

annelise jarrett
brand book

11th rose
design 

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brand overview

brand positioning statement

For companies and businesses who seek fun and colorful designs to liven up their brand, products, or projects, 11th rose design is a design service that provides one-of-a-kind visuals that stand out. Clients can enjoy unique and vibrant designs tailored to their specific needs.

brand board

AnnElise Jarrett 11th Rose Design the.eleventh.rose@gmail.com 870-565-8920 11throsedesign.myportfolio.com	LOGO	MARK
 @11throsedesign  @AnnElise Jarrett		 LOGOTYPE 
BRAND POSITIONING STATEMENT		
For Art Enthusiasts who seek fun and colorful designs to liven up their businesses and products 11th Rose Design is an Illustration service that provides one-of-a-kind visuals that stand out. Unlike Generative AI alternatives, our product involves a personal touch, ensuring the trustworthiness of human interaction.		
COLOR PALETTE		
		
PATTERNS		TEXTURES
   		   
TYPEFACES		
Avigea ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?,.		Ebrima ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?,.
PHOTOGRAPHY		
   		

visual guidelines

logo



components of logo



mark



logotype

clear space requirements

The clear space is defined by the width of the letter "r" in rose. Nothing should be placed in the border created by the letter "r" as this would reduce the quality of the logo and the brand.



minimum size

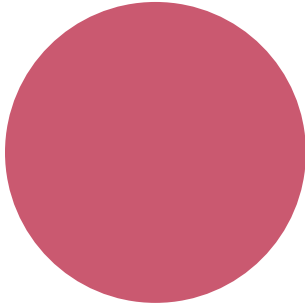
The minimum size for the logo is one inch in width. Anything smaller causes the risk of losing legibility to increase.



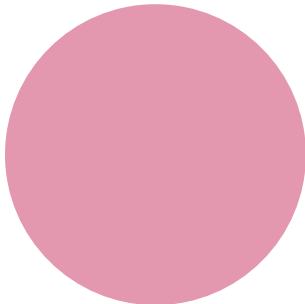
1 inch

colors

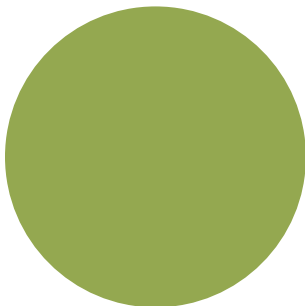
The following colors are acceptable for usage.



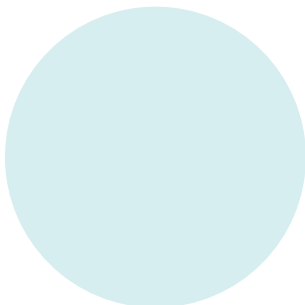
HEX: c95870
RGB: 201R, 88G, 112B
CMYK: 0C, 44M, 35Y, 21K
PANETONE: #C95870



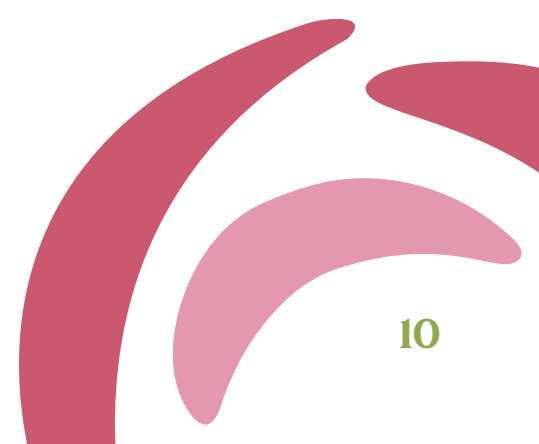
HEX: e498af
RGB: 228R, 152G, 175B
CMYK: 0C, 30M, 21Y, 11K
PANETONE: #E498AF



HEX: 94a851
RGB: 148R, 168G, 81B
CMYK: 8C, 0M, 34Y, 34K
PANETONE: #94A851



HEX: d5edf0
RGB: 213R, 237G, 240B
CMYK: 11C, 1M, 0Y, 6K
PANETONE: #D5EDF0



logo variations

When color is not available, black and white or reverse treatment may be used.



unacceptable logo usage

No inverting of colors. Make sure to keep the colors in their original places.



Mark cannot be used anywhere new. It must remain in the original location.



Do not use colors outside of specified color scheme.



Do not stretch or warp logo in any way that is not within the correct size and proportions already provided.



Do not place logo on illustrative background or photograph



primary typography

sans serif - ebrima

The listed sans serif is the preferred typeface for brand recognition. The Ebrima typeface embodies our warmth and joyfulness.

Aa

Ebrima Bold should be used for headlines, captions, and small amounts of texts.

Ebrima Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?,.

Aa

In comparison, Ebrima Regular should be used for body copy, call-outs, and large amounts of texts.

Ebrima Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?,.

Ebrima is available for free on dafont.com

primary typography

serif - constantia

The use of a serif font is discouraged. If one must use a serif, then they should use Constantia, a common typeface.

Aa

Constantia Bold should be used for headlines, captions, and small amounts of texts.

Constantia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!?,.

Aa

In comparison, Constantia Regular should be used for body copy, call-outs, and large amounts of texts.

Constantia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!?,.

alternate typography

sans serif - arial

If our preferred typeface is unavailable, please use Arial Bold and Arial Regular to replace both Ebrima Bold and Regular.

Aa

Arial Bold should be used for headlines, captions, and small amounts of texts.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!?,.

Aa

In comparison, Arial Regular should be used for body copy, call-outs, and large amounts of texts.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!?,.

alternate typography

serif - times new roman

If our preferred typeface is unavailable, please use Times New Roman Bold and Times New Roman Regular to replace both Constantia Bold and Regular.

Aa

Times New Roman Bold should be used for headlines, captions, and small amounts of texts.

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!?,.

Aa

In comparison, Times New Roman Regular should be used for body copy, call-outs, and large amounts of texts.

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!?,.

buisness card

11th rose
design 

annelise jarrett

the.eleventh.rose@gmail.com

11throdedesign.myportfolio.com

870-565-8920

 11throdedesign






 annelise jarrett

letterhead



Letterhead

The top margin must be 1.7 inches, with the side margins being 0.5 inches. The bottom margin must be 0.25 inches with the side margins being 0.5 inches. Use the preferred typeface for all body text. Set this font at 9 pts. And use 0.125 pt. space between the lines of text.

		
	<p>02/21/2024</p> <p>Dear Mr. Farris,</p> <p>I write this letter to express my interest in the Graphic Designer position advertised on your company's website. Having meticulously honed my skills through the pursuit of a Bachelor of Fine Arts in Graphic Design at Arkansas State University, I am confident that my unique blend of innovative artistic vision and technical proficiency can significantly contribute to your dynamic team.</p> <p>After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, photography, and illustration will allow me to play a crucial role in implementing your design, print, and marketing initiatives.</p> <p>The following are highlights of my skills and accomplishments:</p> <ul style="list-style-type: none">• Multiple years of experience growing a freelance illustration side hustle allows me to understand client acquisition and relationship-building. My present successful niche is pet portraiture for clients.• I have designed identities for multiple businesses, but prefer to lend my skills to independently owned shops. The logo I created for a local salon was made into high-quality indoor signage, significantly increasing customer awareness.• I actively engage in art competitions to gain exposure and continue developing my skills. An illustration I completed won the prestigious "Best of Show" in the Congressional Art Competition and was then prominently displayed in the U.S. Capitol for an entire year. <p>Enclosed are my resumé and references for your review. You may also view my portfolio of work at 11throsedesign.myportfolio.com or learn more about me on Instagram @11throsedesign. I welcome the opportunity to discuss how my skills and strengths can best serve your company. I will contact you this week or please feel free to reach me at 870-565-8920 or the.eleventh.rose@gmail.com.</p> <p>I look forward to speaking with you and appreciate your valuable time and consideration.</p> <p>Sincerely,  AnnElise Jarrett</p>	
	<p>  11throsedesign 11throsedesign.myportfolio.com  annelise.jarrett</p>	

website favicon



social media



11throdedesign

Edit profile

View archive

Ad tools



212 posts

212 followers

156 following

AnnElise Rose Jarrett

Graphic Designer

🌹 Digital artist | Illustrator | Designer

🐾 I adore nature, animals, & cutesy styles

🌹 Ready to bring your ideas to life!

the.eleventh.rose@gmail.com

🌐 11throdedesign.myportfolio.com + 1

email sign-off

annelise jarrett

graphic designer

11th rose design



870-565-8920



the.eleventh.rose@gmail.com



11throdedesign.myportfolio.com



resume



education

Bachelor of Fine Arts in Graphic Design
Arkansas State University | GPA 3.8

relevant courses

- Advanced Digital Illustration
- Photography
- Professional Practice
- Identity Systems
- Portfolio Capstone

scholarships

2020 Art Scholarship Grant In Aid
2021 Challenge/Lottery Trad 4
2021 Red Wolves Grant
2021 AState Heritage Grant

software skills

- Advanced Digital Illustration
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Fresco
- Adobe XD

annelise jarrett

📞 870.565.8920
✉ the.eleventh.rose@gmail.com
🌐 11throsedesign
👤 AnnElise Jarrett
🌐 11throsedesign.myportfolio.com

professional experience

May 2019 - Present

Freelance Artist | Multiple Clients | Paragould, Arkansas

- Specialize in pet portraits and logos for various clients.

June 2022

Freelance Designer | Vice Hair Salon | Jonesboro, Arkansas

- Designed logo.
- Created vinyl stickers for entrance and interior.

Fall 2019

Illustrator | Darla McCreless | Paragould, Arkansas

- Created illustration based on client's dog using traditional dry media.

awards

February 2024 | **AAF NEA** | Gold Chapter Student Addy

- Elements of Advertising - Illustration single

February 2024 | **AAF NEA** | Student Chapter People's Choice

- Elements of Advertising - Illustration single

April 2020 | **AYAA, Arkansas Young Artist Association**

- First place in Scratchboard/Silverpoint Realistic Category - Illustration of iguana.

May 2020 | **The Congressional Institute**

- Finalist in painting category - "Roar" painting of lion.

April 2019 | **Governor's Young Artist Competition**

- Photography, "Journey's End" displayed in Governor's Mansion, Arkansas.

May 2018 | **The Congressional Institute** | Best of Show

- Illustration, "Reflections," displayed in the U.S. Capitol.

references

Available upon request.

May 2024 resume. Recent version available online.

references

references



references

James Jumper

Art Teacher
Greene County Tech High School
4601 Linwood Drive, Paragould, AR 72450
james.jumper@gctsd.k12.ar.us
870.809.4783
Relationship - Professional Mentor

Emily Britt

Cosmetologist
Platinum. Hair Salon
3800 S Caraway Rd suite 14 Jonesboro 72404
emilykate1177@gmail.com
870.212.3599
Relationship - Client

Candia Gray

Sales Floor Dept. Supervisor
Lowe's
212 N 23rd St, Paragould, AR 72450
candia.gray@store.lowes.com
870.586.2000
Relationship - Supervisor

 11throsedesign 11throsedesign.myportfolio.com  annelise.jarrett

correspondence

cover letter



02/21/2024

Dear Mr. Farris,

I write this letter to express my interest in the Graphic Designer position advertised on your company's website. Having meticulously honed my skills through the pursuit of a Bachelor of Fine Arts in Graphic Design at Arkansas State University, I am confident that my unique blend of innovative artistic vision and technical proficiency can significantly contribute to your dynamic team.

After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, photography, and illustration will allow me to play a crucial role in implementing your design, print, and marketing initiatives.

The following are highlights of my skills and accomplishments:

- Multiple years of experience growing a freelance illustration side hustle allows me to understand client acquisition and relationship-building. My present successful niche is pet portraiture for clients.
- I have designed identities for multiple businesses, but prefer to lend my skills to independently owned shops. The logo I created for a local salon was made into high-quality indoor signage, significantly increasing customer awareness.
- I actively engage in art competitions to gain exposure and continue developing my skills. An illustration I completed won the prestigious "Best of Show" in the Congressional Art Competition and was then prominently displayed in the U.S. Capitol for an entire year.

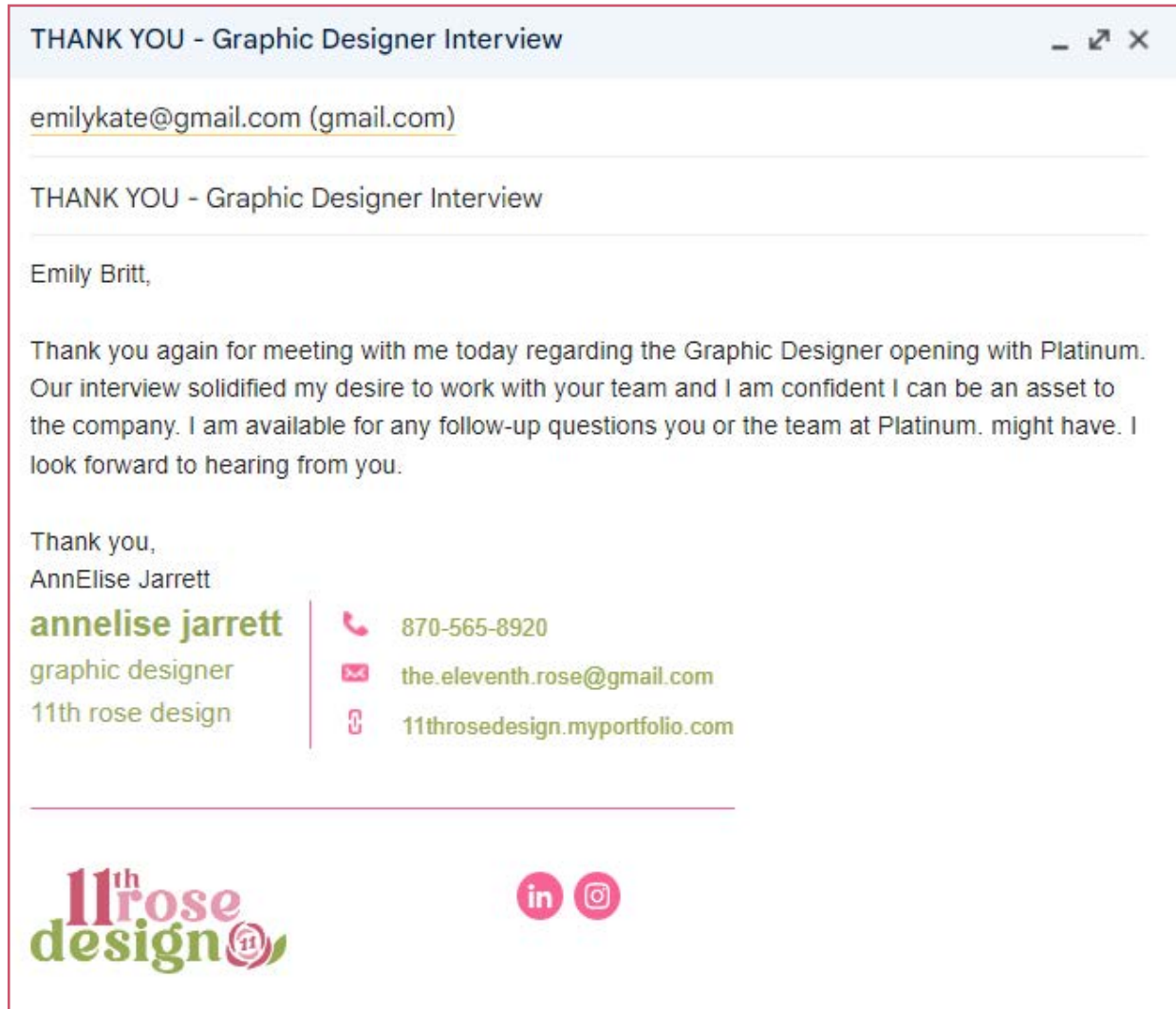
Enclosed are my resumé and references for your review. You may also view my portfolio of work at uthrosedesign.myportfolio.com or learn more about me on Instagram [@uthrosedesign](https://www.instagram.com/uthrosedesign). I welcome the opportunity to discuss how my skills and strengths can best serve your company. I will contact you this week or please feel free to reach me at 870-565-8920 or the.eleventh.rose@gmail.com.

I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

AnnElise Jarrett

thank you email



website

home


<https://11throsedesign.myportfolio.com/>



about me

11th rose design

ABOUT ME RESUME HOME WORK CONTACT



Hello, I'm AnnElise Rose Jarrett, and yes, my middle name has been the spark behind the essence of my brand identity. As a lifelong creative, I've found joy in bringing ideas to life and drawing inspiration from the world around me. Art has always held a special place in my heart, igniting a passion that has driven me since childhood.

From the earliest moments, I knew I wanted to forge a career in the world of art. It was the one path that felt true to who I am and what I could offer. Now, here I am, dedicated to turning that dream into reality and eager to share this journey with others.

At 11th rose design, my mission is simple: to cultivate a space where creativity flourishes and collaboration thrives. Whether you're an artist, a dreamer, or simply someone looking to explore their creative side, I invite you to join me on this adventure. Together, let's turn ideas into art and experiences into memories.

Thank you for being a part of this journey. Let's create something beautiful together.

Powered by Adobe Portfolio

↑

11throse design

ABOUT ME RESUME HOME WORK CONTACT

resume

11throse design

education
Bachelor of Fine Arts in Graphic Design
Arkansas State University | GPA 3.8

relevant courses

- Advanced Digital Illustration
- Photography
- Professional Practice
- Identity Systems
- Portfolio Capstone

scholarships

- 2020 Art Scholarship Grant in Aid
- 2021 Challenge/Lumery Trust 4
- 2021 Ned Welnes Grant
- 2021 ASU Heritage Grant

software skills

- Advanced Digital Illustration
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Fresco
- Adobe XD

annelise jarrett
970.361.8930
www.annelisejarrett.com

professional experience

May 2019 - Present
Freelance Artist | Multiple Clients | Paragould, Arkansas

- Specialize in pet portraits and logos for various clients.

June 2022
Freelance Designer | Vice Hair Salon | Jonesboro, Arkansas

- Designed logo.
- Created vinyl stickers for entrance and interior.

Jan 2021
Illustrator | Darla McCreless | Paragould, Arkansas

- Created illustration based on client's dog using traditional dry media.

awards

February 2024 | **AAF NEA** | Gold Chapter Student Aidy

- Elements of Advertising - Illustration single

February 2024 | **AAF NEA** | Student Chapter People's Choice

- Elements of Advertising - Illustration single

April 2020 | **AYAA, Arkansas Young Artist Association**

- First place in Scratchboard/Silverpoint Realistic Category - Illustration of sparis.

May 2019 | **The Congressional Institute**

- Finalist in painting category - "Roar" painting of lion.

April 2019 | **Governor's Young Artist Competition**

- Photography - "Journey's End" displayed in Governor's Mansion, Arkansas.

May 2018 | **The Congressional Institute** | Best of Show

- Illustration - "Reflections" displayed in the U.S. Capitol

11throse design

education
Bachelor of Fine Arts in Graphic Design
Arkansas State University | GPA: 3.8

relevant courses

- Advanced Digital Illustration
- Photography
- Professional Practice
- Identity Systems
- Portfolio Capstone

scholarships

- 2020 Art Scholarship Grant in Aid
- 2017 Challenge Lottery Fund 4
- 2017 Best Website Grant
- 2017 ASU State Heritage Grant

software skills

- Advanced Digital Illustration
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Fresco
- Adobe XD

annelise jarrett

- 570.565.8800
- theeventspace@gmail.com
- 11throsedesign
- Annelise Jarrett
- 11throsedesign.myportfolio.com

professional experience

May 2019 - Present
Freelance Artist | **Multiple Clients** | Paragould, Arkansas

- Specialize in pet portraits and logos for various clients.

June 2022
Freelance Designer | **Vice Hair Salon** | Jonesboro, Arkansas

- Designed logo.
- Created vinyl stickers for entrance and interior.

Feb 2019
Illustrator | **Darla McCreless** | Paragould, Arkansas

- Created illustration based on client's dog using traditional dry media.

awards

February 2024 | **AAAF NEA** | Gaskl Chapter Student Addy

- Elements of Advertising - Illustration single

February 2024 | **AAAF NEA** | Student Chapter People's Choice

- Elements of Advertising - Illustration single

April 2023 | **AYAA, Arkansas Young Artist Association**

- First place in Scratchboard/Silverpoint Realistic Category - Illustration of iguana.

May 2023 | **The Congressional Institute**

- Finalist in painting category - "Rear" painting of lion.

April 2021 | **Governor's Young Artist Competition**

- Photography, "Journey's End" displayed in Governor's Mansion, Arkansas.

May 2018 | **The Congressional Institute** | Best of Show

- Illustration, "Reflections," displayed in the U.S. Capitol.

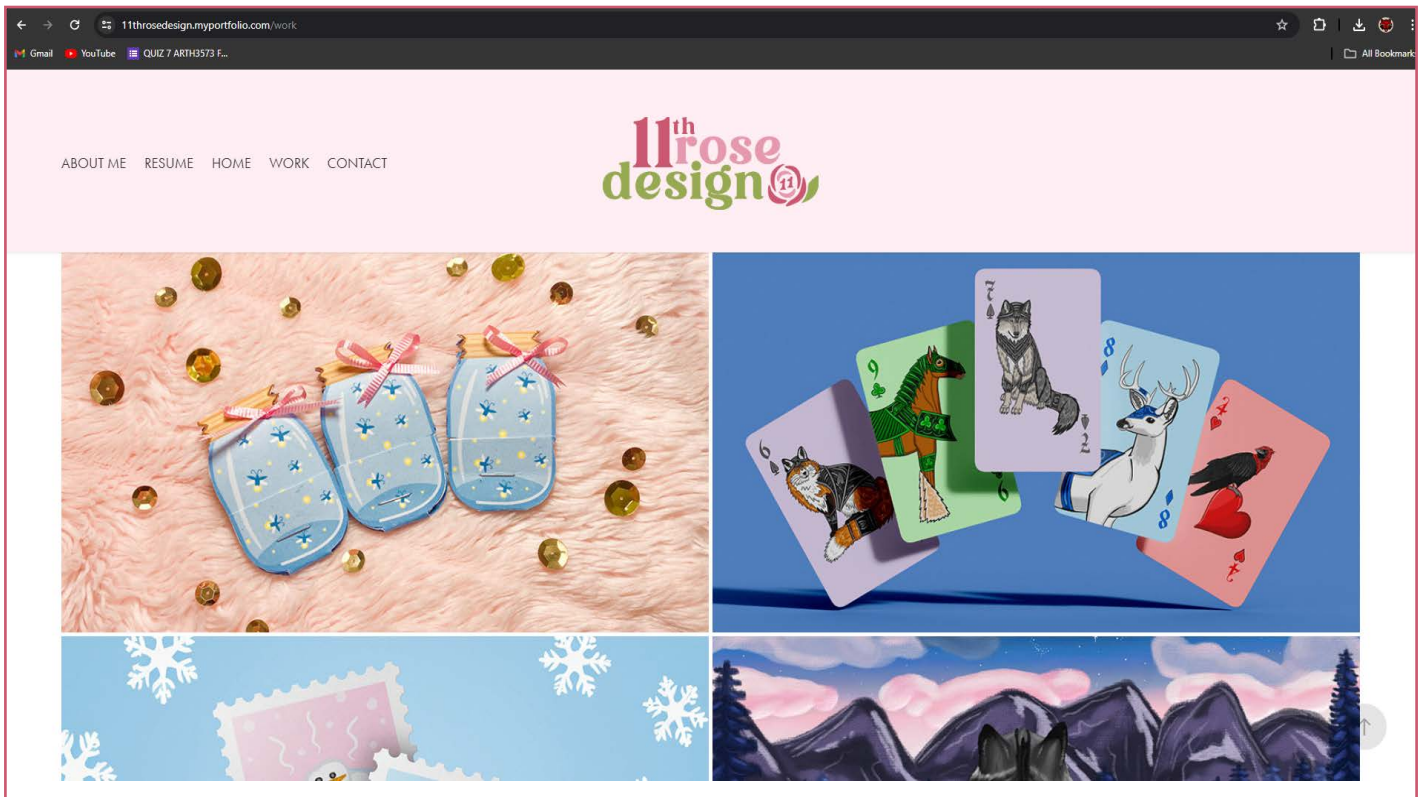
references
Available upon request.

DOWNLOAD

Powered by Adobe Portfolio

↑

work



contact

The screenshot shows a contact form on a website. The browser's address bar displays "11throsedesign.myportfolio.com/contact". The website's navigation menu includes "ABOUT ME", "RESUME", "HOME", "WORK", and "CONTACT". The logo for "11th rose design" is prominently displayed. The form consists of three input fields: "NAME *", "EMAIL ADDRESS *", and "MESSAGE *". Each field has a placeholder text: "YOUR NAME...", "YOUR EMAIL ADDRESS...", and "YOUR MESSAGE...". A green "SUBMIT" button is located below the message field. At the bottom of the page, it says "Powered by Adobe Portfolio" and there is an "up" arrow icon in the bottom right corner.

social media

mission statement

At 11th rose design, we leverage social media to connect with fellow graphic designers, illustration enthusiasts, and potential clients, inspiring our community and cultivating our brand identity. Through compelling content and authentic interactions, we aim to build meaningful relationships with like-minded creatives who appreciate the value of our services, as well as with potential clients seeking quality design solutions. Our mission is to promote creativity and artistic expression while staying true to our unique personality, interests, and values. Join us as we use social media to share our passion for graphic design and illustration, and spread the joy of creativity far and wide.

content calendar


sunday	monday	tuesday	wednesday	thursday	friday	saturday
 <p>12am Post work. #studiosunday</p>	 <p>8am A reel showing me working on something while listening to music.</p>	 <p>8am Post quick idea. #tinkeringtuesday</p>	 <p>8am A reel of a timelapse of my work.</p>	 <p>8am Educational post (tutorial)</p>	 <p>8am Shout out peers.</p>	 <p>12am Sketch day! #sketchbooksaturday</p>
 <p>5pm Check/Reply to comments</p>	 <p>12pm WIP post.</p>	 <p>12pm Finished post of new work.</p>	 <p>12pm Post work of inspirational lyrics from a song I love, with a doodle. Tag a music account.</p>	 <p>12pm Design post.</p>	 <p>12pm Post of doodle. #doodle</p>	 <p>6pm Check/Reply to comments</p>
 <p>6pm Schedule content for the following week.</p>	 <p>2pm Career update.</p>		 <p>2pm Instagram mention post.</p>		 <p>2pm Instagram mention post.</p>	
	  <p>7pm Check/Reply to comments</p>	 <p>7pm Check/Reply to comments</p>	  <p>7pm Check/Reply to comments</p>	 <p>7pm Check/Reply to comments</p>	  <p>7pm Check/Reply to comments</p>	

instagram

@11throsedesign

profile

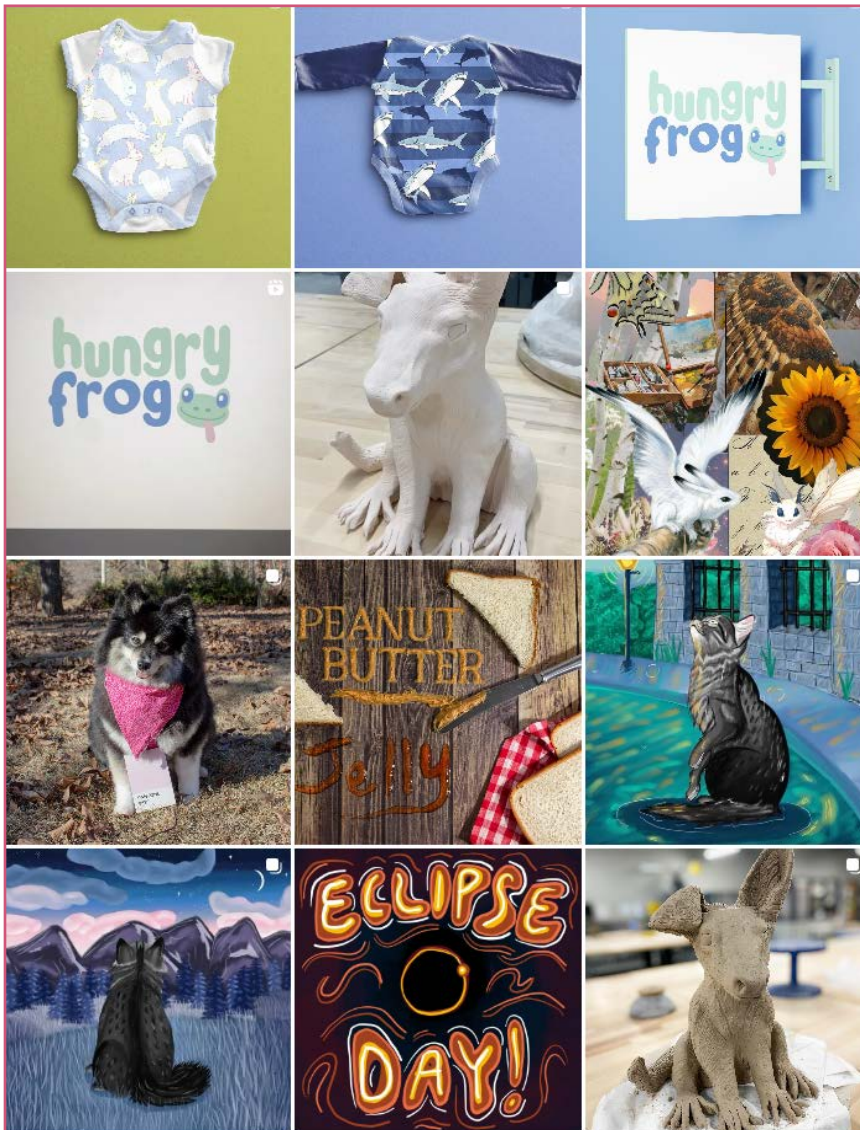


11throsedesign [Edit profile](#) [View archive](#) [Ad tools](#) 

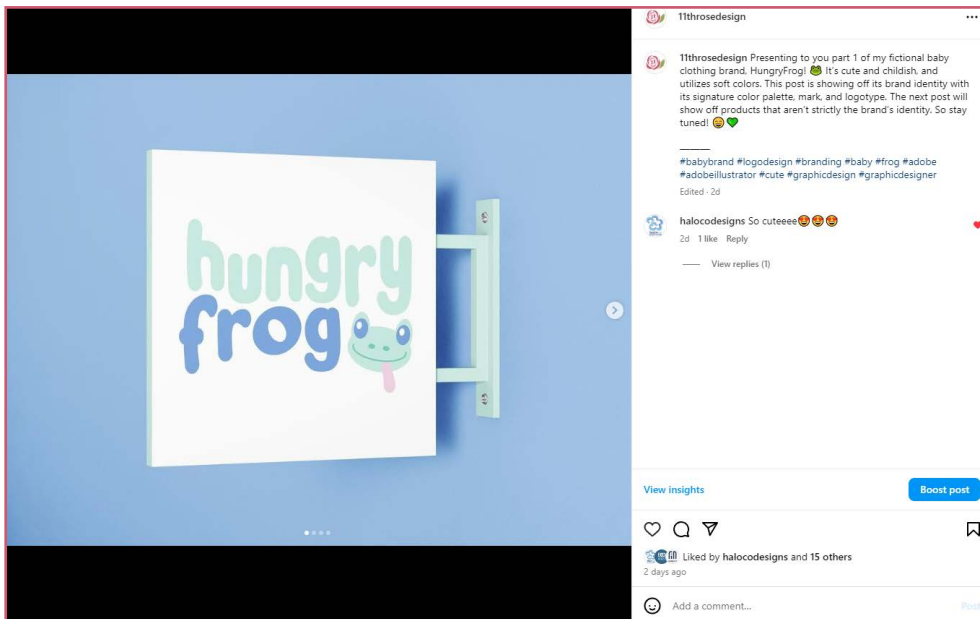
212 posts 212 followers 156 following

AnnElise Rose Jarrett
Graphic Designer
👉 Digital artist | Illustrator | Designer
🐾 I adore nature, animals, & cutesy styles
👉 Ready to bring your ideas to life!
the.eleventh.rose@gmail.com
🌐 11throsedesign.myportfolio.com + 1

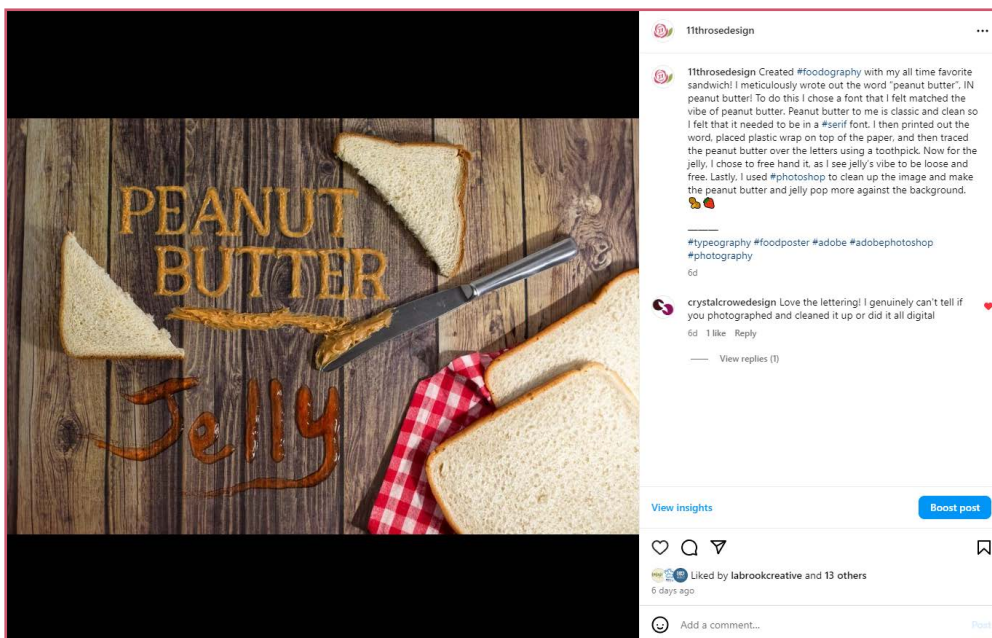
feed



instagram posts





Following my content calendar, I shared a finished post of new work.




Following my content calendar, I shared a design post.

linkedin


[AnnElise Jarrett](#)




AnnElise Jarrett 


Student at Arkansas State University

Paragould, Arkansas, United States · [Contact info](#)

 Arkansas State University

Education


 **Arkansas State University**
Graphic Design
2020 - 2024

 Adobe Fresco, Graphic Design and +4 skills

linkedin posts

 **AnnElise Jarrett** • You
Student at Arkansas State University
1w • Edited • 

I am thrilled to share that in February, I was awarded a gold ADDY from the Northeast Arkansas American Advertising Awards, along with the people's choice award for my illustrated seamless pattern. This pattern h...see more




  Shiqi Zhong and 10 others

 Like  Comment  Repost  Send

 176 impressions [View analytics](#)


Following my content calendar, I shared a career update on LinkedIn.


linkedin posts

 **AnnElise Jarrett** • You
Student at Arkansas State University
5d • 🌐

I really love how this turned out! Check it out on my Instagram! :)

<https://lnkd.in/eU8W-nsq>




 **11throsedesign** Edited • 6d

Presenting to you part 1 of my fictional baby clothing brand, HungryFrog! 🐸 It's cute and childish, and utilizes soft colors. This post is showing off its brand identity with its signature color palette, mark, and logotype. The next post will show off products that aren't strictly the brand's identity. So stay tuned! 🥰


[View insights](#) [Boost post](#)





👍 🗨️ 📌
👤 17 likes
6 days ago


 Add a comment...




AnnElise Rose Jarrett on Instagram: "Presenting to you part 1 of my fictional baby clothing brand, HungryFrog! 🐸 It's cute and childish, and utilizes soft colors. Thi..."

instagram.com

 Morgan Jones and 1 other

 Like  Comment  Repost  Send

 57 impressions [View analytics](#)

 Add a comment...  

Following my content calendar, I shared one of my instagram posts on LinkedIn.

behance

@11throdesign



11th rose design

Graphic Designer/Digital Illustrator



AnnElise Jarrett

<https://11throdesign.myportfolio.com/>

📍 AR, USA

Project Views	142
Appreciations	7
Followers	1

ON THE WEB

 LinkedIn 



 Instagram 



FOCUS

Graphic Design, Illustration, Graphic Art,
Product Design

MEMBER SINCE: APRIL 5, 2022

11th rose design
Graphic Designer/Digital Illustrator
AnnEise Jarrett
<https://11throsedesign.myportfolio.com/>
9 AR, USA

[Edit Your Profile](#)
[Edit Adobe Portfolio](#)

Hire 11th rose
Looking For Opportunities?
Add our new 'hire' section to your profile to let visitors know that you're looking for new opportunities.
[Edit Availability](#)

Project Views: 142
Appreciations: 7
Followers: 1

ON THE WEB
[LinkedIn](#)
[Instagram](#)

FOCUS
Graphic Design, Illustration, Graphic Art, Product Design

Work Services Adobe Stock Livestreams Moodboards Appreciations Your Stats Drafts (1)

Try Behance Pro
Advanced analytics, 0% platform fees, and more features to grow your creative career.
Start your 7 day free trial Not Now

Views by Location
United States: 384 Views
Australia: [unspecified]
United Kingdom: 327 Views
Germany: [unspecified]

Recent posts by users:
Kathy Tiu (Yesterday)
Zach Anderson (4 days ago)
Clément Martin (1 week ago)

Grid of illustrations:
1. Blue and white patterned cards on a pink background.
2. A collection of colorful cards with various illustrations.
3. A pink card with a white cat illustration and snowflakes.
4. A black silhouette of a bear in a snowy landscape.
5. The word 'FINTRANCE' in green and white.
6. A white owl with spread wings on a dark background.
7. The words 'SULFUL VIBES' in colorful, stylized letters.
8. A red cardinal perched on a branch with blue flowers.

business plan

buisness plan a

BUSINESS PLAN A | GRFX-4503 PROFESSIONAL PRACTICE | SPRING 2023

Identity:

What's your full name?

AnnElise Rose Jarrett

Would you like to create a brand that refers to you as a person or you as a thing? In other words, do you want to have a business that is known by your name or by another name?

I would like to have part of my name in it to relate it to me but without it being too obvious.

What is the location of your business? If you do not know yet, state your ideal location. Or you could explain something like "A large city in the U.S." or "A medium-sized city in the northeast region of the U.S."

Anywhere near north Arkansas.

Where would you rather work (when the pandemic clears and you have a choice)? Virtual from home or at a physical office?

Hybrid because I like how flexible it can be, and I like the benefits of both being at home and going to work.

S.W.O.T.

A S.W.O.T can help you assess the strengths and opportunities you currently have so you can map the shortest path to your goals. It will also help you understand any obstacles in your path, whether they are outside of you, or internal. Creating a S.W.O.T analysis of your creative business can be extremely useful as a way of identifying potential difficulties and opportunities for your business and for yourself.

- **Strengths and Weaknesses** are internal aspects of you and your business.
- **Opportunities and Threats** are external aspects of you and your business.

Use each section to identify problems and solutions in other sections. You can use your strengths to spot related weaknesses (EX "I am well-organized" is a strength, "I am too rigid" is a related weakness), then use that weakness to identify an opportunity, and so on. Think laterally when you are doing your SWOT analysis. Don't get caught up in analysis the whys of these, just jot them down as you think of them. Brainstorm!

For an example, [CLICK HERE](#).

- S - Strengths (internal/personal aspects that give you an advantage):

1. Empathetic
2. Creative Thinker
3. Hard Worker
4. Determined
5. Friendly

- O - Opportunities (external/public – new services, products or markets for you to consider):

6. Illustrations/Drawing
7. Art licensing
8. Book design/layout
9. Local Business design

- W - Weaknesses (internal/personal aspects that might hinder you or cause problems):

10. Lack of communication
11. Time management
12. Fear of the unknown
13. Lack of connections

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- T - Threats (external/public – EX competition, government regulations, money, tech?):
 14. Not enough funding
 15. Not having the materials needed like programs and technology
 16. Part time freelancer
 17. Lack of opportunities
 18. Making a livable wage
 19. Ai

YOUR MISSION:

What drives you? What keeps you motivated? What are you passionate about?

I find enjoyment in bringing to life the ideas that spring to mind. This act of creation is my driving force; I aspire to share my personal creations with the world. What keeps me motivated is my passion for art—it's the activity in which I feel the most comfortable. This passion propels me to pursue what I love.

What is important to you in business?

For example, what are your ethics, values and reasons for being in this profession? Do you have creative work you specifically want to do? Answer this as if money or job availability didn't matter.

In business, what is important to me revolves around a sense of purpose. I am drawn to this profession because I believe it is my true calling, and I can't envision myself pursuing anything other than art and design. My primary motivation is to utilize my drawing abilities, with a specific focus on illustrating for businesses, individuals, and personal projects. Ethically, I am driven by the desire to inspire others through my art.

YOUR FUTURE:

Where do you see yourself in 5 years? Not just location or "successful", but how will you be living?

In five years, I would like to be out on my own living in a small apartment or renting a little house. I will be living with my dog and hopefully my husband. I'd really liked to be married by 27, but I'm not sure where life will take me, so my dog might end up being my only roommate by then. Professionally, I hope to be in a role that allows me to express creativity, engage in creation, and contribute to design. Alongside my primary job, I aim to undertake freelance work, with the aspiration that my personal business will be in its early stages of growth, attracting clientele.

Where do you see yourself in 10 years?

In 10 years, I would like to be even more independent. Maybe living further from my family once I've gained enough confidence in myself. Though I still don't want to be so far away that it is difficult to go see them. I would like to be living somewhere that has mountains, gets snow, and has a good sized population of Jonesboro or bigger. I hope to have a family of my own, at least one kid. I hope to have a job that allows me to be creative. One that challenges me creatively but also pays well enough that I am not having to struggle paycheck to paycheck. Additionally, I intend to continue freelancing—whether my primary job offers more freelance opportunities or my own business has expanded to offer a more substantial workload.

How are you going to make this 10-year goal happen?

I will achieve this 10-year goal by saving money, working diligently, and consistently developing my skills. Patience will be key, and I am committed to putting my best foot forward throughout the journey.

YOUR PRODUCTS AND SERVICES:

Examine yourself and your skills before you start trying to find employment, whether that be through freelance and/or working for a company. You want to look for avenues and opportunities which play to your strengths.

Pick from this list and/or add additional items. After each one listed, describe what you offer in relation to this item. Specifically answer what your qualifications are in these areas and what factors will give you competitive advantages or disadvantages. You should have at least 3 items.

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Advertising, Advocacy, Animation, Logo Design, Design Systems, Collateral, Marketing Strategy, Print Design, Book Covers, Social Media, Political Causes, Coding, Apps, Web, Drawing/Illustration, Fashion, Film/Video, Gaming, Motion Graphics, Interiors/Buildings, Performance, Photography, Painting, Illustration, Sculpture, Murals, Music Composition, Writing, Public Speaking, Teaching, Event Planning, Sales, Writing, UI/UX, Social Media Content Creation (Platform?), Analytics, Creative Strategy, Problem-Solving, Mediation, Non-Profit (501c3) Experience, Grant-Writing, Entrepreneurship

Strength 1:

Drawing/Illustration

Qualifications & Competitive Advantages:

I possess the skill to create images through both traditional hand-drawing and digital techniques. I am proficient in utilizing various artistic media for my work. In addition to these capabilities, I bring qualifications and competitive advantages such as creativity, versatility, attention to detail, conceptual thinking, understanding of composition, and strong digital skills.

Strength 2:

Book Covers

Qualifications & Competitive Advantages:

I have the basic skills needed for Graphic Design. I am able to use Adobe Illustrator, Adobe Fresco, Indesign, and Photoshop. I have some typography knowledge for book titles. This could be a potential way to get me jobs for publications or author's.

Strength 3:

Creative Writing

Qualifications & Competitive Advantages:

I write poems with rhyme schemes along with a few songs and fictional stories. This gives me an original voice when it comes to my work. It can also add another layer of depth to what I can do for my art, like being able to both write and illustrate a book. Or it can also give me the ability to contribute to projects creatively past just illustration.

Strength 4:

Print Design

Qualifications & Competitive Advantages:

I know digital programs for digital illustration, so I can come up with my own unique designs for companies who want their products to stand out. I can work with illustration licensing to design things from curtains, blankets, cups, pajamas, etc. Basically anything that needs a design on it I can create a design for.

YOUR COMPETITION:

Explain what you think your direct competition might be in relation to the following. Describe the qualities of an imagined person/group who would be competition. In other words, who would be hired instead of you?

Creativity/Ideation:

They have really interesting and unique designs that I would have never thought of but wished I did. Another kind of competitor would be Ai, where companies or potential employers use Ai for designs and art rather than a human designer.

Training:

They received a more extensive graphic design education, including in-depth training in coding, animation, website design, storyboarding, typography, and various design software. This diverse skill set sets them apart and makes them a strong competitor.

Experience:

They grew up in the city, they know the ins and outs of that life and marketing. They have 10 plus years of experience in the design industry. They have many connections and they are very social and easy to talk to.

Specialty:

Their specialty is that they are fantastic at communication as well as being very skilled in illustration. They don't need any

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guidance they know exactly what they are doing and how to do it. They are so skilled that most other designers wouldn't even be able to get a job at the place this person was employed because all the important design positions would be filled by them.

YOUR CLIENTS (VIA FREELANCE AND/OR FOR COMPANY AT WHICH YOU WORK):

Who is your ideal client(s)?

For example, is it a small local business owner with a new shop or do you want to do contract work for huge corporations with a ton of existing brand equity? Would you rather work an in-house shop instead of having multiple clients? OR do you want to do work for a non-profit or do some other form of advocacy all the time?

My ideal clients are people who value and resonate with my personal artistic style, seeking to collaborate on projects that reflect that aesthetic. Additionally, I aspire to establish long-term relationships with businesses where I am employed. My focus would extend towards book illustrations and illustration licensing, aligning with my passion and skill set.

Will the ideal client give you little or full control over the project scope?

Do you like a lot of direction or a little? If it's in the middle, be specific in your answer.

I prefer clients who have a general idea of their preferences without being overly rigid. It's important for me to understand their guidelines and then collaborate with them in a flexible manner, ensuring we work together to achieve the desired outcome.

Much of the information on this sheet has been paraphrased or pulled directly from the following sources:

- <http://brentgalloway.me/want-to-freelance-successfully-write-a-business-plan-sample>
- <https://millo.co/17-tips-for-effective-freelance-business-planning>
- https://creativeplusbusiness.com/wp-content/uploads/2014/02/TEMPLATE_Business_Plan_for_Creatives.pdf
- <https://www.policygenius.com/blog/freelancers-taxes-quarterly-annually/>
- <https://carriedfils.com/wp-content/uploads/2014/05/Roadmap-to-Your-Freelance-Business-Plan.pdf>
- <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

buisness plan b

BUSINESS PLAN B | GRFX-4503 PROFESSIONAL PRACTICE

1

What's your full name?

AnnElise Rose Jarrett

City:

St. Louis

YOUR FINANCIAL PLAN:

A traditional financial plan for business consists of the following at a minimum:
12-month profit and loss projection; cash-flow projection; projected balance sheet; and break-even calculation.
This project will not be so demanding, nor specific.

COST-OF-LIVING ANALYSIS:

What are your minimum EXPENSES in relation to your business per month?

If the costs you acquire are per quarter or year, do the math for the monthly cost.

Cost of basic Health Insurance:

\$594/month valuepenguin.com

Cost of Equipment (Software and Hardware):

\$59.99/month [Adobe Creative Suite](#)

Cost of Website:

\$0 Adobe Portfolio ([Included with Adobe Creative Suite](#))

Cost of Continued Education

\$39.99 [LinkedIn Learning](#)

Cost of Estimated Quarterly Taxes Set Aside Per Month (1/3 rule set aside 4 times a year):

\$1,389

TOTAL ESTIMATED COST PER MONTH:

\$2,082

What are your minimum projected PROFITS in relation to your business and its expenses per month?

Replace **month** with **year** or **quarter** to match expenses if necessary.

How much will you charge?

I will charge an hourly rate of \$40

How many days of the week will you work?

I will work 5 days per week.

How many hours per week do you expect to be billable?

40 hours per week

TOTAL ESTIMATED PROFIT PER MONTH:

\$4,318

financial forms

estimate



estimate

The following is an estimate from AnnElise Jarrett for work. This is neither an invoice, nor a quote. See plans from meeting notes to provide the expected total of hours.

Thank you for this opportunity!

Date: Date
Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here
Address: Street Address Here; City State Zip
Phone: (XXX) XXX-XXXX

project descriptions

Name of Project

Notes: List any notes from meetings or other information provided by client.

Materials Requested: IF client has requested specific materials, list here. Otherwise remove.

Timeline: No rush charges. Timeline discussed when estimate approved. If job will be rushed, explain here a and increase rate.

Rate: \$XX/hr

Hours:

Revisions:

Total: \$XX

- Explain here what you will receive and what is expected.
- More here. Included everything, including the time to pre-press files.
- Revisions beyond those listed will incur hourly charges.

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✉ the.eleventh.rose@gmail.com
© 11throsedesign
● AnnElise Jarrett
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thank you!

An estimate is a calculated approximation of the quantity, cost, or time required for a project, task, or service, commonly used for planning and budgeting purposes.

quote



quote

The following is a quote from AnnElise Jarrett for work. This is not a legally binding contract, nor an invoice. See meeting notes to provide the expected total of hours. **Thank you for this opportunity!**

Date: Date
Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here
Address: Street Address Here; City State Zip
Phone: (XXX) XXX-XXXX

project descriptions

Name of Project

Notes: List any notes from meetings or other information provided by client.

Materials Requested: IF client has requested specific materials, list here. Otherwise remove.

Timeline: Be clear on the time this project is due (or any due dates within the project.) Also state that if job is expected before this time, it will incur a rush charge. Be clear on what this increased rate or singular charge would be.

Total: \$XX

Revisions:

- Explain here what you will receive and what is expected.
- More here. Included everything, including the time to pre-press files.
- Revisions beyond those listed will incur hourly charges of \$XX/hr.

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thank you!

A project quote is a formal proposal that outlines the cost and scope of a project's deliverables, used to communicate expectations and secure agreement on terms before work begins.

hourly invoice



invoice

Thank you for the opportunity to work with you!

All payments can be made to AnnElise Jarrett and mailed to the address below. Please contact me with questions about this or any future work!

Date: Date
Job Number: Job or Invoice #
Payment Due: Date

Client Name: Company (or Person's) Name Here
Address: Street Address Here; City State Zip
Phone: (XXX) XXX-XXXX

project descriptions

Name of Project

Rate: \$XX/hr

Hours:

Total: \$XXX

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- If the project is not yet finished, state this.

total due: \$XXX

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thank you!

An hourly invoice is a document detailing the number of hours worked on a project multiplied by the hourly rate, used to bill clients for services rendered based on the amount of time spent.

project invoice



invoice

Thank you for the opportunity to work with you!

All payments can be made to AnnElise Jarrett and mailed to the address below. Please contact me with questions about this or any future work!

Date: Date
Job Number: Job or Invoice #
Payment Due: xx/XX/XXXX

Client Name: Company (or Person's) Name Here
Address: Street Address Here; City State Zip
Phone: (XXX) XXX-XXXX

project descriptions

Name of Project

Project Rate: \$XX/hr

Revisions:

Rate: \$XX/hr

Total: \$XX

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- Be clear on the time allotted to revisions beyond the number allowed on the estimate/quote. If none were necessary, remove this.

total due: \$XXX

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thank you!

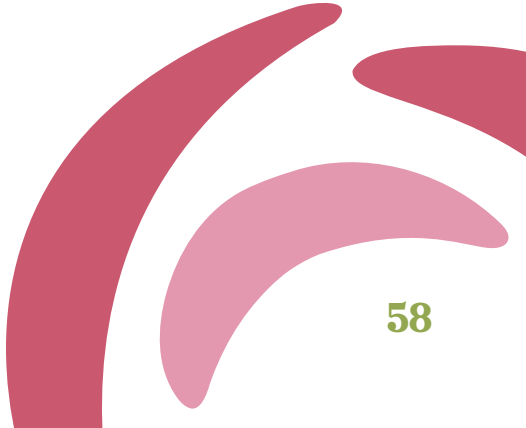
A project invoice is a document summarizing the total cost of a completed project, detailing the services provided, expenses incurred, and payment terms, used to request payment from a client for the completed work.

promotional merchandise

promotional merchandise



promotional merchandise



thank you!