

What does Deb do? Deb designs and Deb draws.

I do design and illustration for individual clients and small businesses mainly. I help clients brainstorm design concepts for different print and web projects, help them establish an overall visual style and/or mark for their business (creating a logo, font selection, determining specific color palettes, etc.), and generally oversee individual projects throughout the production process. I try to integrate illustration (my own) into projects whenever possible, but only if it's a better solution for conveying a clients' message or evoking a certain feeling.

Here's a list of things I can do.

Identity stuff:

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Logos

Business cards

Letterhead & envelopes

Collateral pieces and more in all shapes & sizes:

Invoices & other business forms

Brochures

Newsletters

Catalogs

Annual reports

Gift certificates

Postcards and rack cards

Note cards (thank you and blank)

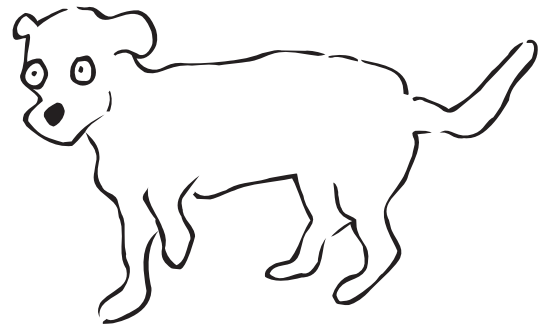
Hang tags and other labels

Posters

CD packaging

Signage (interior and exterior)

Other promotional items such as t-shirts, coffee mugs, ball caps, etc.



Personalized items:

Announcements - birth, graduation, change-of-address, engagement & wedding, etc.

Invitations - celebrations (birthday, anniversary, holiday, etc.), dinner (or brunch, etc.), open house, networking events, etc.

Cards - birthday, Xmas (or other religious holidays), thank yous, blank note cards

Stationery packages

About Printing:

I can secure printing bids for clients and provide clean print ready files directly to any printer via the internet or CD.

I do not broker printing for clients. My clients generally pay for their printed pieces upon pick-up from the printer.

What doesn't Deb do?

Photography—I can snap a head shot in a pinch, but try to avoid it. I can work with a photographer if a custom shot is needed or work with a stock agency to help a client find what they're looking for. Again, I may suggest an illustration solution if I think it would be more effective for the piece. I do a little retouching on photos if necessary (something glaring) and not too involved.

Writing—I'm not a writer, but know those who do that. I will usually provide a client with feedback on their copy—asked to or not!

Copyediting—Again, there are others that excel at this. If I find discrepancies or inconsistencies in copy while working on a project, I'll bring it to my client's attention and offer suggestions if possible.

Web design/development—I'm really not into the programming thing and all of the technical stuff that you need to know to be a GREAT web designer. I will work in conjunction with one though, to help maintain a consistent look for a client.