

From Concept to Creation

From small campaigns to large, Julie Bateman works closely with clients to understand their creative needs and produce great relationships and effective materials.

The 28-year-old Barrie entrepreneur offers a variety of services for new businesses in the process of developing their logos and corporate identities, as well as existing businesses wishing to expand their marketing and promotional efforts. The combination of graphic design, website design, hosting and digital photography services under one roof makes the process easy for clients to create professional look in a cost effective way.

Operating out of a studio in her home, Bateman has no plans to hire full-time staff. She prefers instead, to contract experts as the need arises. "I've learned from past experiences to keep the overhead down. I'm trying to avoid any unnecessary expenses."

Bateman, who went to Sheridan college for commercial photography, has no formal training in graphic design. "When I became interested in graphic design I started reading every trade

magazine, book and software manual I could get my hands on." says Bateman, "Between that, attending tradeshow and seminars, and a lot of determination I was soon confident in my work. One thing I love about graphic design is that it is an industry that will always change - there will always be more to learn."

juliebateman GRAPHIC COMMUNICATIONS began in September 2003.



Bateman said she anticipated the first few months to be slow but was much busier than expected.

Bateman said her business appeals to people because it's different. "I'm not just a designer in the sense that I don't design by aesthetic only. Because I have business and marketing experience I

can advise clients how to achieve results and stay within budget."

So far, she has designed corporate identities, marketing materials and websites for resorts, cosmetic companies and most recently, a Florida adventure racing company. Bateman's business successes have also been published in an industry book called *Creatively Speaking*.