

the
PULSE
creations





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ABOUT

our company

Finding my Niche

Dance and Design

I have been pursuing two of my passions (design & dance) for quite some time now. I spend my weekdays designing and my nights and weekends dancing competitively. I have often felt like I was in a bind between my two passions because they often conflicted with one another. I kept asking myself which I should be putting more of my energy into and felt torn between the two. Although recently, I thought, there must be a way for me to combine dancing and designing. What I realized is there sure is a way. I had an idea to use dance as my niche within the design industry. Considering I have been dancing since I was 3 years old, I have been a part of different studios, I've attended multiple dance events/competitions, I've explored multiple styles of dance and I have created multiple connections, I know what the dance community needs and I can help them brand themselves properly.

There are around 125 dance studios in Montreal and less than a handful have their branding set properly. Many different events happen throughout the year in the dance community that need posters/brochures/event pages etc. to advertise their event and they end up having to do it themselves because they don't have a designer. In many of those cases, I can step in and help them create beautiful graphics to advertise their events which will attract more people. I can even offer my services to many of the 125 dance studios in the Montreal Area. Studio owners have so much to worry about and branding and designing shouldn't be their concern or main focus. I can set up all their web design to all their print and publication design when advertising for shows and events within the studios. My advantage of having been a dancer for all these years, I can help them attract the right people in the right way through my designs.

Finding my Business Name

"The Pulse Creations"

When coming up with a business name, I wanted a word that I believed represented dance well. I started reflecting on different words that made me feel something when reading them and I came up with passion, motion, rhythm, expression, flow, sharing, precision and pulse. I believe it's really important to give off a strong statement in your business name. Something that gives off the energy of power, confidence, and passion. The word that stuck out to me the most was 'pulse'. I chose pulse because just thinking of the word reminds me of all the times my pulse was a part of my dance. Whether it be because of excitement, nerves, exhaustion or hard work, I have always been aware of my pulse. That feeling before heading on stage for a big performance and your heart is pulsing and you feel the excitement, or after long rehearsals in the studio with your team after running your number over and over. Pulse represents so many memories and feelings I have towards my dance experience and I am sure many other dancers feel the same way.

After picking my word, it was time to make the business name reflect the design. I decided to go with "The Pulse Creations". It's not only in dance that you are aware of your pulse but also when doing anything that makes you nervous, excited or makes you work hard. Think of when you had to do a huge presentation in front of your whole team sharing something you created. I'm sure it made your heart race. "Pulse" may have a significant place in my dance experience but it can be interpreted as how the person wants. I also decide to use the word 'creations' because what I will be doing is creating exciting, creative and bold designs for my clients.





PROJECTED

expenses

Hourly Rate

NET estimated income (after income taxes)	\$ 50 000
Estimated income taxes: add between 10% to 30% maximum (I chose 20%)	\$ 10 000
GROSS total salary for the year	\$ 60 000
Yearly business hours :: 2,080 > 1904 after vacation & sick days	\$ 31.50
70% billable efficiency 1,332 billable hours per year	60000/1332
Labour hourly rate (total salary (Line 3 ÷ by 1332)	\$ 45
Business overhead expenses	\$ 21 899.50
Business overhead + salary = TOTAL	\$ 81 899.50
Overhead as % of salary (Line 7 ÷ by Line 3)	% 36.5
Overhead hourly rate: Labour Hourly Rate x Overhead % (Line 6 x Line 9)	\$ 16.43
Rate to recover Income + Overhead (hourly + Overhead)	\$ 61.43
Profit percentage 10%	% 10
Hourly rate x 10%	\$ 6.143
Add to Hourly Rate	\$ 67.57
Round it up	\$ 68
Hourly rate is \$_____/hour	\$ 68

Overhead Cost

Automobile	Cost/year	Month	Year
Fuel	0.35/km	\$50	\$600
Insurance & Registration	25% total	\$10.50	\$126
Car payment/lease	25% total	\$100	\$1200
Parking	25% total	\$25	\$300
Repairs & Maintenance	25% total	\$13.50	\$162.5
Public Transportation	25% total	\$13	\$156
	TOTAL	\$834	\$2544.50
Insurance			
Office	15% total house cost	\$20	\$240
	TOTAL	\$20	\$240
Office Expenses			
Internet Access	15% of total house cost	\$15	\$180
Licenses & Memberships	100% Adobe CC rental fee	\$50	\$600
Business phone or Mobile phone	100%	\$75	\$900
Web hosting & email	100%	\$20	\$240
Rent or mortgage	100%	\$400	\$4800
Utilities (electric bills, etc.)	15%	\$53	\$636
Suppliers (printers, ink,..)	15%	\$33	\$400
Computers	100%	\$83	\$1000
Miscellaneous	100%	\$30	\$360
	TOTAL	\$759	\$9115
Marketing			
Email marketing service	100%	\$100	\$1200
Postage	100%	\$165	\$2000
Printing	100%	\$250	\$3000
Client dining	100%	\$30	\$400
Client gifts	100%	\$30	\$400
	TOTAL	\$575	\$7000
Professional fees			
Translation	100%	\$40	\$500
Accounting costs	100%	\$100	\$1200
	TOTAL	\$340	\$4100
Other expenses			
Travel expenses	100%	\$83	\$1000
Miscellaneous expenses	100%	\$25	\$300
	TOTAL	\$108	\$1300
TOTAL			\$21 899.50

Office Setup

Office/Studio

Air Conditioning/Fan (\$100)	Desk (\$125)	Rulers, Scissors, Stapler (\$25)
Bookshelf & Storage (\$100)	Lamp (\$20)	Stationary, Envelopes (\$15)
Chairs (\$100)	Paper (\$100)	Tape (\$20)
Computer (\$5000)	Paper Punch (\$10)	Telephone (\$50/month)
Adobe Applications (\$1000)	Pencils, Pens & Erasers (\$10)	Wastebaskets (\$15)

Designer/Illustrator Studio

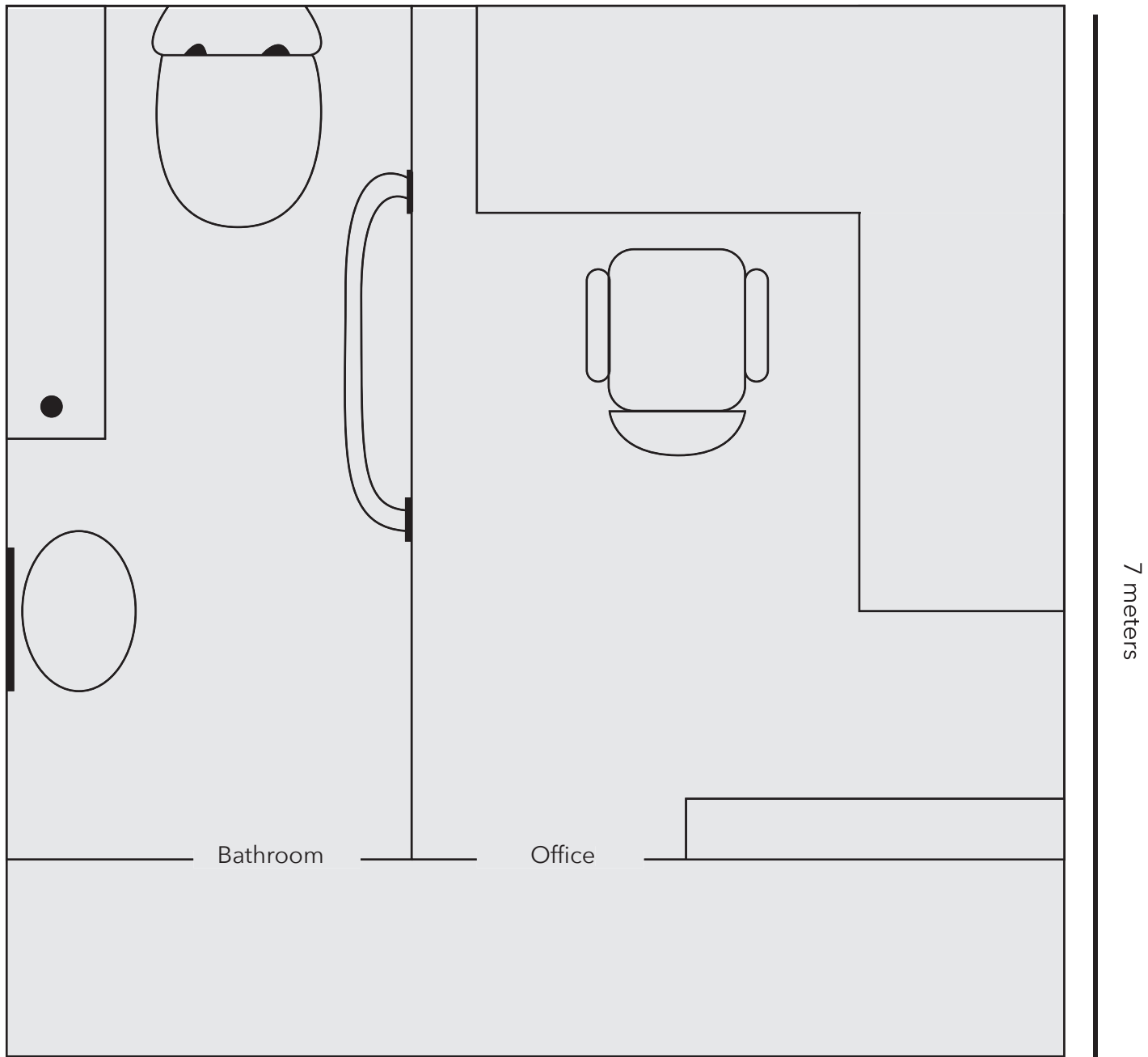
Art Supplies (\$200)	Drawing Board Chair (\$50)	Paper Trimmer/Cutter (\$50)
Reference Books (\$100)	Scanner (\$150)	Printer (\$200)
Felt Tip Pens (\$25)	PMS Book (\$20)	Drawing Board (\$100)

Total



Office Layout

7 meters





BUSINESS

tools

Web Site Design & Development Proposal

My goal is to ensure you, _____, is delighted with my service. One way I accomplish this is by making sure both parties have a clear understanding of what is to be expected. This proposal outlines the work to be done, the timeline for completing the project and the project quote.

Description of Work

The purpose of this project is to create a professional, modern and user-friendly website for _____. This will be achieved with the work as outlined below:

Web Design & Development

The new _____ website design and development package will include the following:

- A design template that reflects the work of _____.
- A Content Management System (WordPress) to update content without knowledge of web coding. The Content Management System will allow you to:
 - Add/Delete/Edit text and images within the content pages (and blog posts)
 - Add/Delete/Edit menus and submenus
 - Add/Delete/Edit content pages
 - Update the items on your sidebar
- Photo Gallery for displaying images of events, etc. The photo gallery will allow you to:
 - Add/Delete/Edit images
 - Create and display new galleries
- Set-up of up to 10 pages of content
- A contact form
- A newsletter sign-up box to collect customer email addresses (using 'Aweber/MailChimp/Other service)
- Social media sharing icons displayed on pages and posts (if desired)
- Search Engine Optimization (SEO) friendly pages
- Google Analytics Integration (free website statistics)
- Phone training to learn how to use the Content Management System to make changes to the site
- Written instructions for using the Content Management System



Needed Materials

The following is a list of materials needed in order to start the project:

- List of 3 or more sample websites with what you like and dislike about the site (navigation, layout, color scheme, etc.)
- High resolution logo
- All content to be included on site pages (including blog posts)
- Menu items (home, about us, services, programs, contact us, etc.) and submenu items
- Any images to be used in the design of the website, if any
- All images for the photo gallery and list of categories for photo gallery
- Newsletter information
- Google Analytics account information (if currently in use)
- FTP & hosting account information

Timeline for Project Completion

The project as described above in the description of work will be completed within 7 to 10 days assuming the Client is available to provide feedback to the Pulse Creations on a daily basis.

The Pulse Creations will provide support for fixing website bugs (not caused by the client) and answering questions related to how to use the new website for 30 days after website launch at no additional charge.

Project Quote

Web Design and Development (as outlined above) \$X,XXX

This quote is guaranteed until MM/DD/YY.



Website Planning Guide for Client

Creating a new website or redesigning your current one can be an overwhelming task. We're here to help simplify the process. It is important to spend time before creating your website to think about what you would like to achieve with your new site. When you have about 30-60 minutes (depending on the size of your new website), use the time to consider the following questions. Take notes and write down questions if you're not sure. We'll be happy to help you answer any questions you may have at the end.

So, what are you waiting for? Let's get started!

If you have a current website, start with the following questions. If you don't currently have a site, you may skip this section.

Let's Talk About Your Current Site

List the top three things you do not like about your current site:

1. _____
2. _____
3. _____

What features would you like to keep (if any)?

Do you have website statistics for your current site? Do you have a copy for your records?

Let's Talk About Your Competition

Do you know who your competitors are? List them here.

What makes your products / services unique? How do you stand out from the crowd?



Let's Talk About Your New Site

What do you hope to accomplish with your new website?

Who is your target audience? Describe them as much as possible.

When a visitor arrives at your site, what would you like them to do?

Is there any new content that will need to be written for the website? Who will be responsible for that?

List three websites you like (related to your work or not) and what you like about each one (color scheme, navigation, layout, etc.). This will help us get a better idea of your taste.

Website #1: _____ Likes: _____

Website #2: _____ Likes: _____

Website #3: _____ Likes: _____

Let's Talk About Your Online Store (for e-commerce websites only)

How many products do you plan to sell at first? _____

How many products do you plan to sell in the future? _____

How will you handle shipping?

What payment gateway will you be using (PayPal, etc.)?



Let's Talk About Up Keep

So your new, fabulous website is up and running. You want continuous traffic so you know you have to keep working at it. It's a good idea to think about who will be responsible for keeping up the website whether you'll be doing it or you'll have someone else do it for you.

Task Responsible Party

- ✓ Search engine Optimization _____
driving organic traffic to the website

- ✓ Content Development _____
creating keyword rich content to drive traffic and keep visitors on your website

- ✓ Social Media _____
online networking, regular postings on social networking sites, etc.

- ✓ General Website Maintenance _____
adding new pages, fixing broken links, posting new content, etc.

Let's Talk About Materials Needed to Get Started

Congratulations! You're already a step ahead of most people because you've spent the time really thinking about your new website before you jumped right in. Now it's time to get started so let's make sure you have everything you need...Don't forget to visit our website for great resources to get you started. We suggest companies that we work with ourselves so you save the time researching.

- This completed guide
- Domain Name (*we'll set this up for you free of charge*)
- Web hosting account (*we'll set this up for you free of charge*)
- Content for pages (*unless we are writing it for you*)
- Images for design and pages
- For e-Commerce Websites Only
- Product categories, images, descriptions and prices
- Payment gateway (*paypal, 2checkout, etc.*)
- Shipping account information (*usps, etc.*)



Web Site Design & Development Agreement

My goal is to ensure you, _____, is delighted with my service. One way I accomplish this is by making sure both parties have a clear understanding of what is to be expected. This agreement outlines both what you as the Client can expect from me and what I as the Pulse Creations can expect from you.

Description of Work

The purpose of this project is to create a professional, modern and user-friendly website for _____. This will be achieved with the work as outlined below:

Web Design & Development

The new _____ website design and development package will include the following:

- A design template that reflects the work of _____.
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 - Add/Delete/Edit menus and submenus
 - Add/Delete/Edit content pages
 - Update the items on your sidebar
- Photo Gallery for displaying images of events, etc. The photo gallery will allow you to:
 - Add/Delete/Edit images
 - Create and display new galleries
- Set-up of up to 10 pages of content
- A contact form
- A newsletter sign-up box to collect customer email addresses (using 'Aweber/MailChimp/ Other service)
- Social media sharing icons displayed on pages and posts (if desired)
- Search Engine Optimization (SEO) friendly pages
- Google Analytics Integration (free website statistics)
- Phone training to learn how to use the Content Management System to make changes to the site
- Written instructions for using the Content Management System



Any work not described above will be quoted separately.

Timeline

The project as described above in the description of work will be completed within 7 to 10 days assuming the Client is available to provide feedback to the Service Company on a daily basis. Each day the Client is unavailable to provide feedback may push the project completion date back by one day. Failure to submit required information or materials as outlined below may cause delays in the production. Please provide additional time for client feedback.

The Pulse Creations will provide support for fixing website bugs (not caused by the client) and answering questions related to how to use the new website for 30 days after website launch at no additional cost.

Needed Materials

The following is a list of needed materials in order to start the project:

- List of 3 or more sample websites with what you like and dislike about the site (navigation, layout, color scheme, etc.)
- High resolution logo
- All content to be included on site pages (including blog posts)
- Menu items (home, about us, services, programs, contact us, etc.) and submenu items
- Any images to be used in the design of the website, if any
- All images for the photo gallery and list of categories for photo gallery
- Newsletter information
- Google Analytics account information (if currently in use)
- FTP & hosting account information

Payment Terms

Web Design and Development as described above..... \$ X,XXX

A 25% deposit for the web design and development work of \$XXX is due at the start of the project. The remaining balance of \$XXX is due immediately upon website completion and upload to the Client's server.

This quote is guaranteed until MM/DD/YY.



Fees & Additional Services

Any work which is not specified in the description of work above will be considered an additional service and will require a separate agreement and payment from what is included in this agreement. Excessive change requests will be charged separately at the hourly rate of \$XX.

Authorization

The Client, _____, is engaging The Pulse Creations as the Service Company to develop a website that is to be installed on the Client's server upon completion. The Client hereby authorizes the Pulse Creations to access this account for the purposes of developing and maintaining the website to be created.

Confidentiality

The Client and The Pulse Creations may disclose confidential information one to the other to facilitate work under this Agreement. Such information shall be so identified in writing at the time of its transmittal, and shall be safeguarded and not disclosed to third parties by the receiving party.

Permissions and Releases

The Client agrees to indemnify and hold harmless the Pulse Creations against any and all claims, costs, and expenses, including attorney's fees, due to materials included in the Work at the request of the Client for which no copyright permission or previous release was requested or uses which exceed the uses allowed pursuant to a permission or release.

Termination

Either party may terminate this Agreement by giving 30 days written notice to the other of such termination. In the event that Work is postponed or terminated at the request of the Client, the Pulse Creations shall have the right to bill pro rata for work completed through the date of that request, while reserving all rights under this Agreement. If additional payment is due, this shall be payable within thirty days of the Client's written notification to stop work. In the event of termination, the Pulse Creations shall own all rights to the Work. The Client shall assume responsibility for all collection of legal fees necessitated by default in payment.



The undersigned agrees to the terms of this agreement on behalf of his or her organization or business.

On behalf of the Client: _____ Date: _____
(Print name)

(Signature)

The Pulse Creations: _____ Date: _____
(Print name)

(Signature)





The Pulse Creations



Date:

March 11, 2020

To:

Full Name

Company

Address,

City, ZIP Code

Phone Number

Dear _____,

First off, I would like to thank you for your cooperativeness, your patience and your open mind. It was an absolute pleasure to work with your dance studio. _____, you have been so lovely to work with and I really feel we have created something meaningful together for your company.

We will always be here to support you throughout other projects. We hope you enjoyed your experience working with The Pulse Creations. We would love to work with _____ again.

I am so grateful to be able to combine both of my passions together as my career. This all wouldn't be possible without YOU, so thank you.

Feel free to contact us at anytime and we look forward for what the future holds for the Pulse Creations and _____.

Thank you,

Yours Truly,

The Pulse Creations

Isabelle Rochette (Director)

R





Invoice

Issued to: _____

Date: _____

Invoice ID: _____

Item Description	Hour	Fee	Cost
Total			

Please make checks out to The Pulse Creations. You can also send an E-Transfers to thepulsecreations@gmail.com. Payments can be sent to 1504 Rue de Paris Montreal. Please do not hesitate to contact us if you have any questions.





PORTFOLIO

samples



Dust Jacket- "You are a Badass"



Packaging- "Sophie: Caresse et Calins"



Magazine Spread- "Be Montreal"





Hoodie Design- "Empire: Dance Crew"



Illustration- "Self Portrait"



Business Card- "Mantra Yoga Studios"



Packaging- "Lincoln Tea"





Jasmine Loiseau



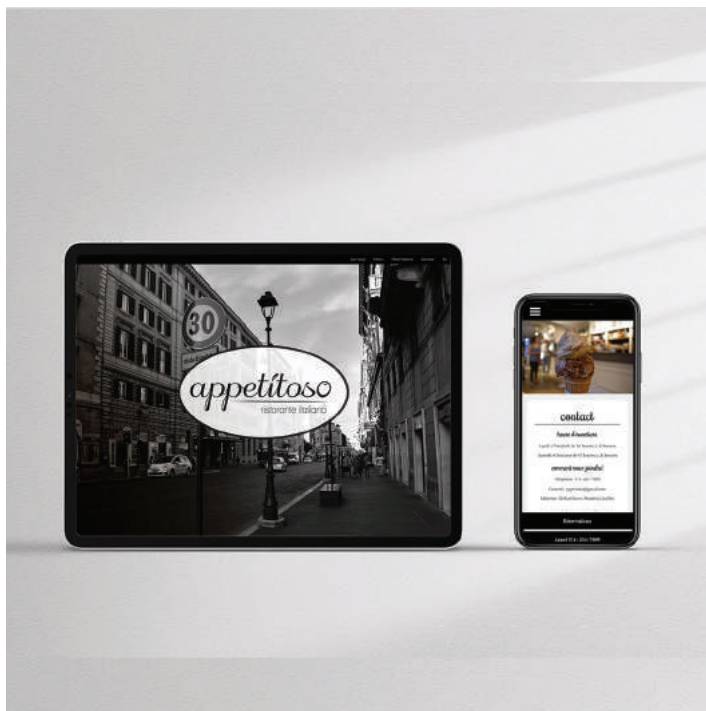


Jonathan Burgstaller





Web Design- "Mantra Yoga Studio"



Web Design "Appetitoso Restaurant"





Jonathan Burgstaller



CURRICULUM

vitae

Isabelle Rochette

Contact



514-652-0319

514-421-0319



irochette03@hotmail.com

Education

John Abbott Cegep
Graphic And Web Design
2017- Present

John Rennie High School
2012 - 2017

Achievements

Honor Roll Cegep
2017 – Present

Scholarship to Radix Dance
Nationals Las Vegas
2019

Scholarship for Peridance Dance
School in New York City
2018

Winner of the provincial
Reprezent dance competition
2018

John Rennie High School Work
French Award
2015

Languages

Bilingual – French, English
Beginner – Italian, German

Graphic and Web Designer

- Marketing Material (infographics, logos, ad designs, business cards)
- Responsive Web Design
- Word Press Site
- Email Campaigns

Work Experience

Freelance Graphic Designer
2019-Present

Creation of Imperium Dance Studio's Preschool Program Logo
2019

Competitive Hip Hop Dance teacher at Imperium
Dance Studio
2017- Present

Camp Counselor at Imperium Dance Studio Summer Camp
Summer 2019

Cashier at Trevi Dorval
2017-2019

Technical & Software Skills

Graphic Design

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator

Web Design

- HTML
- CSS
- Basics in Javascript

Portfolio Link

<https://graphicandwebdesign.ca/current-grads/isabelle-rochette/index.php>



SUMMARY

why choose us?



Why Choose “The Pulse Creations?”

There are many designers in the world, making it hard to decide who to work with. What I can tell you is that we will offer you meaningful designs that are specific to your company. We customize each of our designs for every different client. Personally, I design because I love bringing content to life. I love creating graphics that will have an impact on people and make them feel something. I find it so amazing that as designers we can put text, colours and graphics together and have the capability to bring something to life with just those simple elements.

Le design que j’ai créé pour “The Pulse Creations” représente les deux côtés de ce que la danse signifie pour moi. La danse est tout aussi intense que gracieuse. C’est le mélange des deux qui fait que la danse est si impressionnant. Quoiqu’il en soit, cela vous fait ressentir quelque chose dans votre cœur. Ce genre de contraste est ce que je voulais montrer à travers la conception de ce livret.


I chose the colours turquoise and white to display this high contrast between light and bold. This contrast is also shown through the fonts Bebas (Bold) and Avenir Next (Light). The reason I chose Bebas as my heading font is because it gives off a bold and strong image which represents the feeling of a pulse. Whereas Castro Light (the subtitle in the logo) represents the lightness and creative side of the company. Avenir Next Regular is the perfect legible body font to go with these headings and to emphasize the contrast between light and bold.

As well, there is repetition shown through the coloured bars on the sides of each page throughout the booklet. These coloured bars represent movement. This movement directly reflects the movement of a dancer or of a performer. Concerning alignment, I wanted to create clean, long and beautiful lines because that is what dancers and performers are best known for. This is portrayed through the clean and simplistic alignment of the booklet. The same applies for proximity and the size. Each of the items/graphics throughout the booklet has room to breathe.

Je promets de créer des designs significatifs pour votre entreprise. Ce que nous faisons bien, c’est d’aider les entreprises et les événements dans l’industrie de la performance à être représentés le mieux possible grâce à nos conceptions significatifs. J’ai hâte de créer avec vous et de donner de la vie à nos idées!



the
PULSE
creations





WE LOOK FORWARD TO WORKING WITH

you!



thepulsecreations.com thepulsecreations@gmail.com
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