

Week 5 (continued)

As mentioned in my previous weekly log, I did not attend the Tuesday class as I attended a special function for the organization I am partnered with for my terminal research project. Thursday's call was our presentations of what we have accomplished, determine where we are going next, and to receive feedback from the class.

Overall, I felt my presentation went well and that I have provided my classmates with invaluable information that they can use as well. Per a suggestion from Lena, I uploaded the cheat sheets as a PDF and then posted them to my e-portfolio so that others can download them and adjust them as they see fit. While I appreciated the feedback to open up the document to allow others to comment or edit in the Google Doc, I have my hesitations as any information or notes I have made specific to me could become lost. I do want to help in the overall education of others, but I do not want to see my words and thoughts be changed to a degree that they are no longer mine. Albeit, I did cut and paste from websites for the CRMs but I respect the fact that each person has their own style of note taking and organization style that I may have provided a jumping off point for them, not a collaborative work project.

Week 6

No class on Tuesday due to instructor illness but work was done the professional project for both the visuals and the strategic plan. Tuesday, our group focused on the elements that will go into the strategic plan to and answer any questions we have within the group. Wednesday, we meet for over three hours and decided who will present which topic for the upcoming presentation, and to create the slides that will be our visual aide during the presentation.

Sarah had previously purchased a Power Point template through a website called Graphic River and it came with nearly 200 slide options. I was thoroughly impressed by the number of options and how many of the designs had an overall aesthetic that could be piecemealed together and still have synergy. I then met with Sarah Thursday morning and worked with her on the flushing out of the evaluation toolkit as this will have a few dedicated pages in the overall strategic plan.

By Friday, over 50% of the strategic plan template we are using has been filled in with Cait doing a large portion of the work. Each member of the team provided feedback to her via email and I am looking forward to how it looks with the recommendations we have provided to her.

Week 7

No formal class for Tuesday but as the Professional Project strategic plan is moving along and should be wrapping up soon, I will then start to focus my attention on producing at least one (1) infographic style resume and submit it to a potential employer. What I would also like to accomplish by the end of the term is to have a professional website where I can transfer my UO e-portfolio to, and to register with the state of Oregon as a sole proprietor of a new consultation business. I have played with Moo for business cards but I am still unsure with the design as I have been following a local letter press business and would like to see if they can work with me on customizing cards.

As I visualize what my site and card will look like, I have begun to think about the image of a flower, preferably a Native Pacific Northwest plant. One idea has been a Trillium, though it is the logo of a local insurance company, but I know there are native roses in Oregon and I have narrowed it down to two, the Nootka rose and the Wood's rose.



Wood's Rose



Nootka Rose

Barriers to completing this next project is time and money. Though there is no specific deadline to have any professional collateral created before the end of the class, it would be nice to have a logo designed and a domain name secured. This may be what I will work on in class on Thursday unless I need to work on the strategic plan or my presentation for this Friday. As a side note, my current business name preference is StarrieIdGirl Productions. StarrieIdGirl has

been an online moniker for over a decade and while there are intentional misspellings, would the image of a rose be confusing if the name involves stars? Would it be best to use an image of a star or galaxy instead? Or does it matter at all?



Rose Galaxy

Thursday, May 12:

I provided a quit update as to my individual project but neglected to go into more detail as I had been more focused on the upcoming Master's Research presentation. I was able to provide more details as the process of the Professional Project's strategic plan during Cait's check-in but as class was not in the lab, no further progress was made on securing a website to transfer my UO blog or designing collateral for professional use. I did use some of the check-in time to release a private Facebook event using an invitation designed through Costco Wholesale.

Designing an invitation was on my list of projects to accomplish during this term, though I did not use InDesign to do it, the Costco option was inexpensive, quick, and still produced a product I am happy with. The images used have gotten a lot of positive feedback on and the friend who took the photos will be informed of responses.

Week 8

Tuesday, May 17, 2016

As of today, the domain name of emilyjpayne.com is paid for the next 363 days via Google Domain. After reading an online review that compared Google Domain to Amazon AWS, Google Domain came out on top as the better option of a sole proprietor style business. I am now in the phase of registering my business in the state of Oregon and am debating on its name. The Oregon Secretary of State site did confirm one of my business name options as available but now it comes down to deciding if I should use the name as it is based on a longstanding online

moniker that when Googled it will come up with forum and websites that I more personal information attached to.

The assumed business names I have considered are:

- StarrieIdGirl Productions (available)
- Wild Rose Productions (taken)
- Sun Rose Productions (available)
- Wild Rose Consultancy (available)
- Sun Rose Consultancy (available)

A concern I have is that I have registered a domain name without a registered business and if this will prove to be an issue for those seeking out my services. There is an Emily Payne who is a photographer in the Bay Area and the difference in domain names will be the J. So I question if how I brand myself on the website will be to ensure I am capturing the right audience and if I should add an option to direct people to the correct webpage if they are looking to have a newborn photography session.

Other questions I have are related to transferring my UO WordPress blog to my registered domain and if I use Blogger, can I then change at a later time? Blogger is free through Google Domain but I am not thrilled with the templates provided, so can I use a WordPress template instead? As I register my business through the state of Oregon, they require a business email and at this time, my emails are not active as I do not have an active webpage. Does the state care if I use an email address that does not match the business name? (A suggestion I got from my mother was to use [blank]productions@emilyjpayne.com as the email address for the state or for clients.)

To move forward with this project, I would like to have registered the business name and then have the website go live after selecting a webpage template. After completing these two tasks, I would like to then begin the design process of my professional collateral.

Thursday, May 19, 2016

I was not in class this day, as this was the second session of one-on-one visits with Eric, but to follow up from my previous post I will go over what came up in my one-on-one visit.

During my visit with Eric, we discussed potential names around the concept of a rose and I showed him a draft of a business card created in the cloud based design site Canva. We also went over the best option for webhosting and SquareSpace as a website option for \$8/mo, was agreed upon. I am withholding from subscribing as I have to confirm a name for my business and would like to have the business name secured and a rough logo/logography developed before applying with the state and going live with my business.

Week 9

Tuesday, May 24, 2016

No class, no new updates however the ArtsVenture trip to Seattle was fruitful in that I was able to meet with arts and culture sector leaders and have opportunities to pursue for employment.

Thursday, May 26, 2016

Meet with class to have a “shout out”. I did not have further progress in deciding the name of my company but I was glad to have shared with the class how they can locate the map of AAD alumni on the AAD website.

Friday, May 27, 2016

While waiting to meet with a friend for our weekly walk, I passed by a wild rose bush in the Pioneer Cemetery and had the thought of Pioneer Star or Pioneer Rose Productions. The idea of “pioneer” holds more resonance than “wandering” and may be a better fit for the type of business I am going into. Also, prior to coming into the AAD program my life coach loaned me a book by Marcus Buckingham called *Find Your Strongest Life*. The book has a quiz which then determines the type of leadership archetype you may fall under, I turned out to be a “pioneer” archetype. I feel more confident in this name but will run it by others for feedback.

Saturday, May 28, 2016

I worked with friend, who is also my first consultation client, Tamara Andreas of Unwind Foot Spa for the day, as part of Memorial Day Weekend festivities at Noble Estate Winery and Tasting Room. During a long period of down time, I ran the name of Pioneer Rose and Pioneer Star and though it did not spark great excitement, she could see the possibility of it being an appropriate name. We also played with her business’s Facebook page by doing a live video which she has “boosted” so it can reach more of her followers. I made three test videos on my phone and then did the actual filming of her encouraging others to come out. Later in the day, a staff member of the winery then did a Facebook live video of the jazz quartet playing on the back patio.

Week 10

Monday, May 30, 2016

As I prepare to present to the class my completed projects and findings, I can confirm that both Pioneer Rose and Pioneer Star Productions names are both available in the state of Oregon. I have included into a Prezi a QR code which can be scanned and then will take the person to a Google Form quiz. My hope is to get some data collected around the names which resonate with others.

Once a name is confirmed, I will then move forward in my branding and making a live site to where I can move over my best examples coursework from the last 21 months of graduate school and from working with current clientele.

Link to my Prezi for my final presentation:

http://prezi.com/i-kdm_otaiy-/?utm_campaign=share&utm_medium=copy