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Hi everyone! I'm Rio, and in this video, I'll cover:

- What is studio work
- How you can use it
- What to expect if we work together
- And rates

When I say “studio work,” I'm referring to graphics that are:

- Planned
- Drafted
- Reviewed
- and polished.

I work closely with clients to decide on layout, imagery and text.

And this is in contrast to graphic recording, which happens live, includes an element of analysis, and clients don't have a lot of say in how it turns out because it... happens live!

There's a range of ways you can use a studio piece.

This handout elevates 12 action items that came out of a series of focus groups, which I also graphic recorded. It's accompanied by a full report to the funder, but my client wanted to create something accessible, visual, and more joyful than a report, that they could give to both the funder and the folks who participated in the focus group.

This one uses the metaphor of a tree in order to visually explain the mission, vision, programs, and population served. This client was recruiting board members and funders; they had written collateral but wanted a compelling visual way to explain their work to new folks.

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Finally, this piece showcases an organization's DEI journey over the last year. It captures things that they did, values, key quotes, and where they're going next. This was developed for a board meeting, and will also be shared publicly with partners and community members.

Here's what you can expect if we work together:

- We'll start with a phone call to learn more about each other and see if there's a "there" there.
- I'll send you a formal proposal with a scope of work and budget for you to approve.
- We'll have a design consultation session where I sketch out different ideas for layout and imagery while you talk
- We'll go through an intake process where you provide the exact text, preferred sizing, color palettes and more; and I'll respond with ideas, questions, and clarification
- I'll create a draft for your review
- You'll give feedback.
- And I'll finalize the graphics and send them to you!

I use an hourly rate for all my studio work. Final budgets depend on the complexity of the graphic, level of synthesis required, rounds and type of feedback you want to give, and number of deliverables.

In order to make this available for as many folks as possible, I also offer a series of discounts including a 25% racial equity discount and an abundant economy discount.

Actual prices, discounts, and sample scopes and budgets are posted on my website for ease and transparency.

Thank you for watching this video, and please feel free to get in touch if you have any questions or would like to work together!