

Make Better Documents

Supporting Queensland with
Expert Document Design Services



Mission

**Making the world a more beautiful place
—one document at a time.**

Values

Value for Money
Sustainable Development
Quality Services
Inclusivity and Equity
Collaboration and Partnerships
Continuous Improvement

Why Make Better Documents?

Make Better Documents provides a smaller niche service that agencies do not. As a specialist in document design, Make Better Documents will take your existing branding to create a huge range of documents and marketing materials that are both print and screen friendly. Documents will be made in Word or PowerPoint when your staff need to continuously edit them. Documents will be made in weeks, not months (when compare to working with an agency).

Local Buy pre-qualified supplier for graphic design. (LB306)

On your team

Kassandra Marsh BA (CBAD)

Digital native who has been designing documents since 1993. After going to university to study both screen and print graphic design, it was print design that won out. As the world has changed, what used to be only print based (brochure, flyer, form, catalogue) have now all been morphed to be print and digital. Kassandra designs everything to be print ready but also to be digitally optimised. As a remote worker since 2012, this work has taken Kassandra around with world.



Qualification:

Bachelor of Arts
(Computer-Based Art and Design)
Completed in 2010
University of the Sunshine Coast



Services

Graphic design for documents

- page layout
- typesetting
- image selection
- image manipulation
- formatting text
- creating tables/charts
- creating diagrams
- template creation
- rollout designs
- editing existing files
- file conversion
- version control

Software

- InDesign
- Photoshop
- Illustrator
- Word
- PowerPoint

Document types

- advertisement
- annual report
- billboard
- book/ebook
- brochure
- capability statement
- catalogue
- charts
- diagrams
- email signature
- fillable form
- flyer
- journal article
- letterhead
- magazine
- newsletter
- pitch deck slides
- poster
- presentation
- sales sheet
- style guide
- tender (RFP)(EOI)
- web image
- white paper
- word template
- workbook

Testimonials

“Kassandra has done an outstanding job for us. She’s an excellent communicator and a great designer. We’ll definitely give Kassandra the opportunity for future work and would recommend her others.
— **Emma, ScreenRights**

“Kassandra was extremely responsive to communication. The feedback was positive and went both ways—she suggested improvements and was happy to make changes that we suggested. The work is a high quality, done on time, and with an excellent attitude. Our job was quite complicated and precise and she was able to understand exactly what we needed and delivered a product that we are very happy with.
— **Leanne, Sandton Technologies**

“Kassandra did a fantastic job with our professional templates. She is highly professional and communicative. I wouldn’t hesitate to recommend her services.
— **Tim, Hansen Engineering**

“Another job well done! Consistency has been impressive: responsiveness, communication via email with fantastic comprehension of the work to be done, eagerness to excel. Couldn’t be happier with this smart, creative content creator —the one and only Kassandra M.
— **Kathleen, HP**

“Superb experience working with Kassandra. There were a few other designers working on the job and she understood the requirements and completed the job the quickest. She’s definitely worth her hourly rates as she works fast as promised.
— **Trevor, Vernacular**

“Absolute pleasure to work with Kassandra. Professional, fast, great communicator. Excellent quality of work. In one phrase “easy to work with” and that is gold!
— **Michael, WorkSmart**

Case Study

Sydney Airport

Follow existing branding to create a range of different print and screen materials.

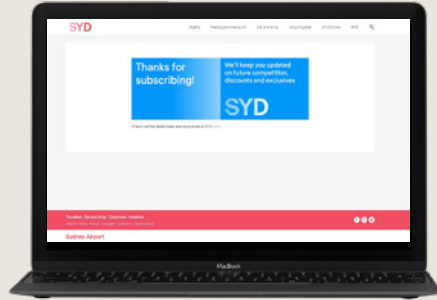
Turn around within a week–fortnight.

documents:

- annual report
- presentations
- report design
- template design
- RFP docs
- brochure
- email signature*
- digital screens
- kiosk screens
- booth backgrounds
- website images
- social media avatar

*converted from InDesign to format suitable for staff to use

website images



Mardi Gras social media avatar

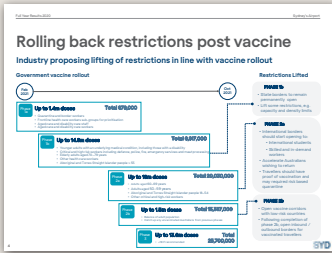
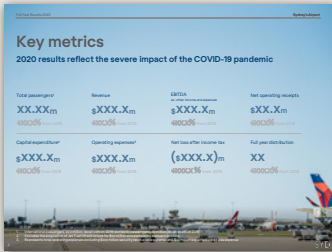
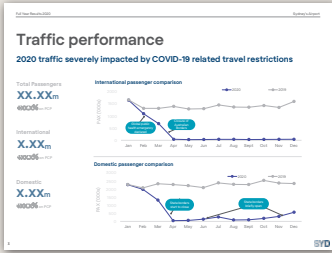


email signature

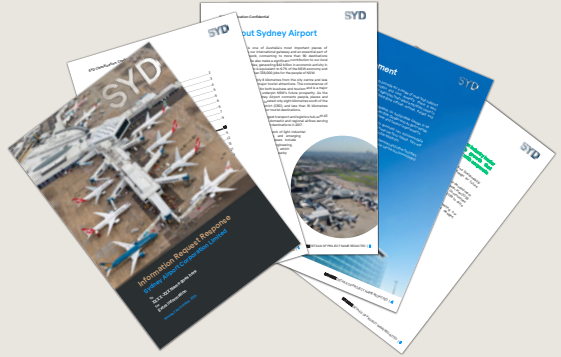


brochure information booklet

annual report
PowerPoint



RFP docs
Word



report/handbook
Word



digital screens



Case Study

Lockyer Valley Regional Council

Art Director:
Brio Group

Turn around within
a fortnight.



strategic plan

Taking the design made by Brio Group, create additional 34 pages of information tables for the strategic plan. New pages must match existing.

diecut folder

Following existing branding, create a new presentation folder. I was given a group of images to create the montage on the cover.



Case Study

Brisbane Youth Education and Training Centre

Follow existing branding to create a range of materials for the education sector.

Turn around within a fortnight.

documents:

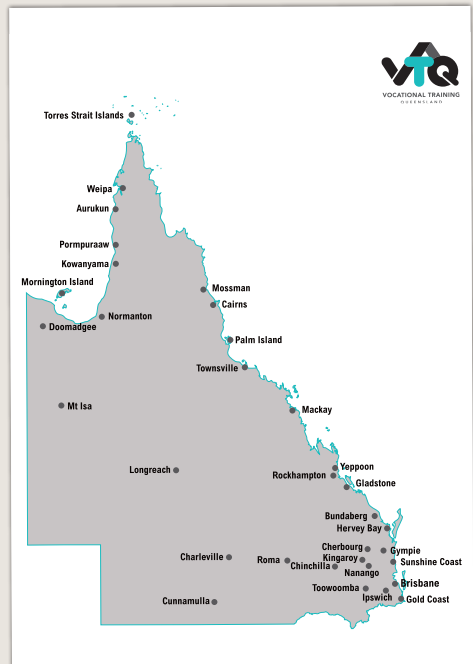
- posters
- graphics
- certificate
- document footer
- business cards
- curriculum checklists

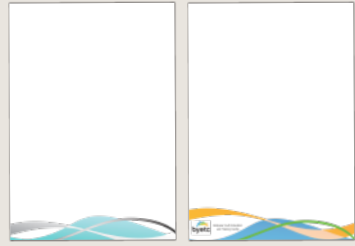
The certificate is made with mail merge. The background, image and competency text is generated based on fields in the CSV which I constructed to be automatically generated based on selecting one field from a drop-down in Excel.

curriculum checklists

The image displays three curriculum checklist posters for the Certificate in General Education for Adults. Each poster is color-coded by ACSE Level: Level 1 (blue), Level 2 (purple), and Level 3 (green). Each poster includes a student name field, a 'My Skills' section with checkboxes for various competencies, and a 'My Skills' section with checkboxes for various competencies. The posters also feature the byetc logo and the title 'Certificate in General Education for Adults PROGRAM OVERVIEW'.

A1 posters





business cards



OUR READING STRATEGIES



Find some words you don't know yet.
 Read the words before or after to read the word or guess the meaning.
 Use the pictures to find meaning.



Look for the main ideas and key words.
 Find the sounds you know in the word.
 Take notes.
 Summarise: shorter than the text, use your own words, main ideas only.



Memorise common words to read quickly and easily.
 Read again for more information. Read it again to self-correct. Read between the lines.
 Think about the topic. What do you already know? What can you already read?



Use sounds to read a new word.



FY23-24 Price List



Booklet

\$850 **\$1830**

1–20 20–50 pages
14 business days



Word Template

\$800

4 pages
7 business days



Document Formatting

\$850

20–50 pages
14 business days



Notepad

\$280

single page
5 business days



Webinar Slideshow

\$3,000

up to 100 slides
14 business days



PowerPoint Template

\$750

10 slides
7 business days

Prices are in Australian Dollars (Excluding GST)
Price includes stock images and 2 rounds of revisions
Documents can be made in PowerPoint or Word if required



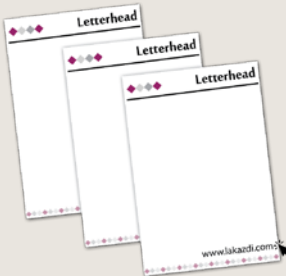
A4/A5 Flyer/Brochure
\$900
double sided
7 business days



Business Card/Invite
\$420
double sided
5 business days



Report
\$1,300
20–50 pages
14 business days



Digital Letterhead
\$500
single page
5 business days



Print Ad or Poster
\$700
single page, any size
7 business days



DL Flyer
\$750
double sided
7 business days

*get in touch to discuss
your design needs*

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Pre-Qualified Supplier for Marketing,
Communications & Creative Services
(Category B - Graphic Design) (LB 306)