



INFO PACK

# Design in a Day

Focused, high-impact design with a quick turn around for campaigns, events, and publications

“

Design is not just what it looks like and feels like.

**Design is how it works.**

- Steve Jobs



## Who is it for?

Design in a Day is for school marketing teams and corporate learning organisations who need high-quality design work **delivered quickly, clearly, and professionally.**

You may be facing:

- An upcoming open day, admissions deadline, or event and have some assets you need finalising
- Content ready ideas but limited capacity to design them internally
- A project that has been sitting on the to-do list for too long
- A need for momentum, not another drawn-out process
- A need for senior design input without committing to a long-term retainer or in-house designer

By dedicating a single day to one clear priority, we get assets delivered as efficiently as possible, whilst maintaining high quality design that drives real results.

*You can also book multiple days in a row or spaced out to suit your needs.*

# What you will receive:

A full day of focused, hands-on design support dedicated to your priorities.

## How the day works:

- One or two clearly defined tasks agreed in advance
- Dedicated time reserved exclusively for you
- Real-time progress, decisions, and refinement, ongoing communication to keep you in the loop on the day
- Access to my online portal keeping all projects in one place and making communication easy and effective
- Delivery of completed, usable assets by the end of the day (or shortly after)

## What can be created in a day?

Depending on scope, this may include:

- Open Day collateral (guides, flyers, signage layouts)
- Admissions brochures or inserts
- Prospectus sections or mini publications
- Event or training materials
- Parent or learner-facing information packs
- Layout and design polish for existing content

The day is structured to focus on completion, not concepts that drag on for weeks.



# Outcomes you can expect

Here's what 'Design in a Day' delivers for you:

- **Immediate progress:** A tangible piece of work completed and ready to use (not just "started").
- **Premium level design:** Design that will communicate quality, credibility and confidence whilst being easy to absorb for all audiences.
- **Reduced bottlenecks:** Design stops being the thing that holds everything else up.
- **Clarity and confidence:** Clear design decisions made quickly and confidently, without over thinking or second-guessing.
- **Professional consistency:** Materials that align with your brand, values, and audience expectations.
- **Momentum for your team:** One less project on the list, freeing time and mental space for what's next.
- **Calm under pressure:** A reliable solution when deadlines are fixed and expectations are high.



## An introduction to my process

An overview of how the day will work.

HERE'S WHAT'S INVOLVED



# How it works

## Step one: Pre-day planning

An initial consultation to agree the scope, date, and materials in advance so the day is focused and productive.

## Step two: Design day

I dedicate the day exclusively to your project(s), working through design, refinement, and finalisation. You can have as much input as you wish on the day.

## Step three: Final delivery

Once the day is complete and projects are finished, you receive finished, professional files ready for print, digital use, or internal sharing.

# Your investment

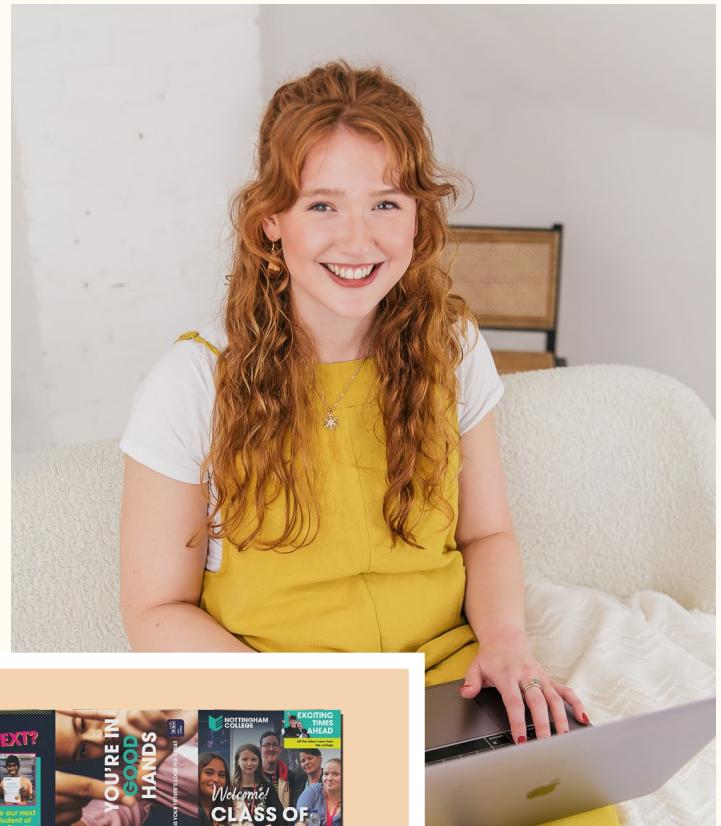
## 'Design in a Day' is priced to reflect:

- Senior, education-sector design expertise
- Dedicated, uninterrupted time reserved exclusively for you
- Speed, clarity, and professional delivery
- Work that would otherwise take weeks of internal or agency coordination

Compared to the cost of extended timelines, internal stress, or rushed last minute design, this is a highly efficient, cost-effective way to achieve quality outcomes for your organisation.

You are not paying for hours, you are investing in focus, specialist experience, decisiveness, and results.

**£375 /day**



"It took me several years to find a true collaborator for graphic design projects, and I'm incredibly grateful for Charlotte's dedication and effort in every project we've worked on together. She's clear, efficient, and creative — exactly what any marketing manager hopes for. Charlotte is my go-to for graphic design needs, and I wholeheartedly recommend her to others (and already have!).

**Abigail Evans | Director of Marketing**



"I had the pleasure of working with Charlotte on recent projects and couldn't be happier with the results. She picked up our in-house style quickly, hit the ground running, and was professional, talented, responsive, and easy to collaborate with. I highly recommend her for any design work and wouldn't hesitate calling on her help again!"

**Mike Condon | Creative Services Manager**



"Charlotte is a great communicator, reliable, efficient and works to the brief while bringing in her own creative flair. It is a pleasure working with her and we now work with her regularly on our booklet designs, she's become an essential part of our team!"

**Lucia Hull | Director of Development**



# Let's get started!

To get booked in, book your consultation below.

If we haven't worked together before, please email over your brand guidelines and any other relevant marketing material ahead of our call.

[Email files](#)

[Book consultation](#)

**charlotte**  
**ashley** design