





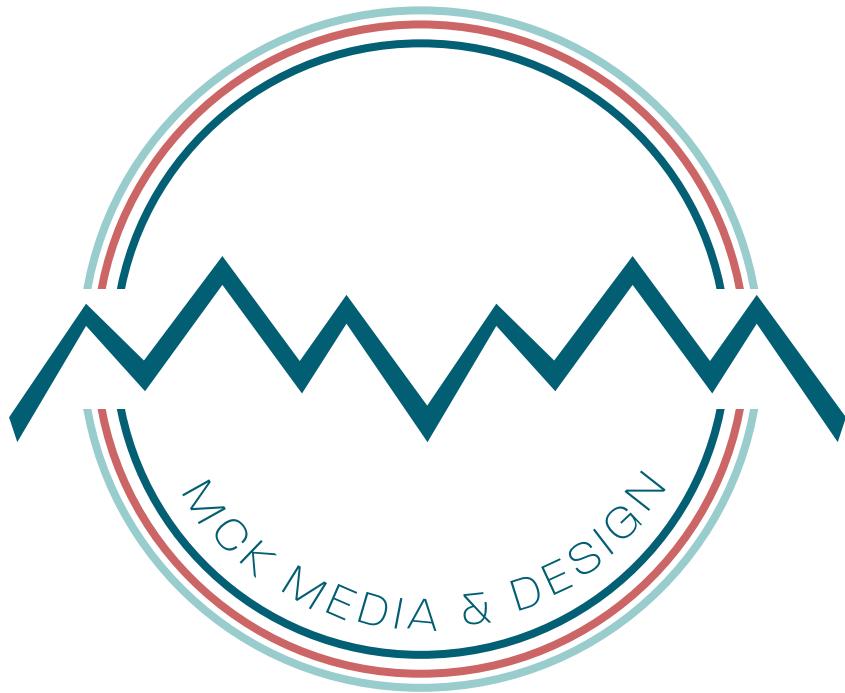
1



2



3



4



BACK



FRONT



BACK



FRONT

BUSINESS CARD:

I incorporated the logo, color and other branding within these 2 business card designs. The company logo is clearly displayed on the front of the card. On the back the Logo or a variation of the logo is displayed with clear contact information.

The mobile website design features a large, scenic photograph of a snow-capped mountain and a forested hillside in the background. Overlaid on this image is the company's logo, "McK MEDIA & DESIGN", in a white, sans-serif font. Below the logo is a teal-colored button with the word "Register" in white. At the very top of the page is a thin horizontal bar containing the company's logo and a set of three horizontal lines representing a menu icon.

Work Shop Information

McK Media & Design offers a variety of workshops throughout the year. From basic photography to advanced editing techniques, there's something for everyone. Check back often for updates or visit our website for more information.

Upcoming Workshops:

- Photography Fundamentals** - Learn the basics of photography, including composition, lighting, and exposure. [View Details](#)
- Advanced Photoshop Techniques** - Dive deeper into Photoshop with this workshop focusing on filters, layers, and compositing. [View Details](#)
- Video Editing 101** - Get started with video editing using popular software like Final Cut Pro and Adobe Premiere. [View Details](#)

Workshop Dates:

- Photography Fundamentals: Saturday, March 12th
- Advanced Photoshop Techniques: Sunday, April 10th
- Video Editing 101: Friday, May 1st

Workshop Locations:

- Photography Fundamentals: The Photography Studio at 123 Main Street
- Advanced Photoshop Techniques: The Photoshop Lab at 456 Elm Street
- Video Editing 101: The Video Studio at 789 Oak Street

Contact Us: If you have any questions about our workshops, please don't hesitate to contact us. We're here to help!

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MOBILE WEBSITE DESIGN:

I adjusted the photos contrast so that the sky stood out more against the mountain background. I also extended the top menu bar to make the logo larger and more clear. The company photo, fonts, color scheme and logos are all included to present the company branding. A link was added to the workshop information that will lead directly to a webpage that contains the workshop information displayed directly there or a link to the PDF with workshop information.

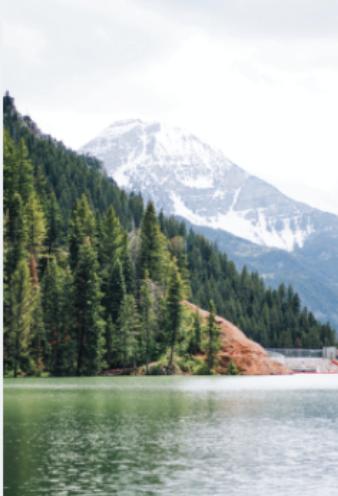


McK MEDIA & DESIGN WORKSHOP

WORKSHOP DATES:

- 1 Monday June 8 – Wednesday June 10
- 2 Thursday June 18 – Saturday June 20
- 3 Thursday June 25 – Saturday June 27

JUNE 2020						
S	M	T	W	R	F	S
		1	2	3	4	5
7	(8)	(9)	(10)	11	12	13
14	15	16	17	(18)	(19)	(20)
21	22	23	24	(25)	(26)	(27)
28	29	30				



WORKSHOP INFORMATION:

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REGISTER:

Instagram: @mckmediadesign

Facebook: McK Media & Design

Website: mckmediadesign.com

COST:

Combo Package: \$200

Basic Package: \$75

Beginner Package: \$100

Intermediate Package: \$100

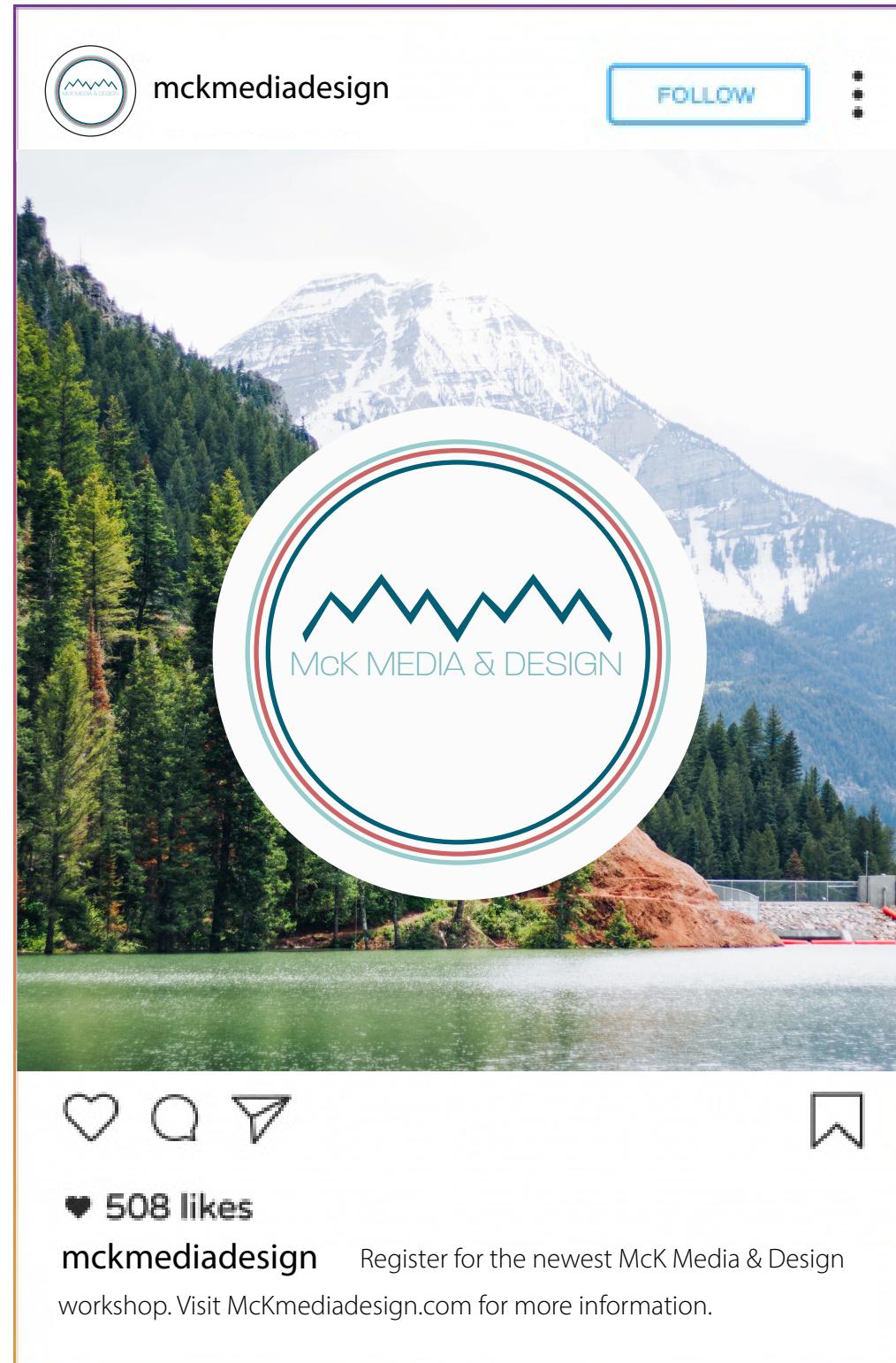
Advanced Package: \$100

INFORMATION SHEET:

This sheet can be used to give a customer more direct info on the workshop. This can be sent either to customers through email subscription or through links from social media pages. This can also be sent out or included in magazines or other form of advertisements. The brand is displayed through the color scheme, logo and picture used. It creates a sense of unity with the McK Media & Design website and social media pages.

INSTAGRAM POST/ADVERTISEMENT:

I created this post to grab the attention of potential customers wanting to participate in the McK Media & Design Workshop. I incorporated the company logo and picture from the website to help display the company brand. I am hopeful the clean and simplistic design of this post will encourage people to look more into the website and what is being advertised.





McK MEDIA & DESIGN LOGO:

This page can be used for the website, an advertisement, instagram post or business card. It incorporates the mountains, but also adds depth. It is another element that can be added to display the companies brand.



VISION

McK Media & Design is a web design/digital media company. My vision for McK design is to capture and bring the feelings and imagery found in nature, into design. By doing so companies will be able to gain traction through the asthetically appealing design of their business image.

TARGET AUDIENCE

Businesses and entrepreneurs that have a direct connection or appeal to the outdoor industry.

COLORS

A mixture of warm and cool colors to create an astetically pleasing design image.



FONT/DESIGN PREFERANCE

Businesses and entrepreneurs that have a direct connection or appeal to the outdoor industry.

San Serif, Clean and simple design, Modern and thin lines

Business Plan

In order to grow as a company I will use digital marketing techniques to reach clients who would grasp onto McK Media & Design to help them create their brand.

