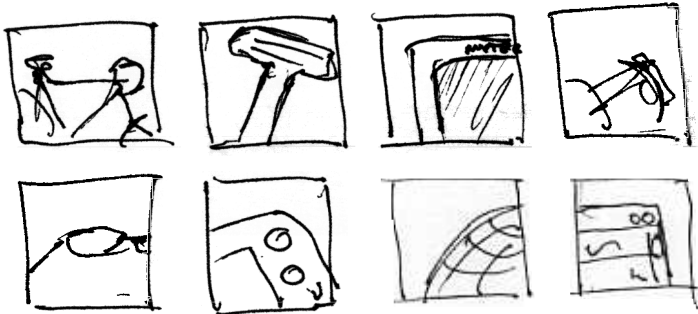


SHOW / PROVE COMPETENCY

66 Vestal has changed
 ~~~~~  
 ~~~~~  
 ~~~~~  
 99

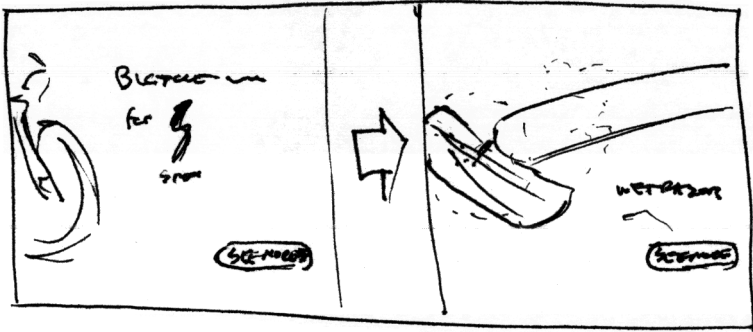
PULLQUOTES

- DO WE HAVE SOME?



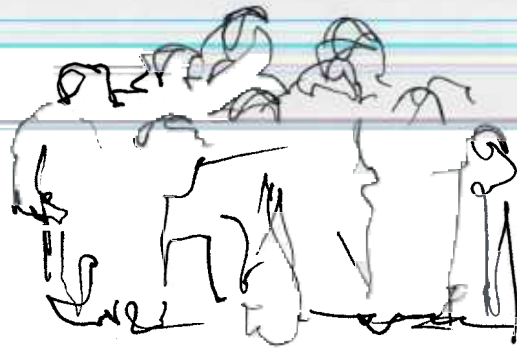
THUMBNAILS

- OF INDIVIDUAL & TEAM WORK  
 - TYPES OF WORK? PRODUCT, MULTIMEDIA, GRAPHIC...



SLIDESHOW

(FLASH?)  
 (SWF?)  
 (SWF?)

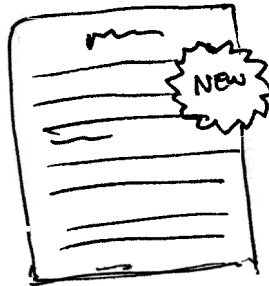


(POSED)



(WORKING)

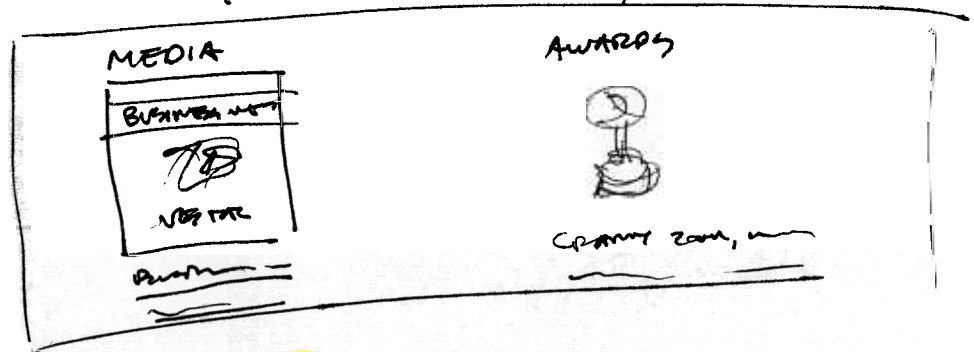
PEOPLE



|            |               |
|------------|---------------|
| JANUARY 04 | DESIGN F      |
| FEB 04     | MIKE LIN, JIM |
| MAR 04     |               |
| APRIL 04   |               |
| MAY 04     | Don           |
| JUNE 04    |               |
| JULY 04    |               |
| AUGUST 04  |               |
| SEP 04     |               |

DOCUMENTS

- WRITINGS PUBLICATIONS, ~~ARTICLES~~  
 FREE RESEARCH REPORTS, BLOG ENTRIES



MEDIA COVERAGE

- "RECOGNITION"? "PR"?

- MAGAZINES, NEWSPAPERS, WEBSITES ...  
 - AWARDS

## SHOW / PROVE COMPETITIVELY (CONT.)

NEWS

UPDATE TO WORK  
ON MYSTER TU

12.21.04

WE'RE WORKING

Sign up for email updates

bob@ryst.com

SIGN ME UP!

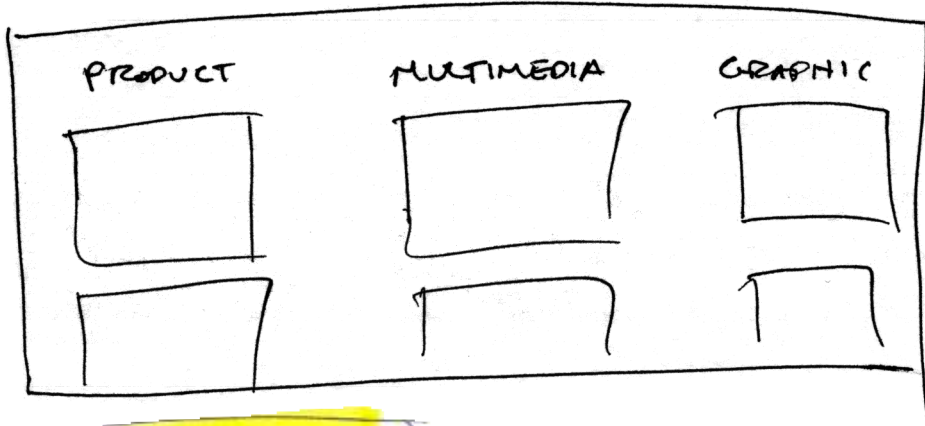
NEWS

- "WE'RE STILL WORKING HARD!"

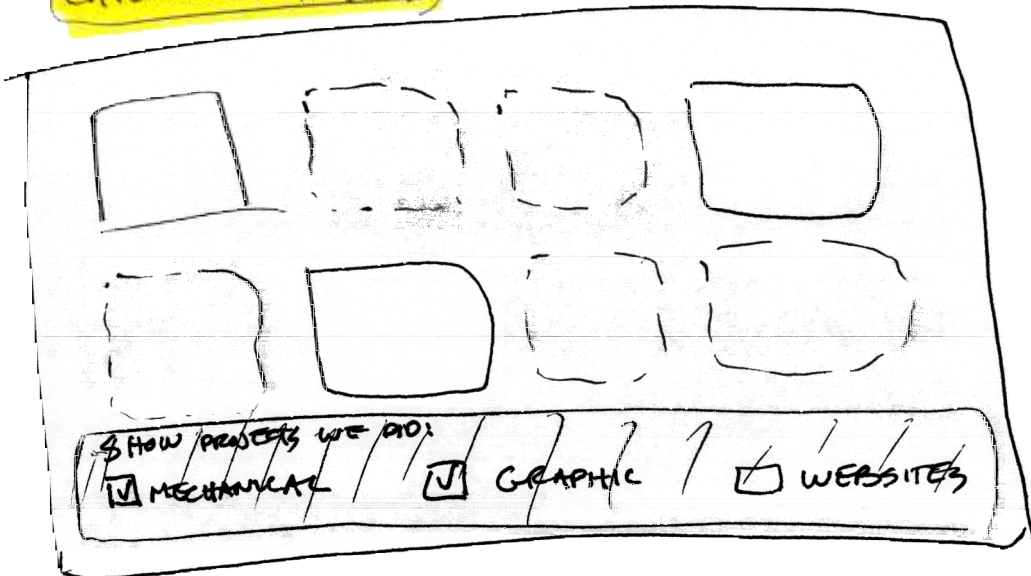
•

# SHOW OUR BREADTH

RANGE OF ABILITY

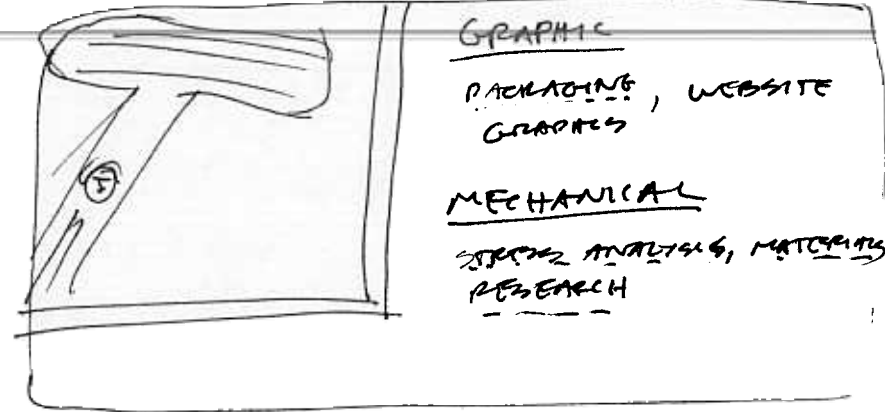


## CATEGORIZED PROJECTS



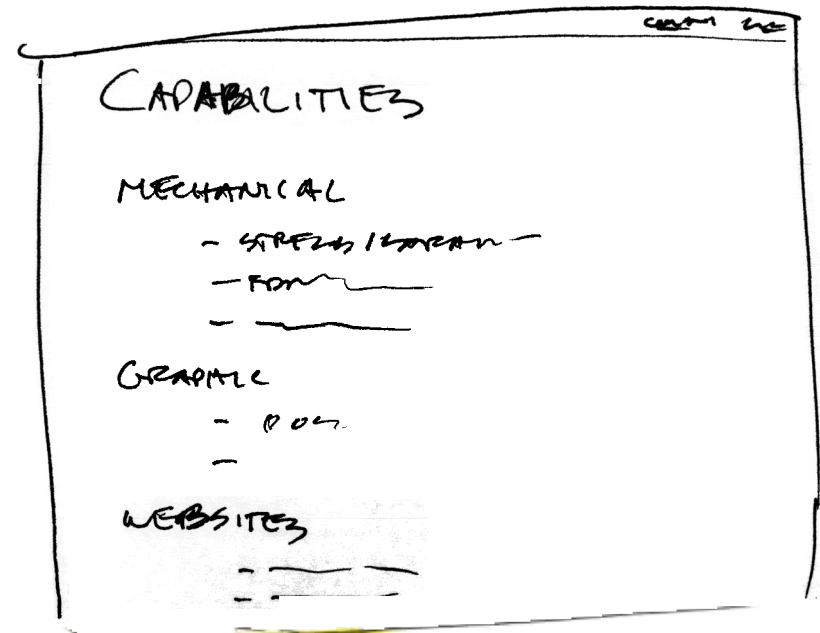
## FILTER BY OUR CONTRIBUTIONS

- HIDE / SHOW?
- FAVE?



## SAMPLE CASE STUDIES



- "WE DID THIS, AND THEN THAT, AND THEN THIS..."
- TELL THEM ABOUT OUR BREADTH



## CAPABILITIES PAGE

- JUST TELL 'EM WHAT WE CAN DO


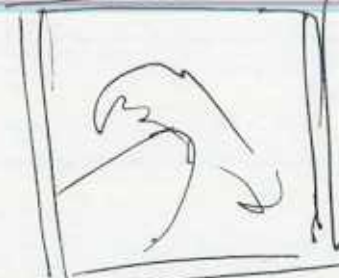

# SHOW OUR DEPTH

|                                                                                   |                                   |
|-----------------------------------------------------------------------------------|-----------------------------------|
|  | MIKE LIN<br>MS, BS <u>STUDENT</u> |
|  | BOB RYKAND<br>LOTS OF BS          |

## BIO / RESUMES

| AWARDS      | PUBLICATIONS |
|-------------|--------------|
| - MUSEUM    | - [unclear]  |
| - [unclear] | - [unclear]  |
| - [unclear] | - [unclear]  |
| - [unclear] | - [unclear]  |

## TEAM / INDIVIDUAL AWARDS / PUBLICATIONS


|                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |
| SKETCHES                                                                            | FORM PROTOTYPES                                                                     | USER TESTING                                                                        |

## DETAILED DESIGN PROCESS

- GENERIC?
- SPECIFIC PROJECT?

| CLIENTS          |
|------------------|
| Visual hierarchy |
| - [unclear]      |
| - [unclear]      |
| - [unclear]      |
| - [unclear]      |

Clients can log in to see progress on our client site

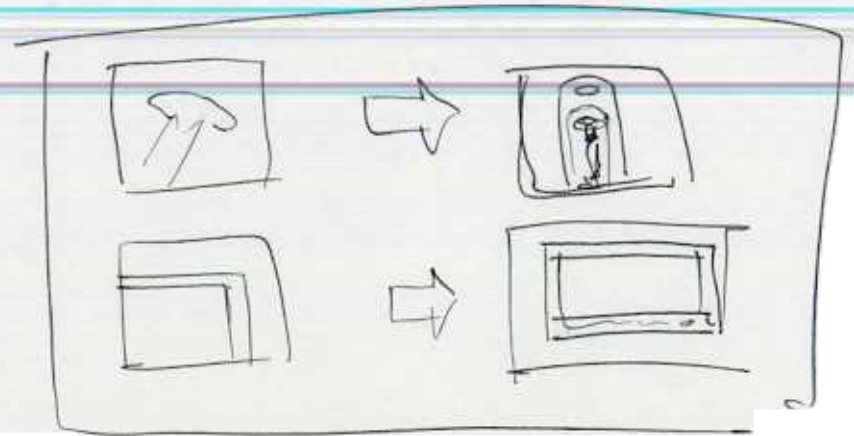


## CLIENTS

- LIST OF CLIENTS
- OUR EXTRANET (BASECAMP), HOW WELL WE COMMUNICATE + WORK WITH CLIENTS

SHOW OUR TRACK RECORD AS A TEAM

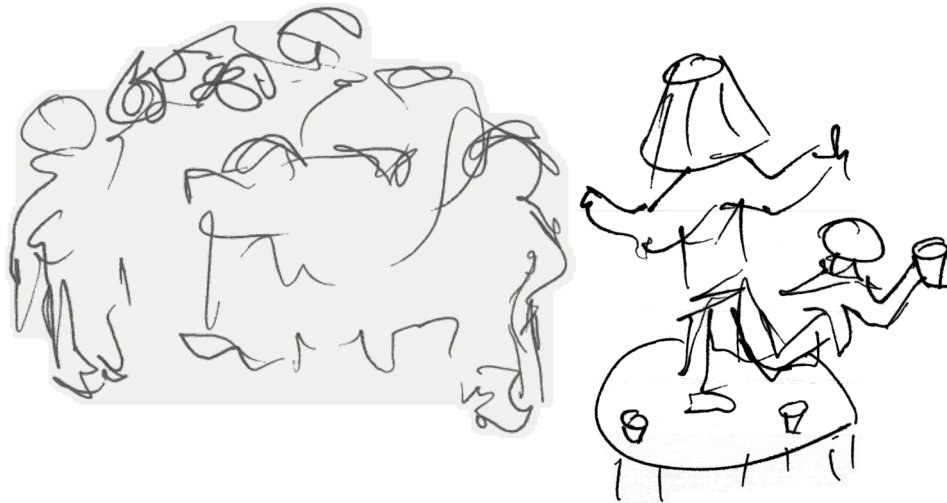
| CLIENT | PROJECT |
|--------|---------|
| ✓      | _____   |
| ✓      | _____   |
| ✓      | _____   |
| ✓      | _____   |



CLIENTS/PROJECTS LIST

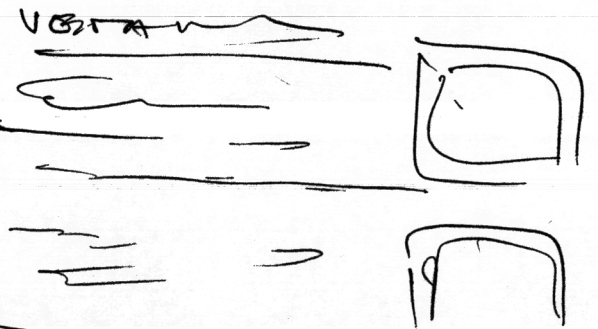
SHOW COMPLETED, MANUFACTURED PRODUCTS

"OUR DESIGNS GET MADE  
(DO THEY?) 😊"



PICTURES OF TIGHT, FUN, EFFECTIVE TEAM MEMBERS

HISTORY






(HISTORY OF VESTAL)

SHOW OFF OUR COMPETITION RECORD

12.21.14  
VESTAL WINS GREENTENT!  
\_\_\_\_\_  
\_\_\_\_\_  
SEE THE WINNING DESIGNS AT OPEN  
12.21  
GREENTENT FINALISTS SEE

NEWS SECTION

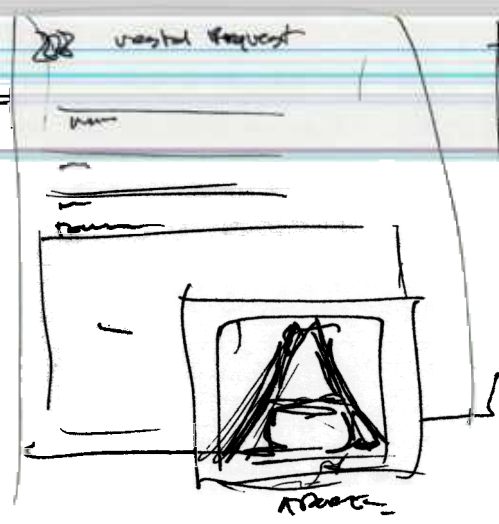
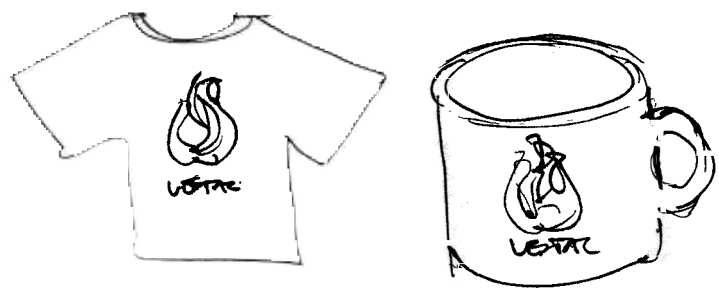
COMPETITIONS - VESTAL ENTERS COMPETITION ->

| <u>PAST COMPETITIONS</u>                                                                                                    | <u>CURRENT COMPETITIONS</u> |
|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------|
|  <del>Green</del><br><del>Red</del><br>Red | _____ <del>Red</del>        |
|  _____<br>_____                            | _____ <del>Red</del>        |
|  _____<br>_____                           | _____                       |

COMPETITIONS PAGE

LET US OUR PUBLIC FACE

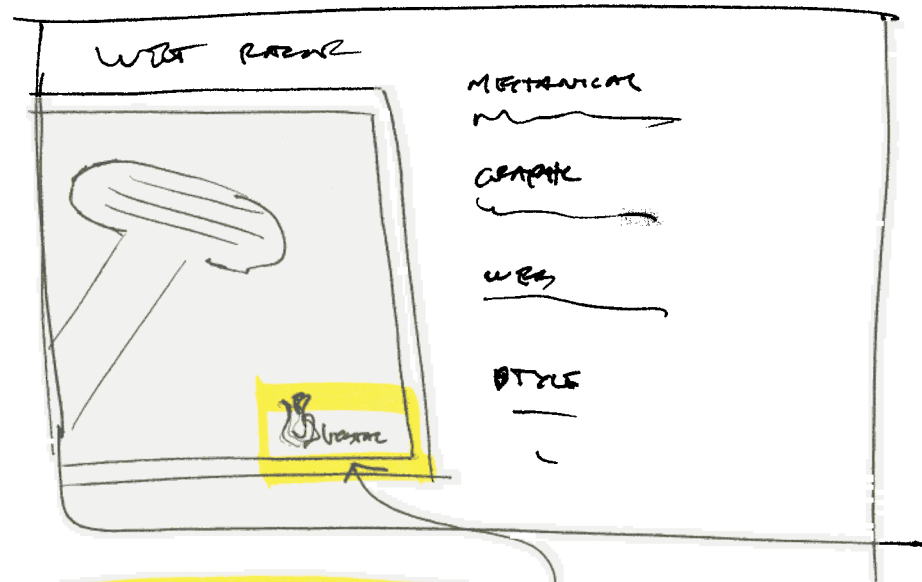
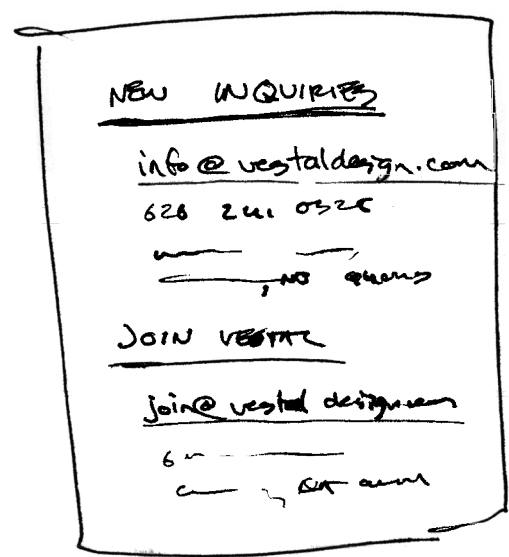
BRAND OURSELVES



COMPANY STORE!

- WE SHOULD ALL WEAR THE STUFF IN THE PICTURES

PDF, EMAIL TEMPLATES BRANDED



EMAILS @ VESTALDESIGN.COM

- INDIVIDUALS + "CONTACTS"

WATERMARK ON IMAGES

### JOIN USTAC

username

YOUR NAME

TELL US ALL ABOUT YOURSELF

SUBMIT

### "JOIN USTAC" PAGE / FORM

- DISCUSS COMPENSATION, WORK STYLE

### JOIN OUR MAILING LIST (AGENCY)

YOUR EMAIL

bob@ngskamp.com

SUBSCRIBE

\* WE WILL NEVER SELL

### JOIN OUR PUBLIC MAILING LIST

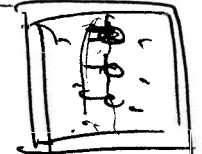
- SEND OUT BLOG ENTRIES?
- AGENCY MAILINGS TO BLOG?
- CAMPAIGN MONITOR.COM

### ABOUT USTAC PERSON

WE ARE PRO-YOUTH!



WE WANT TO GROW



### COMPANY STATEMENT

HWT - WE'RE PRO-YOUTH!