

## Breakout Room Discussion Notes - IFVP Canada Mini-Conference

### Marketing & Value

Prompt question ideas:

- Do you feel unsure about the amount you are charging for your services?
- How have you marketed yourselves over the past year with it's unique challenges?
- Have you been charging differently when it comes to digital work vs in-person?

Notes:

- Pandemic issues (hourly rate vs full day)
- Stuck with digital vs on paper (number of visions)
- Rights based on usage (illustration/studio work)
- Bi-monthly regional meet ups
- Combo of hourly rate/flat rate
- Starting with a range of pricing for studio work
- Add a persona to your business for someone to do your quoting work (admin@business.com)

## Technology:

### Technology: Q&A

Prompt question ideas:

- How have you felt the shift in technology growth over the past year? Over it or happy with it?
- What programs are you using or hope to learn?
- Any resources you've discovered that you'd like to share with the group? A program you've seen or something new you learned?

## Notes:

### Virtual graphic recording - various ways to do it

- Be able to offer a range of options
  - Full live
  - Snapshots
  - Document camera on marker/paper drawing
    - Attach iPhone to lamp
    - Get a formal document cam
  - Digital drawing with shared screen/feed
    - HDMI capture card to make your face on Zoom your canvas feed
  - Draw on a big canvas with your webcam pointed towards you
    - Send the board to them after

### Noticings about working online

- Harder to sense into the room
- Disembodiment
- Challenging to get feedback from a client
  - Doesn't happen until the event is over, often
- In some ways better for doing studio work
- Online work can be a lot more streamlined (without the packing up etc.)

### Technical aspects

- How do I set up my canvas in a way that's most useful for my client?
  - The more power on your device, the bigger the canvas you can have
  - 300 dpi for print work
  - Go bigger than you think you need (easier to size down than up)
- Testing out Affinity Designer over Procreate because it gives the option for vector graphics
  - One-time fee, has an iPad version, similar to Adobe products
  - Fewer options to adapt brushes in most vector softwares
- Favourite brushes/tools (Procreate)
  - Bullet, studio, round
  - **Studio pen**, dry ink
  - Quick menu with pens set at certain sizes
  - Checkout Procreate forums or other online spaces for additional brush packages (some are designed for specific lettering styles)
- Private layers
  - Add > Insert File (Swipe Right-To-Left) > Insert Private File
  - Brings in a layer that won't show in your Projected Canvas or MP4

recording (time lapse)

- So you can have a guide for only you to see throughout working
- You can do your drawing inside a shape or container if you want
- VERY COOL (Aaron has some sweet examples)

Do you want to get granular? Geek out? Reach out to Aaron Russell. :)

- LinkedIn

### Open Space: What's on your mind?

#### What's on your mind?

Prompt question ideas:

- How has business been for you? Do you feel like you want to change services?
- How have you navigated accessibility requirements that are appearing in the industry? (alt text, translations, audio versions...etc)
- Have you had any road bumps along the way that you'd like a second opinion on?

Notes: