



Content Creation & Visual Storytelling

Project Duration: 2–3 Months

Project Type: Immersive Installation — Marketing, Press & Content Strategy

Role: Creative Direction & Project Management (Marketing Strategy & Storytelling)

PACKAGE A — Design, Branding & Digital Content Package

(Best for artists, organizations, and cultural projects looking for full support, from concept to execution, with intention, clarity, and impact.)

This package is a hands-on, collaborative experience where I step in as both creative partner and project lead, ensuring every element of your project is aligned, cohesive, and carried through with care.

1. Brand Identity Kit (Canva-Based)

- Customized brand kit built in Canva
- Color palette, font pairings, and visual direction
- Branded templates (posts, stories, flyers, etc.)
- Designed for ease of use so you can maintain your brand moving forward

2. Graphic Design & Content Creation

- Custom graphics (posts, flyers, announcements, etc.)
- Carousel designs + layout storytelling
- Visual assets aligned with your brand identity

3. Short-Form Video Content (Reels)

- Concept + direction for video content
- Editing of reels (client-provided or captured content)
- Branded visuals, text overlays, and flow

4. Content Support & Guidance

- Light direction on how to use your content
- Suggestions for posting flow + consistency
- Ensuring everything feels cohesive across platforms

TOTAL PACKAGE A RANGE: \$750–\$1,200

(per month or per project, based on volume + scope)

Optional Add-Ons:

- Additional reels: **\$75 each**
- Additional graphics: **\$35–\$60 each**



PACKAGE B — Brand Kit Only

1. Brand Identity Kit (Canva-Based)

- Customized brand kit built in Canva
- Color palette, font pairings, and visual direction
- Branded templates (posts, stories, flyers, etc.)
- Designed for ease of use so you can maintain your brand moving forward

TOTAL PACKAGE B RANGE: \$400–\$650

(one-time)