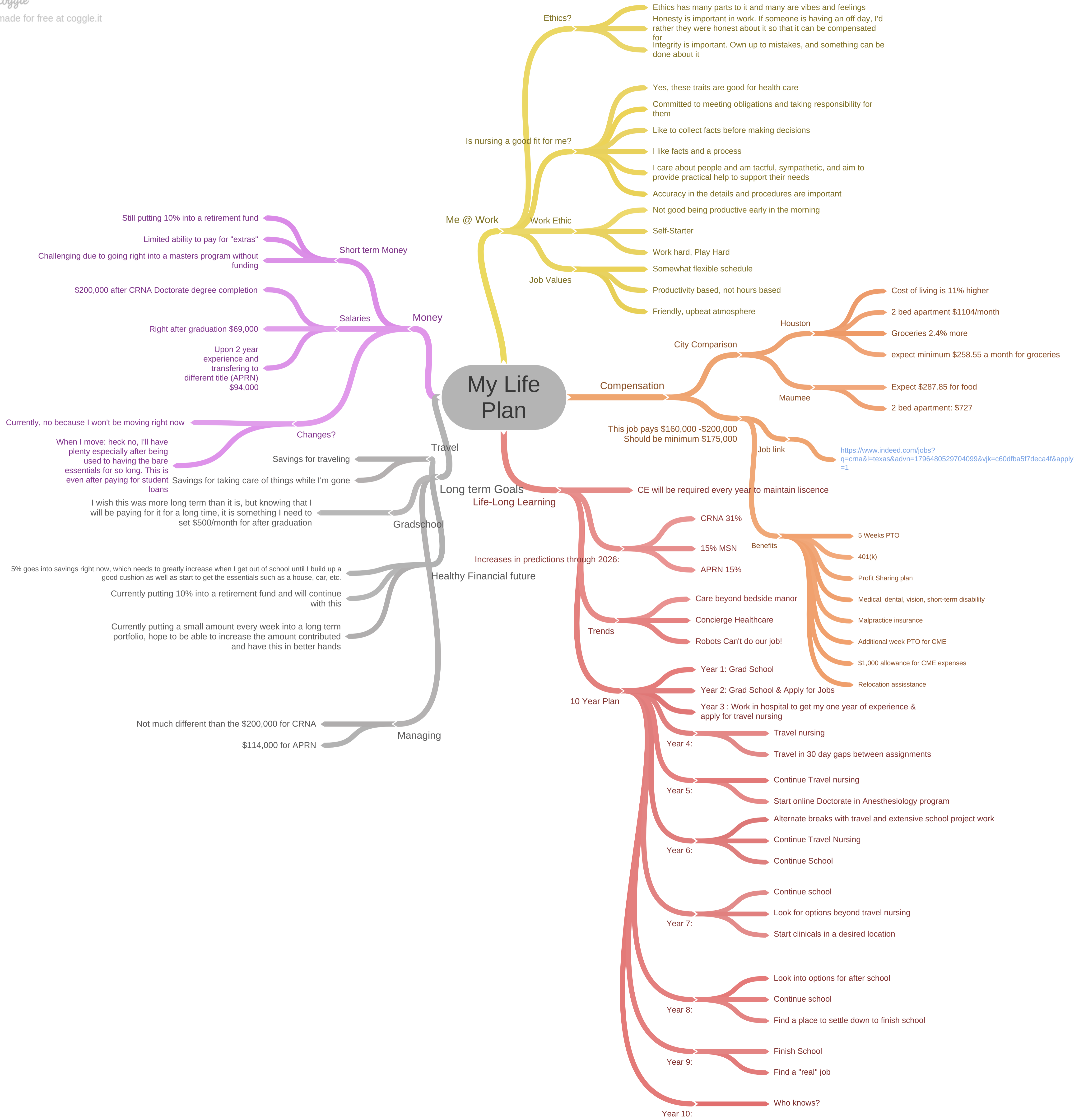
Life Plan

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Visual Communication Technology | Bowling Green State University







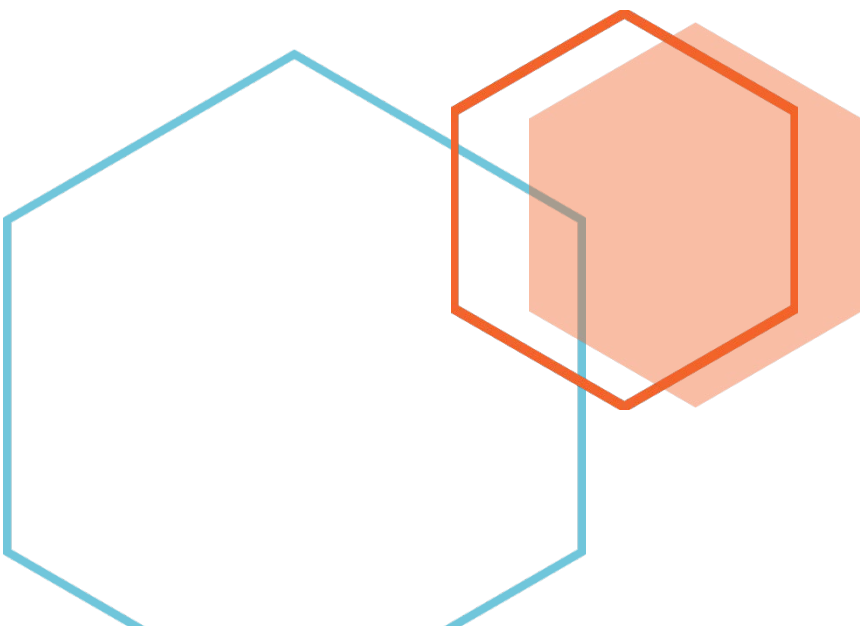
Mom's Moppets

Start-up Visuals
Reflection

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Mom's Moppets Project Proposal

a critique of your project deliverables, a critique of your work ethic as demonstrated within this course and finally what you would have done differently at any stage of development.

Project Development Process

Overall, my development process changed throughout the semester. Throughout my research last semester, I came up with a list of everything that should be done and weeded it down to what needs to be done. This original project development process was super helpful. Learning how to break things down into what needs to be done and what would be nice to do helped in getting the entire project done. There are loads of things I would have liked to have done, such as creating a website and having materials printed. The time and other circumstances did not have this in the cards.

For individual components, I listed what I wanted the piece to achieve and what it needed to have in order to meet the goals. This helped me understand exactly what I needed to do before I even sat down at the computer. Once I get on the computer and into design software, I get caught into the details and sometimes forget exactly what I was trying to do. This method was also very helpful because I did not always have hours to devote to a computer, so having the ability to do all conceptual work on paper was much more efficient.

Branding development was a much more labor intensive development process. The first couple iterations were simply just putting color patches to get the idea across. There was also communication daily or a couple times a day. After branding, the project development was much more streamlined. I was able to import the branding colors and logos in the document in order to use branding consistently.

Lessons Learned

The past two semesters have taught me quite a bit. One of the biggest lessons was learning a different software. As a college student, some things are just not an option, including \$30 a month for the Adobe Suite. So I opted to look for something else. I learned how to use Gravit this semester. This ended up being a great lesson and will help me for many years to come. I also learned how to work with a client. Communicating complex ideas through email was a difficult skill to learn. I learned how to communicate my ideas and interpret other people's ideas into physical changes to the project materials. Being able to take real world criticism and not just peer and teacher feedback was an adjustment to make. I learned how to market myself and how to present myself in a professional manner.

Critique

I am quite happy with most of my materials. My main critique is for my logo. I am not super happy with my logo. The finished logo was based completely off of what the client wanted. I made several suggestions and changes based on my knowledge of understanding the versatility a logo need to have, but in the end the client has the most control over the deliverables. I am still trying to figure out how I would have handled the process of the logo differently. I like the rest of the branding material. One thing I need to work with my client with is creating a story and mission that is more defined. This will help with people understanding the icons more. I was glad

Mom's Moppets Project Proposal

that after feedback, the colors came across as calming. The Facebook and Instagram pages still need a lot of work to be more robust and functional. This biggest limiting factor in this was not being able to take photographs. Having original photographs would also aid in portraying the brand and story to the potential customers. I think that the use of Canva for the future creation of branding materials is going to work really well. By programming the brand colors into templates, making sure the client is maintaining branding guidelines will be much easier.

Work Ethic

I always get things done. However, I do not always get things done efficiently or in a timely manner. I was quite glad that there were strict due dates through the class. Without those due dates I would have fallen behind very quickly. However, when I sat down to work on project materials I worked hard and focused on the task at hand. In no way do I think the quality of my deliverables suffered due to work ethic issues.

Changes

Since I will continue to work with my client, I am able to make adjustments to any deliverables as the company develops prior to launch. I wish I would have had more materials completely finished before critiques. The critiques were helpful, but they would have been more helpful with a more complete product to start with. I would have liked to do more formstorming and drafting before diving into the project. This was due to the work ethic described above. When running low on time, the first thing to go is the planning stage. Not using social media was also a big hurdle. In the future, I will taking much more time to develop the social media pages. There were two main limiting factors during the development stage. The main one as stated above was the lack of original photography. However, without much experience with social media it was difficult to make an entire system. Above creating and populating the social media pages I had to set up scheduling software and other systems to allow for future use by my client. In phase 2 we covered our cost justification. This is one section that as I continue to do this work, it will still hold the same value to the customer, but will take substantially less time. This is one thing I would not change. In no way, were I to have charged my client, would I expect them to pay me for the countless hours figuring some of the different programs out. In the future, when I will take me a fraction of the time, clients would pay a fraction of what my current client would have.

I would have liked to produce more overall. This reality was based on two parts. The first was the time constraints of the semester. The second components was the experience of my client. I did not want to create so many social media templates that my client was overwhelmed. I also could not create dozens of print materials because there simply is not the need and there are not enough fiscal resources to make that effort worth it.