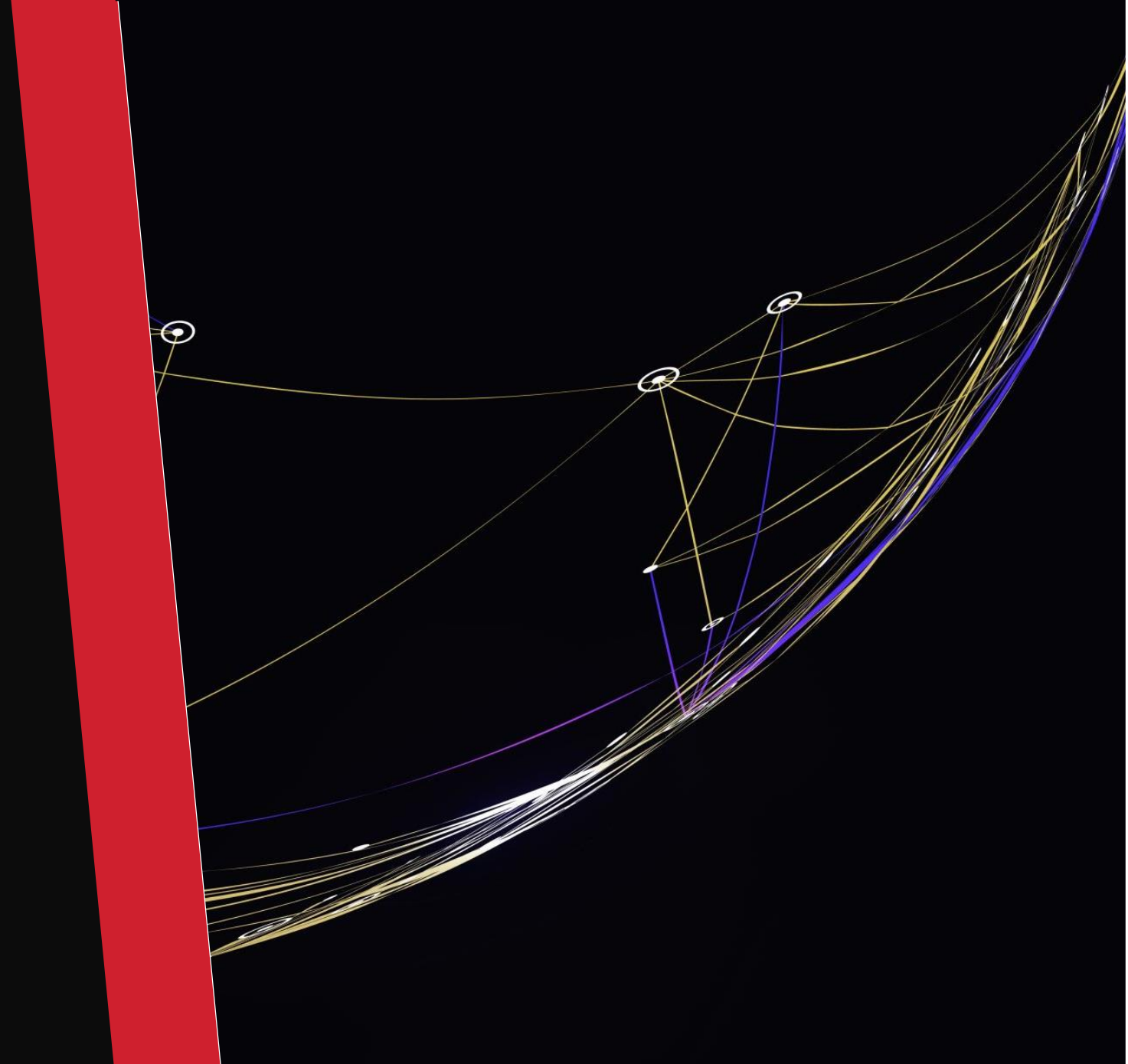


Navigating the Design Landscape

Creativity on a Budget



Economical Solutions for Graphic Images



DIY Photography

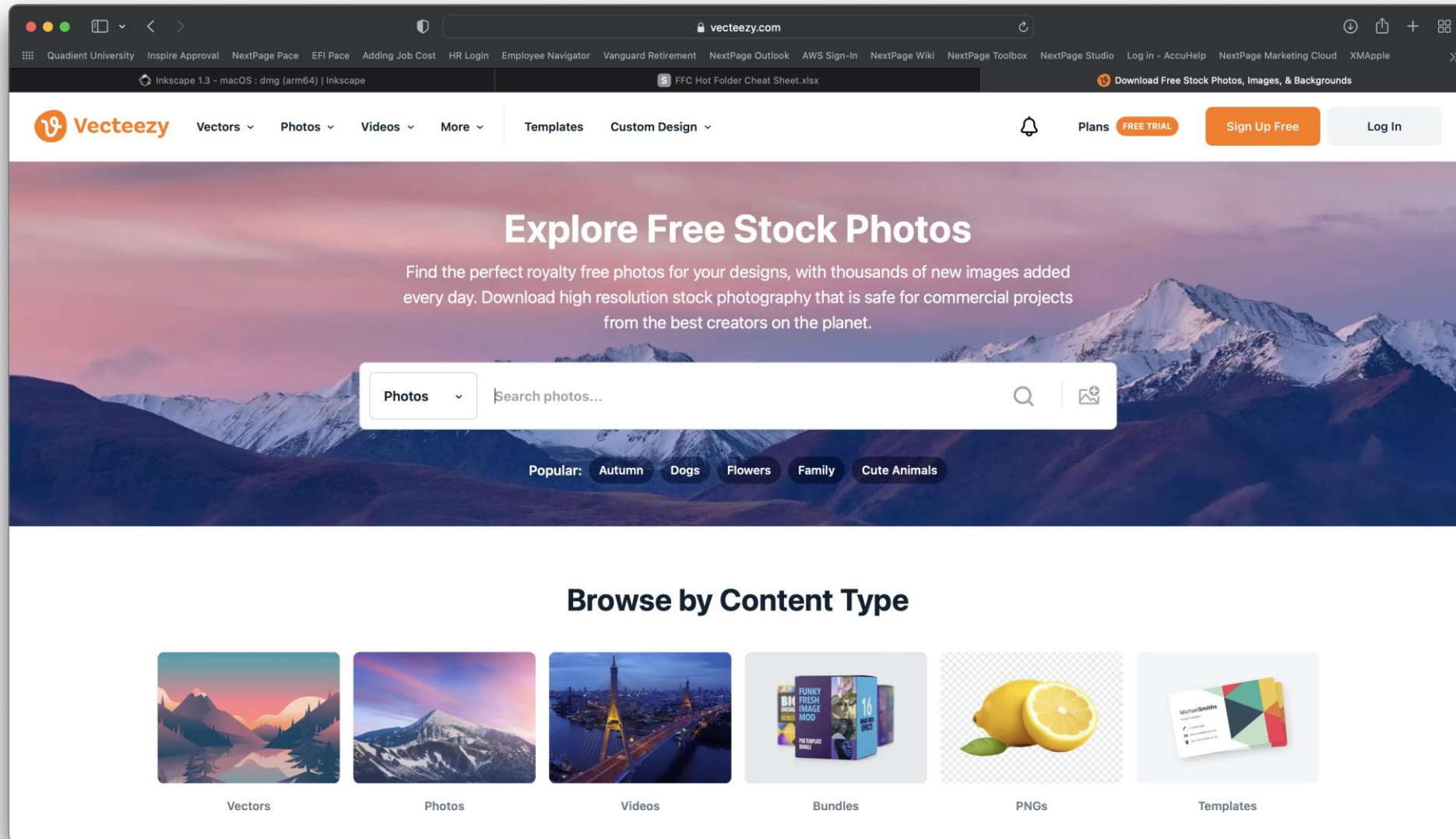




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More Than Print





Use of AI in Design

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Midjourney

<h3>Basic Plan</h3> <p>\$10 / month Billed monthly</p> <p>Downgrade Plan</p> <p>Save with annual billing (20% off) →</p> <ul style="list-style-type: none">✓ Limited generations (~200 / month)✓ General commercial terms✓ Access to member gallery✓ Optional credit top ups✓ 3 concurrent fast jobs	<h3>Standard Plan</h3> <p>\$30 / month Billed monthly</p> <p>Active</p> <p>Save with annual billing (20% off) →</p> <ul style="list-style-type: none">✓ 15h Fast generations✓ Unlimited Relaxed generations✓ General commercial terms✓ Access to member gallery✓ Optional credit top ups✓ 3 concurrent fast jobs	<h3>Pro Plan</h3> <p>\$60 / month Billed monthly</p> <p>Upgrade Plan</p> <p>Save with annual billing (20% off) →</p> <ul style="list-style-type: none">✓ 30h Fast generations✓ Unlimited Relaxed generations✓ General commercial terms✓ Access to member gallery✓ Optional credit top ups✓ Stealth image generation✓ 12 concurrent fast jobs
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Open Source Graphic Design Applications














Free...at what cost?



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includes

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-  Illustrator
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-  Lightroom
-  Adobe XD
-  Animate
-  Lightroom Classic
-  Dreamweaver

Extras

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- Adobe Fonts
- Behance
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Conclusion

- › By exploring economical solutions for photographic images, embracing AI with caution, and leveraging affordable design applications, it is possible to elevate your work while staying within budgetary boundaries.

Thank You!

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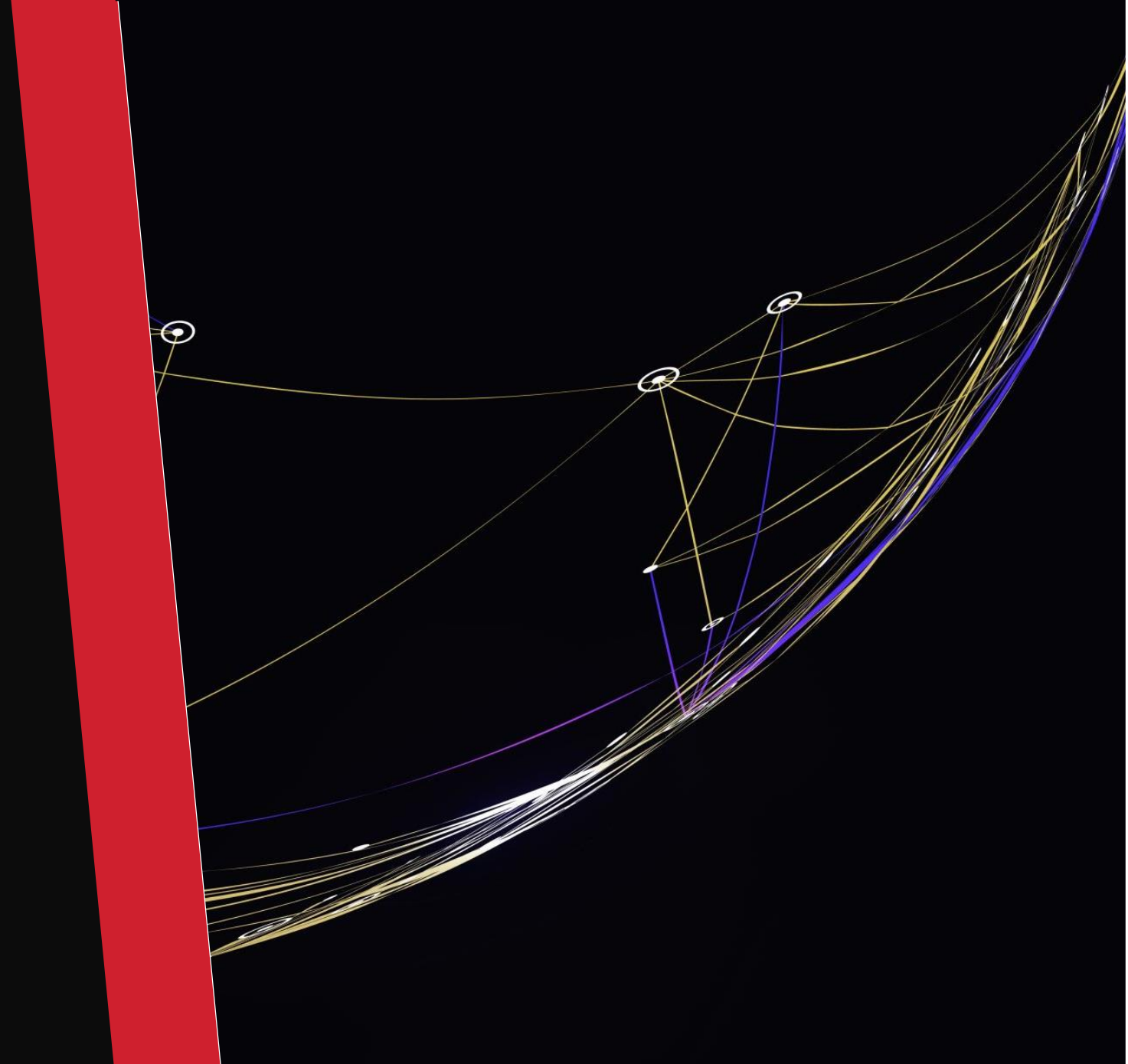
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Navigating the Design Landscape

Brand Standards &
Maximizing Impact with
Limited Resources



Topics

- The Importance of Brand Standards
- Challenges of Limited Resource
- Building/Maintaining Supporting Culture

Understanding Brand Standards

- First Impression
- Unified Visual and Messaging Identity
- Impact on Company

BRANDING



The Challenge of Limited Resources

- Challenges
- Innovation
- Use of AI





Building a Culture of Collective Commitment

- Strong Leadership Commitment
- Unified Brand Presence
- Streamline Branded Materials
- Train and Empower Staff

Conclusion

Let us foster a collective commitment to consistently represent and promote the brand's image, values, and objectives across all aspects of the business.



Thank You!

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jennifert@gonextpage.com



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