



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at ***wvOASIS.gov***. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at ***WVPurchasing.gov*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header 2

List View

General Information

Contact

Default Values

Discount

Document Information

Procurement Folder: 594676

Procurement Type: Central Purchase Order

Vendor ID: VC0000075887



Legal Name: STARRY EYES MEDIA LLC

Alias/DBA:

Total Bid: \$33,153.60

Response Date: 07/16/2019



Response Time: 15:56

SO Doc Code: CRFQ

SO Dept: 0932

SO Doc ID: DRS2000000001

Published Date: 7/16/19

Close Date: 7/18/19

Close Time: 13:30

Status: Closed

Solicitation Description: Addendum No. 3 - Graphic Design and Banner/poster

Total of Header Attachments: 2

Total of All Attachments: 2



Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

State of West Virginia
Solicitation Response

Proc Folder : 594676

Solicitation Description : Addendum No. 3 - Graphic Design and Banner/poster

Proc Type : Central Purchase Order

Date issued	Solicitation Closes	Solicitation Response	Version
	2019-07-18 13:30:00	SR 0932 ESR07161900000000207	1

VENDOR

VC0000075887

STARRY EYES MEDIA LLC

Solicitation Number: CRFQ 0932 DRS2000000001

Total Bid : \$33,153.60

Response Date: 2019-07-16

Response Time: 15:56:38

Comments: Procurement officer information is included on the cover page of the submitted proposal. Starry Eyes Media would like to thank you for the opportunity to work with you on this project.

FOR INFORMATION CONTACT THE BUYER

Tara Lyle
(304) 558-2544
tara.l.lyle@wv.gov

Signature on File

FEIN #

DATE

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	GRAPHIC DESIGN SERVICES	1.00000	JOB	\$1,000.000000	\$1,000.00

Comm Code	Manufacturer	Specification	Model #
82140000			

Extended Description : PER ITEM 4.1.1 SPECIFICATIONS

Comments: 33" x 81" banner graphic design
18" x 24" poster graphic design
Travel Fee
see attached proposal for itemized cost breakdown

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	RETRACTABLE BANNER	160.00000	EA	\$163.460000	\$26,153.60

Comm Code	Manufacturer	Specification	Model #
82121505			

Extended Description : PER ITEM 4.1.2 SPECIFICATIONS

Comments: A step-up from the standard retractable banner stand, Deluxe Retractable Stand features all the benefits of the standard retractable banner stand plus a sleek wide base design with polished ends. This stand is a convenient and professional way to showcase your products and services. This stand has an adjustable telescopic support pole to allow for graphic size adjustment. And when not in use, banner can be retracted easily and stored in its aluminum casing.
Material:

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	POSTER	200.00000	EA	\$30.000000	\$6,000.00

Comm Code	Manufacturer	Specification	Model #
82121505			

Extended Description : PER ITEM 4.1.3 SPECIFICATIONS

Comments: Double-White Popup material is a beautiful surface for vivid full color graphics. The polypropelene pvc material is printed with UV inks for extreme durability. White on both sides, this material still contains a blockout layer to ensure that there backlighting isn't a problem. Best of all this material has a low memory, so even after being rolled for an extended period of time it will lay flat and won't curl at the edges.
Features:

SOLICITATION NUMBER: CRFQ DRS2000000001

Addendum Number: 2

The purpose of this addendum is to modify the solicitation identified as CRFQ DRS2000000001 ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- ☐ Modify bid opening date and time
- ☐ Modify specifications of product or service being sought
- ☒ Attachment of vendor questions and responses
- ☐ Attachment of pre-bid sign-in sheet
- ☐ Correction of error
- ☐ Other

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith and is specifically incorporated herein by reference.

1. To provide responses to vendor questions.
2. Attach photographs per Section 4.1.1.1 of the specifications.
3. The bid opening remains on 07/17/2019 at 1:30 pm.

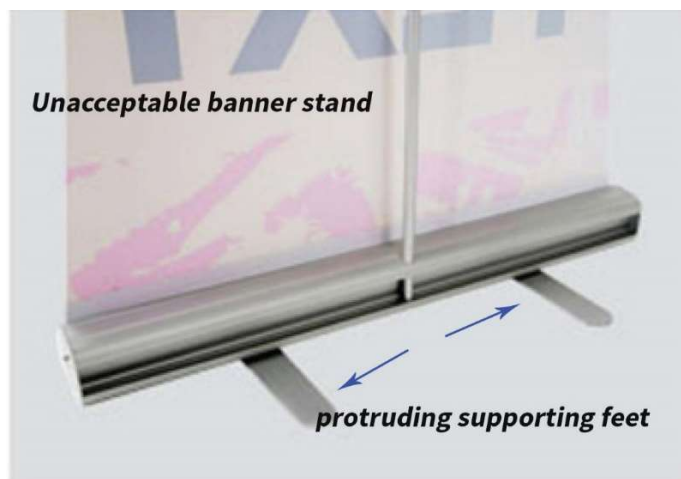
Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

Questions:

Q.1. (4.1.2.3) "...so that the stand stabilizes itself without any protruding supporting feet." Can you clarify what that is? We have attached a photo of a product we would recommend. The "feet" per se are part of the stand, attached, and they turn in to store under the banner stand retractable component. Would these be acceptable?

A.1. These banners and stands will be displayed in West Virginia high schools on a continuous basis. Safety of students is a primary concern. Therefore, we have specified a stand without protruding supporting feet. See pictures below.



Q.2. (4.1.2.5) On the banners stands, the RFQ notes: "banner shall be single-sided print on high-quality vinyl using durable, high-quality ink." Would you consider UV printed fabric versus vinyl? When sourced accurately, fabric can be less expensive, is durable, doesn't curl like vinyl and is considered more impressive.

A.2. Because these banners will be used over a continuous, long-term timeframe, this Agency prefers to proceed with the banner being printed on a high-quality vinyl. Vinyl is easier to clean than fabric should spills or soiling occur.

Q.3. 3.2 "Vendor must not sub-contract printing of final designs without prior Agency approval." Most advertising/design agencies sub-contract printing of projects like these with agency oversight and accountability. We are going to ask for approval to sub-contract the printing of the banner stands and posters pre-bid. Is this acceptable?

A.3. Printing of the banners and posters can be sub-contracted. However, materials will not go to print until the Agency signs off on the final design of the banner and final design of the poster.

Q.4. 4.1.1.1. (see attached photographs of previous materials) - No photos attached to RFQ

A.4. Photographs are included at the end of this document and were provided by Addendum No. 1 issued 7/3/2019.

Q.5. Will you be able to provide your logo and any content needed for the banner and posters?

A.5. Yes, the logo, some graphics and content will be provided. The approved vendor will collaborate with this Agency on design and wording concepts.

Q.6. Do you already have photography (if needed) or should I factor that in?

A.6. This Agency will provide some stock photographs for use in the development of these materials.

Q.7. Do you have a current branding look that this should be in line with or will it be completely new?

A.7. Yes, the materials developed must be consistent with materials that have been previously developed for this program. A photograph of a previous banner is included at the end of this document.

Q.8. The banner quantity line shows a total 160 however the word banner was used, not banners so I want to confirm whether you need 1 or 160 banner stands.

A.8. The request for a total of 160 banners in retractable banner stands.

Q.9. Do you know the size banner stand that you would like?

A.9. The indicated specifications are for a 33" x 80" banner in a retractable stand (see section 4.1.2.1 of the solicitation document).

Q.10. As for the quality of the stand, there are many options. Some come with a warranty and some the cartridge can easily pulled out and replaced making it easy to switch them in and out. I can quote basic or higher end.

A.10. Please review the minimum specifications in the solicitation document (specifically section 4.1.2) for details about the banner size, stand and carrying case.

Q.11. What size posters are you wanting to get?

A.11. The indicated specifications are for a 18" x 24" poster (see section 4.1.3.1 of the solicitation document).

Q.12. Do you have a specific brand and model number of the banner that you are looking to purchase?

A.12. No, this Agency does not have a specific brand or model number that it is looking to purchase. Pictures of an existing banner previously purchased is at the end of this document.

Q.13. Are you aware that existing banners that you have can be reprinted using the same hardware?

A.13. Yes, this Agency is aware that banners can be replaced in existing hardware. However, that is not feasible due to the nature of this project.

Q.14. Do you have a banner-up that can be inspected and measured?

A.14. This Agency does have a banner. Photos of this banner are included at the end of this document. The viewable printed area of the current banner is 32.5" x 79".

Q.15. Do you know where the existing banner-up was purchased?

A.15. This Agency does not know where this banner was purchased.

Q.16. Is this (4.1.2.1 Banner size shall be 33" x 80") the actual size or the viewable size? Some banners have a ½" bleed at the top and a 6" bleed at the bottom, so they are actually 33.5" x 66.5" but the viewable is 33.5" x 60" but up to 83.25".

A.16. The viewable printed area of the current banner is 32.5" x 79".

Q. 17. Is the agency willing to review alternative quotes for banners that differ in width from 33" by say .5"?

A.17. This Agency will accept a variance of no more than 1.0" of the indicated specifications (width and/or height) in the viewable printable area of the banner.

Q.18. Will you review alternative quotes where protruding feet are included, if they are significantly less costly?

A.18. This question is similar to Q.1.and this Agency will not consider changing the specifications to include stands with protruding feet because we consider those to be a safety hazard for where these will be located.

Q.19. Will other carrying case materials besides canvas be acceptable?

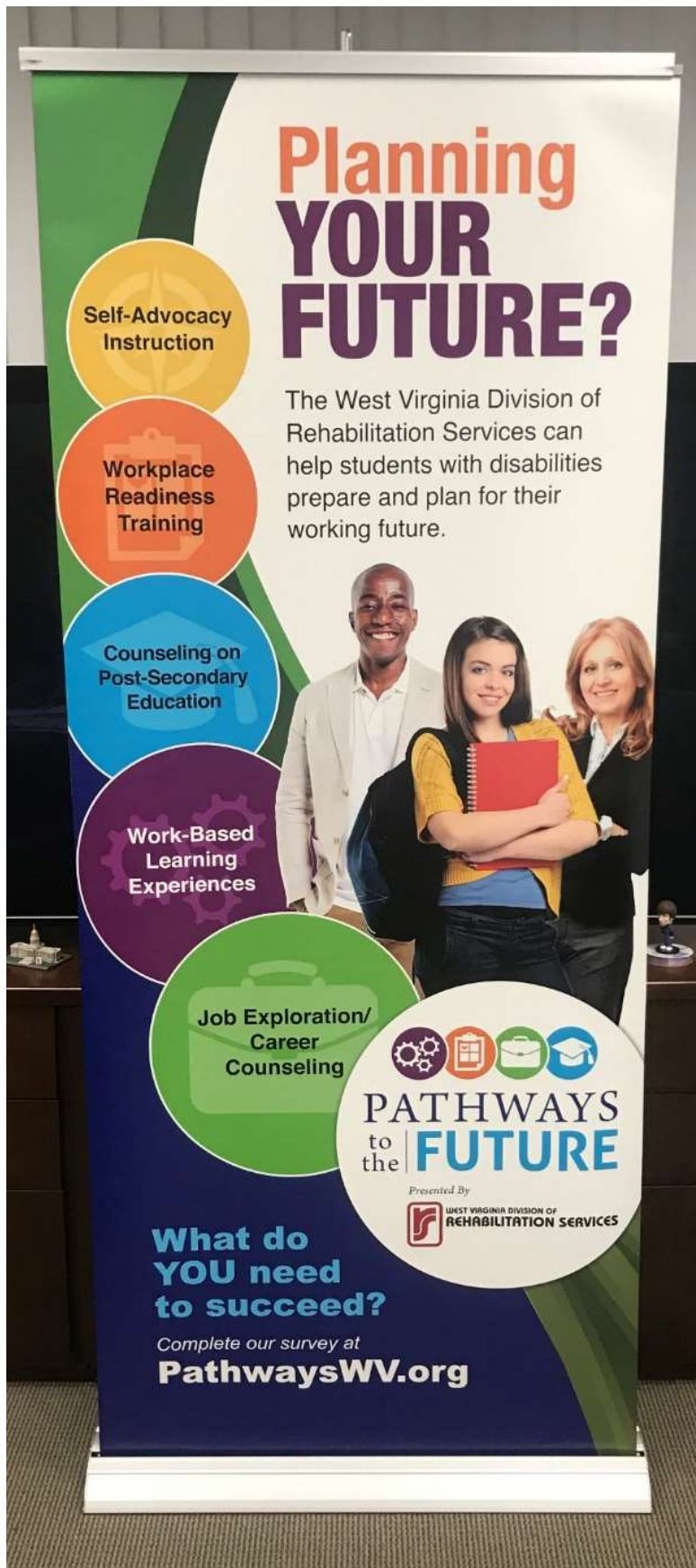
A.19. This Agency prefers a carrying case made of durable canvas, as specified.

Q.20. Will you accept alternative quotes for carrying cases that do not have shoulder straps but not two handles?

A.20. This Agency prefers a carrying case that has both a shoulder strap and two short handles for carrying the banner at your side, as specified.

Other Information:

1. The bid opening remains 07/17/2019 at 1:30 pm.
2. Per Section 4.1.1.1. - see attached photographs of previous materials.
(4 photographs – Front Panel, Back Panel, Base – front view and Base – rear view)



Front panel



Rear panel



Base – front view



Base – rear view

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFQ DRS200000001

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

<input checked="" type="checkbox"/> Addendum No. 1	<input type="checkbox"/> Addendum No. 6
<input checked="" type="checkbox"/> Addendum No. 2	<input type="checkbox"/> Addendum No. 7
<input type="checkbox"/> Addendum No. 3	<input type="checkbox"/> Addendum No. 8
<input type="checkbox"/> Addendum No. 4	<input type="checkbox"/> Addendum No. 9
<input type="checkbox"/> Addendum No. 5	<input type="checkbox"/> Addendum No. 10

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Starry Eyes Media LLC

Company

Cecelia Thompson

Authorized Signature

07/16/2019

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.



GRAPHIC DESIGN *Proposal*

CRFQ 0932 DRS2000000001



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We're an Appalachian *creative team*

empowering for/non-profits to connect
with audiences through the stellar fusion

*of design,
branding,
and passion.*

CRFQ 0932 DRS2000000001

Proposal Prepared by Starry Eyes Media
FEIN: 47-3218100 DUNS: 090197262

Cecelia Thompson
Partner, Design, CPO

943 Mercer Street, Princeton, WV
cecilia@StarryEyesMedia.com | 1-800-889-8343

Proposal Submittal Letter

To Whom It May Concern:

I, Cecelia Thompson, hereby submit this proposal for CRFQ 0932 DRS2000000001 for Division of Rehabilitation Services on behalf of Starry Eyes Media LLC, Vendor Code: VCo000075887.

The bid pricing included in this proposal is valid for up to 90 calendar days subsequent to the due date of the proposal request. If contracted by Division of Rehabilitation Services, Starry Eyes Media LLC agrees to all terms presented in the RFP for the Graphic Design and Print of retractable banners and posters for the Division of Rehabilitation Services. Additional projects not mentioned in this proposal are subject to Starry Eyes Media LLC's hourly graphic design or website development rate.

Regards,



Cecelia Thompson
Founding Partner

943 Mercer Street, Princeton, WV 24740
e: procurement@starryeyesmedia.com
p: 1-800-889-8343 ext. 2

Deliverables & Strategy

Based on your stated needs, outlined below is a list of the deliverables, accompanied by the team members assigned to them with the estimated time frames for completion. Throughout our contract for this project, we expect to deliver professional work that not only meets your expectations and requirements but also exceeds them.

ONBOARDING PHASE

DELIVERABLE	TEAM MEMBER(S)	TIMEFRAME
• NEW CLIENT ONBOARDING QUESTIONNAIRE.....	JEFF ENGLAND.....	1 DAY
• KICK OFF MEETING.....	JEFF ENGLAND, JORDAN HOWERTON	1 DAY

DEVELOPMENT PHASE

DELIVERABLE	TEAM MEMBER(S)	TIMEFRAME
• INITIAL SKETCH OF PROPOSED DESIGNS	CECELIA THOMPSON.....	1 WEEK
• CLIENT APPROVAL OF LAYOUT	JEFF ENGLAND.....	1 WEEK
• DESIGN & LAYOUT OF RETRACTABLE BANNER....	CECELIA THOMPSON.....	2 WEEKS
• DESIGN & LAYOUT OF POSTER	JORDAN HOWERTON	2 WEEKS

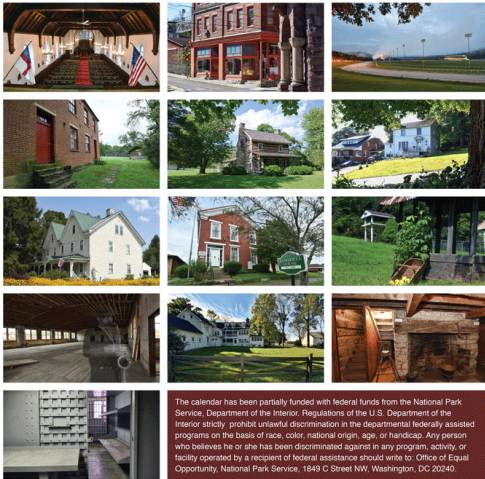
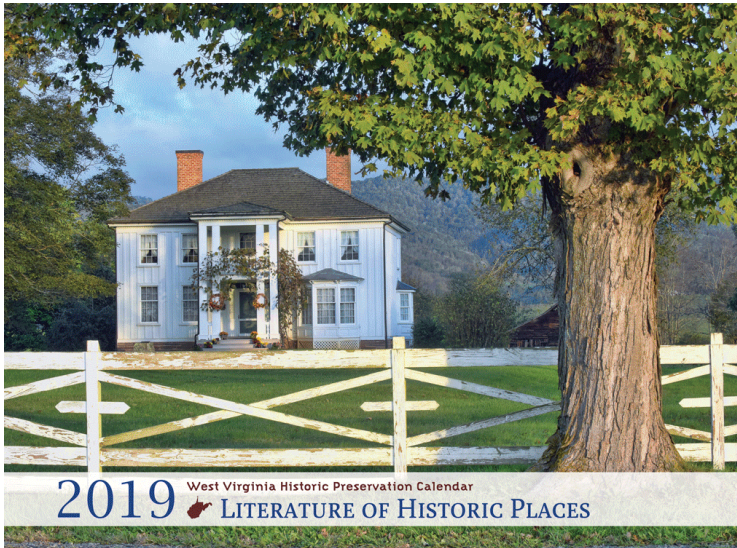
REVIEW & REVEAL PHASE

DELIVERABLE	TEAM MEMBER(S)	TIMEFRAME
• CLIENT REVEAL OF FINISHED DESIGNS	JEFF ENGLAND.....	1 DAY
• CLIENT REVISIONS AND PROOFING	JEFF ENGLAND, JORDAN HOWERTON	2 WEEKS
• CLIENT REVEAL ROUND 2.....	JEFF ENGLAND, JORDAN HOWERTON	2 WEEKS
• CLIENT REVISIONS IF APPLICABLE.....	CECELIA THOMPSON, BRANDON GILBERT	2 WEEKS

LAUNCH/COMPLETION

DELIVERABLE	TEAM MEMBER(S)	TIMEFRAME
• PRINTING OF RETRACTABLE BANNERS	JORDAN HOWERTON	2 WEEKS
• PRINTING OF POSTERS.....	JORDAN HOWERTON	2 WEEKS
• DELIVERY OF PRINTED GOODS BY DEADLINE	JEFF ENGLAND, JORDAN HOWERTON	1 DAY

Print Design Example



JIM JUSTICE
Governor

RANDALL REID-SMITH
Curator / State Historic Preservation Officer

SUSAN M. PIERCE
Deputy State Historic Preservation Officer

CALENDAR DESIGN
Starry Eyes Media

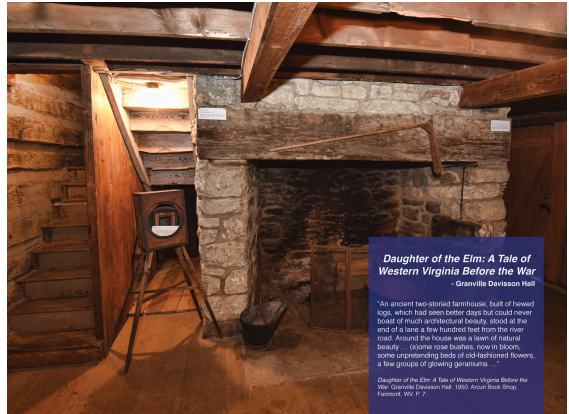
PHOTOGRAPHY/IMAGE EDITING
Stephen Brightwell

CALENDAR TEXT
John D. Adamik and Susan Pierce

COVER PHOTO CREDIT
Pearl S. Buck Birthplace, Hillsboro,
Pocahontas County

THE CULTURE CENTER
1900 Kanawha Blvd. East
Charleston, WV 25305

Phone: 304-558-0220
TDD: 304-558-3562
FAX: 304-558-2779
www.wvculture.org
EEO/AA Employer



DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
Handwritten notes		Christmas Eve	Christmas Day	Boxing Day		
29	30	31	1	2	3	4
		New Year's Eve	New Year's Day			

WEST VIRGINIA STATE HISTORIC PRESERVATION OFFICE

About Pearl Buck



Peeri S. Buck was born in 1892 in Hillsboro, West Virginia to Absalom and Caroline Sydenstricker. Buck's parents were missionaries in China who returned to the United States for her birth and went back to China three months later. While spending much of the next 42 years in China, her grandparents' home in Hillsboro became "a symbol of security and peace in a world where there was neither security nor peace." Most of Buck's education was at American schools in China. However, in 1910, she attended Randolph-Macon Women's College in Lynchburg, Virginia,

Back returned to China as a teacher for the Presbyterian Boys' Foreign Mission. In 1917 the mission closed. Losing Buck, an agricultural specialist. Due to his work, the Bucks traveled and lived in many small Chinese villages which became the inspiration for much of Pearl's work. During the 1920s, the Bucks taught at Nanking University before moving to the United States. Buck received a master's degree from Cornell University. Buck had a severely disabled daughter in 1921 and adopted a daughter in 1925. Needing extra money to support the family, Buck began writing articles for the *Christianity and World* magazine. In 1926, the time of rebellion and violence in China. Nationalist troops, Communists and various warlords fought for control of the country. Several Westerners were killed in Nanking in March 1927. In a violent battle, the Communists killed several other foreigners. Some were rescued by American gunboats and taken to Shanghai. After relocating to Japan for a year, the Bucks returned to Nanking; however, the incident in 1927's war was traumatic and encouraged her to take her writing more seriously.

Lossing Buck, and married her publisher Richard Walsh. Her return to the States allowed her to be closer to her daughter, who was in an institution in southern New Jersey. Buck also threw herself into many causes, including civil rights, women's rights, and the needs of the handicapped. Two of Buck's lasting legacies were the founding of Welcome House in 1949 to help with adopting mixed race children and the Pearl B. Buck Foundation in 1964 to help children in several Asian countries.

Buck died in March of 1973 and was buried at her Pennsylvania home, Green Hills Farm.



Buck's first book was published in 1930 and in 1931 she followed it with *The Good Earth*. The bestselling book of 1931 and 1932 and the Pulitzer Prize winner in 1932, it thrust Buck onto the American literary scene. She followed *The Good Earth* with the next two books of the trilogy, *Sons* in 1933 and *A House Divided* in 1935. Buck's greatest honor came in 1938 when she became the first American woman to win the Nobel Prize in Literature. Rather than for one work, Buck was recognized for "her rich and truly epic descriptions of peasant life in China."



PHOTO CREDITS
TOP LEFT: Arnold Genthe
BOTTOM LEFT: GETTY and AP/WIDE WORLD
MIDDLE: WW State Archives

STATE OF WV – DEPT. OF ARTS, CULTURE, & HISTORY 2019-2020 CALENDAR

Project Scope: Starry Eyes Media was contracted as the winning vendor to provide the Dept. of Arts, History, & Culture with the 2019-2020 Calendar Design. We designed this 28-page calendar with client-provided images. We are currently designing Details magazine for the same department. It is a 28-page magazine design.

DESIGN DETAILS

- Graphic Designer: Brandon Gilbert
- Photography: 3rd-Party/Client Provided
- Photo-Retouching: Brandon Gilbert
- Format: 8.5"x11, full bleeds, 32 page spread, calendar.
- URL: <http://bit.ly/2Lpa9qP>

Print Design Example



CHAMBER OF COMMERCE OF THE TWO VIRGINIAS RETRACTABLE BANNER

Project Scope: Starry Eyes Media was contracted as the winning vendor to provide the Chamber of Commerce of the Two Virginias with branding and graphic design services. We designed the client a retractable banner for events and more based on the client's requests.



A & J CATERING RETRACTABLE BANNER

Project Scope: Starry Eyes Media was contracted as the winning vendor to provide A & J Catering with branding and graphic design services as part of the WV Hive. We designed the client a retractable banner for events and more based on the client's requests, services, photography, etc.

Design Cost Proposal

RETRACTABLE BANNER AND POSTER DESIGN

COORDINATION & PROJECT MANAGEMENT	PRICE
• PROJECT ONBOARDING	20.00 USD
» Creation of project folders on secure cloud server and new records on project management system, billed in one-hour increments	
» Includes coordination with client for the arrangement of project meetings (as needed)	
• FILE MANAGEMENT & HOSTING	20.00 USD
» Includes final file packaging and sending with usage notes and sixty-day cloud storage and client access, billed by individual sessions	
CREATIVE SERVICES	PRICE
• DESIGN PROJECT PLANNING (TEAM)	50.00
» A collaborative effort including three to five members of our team to devising a detailed execution plan, billed per session	
» Includes the development of sketches, research ideas, and notes	
• PRINCIPAL GRAPHIC DESIGN	800.00
» The primary design of artwork composition across various digital file formats such as Adobe InDesign, Adobe Illustrator, and Adobe Photoshop, billed by one-hour increments	
» Includes licensing rights of artwork and flat digital copies (JPEG and PNG formats)	
• DESIGN PROJECT REVIEW (TEAM)	50.00
» Review of design file by two to five members of our team, billed per session	
• DESIGN PROJECT STANDARD REVISIONS	0.00
» Two rounds of design draft revisions as requested by the client through Project Feedback Requests, included at no additional cost	
• GRAPHIC DESIGN FILE PACKAGING	60.00
» Creation and organization of a folder system containing finalized design files with supporting linked media and printer instructions (when applicable), billed per project	
» Includes the creation of various file formats (JPEG, PNG, PDF) as necessary/applicable	
TRAVEL CHARGES	PRICE
• COST PER MILE	0.58 PER MILE
» Includes coordination with client for the arrangement of project meetings and traveling as needed	

GRAND TOTAL: DESIGN CHARGES 1,000.00 USD*

* This grand total does not include traveling charges. The following conditions/scenarios are subject to additional charges: Design Project Additional Revisions (\$75.00/HR), Feedback Reminders (\$25.00/Week), Project Rescheduling (\$150.00/instance), Additional Project Coordination (\$50/Hour), and Third-Party Coordination (\$75.00/Hour)

Print Cost Proposal

RETRACTABLE BANNER AND POSTER PRINT

DELIVERABLES

PRICE

- **33" X 81" RETRACTABLE BANNER**160 QTY: 26,153.60 USD
 - » A step-up from the standard retractable banner stand, Deluxe Retractable Stand features all the benefits of the standard retractable banner stand plus a sleek wide base design with polished ends. This stand is a convenient and professional way to showcase your products and services. This stand has an adjustable telescopic support pole to allow for graphic size adjustment. And when not in use, banner can be retracted easily and stored in its aluminum casing. Material: - 13 oz. Matte Vinyl Banner
 - » Product Features 33" x 81" graphic printed on 13 oz. Matte Vinyl, aluminum retractable hardware, and canvas carrying bag.
 - » UNIT PRICE: \$163.46 USD
- **18" X 24" POSTER**200 QTY: 6,000.00 USD
 - » Double-White Popup material is a beautiful surface for vivid full color graphics. The polypropylene pvc material is printed with UV inks for extreme durability. White on both sides, this material still contains a blockout layer to ensure that there backlighting isn't a problem. Best of all this material has a low memory, so even after being rolled for an extended period of time it will lay flat and won't curl at the edges. Product Features: - UV Printed - Resolution: High resolution digitally printed at 720 x 720. Printed on one side only. - Usage: Indoor or Outdoor; Waterproof and UV safe that will last for years.
 - » UNIT PRICE: \$30.00 USD

GRAND TOTAL: PRINT CHARGES32,153.00 USD*

* This grand total does not include traveling charges. The following conditions/scenarios are subject to additional charges: Design Project Additional Revisions (\$75.00/HR), Feedback Reminders (\$25.00/Week), Project Rescheduling (\$150.00/instance), Additional Project Coordination (\$50/Hour), and Third-Party Coordination (\$75.00/Hour)

Agency Profile

STARRY EYES MEDIA LLC

PRIMARY LINE OF BUSINESS

Graphic Design & Website Development

BUSINESS PROFILE

Starry Eyes Media is a creative and web agency located in West Virginia with a design team of five. We started our journey 2015 with our two founders, Cecelia Thompson and Brandon Gilbert, who were freelance graphic and website designers that decided to go into business together to bring a modern and sleek design to companies and organizations. Our vision since the beginning has been to offer businesses and organizations in West Virginia access to professional, high-quality graphic design and creative services.

Starry Eyes Media expanded in 2018 by adding on an additional designer and a digital media manager. This allowed us to offer additional services to our client base, such as videography and photography. We were able to expand our digital media services such as social media management, website management, and reputation management.

In 2018, we also expanded into procurement opportunities. We have worked with the State of West Virginia Dept. of Arts, Culture, and History on designing the 2019-2020 calendar. We also work closely with the WV Hive, which helps small businesses afford marketing and design services.



943 MERCER STREET, PRINCETON, WV 24740

PHONE/FAX: 1-800-889-8343

OUR KEY PROCESSES

Starry Eyes Media is always researching and training our staff with the newest and best practices for our field. As a result, we take advantage of the technology that is available in today's world.

Each week, our development team has a meeting to plan out the projects for the week, critique and proofread work that is client-ready, and work together on new ideas. We also work closely with our design team to keep everyone up to date with the latest website design and development standards, software, and techniques. Team members work closely together to coordinate project completion dates by the deadlines set during the weekly creative meetings. We streamline communication between team members by implementing a software known as Slack, which allows teams to instantly chat about projects, share files, and exchange ideas and information. We also use grammar checking software that helps our members with proofreading, word usage, and proper punctuation for projects. Metrics for our grammar skills can be provided upon request.

After we obtain everything we need to begin the project, such as body copy, relevant questionnaires, and information, we project a 4-6 week time period for project completion. When relevant information is delayed, project times can stretch longer.

Our Capabilities

BRAND DEVELOPMENT

- Logo Design
- Brand Architecture
- Brand Refresh

GRAPHIC DESIGN

- Restaurant Menus
- Book & Magazines
- Digital Illustration

WEB DEVELOPMENT

- Website Design
- Website Management
- Site Refresh & Recharge

PHOTO & VIDEO

- Product Photography
- 4K Videography
- Drone Videography

PRINT & PACKAGING

- Advertising Collateral
- Labels & Tags
- Packaging

STRATEGY

- Marketing Campaigns
- Social Media Management
- Consultation

**A creative agency
nuzzled in the wild
mountains of the
Appalachians.**

Even the observable universe was estimated to be only the size of a soccer ball before the Big Bang; our humble beginnings have tempered us into a pretty cool creative crew. Like many of our clients, Starry Eyes began as a venture supported almost entirely by passion and hard work.

We work best with clients who are thoughtful and passionate about what they provide, those that are not only motivated by growth but who also their dreams and ideas. Finding the right client is a part of our method for developing inspiring branding, campaigns, videos, and websites.

Our Team



JEFF A. ENGLAND

Studio/Project Manager

DUTIES

Manages operations, project assignments, and creative team coordination.

PROFICIENCIES

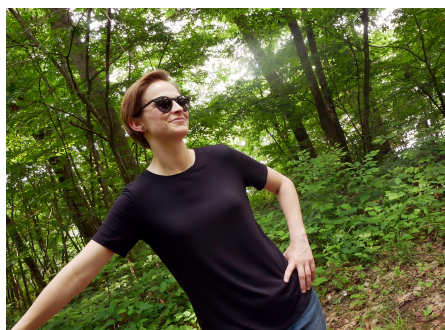
Networking, Microsoft Excel, Microsoft Access, Microsoft Word, Microsoft Office Products, marketing, Adobe Photoshop

EXPERIENCE

Ten years of experience in networking. Twenty years of customer service experience. Ten years of management experience.

EDUCATION

- [Studies in Marketing and Business Administration, Concord University](#)



HOLLY M. BELCHER

Digital Media Manager

DUTIES

Manages digital service fulfillment and internal network. Contributes to planning, editing, graphic design, Wordpress CMS website development, and video production. Assists with deployment and implementation of new technology.

PROFICIENCIES

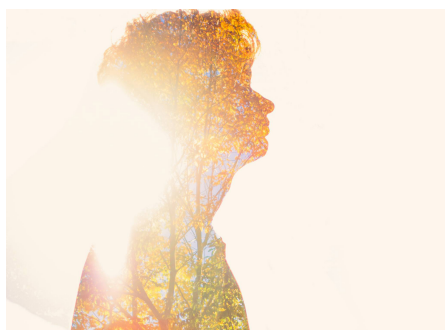
Adobe Animate, Adobe Photoshop, Adobe Premiere Pro, content editing, content writing, Microsoft Excel, social media, research, and website languages including PHP, CSS, and HTML.

EXPERIENCE

Ten years of IT experience. Three years of design experience. Six years of web development experience. Ten years of years in higher-ed administration.

EDUCATION

- [B.S. Information Technology, Middle Georgia State University](#)
- [B.A. Sociology & History, Concord University](#)



JORDAN S. HOWERTON

Junior Marketing Associate

DUTIES

Contributes to planning, editing, graphic design, website development, and video production.

PROFICIENCIES

Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, CMS website development with Wordpress CMS, Drupal 7 CMS, Drupal 8 CMS, and website languages including CSS and HTML.

experience. Two years of web development experience.

EDUCATION

- [B.A. Advertising/Graphic Design, Concord University](#)
- [Studies in Web Development, Udemy](#)

EXPERIENCE

Five years of graphic design

Our Team



CECELIA E. THOMPSON

Partner, Designer

DUTIES

Manages bid coordination, purchasing, implementation of new technology, and marketing deployment. Contributes to planning, editing, graphic design, website development, and video production.

PROFICIENCIES

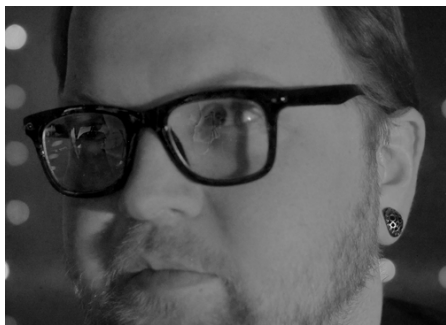
Adobe Software (Dreamweaver, Illustrator, InDesign, Photoshop, Premiere Pro), web languages (CSS and HTML), and CMS Development (Wordpress, Drupal 7-8).

EXPERIENCE

Twelve years of website development experience. Ten years of graphic design experience.

EDUCATION

- [Studies in Studio Art, Concord University](#)
- [Studies in Graphic Design, Southern New Hampshire Univ.](#)



BRANDON M. GILBERT

Partner, Senior Designer

DUTIES

Contributes to planning, editing, graphic design, website development, and video production. Guides creative direction.

PROFICIENCIES

Adobe Software (After Effects, Dreamweaver, Illustrator, InDesign, Photoshop, Premiere Pro), CMS Development (Wordpress, Drupal 7-8), Microsoft Software (Excel, Access, Word), web languages (CSS and HTML).

EXPERIENCE

Sixteen years of graphic design experience. Five years of website development experience.

EDUCATION

- [Advertising/Graphic Design studies, Concord University](#)
- [Studies in Commercial Art, Mercer County Technical Education Center](#)
- [Business/Marketing studies, Concord University and Bluefield State University](#)



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