



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

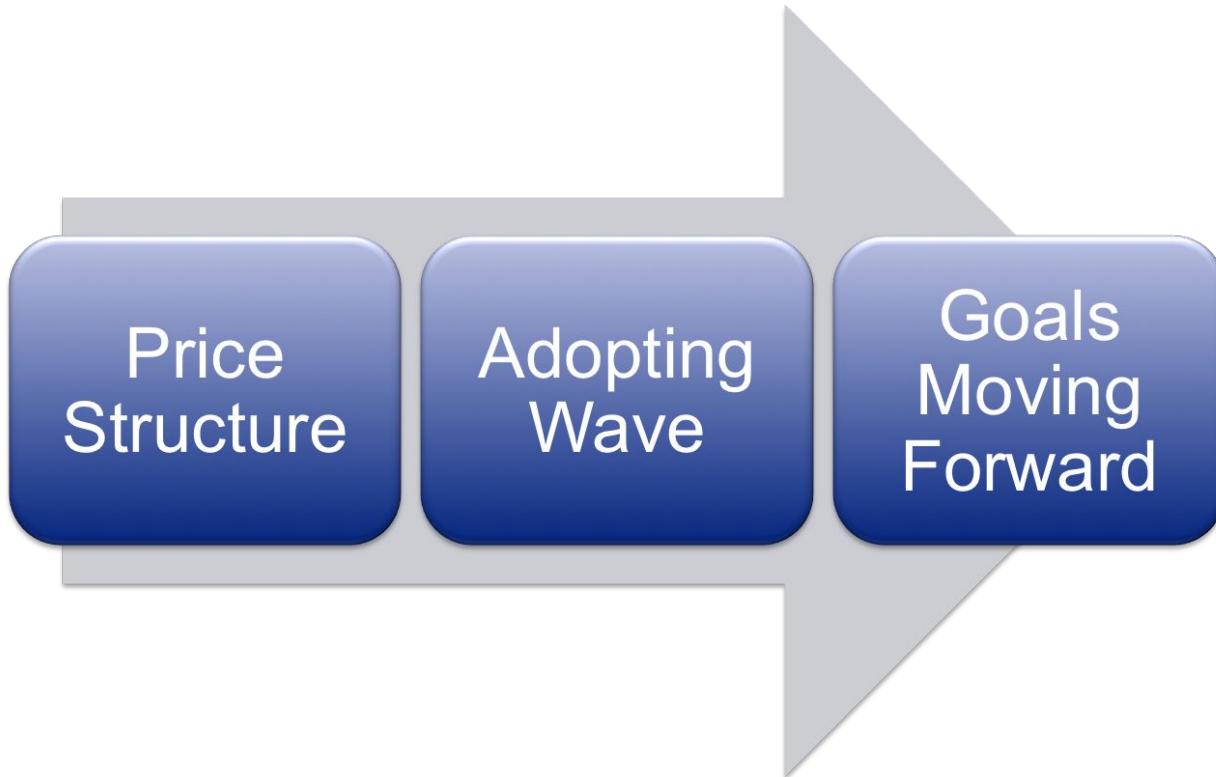
Zac Bouchard

Matthew Lee

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Midpoint Review



Home Page



Great Qualities

- Concise Navigation Buttons
- Blue Background
- Like the floating background graphics

Ideas & Suggestions

- 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

The screenshot shows a blue-themed website for "Aaron". At the top left is a circular logo featuring a stylized letter "A" with a globe and geometric patterns. To the right are six white-outlined buttons with rounded corners: "ABOUT AARON", "LOGO DESIGN", "DIGITAL ART", "TESTIMONIALS", "IN THE COMMUNITY", and "CONTACT ME". Below these buttons is a portrait of a smiling man with a beard, wearing a purple shirt, enclosed in a yellow-bordered frame. To the right of the portrait is a block of text about his goals and experience. Further down is another block of text detailing his professional roles and interests. At the bottom left of this section is a handwritten signature "Aaron Wedra". The background of the main content area features a subtle geometric pattern.

ABOUT AARON **LOGO DESIGN** **DIGITAL ART**

TESTIMONIALS **IN THE COMMUNITY** **CONTACT ME**

Aaron Wedra
530.574-7306
smartzgraphics@yahoo.com

I have striven to be an excellent graphic designer since I was 16 years old. All it took was my first computer, equipped with a scanner and Adobe Photoshop 5.0, and I quickly realized I could unleash my creativity without bounds.

This website contains examples of design work that I've created, primarily with Adobe software. I have lots of experience with Photoshop, Illustrator and InDesign, and I am also learning After Effects. I have dabbled in Dreamweaver, Premier and Flash. I am within a year of earning my AS in graphic communications, and my accumulative GPA is 3.63.

I own and operate Smartz Graphics in Davis, where I work with non-profits, businesses and organizations. I am also employed by The Davis Enterprise newspaper as a graphic designer and salesperson. I am a Davis Chamber of Commerce ambassador and a Davis Odd Fellow. I love where I live and what I do. I believe in cooperation, but appreciate competition. Let me help you to advance your cause or objective through smart design.

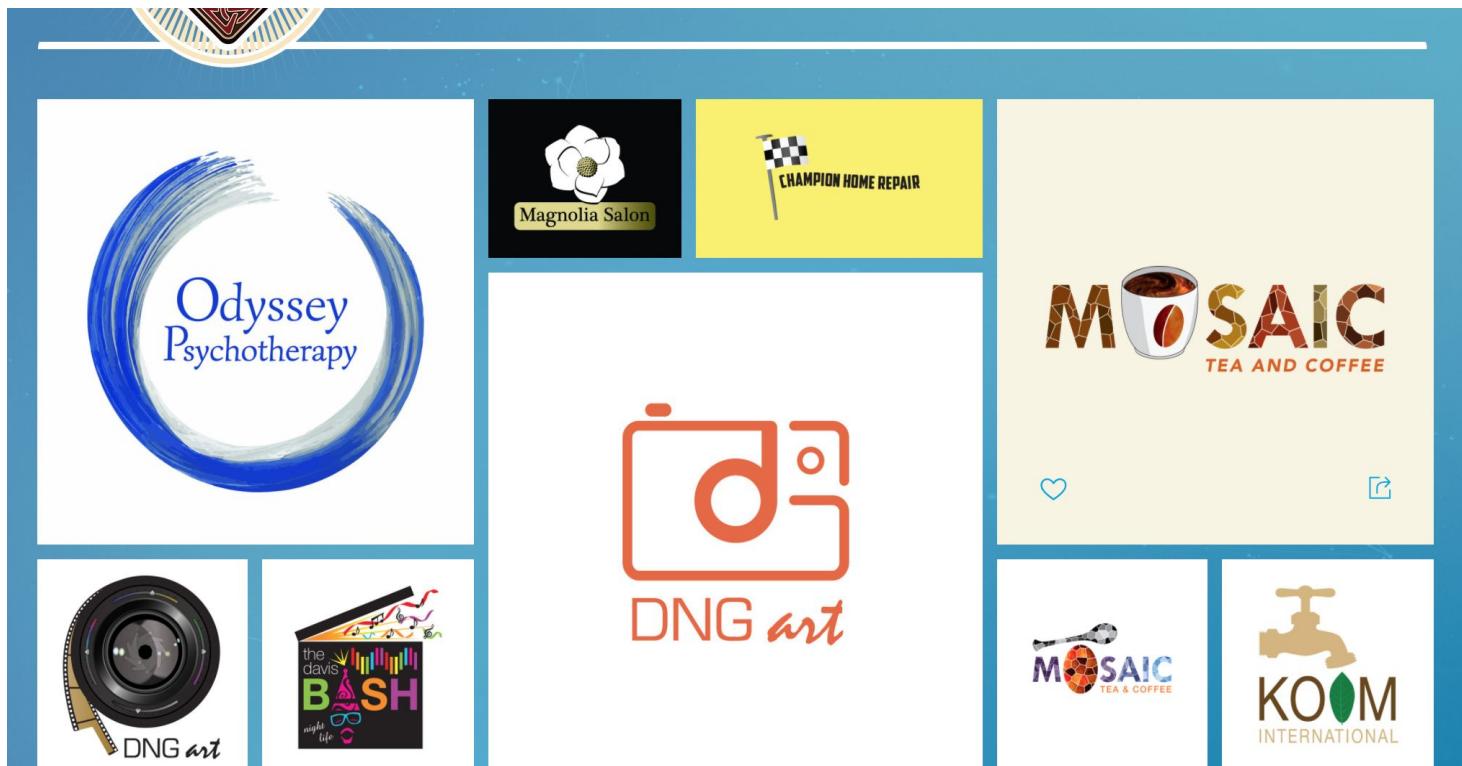
Great Qualities

- 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

Logo Design



Great Qualities

- Nice Variety of logos used
- Great way of grouping the photos together

Ideas & Suggestions

- Some of the logos like DNG are too big
- Too much wave at the bottom of the screen (for all pages)

Digital Art



Great Qualities

- Great presentation of variety of media
- Good use of large and small graphics

Ideas & Suggestions

- 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)

Testimonials

The screenshot shows a testimonial section on a website. At the top, there's a decorative header with a shield logo on the left and menu items "TESTIMONIALS", "IN THE COMMUNITY", and "Create a Wix site!" on the right. The main content area has a blue background with a starry pattern at the bottom.

Nick Graham from Davis, CA
Organization: Nick Graham Photography

★★★★★

Comments: I'm a professional photographer in Davis and I've worked with Aaron on several occasions, collaborating and sharing skills. Aaron helped me with several projects involving business logos and ideas in return for my services in a professional headshot and help in Photoshop. It's a win-win for both of us. I would highly recommend Aaron not only for graphic design, but to get feedback from an artist with a critical eye.

Dr. Stephen Moon from Elk Grove, CA
Organization: Davis Mosaics/ Davis Community Church

★★★★★

Great Qualities

- Awesome idea
- Lots of great feedback given

Ideas & Suggestions

- 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

In the Community

Create a new page
October 1, 2016

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

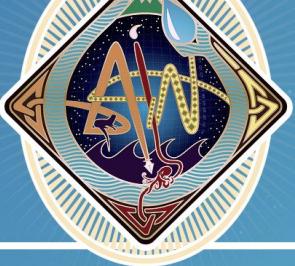
Great Qualities

- Love the layout of the page
- Love the archive section

Ideas & Suggestions

- Hyperlinks need to go somewhere if you are going to have them

Contact Me



ABOUT AARON LOGO DESIGN DIGITAL ART
TESTIMONIALS IN THE COMMUNITY CONTACT ME



Aaron Michael Wayne Wedra
Graphic Designer

Smarzgraphics@yahoo.com
[\(530\) 574-7306](tel:(530)574-7306)

Ich kann ein bißchen Deutsch.



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

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**

Contact Us

Sudwerk Brewing Co.
2001 2nd Street
Davis, CA 95618 Business Phone: 530.756.BREW (2739)
Dock Store Phone: 530.302.3222
Fax: 530.756.4510
Email: info@sudwerkbrew.com

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Get Nordstrom Apps

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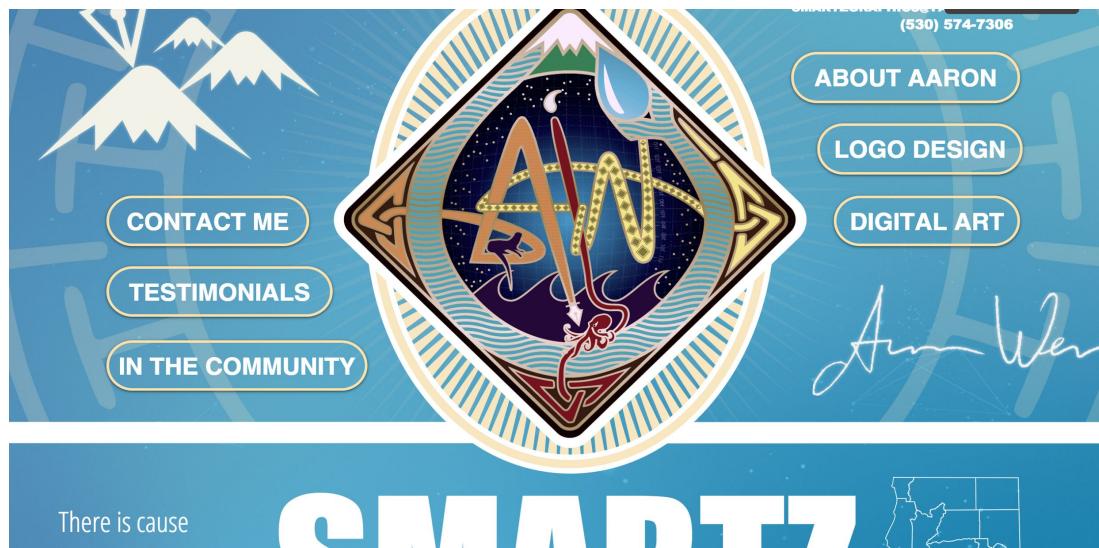
©2017 Nordstrom, Inc. For assistance call 1.888.282.6060

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!**



Building an Online Presence

Short and Sweet and with Pictures

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!
- **Post regularly!*******
 - 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



Building an Online Presence

Yoloberry Yogurt
The Healthy Choice
yoloberry.com

Home About Photos Reviews Likes Videos Instagram feed Posts Create a Page

Like Follow Share ...

4.8 ★★★★★ 41 Reviews

People talk about burgers, best yogurt in town and graham cracker dust

Call Now Message

Ice Cream Shop in Davis, California
4.8 ★★★★★ · Closed Now

About Russell Blvd Central Park DOWNTOWN CORE UNIVERSITY Davis

316 C St Davis, CA 95616 (530) 231-5697

Message Now

www.yoloberryyogurt.com/

Ice Cream Shop · Frozen Yogurt Shop

Opens at 11:00am 11:00AM - 11:30PM
Closed Now

Invite friends to like this Page

Yoloberry Yogurt "The Healthy Choice" Est. 2008
A self-serve yogurt shop with five flavors of yogurt, one sorbet, and over 100 toppings.

Building an Online Presence

Facebook screenshot of ES Photography's page.

Left Sidebar:

- Profile picture: ES Photography
- Name: ES Photography ✓
- Handle: @photoges
- Home (selected)
- About
- Photos
- Reviews
- Likes
- Videos
- Posts
- Create a Page

Post (circled in red):

ES Photography · February 10

It's Friday y'all! 🚗 And I'm thankful for fabulous clients who trust me to capture their memories and preserve them for a lifetime. ❤️

www.esphotog.com

Image: A man in a blue hoodie kissing a woman on the cheek. She has a floral crown in her hair.

Right Sidebar:

Send Message

Photographer in Santa Rosa, California

5.0 ★★★★★ · Always Open

About

(707) 535-9664

Typically replies within a day
[Message Now](#)

www.esphotog.com/

Photographer · Local Business

Hours
Always Open

Invite friends to like this Page

Wedding & Lifestyle Photography
www.esphoto.org

1,123 Likes
Megan Waits and Julia Mosier like this

0 people have been here

Finding a Mentor

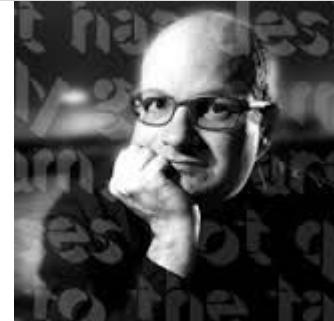
“Mentoring is a brain to pick,
an ear to listen, and a push
in the right direction.”

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?

Looking Towards the Future (Year 1)



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.



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



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.

Adobe Certified Associate

What is 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”

Why should you do it?

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



How to Become Adobe Certified?

ACA Exams for

- Photoshop
- Flash Professional
- Dreamweaver

All exams \$180.00

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

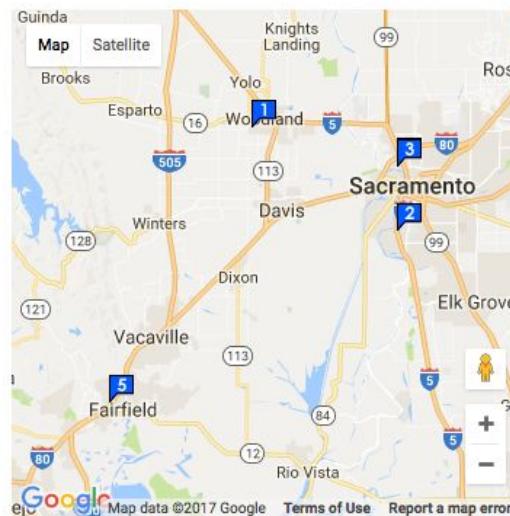
Test Center	Distance*	Directions
<input type="checkbox"/> 1 Woodland Adult Education 575 Hays Street Woodland, California 95695 United States	8.1 mi	Get Directions
<input type="checkbox"/> 2 Sky Walk Inc 6151 Freeport Blvd Suite 158 Sacramento, California 95822 United States	13.6 mi	Get Directions
<input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

About 75 minutes

Two part Examination

- 60 MC
- Short survey about product experience

Minimum passing score 70-75%



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

Looking Towards the Future (Years 2-5)

Lectures
or
Seminars

Write a
Pamphlet

Update
Portfolio

Learn
New
Skills

Be True
to
Company

Recommendation

Short Term

Website
Social Media
Business Plan

Long Term

Deeper Community Relationship
Adobe Certification

The Future is Bright



*Thank You
Questions?*