

SHIQI ZHONG BRAND BOOK



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BRAND OVERVIEW



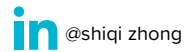
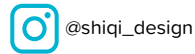
Brand Positioning Statement

For young artists who dream of painting our world with vibrant colors to put meanings into details and life, the 'Shiqi Design' is a studio for young artists to practice, perform, and create their unique art for the public, giving a chance for their talents to be known across the world.

Brand Board

Shiqi Zhong

Shiqi Studio
shiqidesigns@gmail.com
870.530.9769
www.shiqidesigns.com



LOGO



MARK



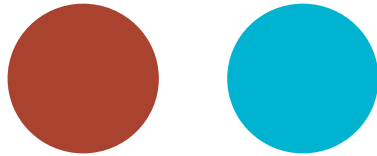
LOGOTYPE



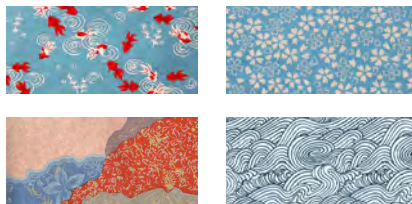
BRAND POSITIONING STATEMENT

For young artists who dream of painting our world with vibrant colors to put meanings into details and life, the 'Shiqi Design' is a studio for young artists to practice, perform, and create their unique art for the public, giving a chance for their talents to be known across the world.

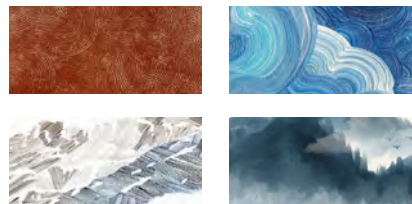
COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

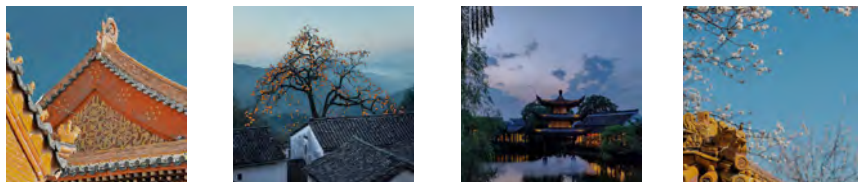
Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.

Proxima Soft

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.

PHOTOGRAPHY



VISUAL GUIDELINES



Logo



Components of Logo



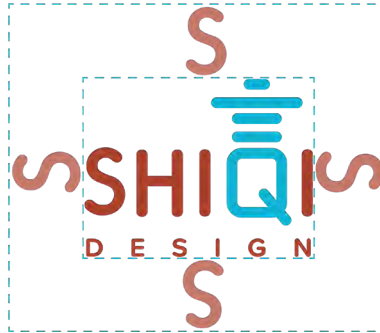
mark



logotype

Clear Space Requirements

The clear space is defined by the width of the letter “S” in “SHIQI”. Nothing should be placed in the border created by “S.”



Minimum Size

The minimum size that the logo should be is 0.75 inch. Anything below this makes it hard to read and decreases the quality.



Colors



Pantone 174 C
C24 M85 Y89 K15
R170 G66 B48
HEX #a9412f



Pantone 2995 C
C73 M6 Y15 K0
R0 G179 B208
HEX #00b3d0

Variation on Logo Structure

In the absence of color options, opting for black and white is preferable. Conversely, if needed, the reverse approach may be employed.



Unacceptable Logo Usage



Do not skew or distort the logo



Do not use the similar color for the background



Do not change the colors of the logo

Typography

Using the preferred sans serif font is recommended for enhanced brand recognition. If the use of a serif font is required, Lora is recommended.

Sans Serif

Proxima Soft should be used for captions, large amounts of text, and titles.

Proxima Soft

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Serif

Lora should be used for small amount of texts and body copy.

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Alternate Typography

If a preferred typeface is unavailable, please use these substitutes.

Sans Serif

Calibri should be used for the captions, large amounts of texts, and title.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Serif

Times New Roman should be used for small amount of texts and body copy.

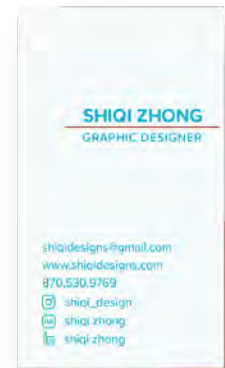
Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz


1234567890!?,.

Visual Identity



Letterhead Usage

The top margin must be 1.9 inches, with side and bottom margins being 0.5 inch and 0.7 inch. Use the preferred typeface for all body text. Set this font at 9 pts. And use 18 pt. space between the lines of text.

| | | | |
|--|--|--------|-------|
|  | | 1.9 in | |
| <p>February 21, 2024</p> <p>Dear Mr. Berghold,</p> <p>I write this letter to express my interest in the UI/UX Application Designer opening advertised on your company's website. From day one, I believe my contributions to the team at Owners could be a worthwhile addition. 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, UI/UX, photography, typography, marketing, and ideation will allow me to play a crucial role in implementing your UI/UX initiatives.</p> <p>The following are highlights of my skills and accomplishments:</p> <ul style="list-style-type: none">• While working part-time for Ryukando, a sudden event necessitated waking up at 3 am due to the time difference to implement a significant change on the website. Upon completing the tasks, the CEO sincerely apologized and awarded a bonus for the effort, which was greatly appreciated.• During the internship at NEA Baptist, there was initially no experience in creating designs for large events such as donations or charities. Instead of declining the request, the opportunity was seized to demonstrate the skills that could be offered to them.• While working on a website design for a client, knowledge of UI/UX design and color theory was utilized to understand how different customers might engage with each navigation and how to enhance overall user interaction with the website.• Struggling to create social media marketing designs for TheChoMedia's client led to seeking opinions from other designers and communicating effectively instead of delaying or dedicating additional time to research. This approach made the project clearer and more purposeful, as a wide range of critiques and opinions were gathered to refine the designs to perfection. <p>Enclosed are my resumé and references for your review. You may also view my portfolio of work at shiqidesigns.com or learn more about me on Instagram @shiqi_design. 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 +1(870)530-9769 or shiqidesigns@gmail.com. I look forward to speaking with you and appreciate your valuable time and consideration.</p> <p>Sincerely,  Shiqi Zhong</p> | | | .5 in |
| <p> shiqi zhong  shiqi_design  shiqidesigns.com  shiqidesigns@gmail.com</p> | | .7 in | |

Website Favicon



 shiqidesigns.com

Social Profile Mark



shiqi_design

[Edit profile](#)

[View archive](#)

[Ad tools](#)

9 posts

26 followers

52 following

Shiqi Zhong

Graphic Designer

[shiqidesigns.com](#)

50 accounts reached in the last 30 days. [View insights](#)

E-Mail Sign-Off

SHIQI ZHONG

Graphic Design

ShiqiDesigns



(870)530-9769



shiqidesigns@gmail.com



shiqidesigns.com



RESUME & REFERENCES



Resume



SHIQI ZHONG

- shiqi_design
- shiqi zhong
- shiqi zhong
- shiqidesigns.com
- shiqidesigns@gmail.com

EDUCATION

Bachelor of Fine Arts Graphic Design
Bachelor of Science Business Administration
Arkansas State University

RELEVANT CLASSES

- Photography
- History of Graphic Design
- Typography & Layout
- Information Design
- Identity Design
- Digital Illustration
- Professional Practice
- Graphic Design Internship
- Portfolio Capstone
- Marketing
- Accounting
- Consumer Behavior

AWARDS

2024 AAF -NEA Student Chapter
Gold Addy - Bring to the World

ORGANIZATIONS

July 2022 - May 2023 | **Graphic Designer**
A-State Chinese Student Organization

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Fresco
- Adobe XD
- UI/UX
- Ideation
- Typography
- Prototyping
- Photography
- Procreate

PROFESSIONAL EXPERIENCE

May 2023 - August 2023

NEA Baptist Memorial Hospital | Jonesboro AR

Graphic Design Intern

- Helped set up Art Slam, major fundraising event for hospital.
- Designed innovative banners for 'information-board' and 'interview-board' aimed at nurses, improving directional guidance and information dissemination.
- Organized multiple existing files for efficient work flow.

January 2023 - September 2023

The Cho Media, LLC | Paragould AR

Creative Designer & Graphic Designer

- Generated content for social media marketing to boost website click-through rate of potential customers.
- Maintained active communication across different time zones with the client, ensuring project completion within the specified timeline.

September 2022 - December 2022

Ryukando CO. LTD | Ginza, Tokyo

Creative Designer & Web Designer

- Accomplished website design with specialized UI/UX that allows customers to interact with contents easily by observing the heat map data from Google Analyst.
- Boosted product sales by redesigning packaging to more effectively communicate company's message to customers.

REFERENCES

Available upon request.

May 2024 resume. Recent version available [Online](#).

References



REFERENCES

Nicole Frakes

Graphic Designer

NEA Baptist Memorial Hospital

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nicole.frakes@bmhcc.org

+1(870)919-8482

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Professor

Arkansas State University

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kvickrey@astate.edu

+1(870)972-3932

Academic Mentor

Terry Cho

CEO

The Cho Media

2402 Linwood Dr, Paragould, AR 72450

terry@thechomedia.com

+1(870)802-9792

Supervisor

 [shiqi zhong](#)

 [shiqi_design](#)

 [shiqidesigns.com](#)

 shiqidesigns@gmail.com

CORRESPONDENCE



Cover Letter



February 21, 2024

Dear Mr. Berghold,

I write this letter to express my interest in the UI/UX Application Designer opening advertised on your company's website. From day one, I believe my contributions to the team at Owners could be a worthwhile addition.

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, UI/UX, photography, typography, marketing, and ideation will allow me to play a crucial role in implementing your UI/UX initiatives.

The following are highlights of my skills and accomplishments:

- While working part-time for Ryukando, a sudden event necessitated waking up at 3 am due to the time difference to implement a significant change on the website. Upon completing the tasks, the CEO sincerely apologized and awarded a bonus for the effort, which was greatly appreciated.
- During the internship at NEA Baptist, there was initially no experience in creating designs for large events such as donations or charities. Instead of declining the request, the opportunity was seized to demonstrate the skills that could be offered to them.
- Struggling to create social media marketing designs for TheChoMedia's client led to seeking opinions from other designers and communicating effectively instead of delaying or dedicating additional time to research. This approach made the project clearer and more purposeful, as a wide range of critiques and opinions were gathered to refine the designs to perfection.

Enclosed are my resumé and references for your review. You may also view my portfolio of work at shiqidesigns.com or learn more about me on Instagram [@shiqi_design](https://www.instagram.com/shiqi_design). 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 [+1\(870\)530-9769](tel:+1(870)530-9769) or shiqidesigns@gmail.com. I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Shiqi Zhong".

Shiqi Zhong

[shiqi zhong](#)

[shiqi_design](#)

shiqidesigns.com

shiqidesigns@gmail.com

Thank You Email

terry@thechomedia.com

Thank You - Graphic Designer Interview

Mr. Cho,

Thank you for meeting with me today to discuss the graphic designer position at TheChoMedia, LLC. Following our conversation, I am even more confident that my skills and experiences will significantly benefit your media team.

Should you have any further questions or concerns, please do not hesitate to contact me. I am eager to assist and look forward to the possibility of contributing to your team.

Thank you once again. I eagerly await your response.


Sincerely,

Zhong


SHIQI ZHONG

Graphic Design

ShiqiDesigns

 [\(870\)530-9769](tel:(870)530-9769)

 shiqidesigns@gmail.com

 shiqidesigns.com



Send



WEBSITE



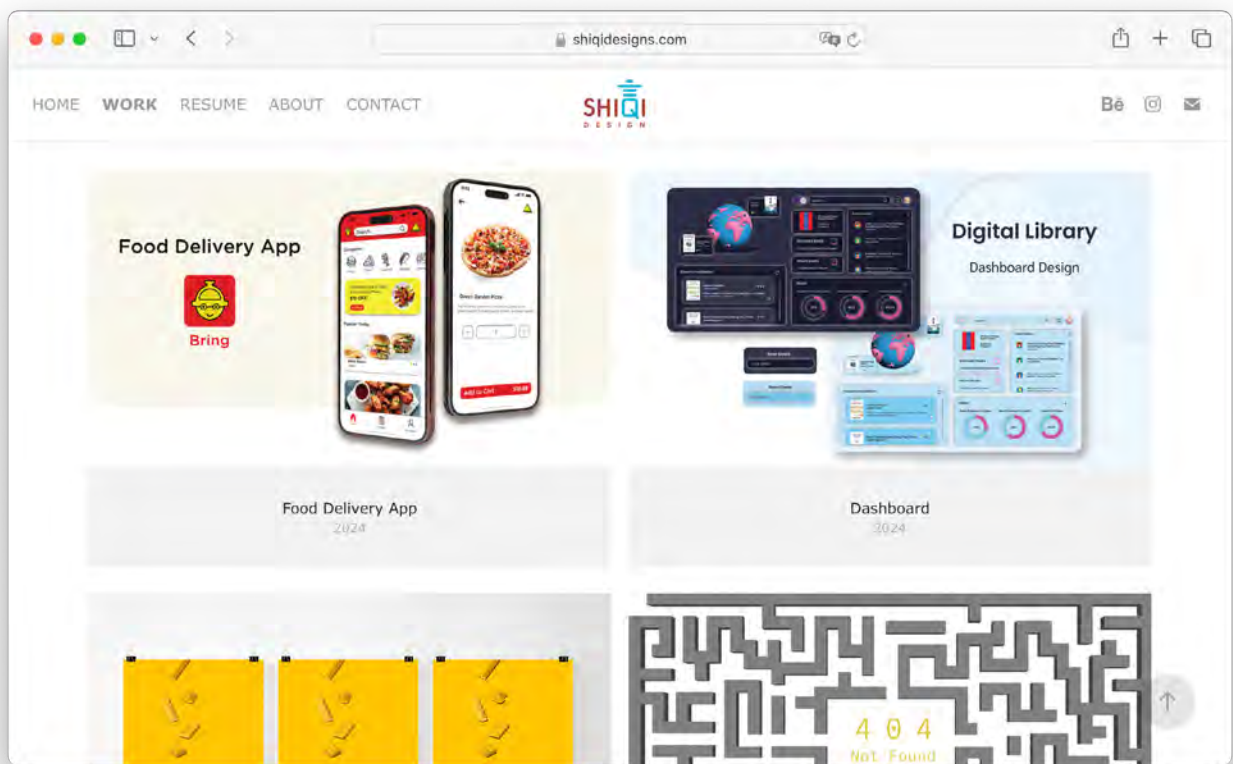
Website

shiqidesigns.com

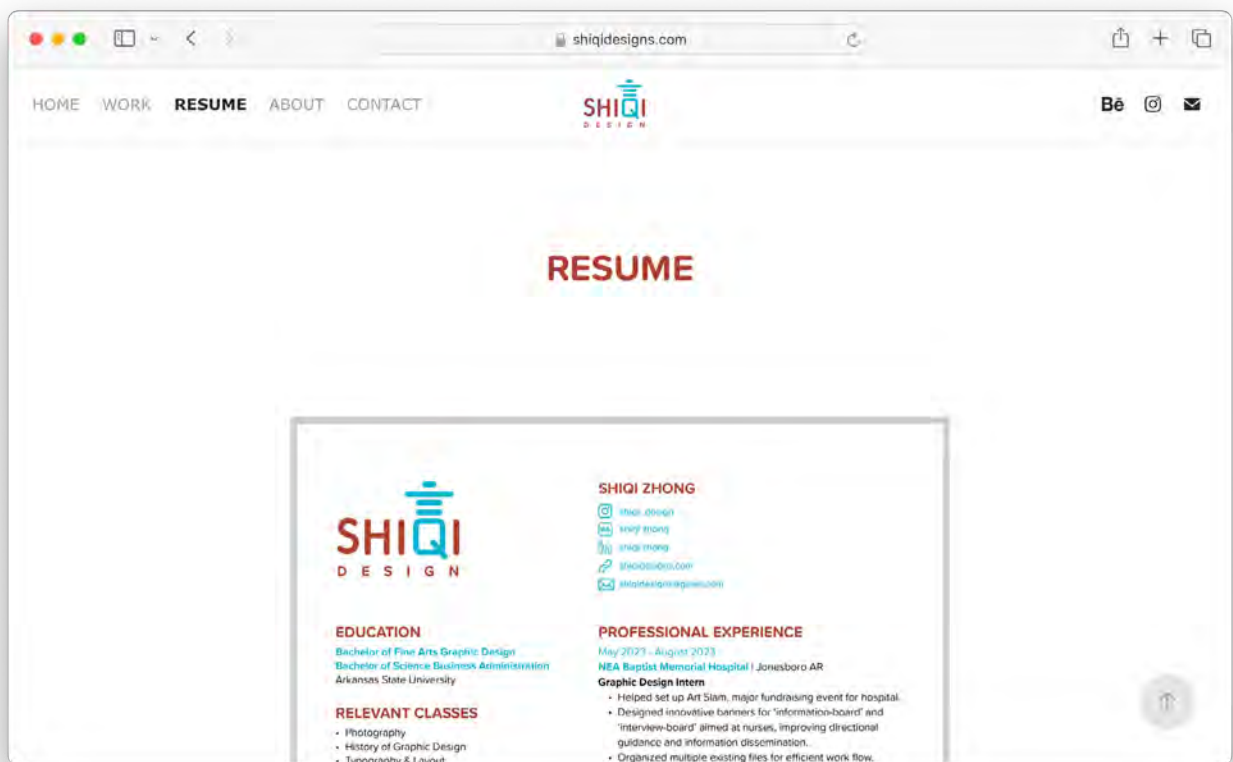
Home Page



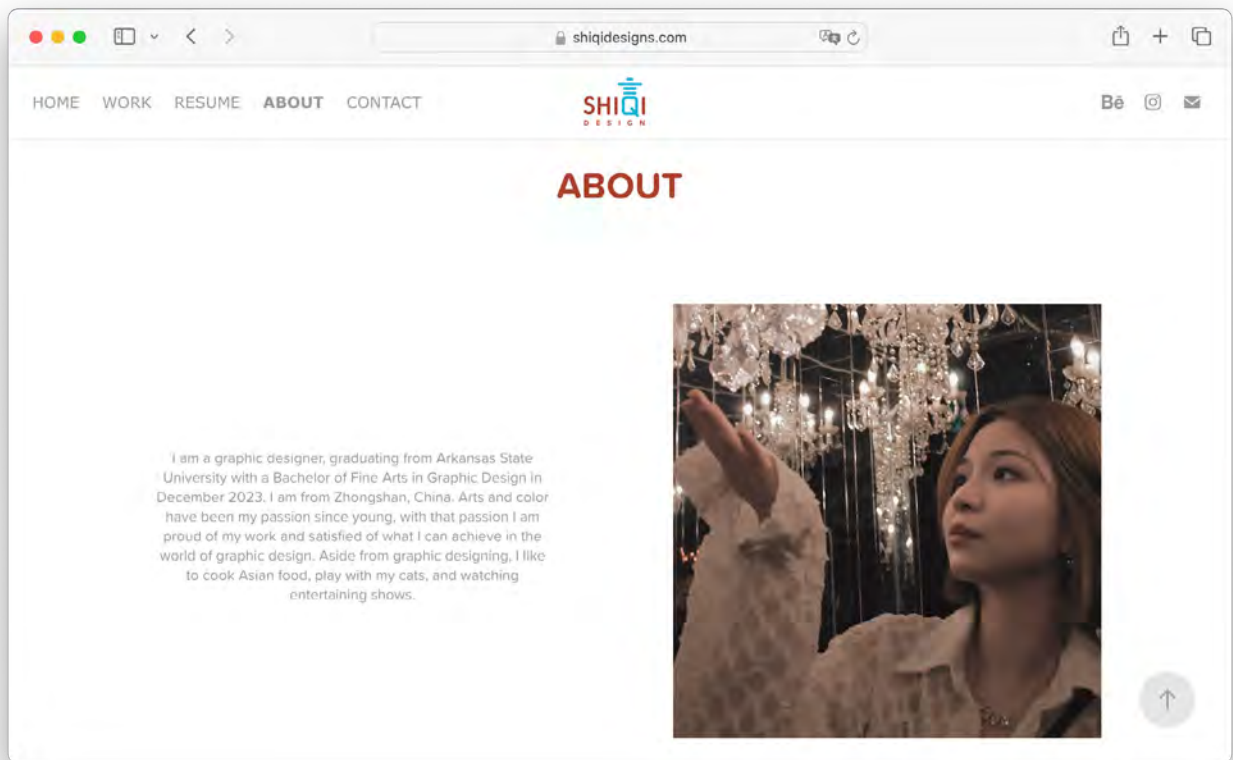
Portfolio



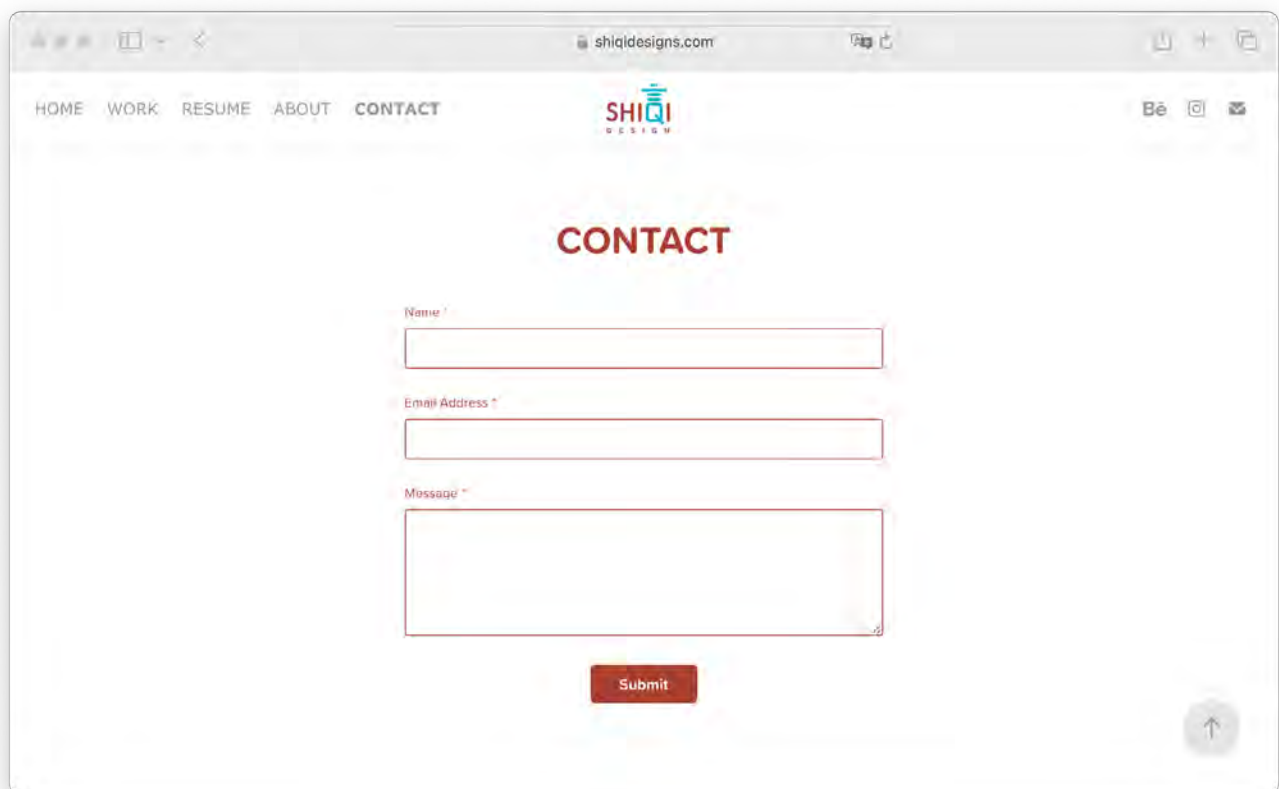
Resume



About Me



Contact



The image shows a browser window displaying a contact form on the website shiqidesigns.com. The browser's address bar shows the URL. The website's navigation menu includes [HOME](#), [WORK](#), [RESUME](#), [ABOUT](#), and [CONTACT](#). The logo for SHIQI DESIGN is visible in the top right corner, along with social media icons for Behance, Instagram, and Email. The main heading of the page is "CONTACT". The form consists of three input fields: "Name *", "Email Address *", and "Message *". Below the message field is a "Submit" button. A small circular icon with an upward arrow is located in the bottom right corner of the page.

shiqidesigns.com

HOME WORK RESUME ABOUT CONTACT

SHIQI
DESIGN

Be Instagram Email

CONTACT

Name *

Email Address *

Message *

Submit

↑











































SOCIAL MEDIA



Social Media Mission Statement

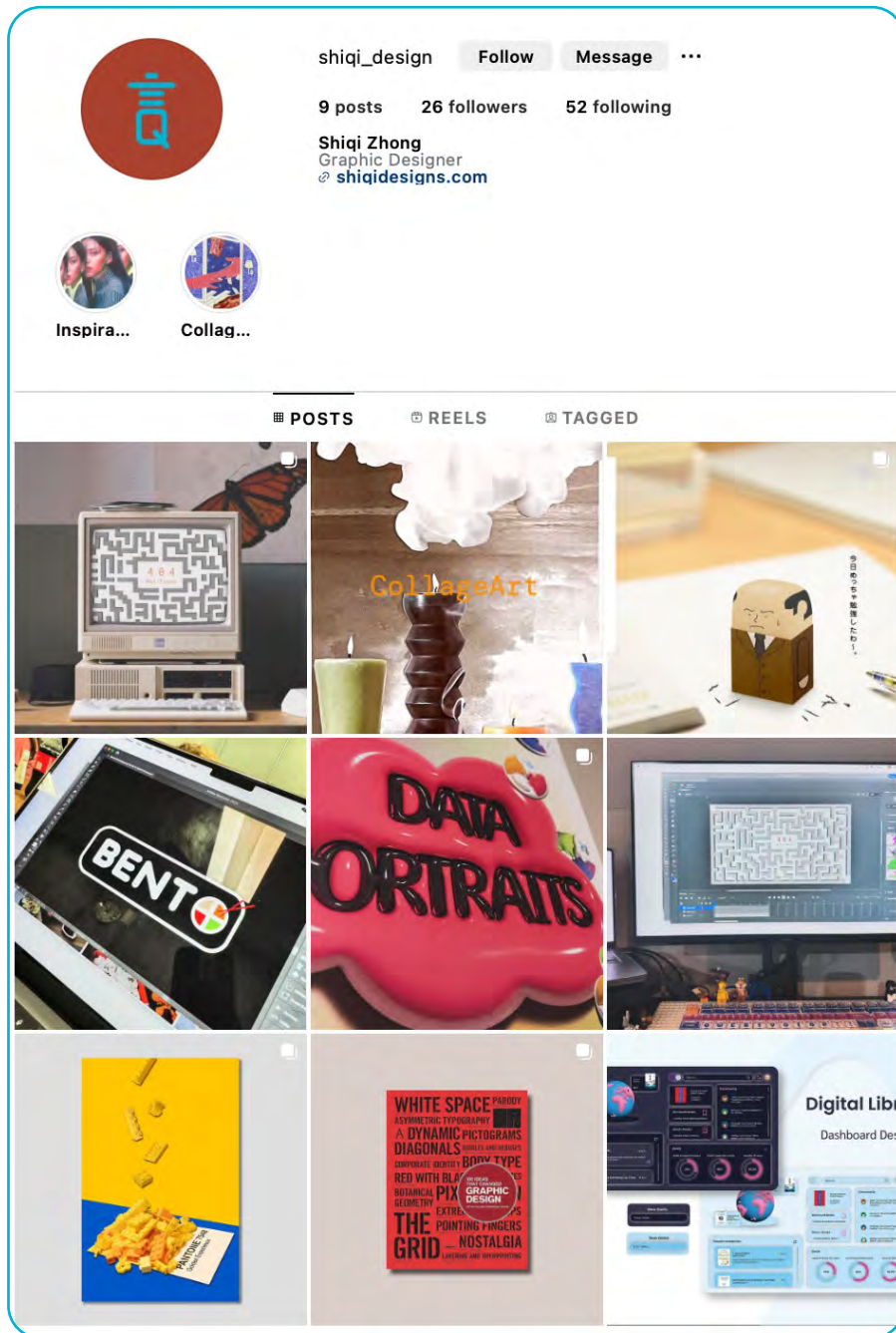
I leverage social networks to connect with inspiring professionals who have different art styles and possess greater knowledge in graphic design. I believe that embracing diverse ideas and being adept in multiple graphic design concepts are essential for career growth. Hence, I use social media to seek out these professionals, engaging with them through questions, learning from their experiences, and understanding their diverse artistic approaches. This strategy allows me to avoid limiting myself to a single learning path and instead, broadens my interests, values, and perspectives in graphic design.

Social Media Content Calendar

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|---|--|---|--|---|--|
| <p>11am  #weekendmood post and image of brunch or outdoor nature image.</p> <p>5pm   Check & Reply to posts/comments.</p> <p>8pm  Schedule content calendar.</p> | <p>10am  #artistsupport share a piece of work that has inspired me and @mention.</p> <p>12pm   Check & Reply to posts/comments.</p> <p>1pm   #Portfolio post portfolio work and link to website and behance.</p> <p>in  Share insta post on LinkedIn.</p> <p>5pm   Check & Reply to posts/comments.</p> | <p>10am   Check & Reply to posts/comments.</p> <p>1pm  #workinprogress of portfolio and client work,</p> <p>5pm  Share an artist or designer's work to Instagram with @mention.</p> <p>7pm   Check & Reply to posts/comments.</p> | <p>10am  #artistsupport share a piece of work that has inspired me and @mention.</p> <p>12pm   Check & Reply to posts/comments.</p> <p>1pm   #Portfolio post portfolio work and link to website and behance.</p> <p>in  Share insta post on LinkedIn.</p> <p>5pm   Check & Reply to posts/comments.</p> | <p>10am   Check & Reply to posts/comments.</p> <p>1pm  #workinprogress of portfolio and client work.</p> <p>5pm  Share an artist or designer's work to Instagram with @mention.</p> <p>7pm   Check & Reply to posts/comments.</p> <p>8pm  Schedule content calendar.</p> | <p>10am  #artistsupport share a piece of work that has inspired me and @mention.</p> <p>12pm   Check & Reply to posts/comments.</p> <p>1pm   Instagram post link to Behance.</p> <p>5pm   Check & Reply to posts/comments.</p> | <p>11am  #weekendmood post and image of brunch or outdoor nature image.</p> <p>5pm   Check & Reply to posts/comments.</p> |

Instagram

[Shiqi_Design](#)



shiqi_design **Follow** **Message** ...

9 posts 26 followers 52 following

Shiqi Zhong
Graphic Designer
@ shiqidesigns.com

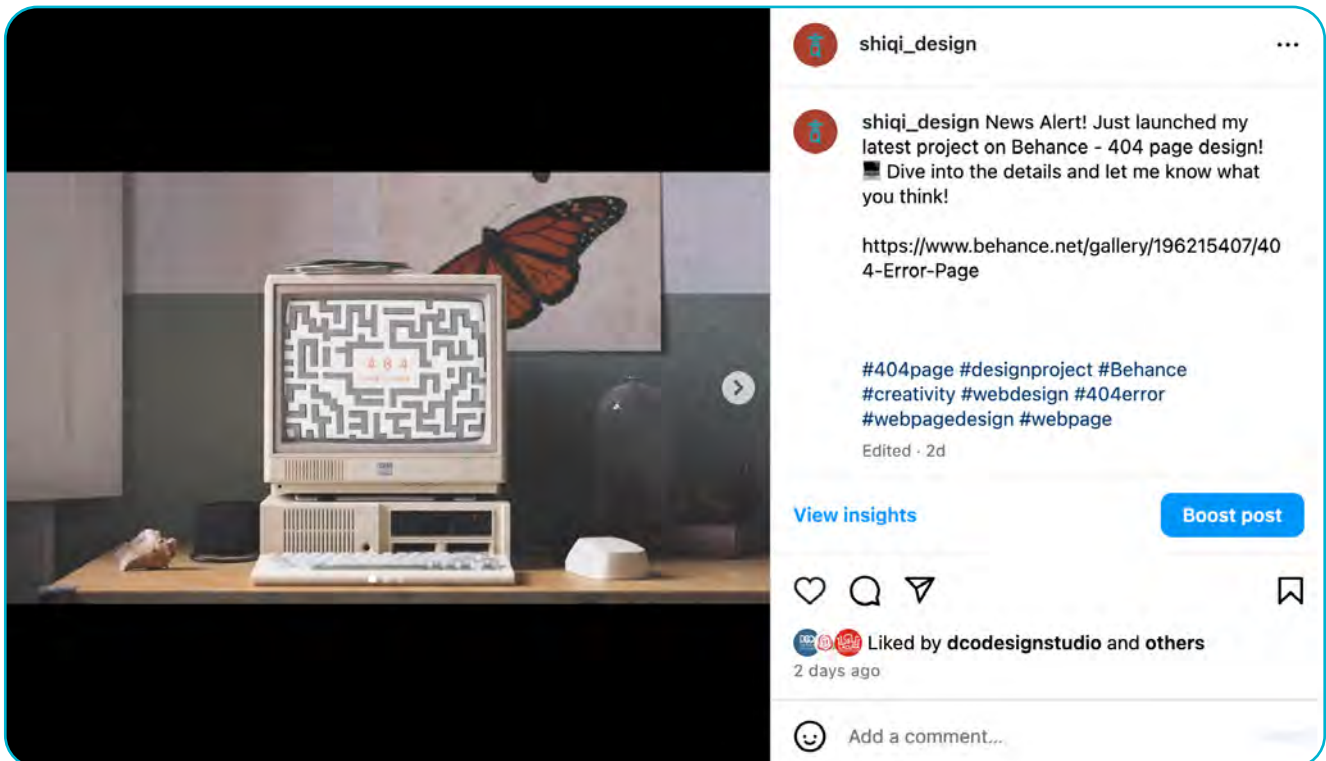
Inspira... Collag...

POSTS REELS TAGGED

The profile page features a grid of nine posts showcasing various graphic design projects. The posts include: a computer monitor displaying a maze; a collage with the text 'CollageArt'; a 3D printed figure of a man in a suit; a laptop screen with the word 'BENT' and a logo; a pink cloud-shaped object with the text 'DATA PORTRAITS'; a computer monitor displaying a maze; a yellow and blue background with scattered yellow objects; a red and white graphic design poster with text like 'WHITE SPACE PARODY', 'DYNAMIC PICTOGRAMS', 'DIAGONALS', 'RED WITH BLUE', 'BOTANICAL PIX', 'THE GRID', and 'NOSTALGIA'; and a digital dashboard titled 'Digital Library Dashboard Des' with various charts and data visualizations.

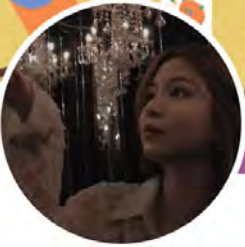

Instagram Post


Based on my content calendar, I made a #portfolio post to showcase my work. This post was a project that I did for web design.




LinkedIn

[Shiqi Zhong](#)






Shiqi Zhong 


Student at  **Arkansas State University**


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


Education



 **Arkansas State University**
2021 - 2024

 Graphic Design

 **Arkansas State University**
Bachelor of Business Administration - BBA
2021

 Microsoft Office, Management and +1 skill

LinkedIn Post

For this post, I shared the link to my website so people can check more details of my work.



Shiqi Zhong · You

Student at Arkansas State University

1w · Edited ·



Visual representation using Pantone chip and Lego with vibrant yellow. This was one of my project where I had to take photo of lego then use photoshop to individually crop out each lego pieces. It is simple yet inspiring poster with a meaning of how one's knowledge gained. See more detail at <https://lnkd.in/gydXg96B>



AnnElise Jarrett and 3 others

Behance

[Shiqi Zhong](#)

The image shows a Behance profile for Shiqi Zhong. The profile includes a circular profile picture with a stylized 'Q' logo, the name 'Shiqi Zhong', and the title 'Graphic Designer, UI/UX Designer'. Below this is a bio, a website link, and location information (USA). There are buttons for 'Edit Your Profile' and 'Edit Adobe Portfolio'. A 'Hire Shiqi' section is also present, along with a 'Looking For Opportunities?' section. On the right, a grid of project thumbnails is displayed, including 'Homophone Booklet Design', 'INFERNO ISLAND', and 'LOGO LOOKBOOK'. A statistics table is located at the bottom left of the profile.

| | |
|---------------|-----|
| Project Views | 383 |
| Appreciations | 21 |
| Followers | 4 |
| Following | 5 |

BUSINESS PLAN



Business Plan A

BUSINESS PLAN A | GRFX-4503 PROFESSIONAL PRACTICE | SPRING 2024

IDENTITY:

What's your full name?

Shiqi Zhong

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 use a business name rather than my name.

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."

The west city in the U.S.

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

Physical office

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. I am a hard worker.
 2. I can speak more than one languages.
 3. I am a flexible worker.
- **O - Opportunities (external/public – new services, products or markets for you to consider):**
 1. Looking for a job.
 2. Learning about the web design (coding).
 3. Improving my photography skill.
- **W - Weaknesses (internal/personal aspects that might hinder you or cause problems):**
 1. I have a hard time initiating communication.
 2. I am easily distracted.
 3. I like to get too many opinions.
- **T - Threats (external/public – EX competition, government regulations, money, tech?):**
 1. Data lost.
 2. Devices damage problem.
 3. Visa problem.

YOUR MISSION:

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

I always wanted to be independent, so I drew and made things from everything. And then, from those things, I felt alive and felt achieved to bring things to life. That made me enjoy doing arts and crafts, inspiring me to be more creative. Since there is no limit to what I can create with objects around me, I feel more independent, which I always cared about as a child. Eventually, those things have become my passion and things I love to do with my time.

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.

I tried studying other major before graphic design. It was a business major, but it was never my interest, as my parents forced me. Whenever I began taking graphic design, I felt every day was new for me. Every object I drew or created differed from the previous one, making me excited about what I wanted to do the next day. Someday, I am looking forward to becoming a logo or identity designer because that is where I struggled the most, and I want to help others express their ideas from those contents as I help them.

YOUR FUTURE:

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

I want to move to the big city, find a stable job, become a professional designer, and marry before 30 years old.

Where do you see yourself in 10 years?

I will have lovely kids with my husband. I want to have my own business and multiple jobs. And I hope my cats are still healthy and stay next to me.

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

The first step is to move to the big city because there are more opportunities and connections to build. Then, I would like to have more job experience in different works and learn more things from each work experience. While everything is happening, I will save up some money to keep my cats healthy by bringing them to the vet at least once a month.

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.

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:

Logo Design

Qualifications & Competitive Advantages:

For my qualification, I can understand how the market views one design from various perspectives. That is why I always consider one shape that could explain the whole meaning of something rather than using multiple shapes. That is what makes my logo design unique and what makes clients feel satisfied.

Strength 2:

UX/UI

Qualifications & Competitive Advantages:

I helped one of the Japanese clients to build a website using a third party. It went successfully, and the client was happy with the outcome. The client was not satisfied with the design but with how easy it was to navigate around pages and people to engage in the client's website. This experience allowed me to understand the perspective and preferences of customers based in different countries, which allowed me to adjust my style based on the client's customer's location.

Strength 3:

Marketing Strategy

Qualifications & Competitive Advantages:

During the marketing internship at NA Baptist Hospital, I was able to provide the hospital with a new design that is right for their customers' age and easy to access for everyone, including the colorblind. Thus, I have a specialty in understanding the specific target market for a company.

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:

A person who has more knowledge about coding.

Training:

A person who has already learned essential marketing duties.

Experience:

A person who has more job experience.

Specialty:

A person who has better connections than I do.

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?

I want to work in an Agency or a company as a graphic designer because I can learn more from the clients.

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 would rather have full control because, with little changes or little demands from the clients, I would not be able to provide the best version of what they have requested. Although things I created may not be favored by others, still having the full control to prepare more than one sampling to provide and let client choose is much better than hearing their opinions every little touch.

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://milo.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://carridils.com/wp-content/uploads/2016/05/Roadmap-to-Your-Freelance-Business-Plan.pdf>
- <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

Business Plan B

BUSINESS PLAN B | GRFX-4503 PROFESSIONAL PRACTICE

1

What's your full name?

Shiqi Zhong

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.

First, do a cost-of-living analysis. Also research what is being charged in relation to where you will live and your experience level. See Research Guide in project sheet.

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:

\$600

Where did you find this information? If it's a link, [hyperlink its home page.](https://www.valuepenguin.com/average-cost-of-health-insurance#cost-table)
<https://www.valuepenguin.com/average-cost-of-health-insurance#cost-table>

Cost of Equipment (Software and Hardware):

\$59.99/mo. for Adobe Creative Suite

\$1999 for Macbook Pro M3 Pro

Where did you find this information? If it's a link, [hyperlink its home page.](https://www.adobe.com/creativecloud/plans.html)
<https://www.adobe.com/creativecloud/plans.html>
<https://www.apple.com/shop/buy-mac/macbook-pro/14-inch-m3>

Cost of Website:

\$17/yrs. for Squarespace domain

Where did you find this information? If it's a link, [hyperlink its home page.](https://www.squarespace.com/pricing)
<https://www.squarespace.com/pricing>

Cost of Continued Education

\$59/mo. for coursera courses

Where did you find this information? If it's a link, [hyperlink its home page.](http://www.coursera.org)
www.coursera.org

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

\$1,389/mo.

Briefly explain your math.

\$50,000/yr.

$50,000 / 12 \gg \$4,167$

$\$4,166/\text{mo.} / 3 = \$1,389$

Every 3 months, owe \$4167

TOTAL ESTIMATED COST PER MONTH:

\$2065

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?

\$40

How many days of the week will you work?

I will work 5 days a week.

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

40 hours a week.

TOTAL ESTIMATED PROFIT PER MONTH:

$\$6400 - \$2065 = \$4335$

FINANCIAL FORMS



Estimate



ESTIMATE

The following is an estimate from **Shiqi Design** 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 and increase rate.

Rate: \$--/hr
Hours:
Revisions:
Total: \$

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

 shiqi_design
 shiqi zhong
 shiqi zhong

870.530.9769
www.shiqidesigns.com
shiqidesigns@gmail.com

THANK YOU!

Quote



QUOTE

The following is an estimate from **Shiqi Design** for work. This is not a legally binding contract, 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: 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
Revision:

- Explain here what you will receive and what is expected.
- More here. Include 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!

Hourly Invoice



INVOICE

THANK YOU FOR THE OPPORTUNITY TO WORK WITH YOU.

All payments can be made to [Shiqi Design](#) and mailed to the address below. Please contact me with questions about this or any future work!

Date: XX/XX/XXXX
Job Number: XXX
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

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!

Project Invoice



INVOICE

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Job Number: XXX
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 >
Revisions:
Rate: \$XX/hr
Hours: X
Total: \$XXX

- 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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READING MY BRAND BOOK!**