

# CRE- ATIVE HANG OUT

This Booklet  
Belongs to:

Hangout Date:

March 24, 2018

Hangout Location:

ACVDO Co / Miami, FL

ACVDO.CO

# DISCUSSION CONTRIBUTORS

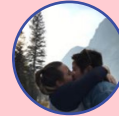
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**Alissa Suzanne**  
*Inspiration & Resources*

@scribblepie

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**Kirstin N Bencomo**  
*Graphic Design In Miami*

@cmykirstin

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**Christy Lee Bodden**  
*Defining Your Own Design Style*

@cabodden

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**Elina Diaz**  
*Pricing & Contracts*

@elina\_design

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## TOPIC NO. 2

Topic: Graphic Design in Miami

Submitted by: Kirstin N Bencomo / @cmykirstin

## MY NOTES

Something that stood out?

Did I learn something new?

Yes / No

Growing A Design Career In Miami (And Anywhere):

Things I Want To Remember:

**BE COMMITTED  
TO WHERE I AM.**

**BECOME FAMILIAR WITH THE  
DESIGN CULTURE IN MY AREA.**

**IDENTIFY OPPORTUNITIES  
FOR GROWTH / ATTENTION.**

**BE OKAY WITH MAKING THINGS  
HAPPEN FOR MYSELF.**

**EMBRACE MY COMMUNITY.  
GET INVOLVED.**

Lined area for taking notes, consisting of multiple horizontal dashed lines.

## TOPIC NO. 3

Topic: Defining Your Own Design Style

Submitted by: Christy Lee Bodden / @cabodden

Consider Asking These Questions:

**WHAT DO I  
ENJOY DOING?**

**WHAT COMES  
NATURALLY TO ME?**

**WHAT SKILLS DO  
I WANT TO IMPROVE?**

**WHAT DO I WANT  
OUT OF MY CAREER?**

**WHERE DO I GET THE  
MOST INSPIRATION FROM?**

## MY NOTES

Something that  
stood out?

Did I learn  
something new?

Yes / No

Things I Want To Remember:

A large rectangular area with a blue border, containing ten horizontal dashed lines for writing notes.

# TOPIC NO. 4

Topic: Pricing & Contracts

Submitted by: Elina Diaz / @elina\_design

Sections ACVDO Co Includes In Proposals:

1. **PROJECT OVERVIEW** — Project scope, deliverables, audience, etc.
2. **PROCESS** — What it's going to take to get this project done.
3. **WORK SAMPLES** — Stuff you've done in the past.
4. **TIMELINE** — The more details, the better.
5. **INVESTMENT (RATE)** — Break it down. Help the client understand the value.
6. **CONTRACT (TERMS)** — All the legal stuff. Protect yourself.

Hourly Rates vs. Fixed Rates:

1. **HOURLY RATES** — Define an hourly rate (or rates) and track time. After a given period of time — a month, a quarter, or perhaps a phase of a project — you send an invoice for your hours. *Good for: retainers, small-scale projects, specific client-designer agreements.*
2. **FIXED RATES / VALUE BASED PRICING** — Rather than defining an hourly rate or set of rates, you come up with a single project rate. Calculated by anticipating the workload beforehand. *Good for: One-off projects, large-scale projects.*

**FROM EXPERIENCE,  
A MIX OF BOTH IS BEST.**

# MY NOTES

Something that stood out?

Did I learn something new?

Yes / No

Things I Want To Remember:

Large empty area with horizontal dashed lines for taking notes.

THANKS  
FOR  
HANG-  
ING  
WITH  
US



KAPY +  
Angel