

Caren Parnes Spotlight

What exactly is Graphic Design and who can benefit from it?

Graphic Design is the process (and art) of combining text and graphics to communicate an effective message through the design of logos, graphics, brochures, ads, newsletters, posters, signs, books and any other type of visual communication. Today's graphic designers primarily use desktop publishing software and techniques to achieve their goals.

If you are a small business that does ANY form of marketing (whether that be handing out a business card at a mixer, doing mailings, or placing advertising in the yellow pages) you would benefit from the professional "look and feel" a professional designer can bring to your business. A professional appearance, a company "brand" and a targeted marketing message--both in print and on the web--can make the crucial difference for a prospective client to choose you over your competitor.

A Bit About Enterprising Graphics

Enterprising Graphics was formed to help small businesses clarify their marketing message, then effectively promote their product or service through the most appropriate print marketing tools.

Enterprising Graphics provides writing, design, production and print services (any or all as needed) for clients in a variety of delivery systems, from print marketing collateral such as business cards, brochures, newsletters, postcards, stationary systems, ads, etc., to website copywriting and design, to Powerpoint presentation development. One of my specialties is "branding" for the small business; creating logos and "tag lines" that reflect the identity of the business and target the business's main market.

Enterprising Graphics is a single-person business, but I collaborate with a network of very talented professionals in the marketing field to support all the marketing needs of my clients, whether that be general marketing consulting, photography, web design, signage or promotional products, in addition to graphic design and writing services.

A Bit About Caren Parnes

Before starting Enterprising Graphics in 2000, I spent fifteen years in the Advertising, Publishing and Printing fields in both New York and Los Angeles. I covered a lot of territory in those fields; doing everything from book and marketing editing, to design and layout for corporate clients (including high-end annual reports for clients like Coca-Cola as well as entertainment industry projects) to high-end pre-press in the print industry. This "corporate" experience provided me with a broad range of creative and technical abilities: creative design experience, marketing know-how, in-depth knowledge of the print industry and printing issue, project management skills and writing, editing and proofreading experience. In 2000, when I moved to Sonoma County from the Bay Area, I decided my background was ideally suited to supporting small and start-up businesses; helping them develop their marketing strategies and providing them with graphic design and writing support. I understand the challenges small businesses face and can provide informed advice on the best use of their resources to 'get their message out.'

How Would You Begin a Relationship With Me?

I am happy to start the ball rolling either by phone or meeting. The first consultation is always free. While I have clients I work with via phone and computer whom I have never met, my preference is to meet with prospective clients, show them my portfolio, give them a bit of my background and then discuss their project needs. This allows us to establish if we are a "good fit" for one another. I will also provide written and/or phone references if requested. I am first and foremost interested in developing a strong relationship with my clients.

After the initial meeting, if they wish to go forward I will provide a written quotation of the project scope and cost and submit it for approval. If the client decides to go forward, I then develop a schedule and we discuss dates and procedures for reviewing the project's progress.

If you have any questions I haven't covered here or would like to discuss your needs, give me a call at 707-758-5090, or email me at careen@enterprisinggraphics.com.