



Creative capabilities

www.studiob3creative.com

3studiob3creative
Creativity in design is a lifestyle or a way of life...



MR MIGS LLC



FOOD AND BEVERAGE



LOGOS

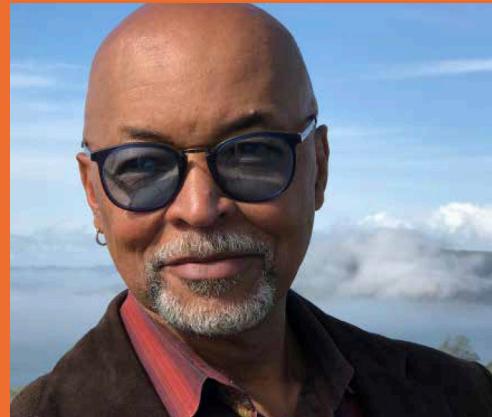


STUDIOWERKS JAZZART



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A dynamic creative strategist and senior creative, with in depth experience in design and creative management for traditional and new media platforms. Creating a great visual or brand identity story for my partners is what I'm about!

My philosophy is that a solid creative strategy coupled with effective design has great value and power. Building that value and voice through design, is what I do best. I not only answer the why, but I have fun doing it. Because, if we are not having fun by doing what we love, then why are we doing it?

I dwell inside the creative experience in today's global communities. Product, development and promotion design for F&B clients, retail to market concepts and creative artsapes for businesses and our creative, community at large. My love of all things creative has kept me on a lifelong journey to create the best, visual and design, experience.

All things creative have been my influencing elements since childhood. Looking beyond the new and different or unexplained, to clarity for visual communication and expression. Currently I am serving as Senior Creative officer for Studiob3 Creative a branding and creative solutions company.

My approach in marketing and brand development for corporations is simple... understand the elements and tell their story. I design and ideate for print, web and television it's what I do. I'm always in a design consulting mode for my client base from the DC, Atlanta and bay area clients. I'm highly proficient at analyzing an organization's creative requirements, identifying their deficiencies, and creating potential opportunities that result in innovative and cost-effective brand solutions that enhance market competitiveness. As a collaborative change agent, I'm skilled in building award winning creative solutions, full of impact that deliver. Creative solutions that meet and exceed organizational and departmental goals. I believe in winning! It begins today

Being an artist, and designer is a little wierd sometimes...

So managing a gallery career also is a bit tricky but very fullfilling for me.

My current artistic endeavors have been pushing the boundaries in JAZZART and works on paper. Creating the visual space that has captured my heart and soul since I was a child. JAZZ music and all the nuances it contains. Telling a visual story about the artist or the feelings that this music puts in your life!

Currently working as a panelist with The California Arts Council and exhibiting with Fairfield/Suisun Visual Arts Association.

Honors & Awards Print

Gold and Silver Cover Awards In the Mix Magazine 2008
Cover Awards for photography Calvin Lockwood photographer.
Aug 2008 honor issuer Magazine Society of the Southeast

Silver and Bronze Cover Awards In the Mix Magazine 2007 First year the new magazine was published... Daemon Baizan photographer.
Aug 2007 honor issuer Magazine Society of the Southeast

Gold Cover IMI Drinks Magazine 2006 Gold Cover design winner, last cover of IMI Drinks before the re-brand and re-name to In the Mix Magazine. Iain Bagwell photographer.
Aug 2006 honor issuer Magazine Society of the Southeast

Honors & Awards Broadcast

Gold and Silver Team Awards
Actually we have been accepting the same awards from 2001 -2005 for broadcast design, open and set designs.
Jul 2005 honor issuer PROMAX/BDA

Current Associations and appointments
Fairfield/Suisun Visual Arts Association
California Arts Council

Past Associations
AIGA
Magazine Society of The Southeast
Design Management Institute
HOW
DC Artist Association
Washington Art Directors Club



Client lists and pricing

Brand Design Package Fees

1. GETTING IT DONE DESIGN: Budget \$2,000

New businesses typically don't have a lot of cash to spend on branding, so it's understandable that they would look for low-cost ways to get the logo and website they need to be competitive. Current drivers of lower cost deliverables is a factor. Between fiverr.com, which offers all kinds of design services for \$5; squarespace.com, with its free and almost free logos; 99 designs.com, which offers crowd-sourced logos, identity, and website; and the infinite freelancers on Craigslist who will design anything and everything at all price points, it is possible to piece together a logo and maybe website for under a thousand dollars.

2. GENERAL STARTUP & SMALL BUSINESS REBRANDING PRICES: \$2,000 - \$15,000

If you have a little money to spend, for your existing business. And your company needs assistance with furthering your existing brand package or refresh or a totally new identity. Creating a design system, usage and marketable strategy.

3. SMALL BUSINESS w/ \$1 million+ in Revenue: \$15,000- \$60,000

For small businesses that have been in operation for a number of years, this is typically the price range for a rebrand and redesign/development of materials. The price is determined by a number of factors: the size of the company and its overhead, the size of the website, the number of deliverables, and the team's experience level.

4. MID SIZED- LARGE BUSINESSES: \$60,000+

For larger companies or institutions with a lot of decision makers or big websites that require high functionality, the bill can increase pretty significantly.

Experiential Design: Hrly rate 150.00 hr

Creating visual space design requires, design and a team of vendors. First establish the scope of work and deliverables by drafting a creative brief. This establishes what page everyone is on.

- Graphic design services on all levels
- Broadcast Show Titles
- Scenics, Set elements for broadcast or video presentations

-Editorial Art or Illustration: Hrly rate or specific contract rate.

-Custom commissions for Food and Beverage, editorial publication, packaging, galleries gallery leasing agreements, etc. Food and Beverage commissions art for beverage lines and promotional applications.

Creative Dir Fees/Art director fees: Hrly rate 150.00 hr

- Creative direction/Art directing fees occur while managing a team or managing vendors in connection with projects.
- Video/Film shoots, still photo shoots, press checks, vendors and fabricators.

Client listing

- CBS Evening News
- CBS This Morning
- IMI Agency
- DIAGEO
- Allen Flooring
- Lowes Vacaville Ca.
- Stake Enterprise
- SDMS 360
- Guild the Lilly
- Broadway Insurance Group
- OG/BYN& Mid Wife Associates
- Mistermigs.com
- CORE Children of Restaurant Employees
- My Friends Place Cafe
- NUMARK Associates
- OG/GYN & Associates
- CKL IT Services
- Jaimes Sweets and Savories
- HomeBox
- The District Studio
- HJ Morton and Associates
- Howard University Hospital