Smartz Graphics - Final Deliverable

3/14/2017

Consult Your Community - UC Davis

About Consult Your Community

Consult Your Community (CYC) at UC Davis is a non-profit student organization that prepares undergraduates for rewarding careers and develops a community of outstanding business leaders. Since 2014, has been bridging the gap between a rigorous theoretical education and the practical skills necessary to thrive in the professional world.

Consult Your Community has a group dedicated to consulting and empowering organizations with better knowledge and tools to become more efficient and impactful. Our work is grounded on creating a difference for organizations through innovative ideas, academic training, rigorous structure, and passion.

Our mission statement is thus: we are focused on building value for our community of small businesses and UC Davis students. To our clients, we strive to provide tangible, direct results to which lead to better decisions and increased productivity. To our students, we emphasize professional and personal growth by developing analytical and creative intellectual capital.
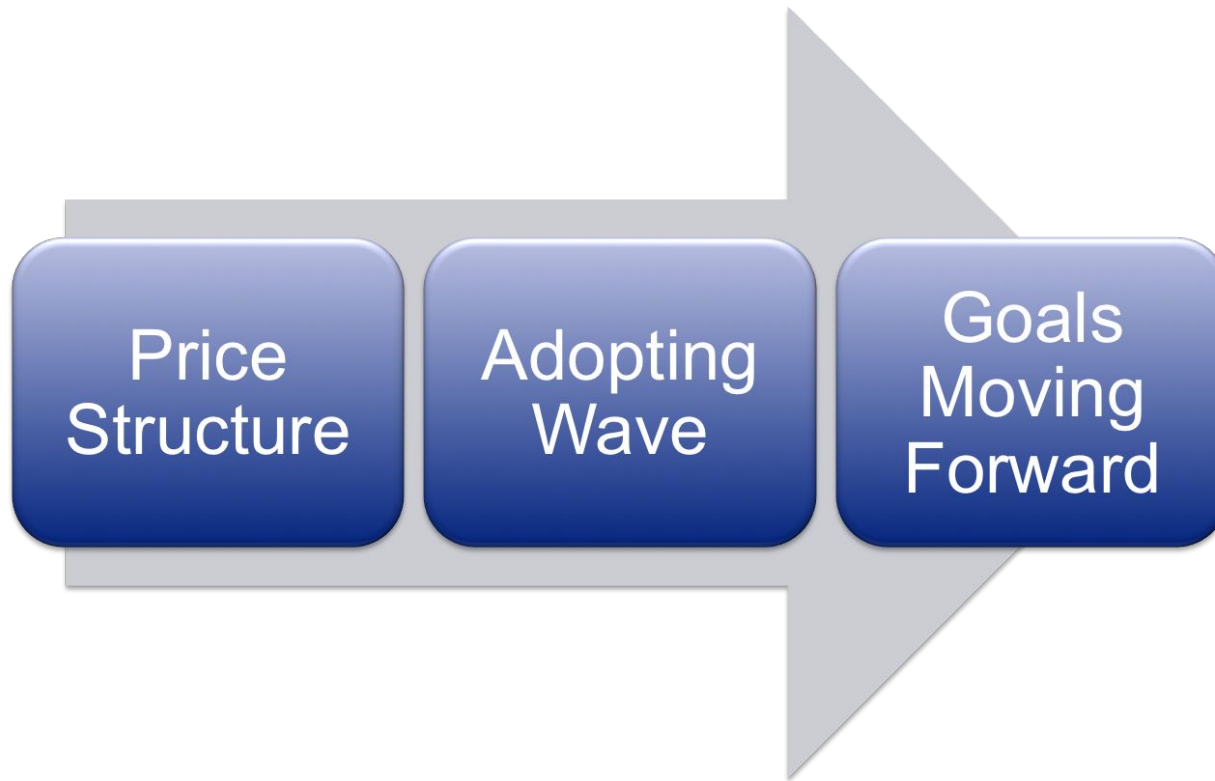
Meet the Team

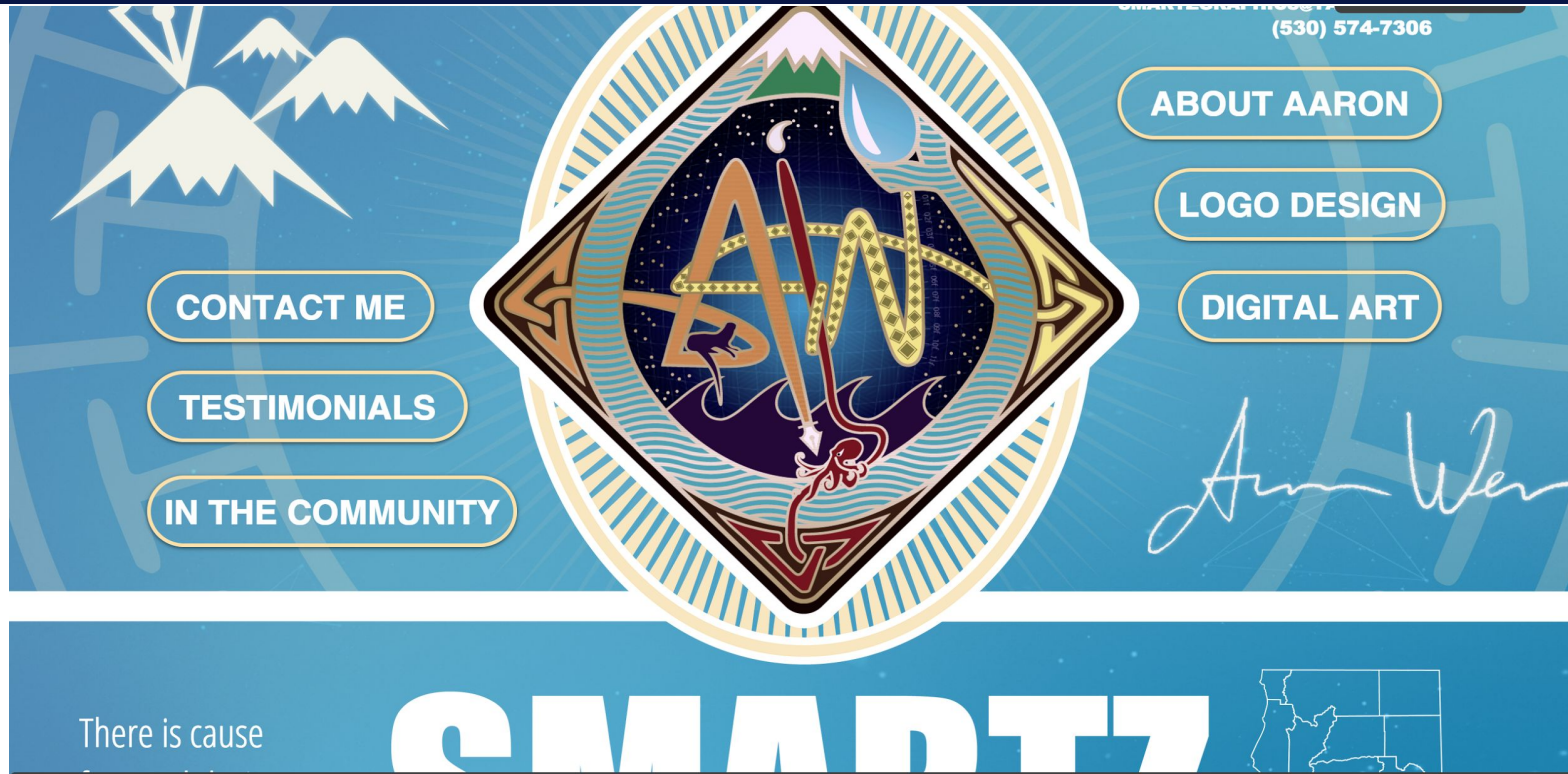Taymour Siddiqui   Jordan Lim   Emanuella Mikityuk   Zac Bouchard   Matthew Lee

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Overview

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Midpoint Review

Price Structure → Adopting Wave → Goals Moving Forward

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Home Page

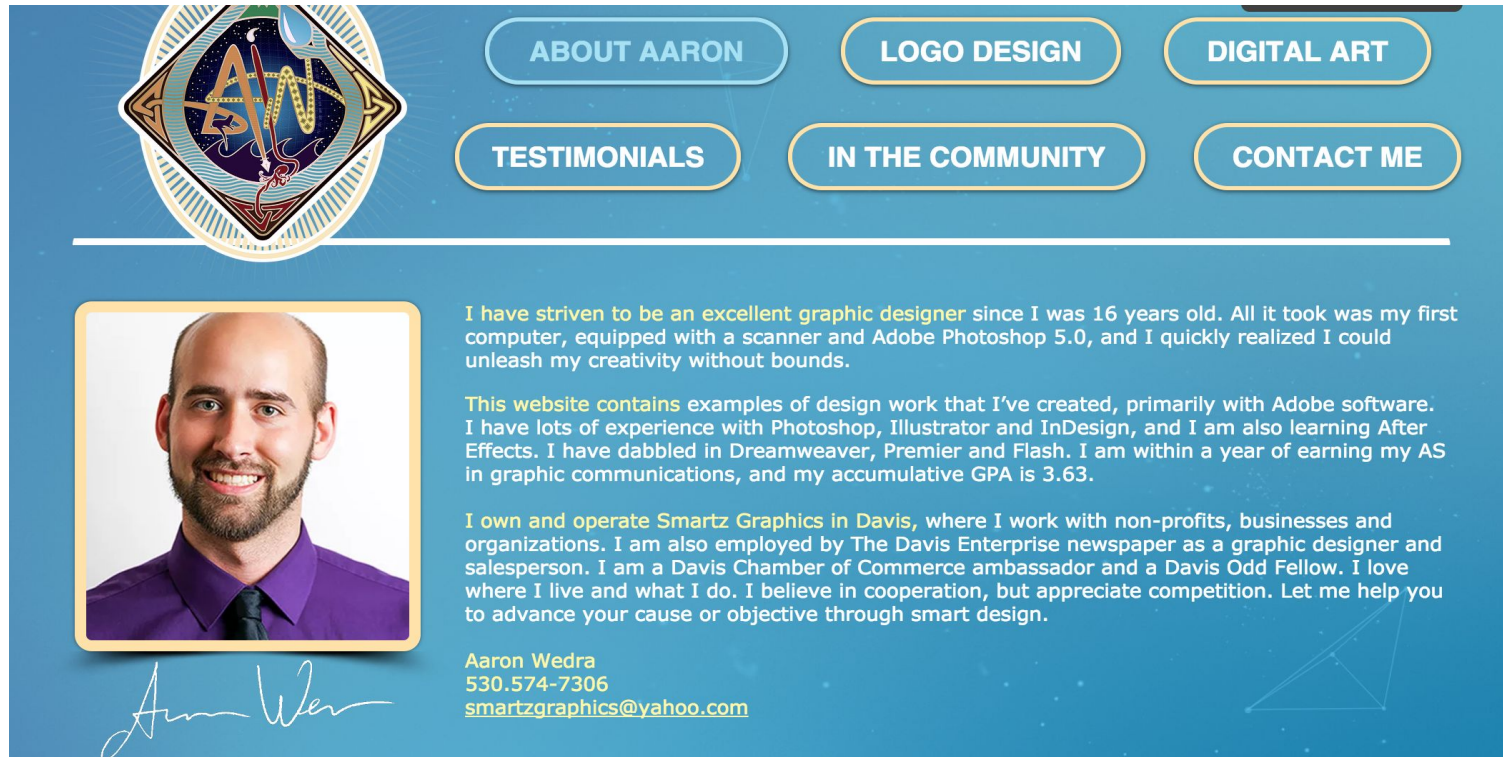| Great Qualities	Ideas & Suggestions
• Concise Navigation Buttons • Blue Background • Like the floating background graphics	• Cannot easily see the name of the business • Everything is too big (gives ability to scroll to the sides and to the bottom) • Change order of the buttons to have about me on the left (read left to right) • the logo is too big • everything is too large

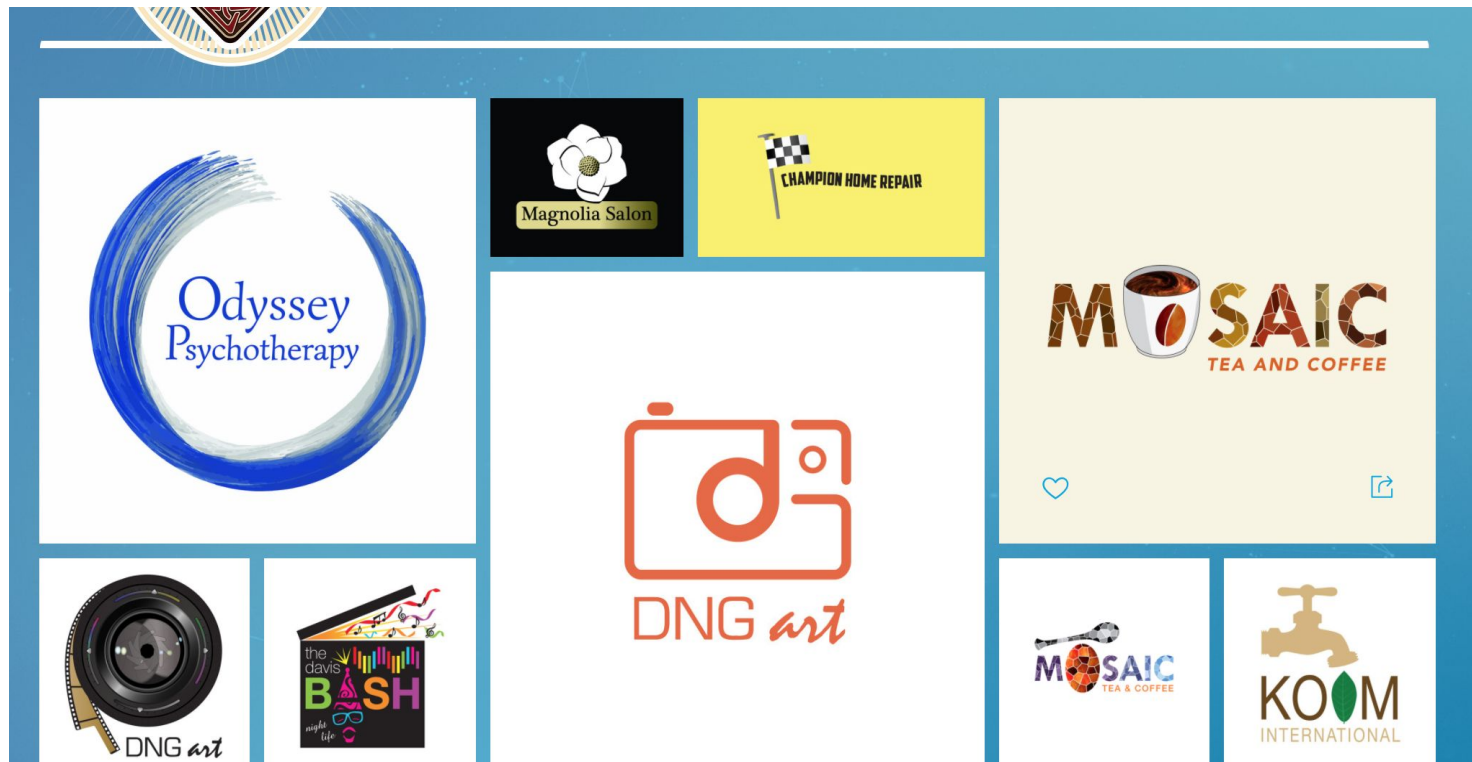Consult Your Community

About Aaron

Great Qualities

- Great format for the buttons and the logo
- Signature is a great touch

Ideas & Suggestions

- Phone Number Edit (530).574-7306
- "Accumulative GPA" = Cumulative (Not sure on the relevance)
- Capitalize your major

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Logo Design

Great Qualities	Ideas & Suggestions
● Nice Variety of logos used ● Great way of grouping the photos together	● Some of the logos like DNG are too big ● Too much wave at the bottom of the screen (for all pages)

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Digital Art

Great Qualities	Ideas & Suggestions
• Great presentation of variety of media • Good use of large and small graphics	• Nick Graham Photography is a logo and should not be in this section • White line half-way down? Categorize • Use 3 images per row to make it less busy (larger use of breaks between images)

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Testimonials

Great Qualities	Ideas & Suggestions
- Awesome idea - Lots of great feedback given	- Do not like the stars (Yelpish feel) - Make actual review larger (emphasis on the text with quotation marks) - Minimize the name and organization, have them after the review

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In the Community

Holiday window decorating contest
December 1, 2016

For the past 5 years the Davis Downtown Business Association has hosted a Downtown Davis Holiday Window Decorating Contest. Here is an article from The Davis Enterprise: Contest lights up downtown shopping scene.
This year Davis Enterprise staff, including my...

READ MORE

Designing for grandma's novel
November 29, 2016

Archive
January 2017
December 2016
November 2016
October 2016
April 2016
January 2016
November 2015

Follow Us

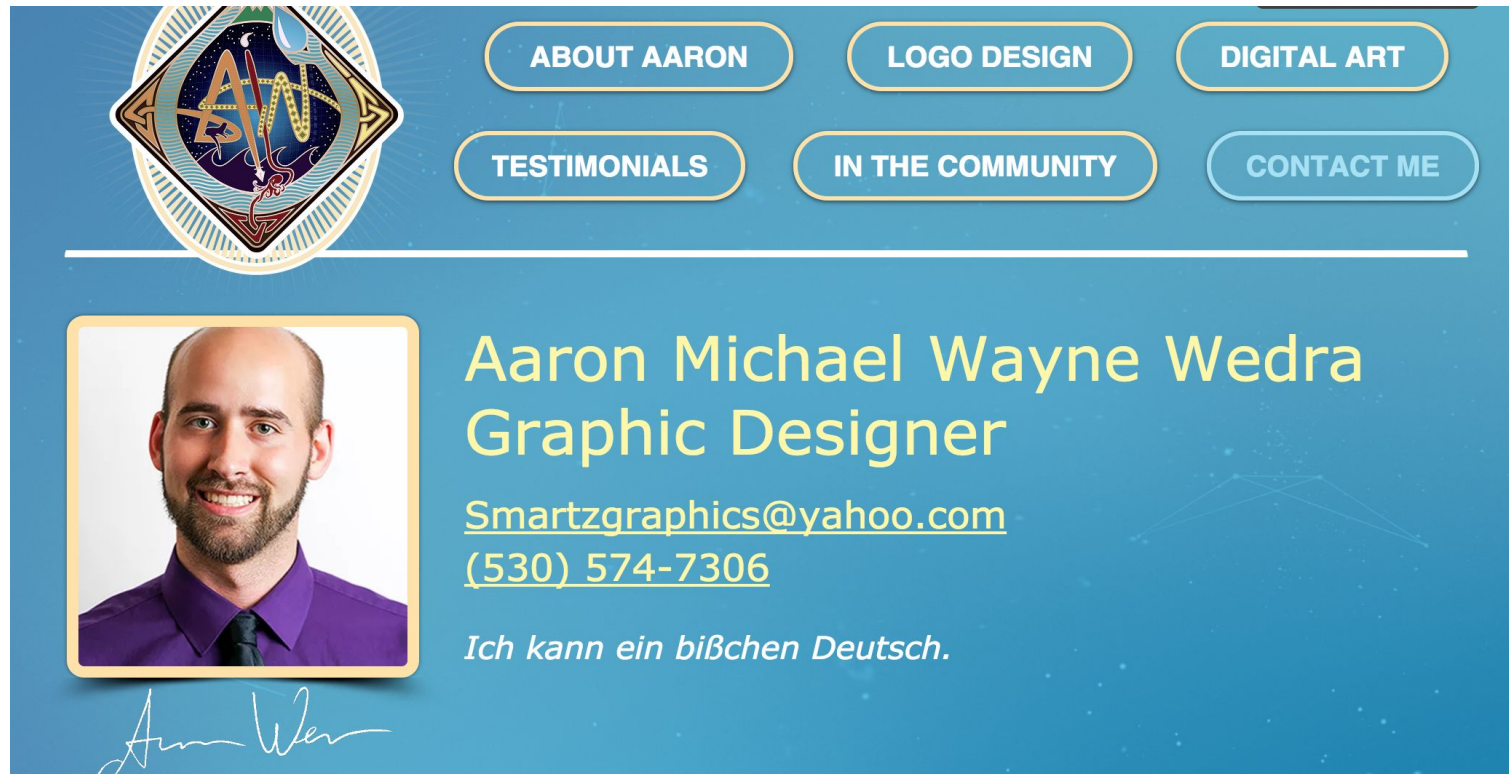| Great Qualities	Ideas & Suggestions
• Love the layout of the page • Love the archive section	• Hyperlinks need to go somewhere if you are going to have them

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Contact Me

Great Qualities

- Great use of the signature
- Nice touch with the German phrase

Ideas & Suggestions

- Full name should be in "About Me"
- What is the difference between this page and the "About Me" section?
- Great place to put in a questionnaire/form
- Graphic Designer title is too big

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Building an Online Presence

"Ninety-seven percent of consumers go online prior to making a purchase to research products and services locally."

WHY?

1. **Credibility**
2. **Transparency with customers**
3. **Social Networking - Branding**
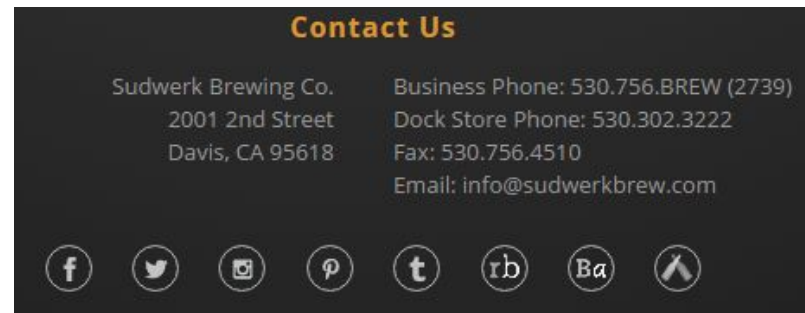
Building an Online Presence

How? Systematically

1. **Create a company website** ✔

2. **Create a social media account (or two)**

   a. **Facebook**

3. **Link website to social media**

Goal:
TRAFFIC!

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Building an Online Presence

How to post on Social Media: it's cheaper than traditional marketing!

- **Create Targeted Content**
    - write for your audience, not yourself
    - Ignore "sales pitches", help and educate
    - *Helpful Content gets Shared*
- **Use visuals!**
    - 53% more likes, 104% more comments
    - And you get to share your content!
- <u>**Post regularly!**</u>*****
    - once a week, twice a week, etc
    - use creative hashtags like #WisdomWednesdays
    - **Forbes**: Posting 1-5 times a month will double your clicks.
- **Buffer**
    - free online platform to schedule social media posts in advance

Save time managing your social media

Schedule, publish and analyze all your posts in one place

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Building an Online Presence

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"Mentoring is a brain to pick, an ear to listen, and a push in the right direction."

John C. Crosby

Finding Mentor

Some notable UC Davis Design Professors include:

- Steve Mehallo

  20 years in Graphic Design

  email@mehallo.com

- Laurie Szujewska

  Artist, printmaker, typographer

  lauszu@ucdavis.edu

- William Mead

  Web Designer

  wmmead@ucdavis.edu

Why reach out to people?

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Business Plan

1 Year Financial Plan

Develop Specific Goals

Plan to Achieve

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Long Term Goals

Community Involvement

Possible ways to get Involved

1. Sponsoring Events (Donations)	**2. Pro-bono Service**

Benefits of Sponsoring and Community Involvement

Red Bull- Sponsoring sport events helped them increase sales and solidify their brand.
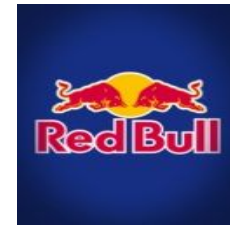
MWQ Designs- Local competitor. Taking advantage of sponsorship by offering service to events or organizations that run social events.

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Community Involvement Opportunities

Community Events and Options:
- Chamber of Commerce Events
- Davis Dash
- Willet Elementary
- Davis Music Fest
- International Festival
- Davis Musical Theatre
- Yolo County Suicide Hotline
- The BUZZ UC Davis Event

100 City of Davis Centennial
1917 - 2017

Takeaways:

- A lot of opportunities/options
- Will help you build your reputation

Will probably take some money ($50-300)

- Note: You can still get your name out in the community without donations and pro-bono service by focusing your services on organizations and events that are community focused.

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Adobe Certified Associate

What is it?	Why should you do it?
"certifies that individuals have the entry-level skills to plan, design, build and maintain effective communications using different forms of digital media. This Adobe certification demonstrates entry-level skills with Adobe digital media software"	*Displayed on the Adobe Certification Database* Build Technical expertise - improve efficiency, produce higher quality products in less time Retain and Gain new clients - having expertise can set you apart from competitors

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How to Become Adobe Certified?

ACA Exams for
- Photoshop
- Flash Professional
- Dreamweaver

All exams $180.00

About 75 minutes

Two part Examination
- 60 MC
- Short survey about product experience

Minimum passing score 70-75%

You can select **up to three** test centers to compare availability.

Test Center	Distance* Show km	Directions
1 **Woodland Adult Education** 575 Hays Street Woodland, California 95695 United States	8.1 mi	**Get Directions**
2 **Sky Walk Inc** 6151 Freeport Blvd Suite 158 Sacramento, California 95822 United States	13.6 mi	**Get Directions**
3 **New Horizons Computer Learning Center** 1750 Creekside Oaks Dr Suite 150 Sacramento, California 95833 United States	13.8 mi	**Get Directions**
4 **IS, Inc.** 2554 Millcreek Drive Sacramento, California 95833 United States	14.0 mi	**Get Directions**

rCommunity

Sample Adobe InDesign

Adobe Certified Expert - InDesign 2015

Exam preparation checklist

- I have at least two years of experience with InDesign.
- I can create short and long documents with both text and graphics.
- I can add basic interactive features to documents.
- I can export high quality PDF documents appropriate for print and interactive purposes.
- I can troubleshoot issues related to page layout.
- I can analyze and work with documents built by another user.
- I am familiar with Photoshop, Illustrator, and Acrobat Professional.

5. A text article containing several URLs has been placed into a document. How can the user ensure that all URLs across the document will be clickable hyperlinks?

   A. Select Update Hyperlink

   B. Select Auto Update URL status

   C. Select New Hyperlink from URL

   D. Select Convert URLs to Hyperlinks

Answer: D

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Lectures or Seminars

Write a Pamphlet

Update Portfolio

Learn New Skills

Be True to Company

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Recommendation

Short Term

Website

Social Media

Business Plan

Long Term

Deeper Community Relationship

Adobe Certification

The Future is Bright

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In order to grow brand

Thank You

Questions?