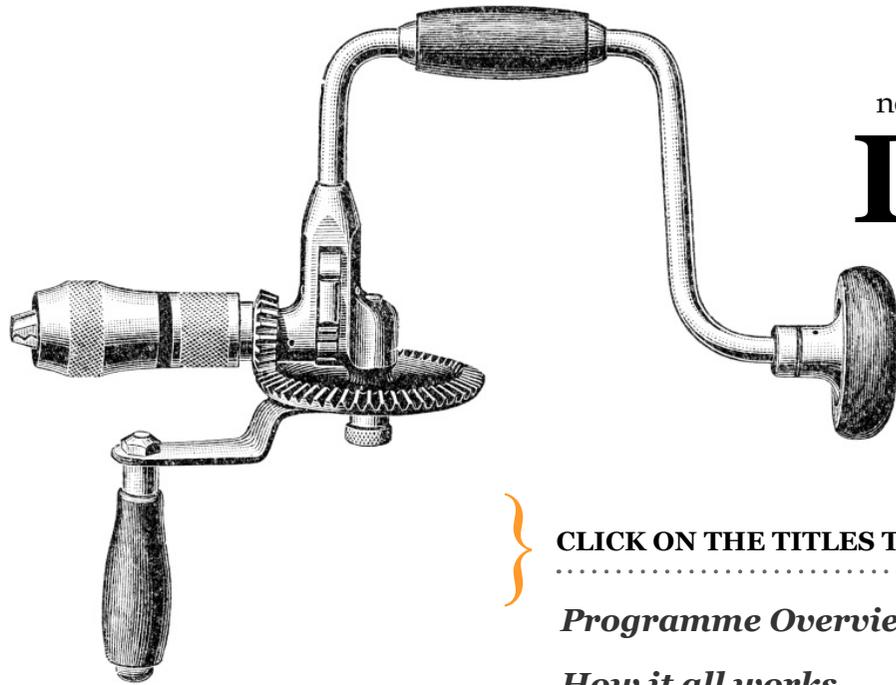# D.I.Y. *motif*

## *2012 programme brief*

**D.I.Y. - [doo-i-cher-self]**
**- adjective abbreviation for do-it-yourself**

**1.**  *the practice of constructing something, by oneself, instead of hiring another to do it.*

no.1

# D.I.Y. *motif.*

## brochure contents

**CLICK ON THE TITLES TO LEARN MORE**

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### *Programme Overview*

### *How it all works*

*We offer 3 Do-It-Yourself Kits:*

**D.I.Y. Branding & Marketing.** Create a brand and marketing plan.

**D.I.Y. Brand Identity.** Design logos, business cards, stationery, brochures.

**D.I.Y. Website.** Build a professional online presence.

*We offer 2 Bootcamps to increase your skill set:*

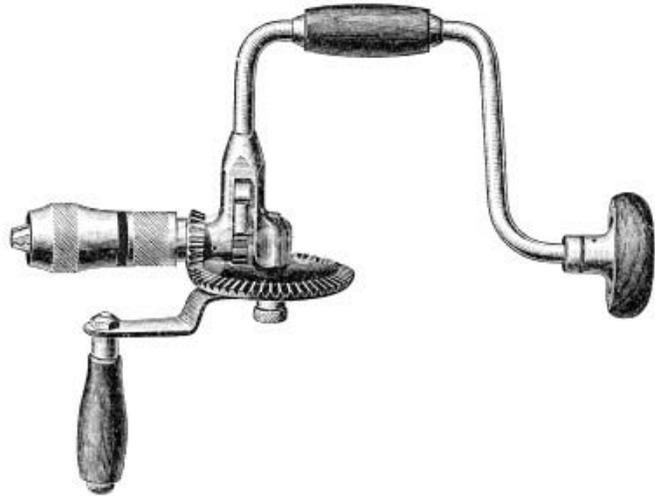**Illustrator 101.** Learn how to draw your logo and artwork on the computer.

**Design 101.** Develop your design sense.

### *About Our Company*

### *About Our Instructors*

### *Contact Us*

# D.I.Y. *motif.*

## We teach you the skills to develop professional & polished promotional materials.

**You** see the value in having a well-designed brand identity and a strong marketing plan to achieve business success. However, as a start-up company, hiring branding professionals is not in your budget ...

**We** have a series of "Do-It-Yourself" classes guiding entrepreneurs through a step-by-step process to learn everything from developing a branding and marketing plan, to designing a logo and creating a simple yet professional website.

### Who would benefit from a D.I.Y. Motif class?

· start-up companies  · young entrepreneurs  · non-profit agencies

## Training programme

We offer three Do-It-Yourself Kit modules. Take one or take all three!

### *branding* DIY

**start with a plan!**

*As experts in marketing, brand identity and business development, we will help you devise concrete strategies to effectively brand and market your product or message.*

**Learn more.**

### *identity* DIY

**create your own brand**

*Learn what makes an effective brand identity. With our guidance, you will create your own logo, brochure, business card and stationery.*

**Learn more.**

### *website* DIY

**put it on the web**

*An online presence is essential in today's world. We guide you through the entire process, from organizing your information, to the design and implementation of the site.*

**Learn more.**

# how it all works

You can take D.I.Y. kits in a group with up to five other students, or choose to do them as an individual. Group sessions are less expensive, but there is not as much one-on-one time alotted.

**See the D.I.Y. kit descriptions on the following pages for a more detailed course outline.**

## Take it in a group.

Our group D.I.Y. kits start off with a kick-off conference call. Assignments are submitted weekly by email. Course instructors will give email feedback on the work submitted. Group participants will be able to view each others work and give constructive feedback.

## Or as an individual.

Taking a D.I.Y. kit course as an individual means more personal attention. The instructor will talk with you weekly in a scheduled half hour Skype call. Assignments will be submitted weekly and email support will be ongoing throughout the course.

## Instructors.

Erynn Nicole Lyster and Caroline Bégin of Urban Motif Design. See the following pages for instructor bios.

## Materials and assignments.

Selected readings and worksheets will be provided electronically as printable PDFs. Assignments will be due each week.

## Bootcamps.

For some kits, participants will need design knowledge and experience with image editing software such as Illustrator. We offer bootcamps which can run concurrently with the D.I.Y. kit content.

## Where and when?

Classes are held online in a combination of Skype calls and email correspondence. In-person classes can also be requested.

## Timeframe and cost.

See individual D.I.Y. Kit pages.

## Tangible deliverables.

Depending on the D.I.Y. Kit, students will complete a branding and marketing plan; design a logo, business card, corporate stationery and brochure; and build a website.

# kit#1 D.I.Y. *branding & marketing*

## define your brand and get to market!

**At the end of this D.I.Y kit students will have:**

- *understood what a brand is and how it can improve their business*
- *defined their brand and created a Branding Plan*
- *defined their target market, researched their competition and created a positioning statement*
- *picked the best business name and tag line*
- *developed a Marketing Plan*
- *determined the marketing materials they will need*

**Module breakdown:**

1. **Who is your company?** *Behind a great company is a great team of people. What is the secret to working effectively with your own team and your potential clients?*
2. **What is a brand?** *Understand brands and the steps to create your own brand.*
3. **Define your market.** *Research your potential customers: who are they? what are they like?*
4. **Position your brand.** *Research your competition & determine how your business is unique.*
5. **Define your brand.** *Revisit your mission, values & vision; identify your "brand character".*
6. **Name your company and create a tagline.** *What makes a great business name and tagline? Does your current name fit the bill? Discover the perfect tagline for your business.*
7. **Write your marketing plan.** *Create the perfect plan.*

**Timeline:** 7 weeks

**Instructor:** Erynn Nicole Lyster
Urban Motif Design

# kit#2 D.I.Y. *brand identity*

## make yourself look good!

**Upon completion of this D.I.Y kit students will have:**

- *created their own logo*
- *designed their business cards*
- *designed their corporate stationery*
- *designed a brochure*

**Module breakdown:**

1. **Anatomy of a logo.** *What makes a good logo? Learn about the different types of logos. Complete the first stage of logo design - the research stage - and come up with ideas to match your brand character.*

2. **Envision your logo.** *Sketch some rough drafts of your logo ideas. You will draw (either on the computer or by hand) your three best logos after receiving feedback from your instructor on your sketches.*

3. **Refine your logo.** *After receiving instructor feedback, you will refine your chosen logo and create usable computer files.\**

4. **Business Card and Stationery Design.** *Design your business cards and letterhead.*

5. **Brochure Text.** *Draft your text for your company's brochure.*

6. **Brochure Design.** *Use an existing template or create your own.\**

7. **The print process.** *With instructor guidance you will create print-ready files and print your business cards and brochure. (Please note, printing costs are not included.)*

**Timeline:** 6 weeks

**Instructor:** Erynn Nicole Lyster
Urban Motif Design

**Recommended: Illustrator and Design 101 Bootcamps.**

*\* Illustrator 101 and Design 101 are recommended for these lessons. For persons who do not want to learn design software, Urban Motif instructors will draw and save your logo as a digital file and place your images and text into a brochure template for an additional cost.*

# kit#3 D.I.Y. *website*

## get online!

**Upon the completion of this D.I.Y kit students will have:**

- *organized the structure of their website*
- *written content for their website*
- *designed their website*
- *launched their website*

**Module breakdown:**

1. **Research.** *Look at your competitors' websites and do a competitive analysis.*
2. **Planning and content.** *Plan your site and draft your written content. Learn about search engine optimization.*
3. **Design your site.** *Recreate your brand online, using web design principles. Find appropriate images and refine the written content for your website.*
4. **Build your website.** *Using an existing template, create your website and upload its content. Learn how you can make changes to the content in the future.*
5. **Launch and course wrap-up.** *Launch your website and spread the word to your network.*

**Timeline:** 5 weeks

**Instructors:**
Caroline Begin and Erynn Nicole Lyster
Urban Motif Design

**Recommended: Illustrator and Design 101 Bootcamps.**

# D.I.Y. *motif* BOOTCAMPS

The Bootcamp courses can run concurrently with the D.I.Y. kits, which enables students to acquire software skills and design knowledge prior to needing them in the main course.

## bootcamp#1  *Illustrator 101 for logos*

**At the end of this Bootcamp students will have:**

- *the skills and knowledge to confidently create their logo and promotional materials using Adobe Illustrator - design-industry standard software.*

## bootcamp#2  *Design 101*

**At the end of this Bootcamp students will:**

- **Discover the importance of typefaces.** *They will understand what feelings and images different fonts invoke and will identify the fonts that best reflect the feeling of their brand.*
- **Understand colour**. *Students will uncover the messages behind different colours and understand the importance of colour when developing a brand. They will determine their corporate colours.*
- **Appreciate layout and design**. *Students will be introduced to relevant design principles and basic layout techniques*
- **Understand the difference between designing for print and online materials.** *Students will learn how to prepare print files and optimize images for the Web.*

**Instructor:** Erynn Nicole Lyster
Urban Motif Design

# URBAN Motif
## DESIGN INC.
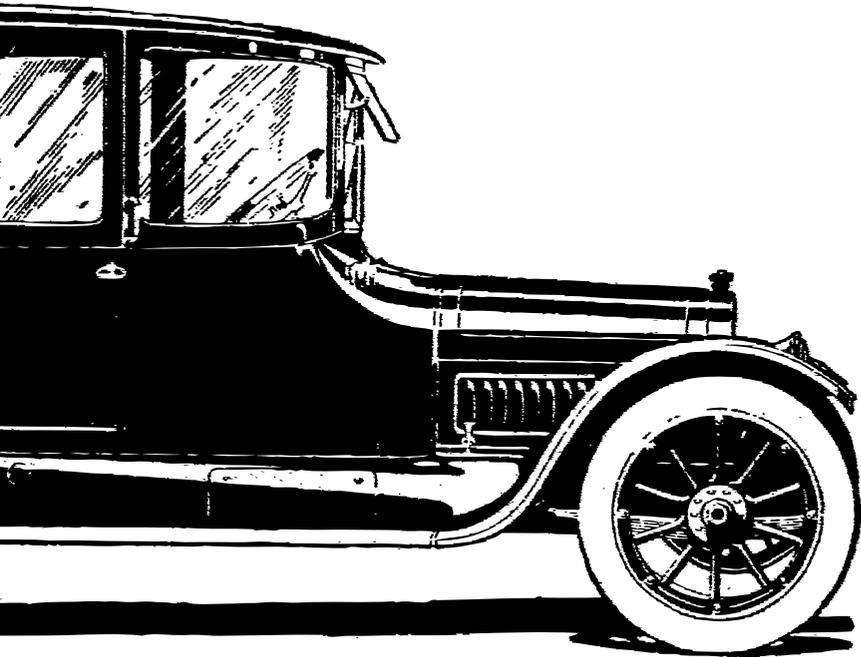
Urban Motif Design Inc. (UMD) emerged in 2007 as a boutique firm specializing in innovative graphic design solutions. UMD designs creative, cohesive and readily recognizable *Brand Identities* for its clients, which include logos, websites, stationery, promotional materials and thematic, branded events.

**For more details about our company, please click here to visit our website.**

### Who are our clients?

UMD works for a diverse clientele who represent an array of occupations, cultures and locales. We have successfully developed professional, creative visual designs for a variety of corporations, non-profit agencies, small businesses and individuals in both Canada and Jamaica.

**Browse our portfolio.**

### Where are we located?

Our creative laboratory is based in Calgary, Canada with a branch in Kingston, Jamaica.

### Giving back

We believe in using sustainable and ethical business practices and work with vendors who also incorporate giving back into their business model. *Something Special Education* is our non-profit arm funded entirely by the profits from Urban Motif Design, and exists to provide underprivileged Jamaican children with the quality of education they deserve. **Click here to learn more about this initiative.**

# URBAN *Motif*
## DESIGN INC.

### *Proprietress and Creative Director*

A graphic designer, Erynn Nicole Lyster is the owner and Creative Director at Urban Motif Design Inc. She holds a degree in humanities and publishing and a master's certificate in print and web design. Erynn Nicole currently resides in Calgary, Alberta, Canada but has lived in Jamaica intermittently for the past eight years, volunteering and working with local women's and children's organizations. She continues to work with businesses and organizations in Kingston, Jamaica.

Erynn Nicole is very familiar with the media and communication landscape. From grassroots, charitable institutions to corporations, she has worked with diverse organizations to create distinct brand identities and help them achieve their marketing goals. She has also taught design courses at the University of the West Indies.

Giving back is very important to Erynn Nicole. In an effort to help children in low-income Jamaican communities get a quality education she started the small non-profit organization "Something Special". She has also devised a unique business model called **Karma *motif*** (more information can be found here) that embraces an entrepreneurial spirit with a social conscience.

*For a more comprehensive overview of Erynn Nicole's professional accomplishments, please click here to view her resume.*

# URBAN Motif
## DESIGN INC.

### *Web Developer*

With her engineering degree and an unstoppable desire to learn, teach and stay up-to-date on the latest online trends, Caroline Bégin is the person responsible for translating designs into working websites with shopping carts and content management systems using HTML, PHP, and jQuery. She is also a Search Engine Optimization (SEO) copywriter who writes and improves web content in order to attain higher search engine rankings.

After growing up in French-speaking Quebec, Canada, Caroline decided to join the Royal Canadian Navy to see the world.  She obtained her degree at the Royal Military College of Canada in Kingston, Ontario, Canada, she briefly lived in Gosport, England after graduation, then moved to Halifax, Nova Scotia, Canada to continue her naval training and to teach at the Canadian Forces Naval Engineering School.  After completing her military service, she moved to Taiwan to teach children English.

Although her desire to travel and explore the world is still very strong, Caroline chose to settle in Calgary, Alberta, Canada in 2005.  She has since devoted her career to web development and is pleased to once again be sharing her knowledge through the website component of the D.I.Y. motif classes.

# thank-you

*we look forward to hearing from you*

*www*.**urbanmotifdesign**.*com*   **info@urbanmotifdesign**.*com*   **403.399.1716**

**URBAN** *Motif*
**DESIGN INC.**