

# VIRTUAL CLASSES

MODERN CALIGRAPHY | HAND LETTERING | ILLUSTRATION | WATERCOLOR



*Danielle Rothman*

**ARTIST + TEACHER**

CREATIVE CLASSES FOR PEOPLE WHO  
DON'T THINK THEY'RE CREATIVE

# YOU ARE *Creative*



“ At the beginning of every class, there’s always at least one person who makes the disclaimer that they’re not creative. I just don’t believe that’s true!

Before becoming a full time artist 5 years ago, I thought I couldn’t draw. It wasn’t until my friend bought me a coloring book, and I allowed myself to just play without any pressure, that I discovered that I actually can make something I could be proud of. Ever since, my motto has been “Stop Stopping Yourself”, and I invite all of my students to do the same!

My classes aren’t just about the art of hand lettering or watercolor.

**MY CLASSES ARE ABOUT GIVING YOURSELF +  
YOUR TEAM THE OPPORTUNITY TO TRY SOMETHING  
NEW IN A SUPPORTIVE ENVIRONMENT.**

The most common thing I hear from participants after class is how they surprised themselves with what they were able to create in such a short time. As a teacher, hearing that is the best feeling in the world. I would love to be there for your ‘Aha!’ moment, too!

– *Danielle*

“

**DANIELLE’S WAS AN ABSOLUTE JOY TO WORK WITH!** I am beyond thrilled we had her host a virtual hand lettering class for our company all hands meeting—

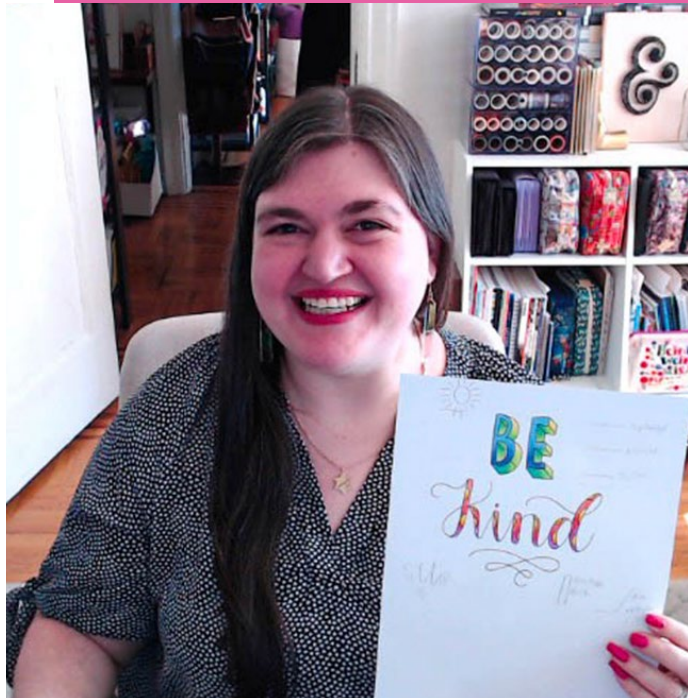
**IT WAS THE PERFECT MENTAL HEALTH BREAK DURING A FULL WEEK OF PRESENTATIONS AND MEETINGS...** Danielle and her team of moderators are excellent at hosting virtual events that are still engaging and interactive...Couldn’t recommend them any more.

—Courtney, Internal Communications Lead at Flatiron Health

”

# ACCESSIBLE FOR *All*

**I BREAK EVERYTHING DOWN STEP-BY-STEP**, so beginners can learn each part of the process. My 2-camera set up shows both my face and my hands during class to keep a human connection and making steps super easy to follow.



- ▶ For Flatiron Health's annual all hands call, we wrote one of their most important company values: Be Kind

# CUSTOM FOR *You*

CLASSES ARE CUSTOMIZED TO REFLECT YOUR COMPANY'S CULTURE, literally bringing the words of your mission + values statements to life in a vibrant artistic style.



- ▶ This team from Palantir is full of *Lord of the Rings* fans, we drew their team mantra, “Save the Shire.”

# ENGAGE *Everyone*

EACH WORKSHOP IS A COLLABORATIVE, INTERACTIVE EXPERIENCE that draws from the group's questions, suggestions, and experiences to make something completely new every session.



4 CLASSES, 4 DAYS,  
16 COHORT GROUPS



- ▶ I taught 4 sessions with D.E. Shaw's summer intern cohorts, and even though we wrote the same phrase, each final project looked different! One class chose to use just black and white, while another was all about color. It keeps things exciting!

# BY THE *Numbers*

**3,500+**

**STUDENTS  
TAUGHT**

**400+**

**CLASSES  
TAUGHT**

**240k**

**MONTHLY PINTEREST VIEWS**

**OVER 100+**

**BRAND PARTNERSHIPS**

Google

Etsy<sup>HQ</sup>

pwc

 Palantir



COLUMBIA  
UNIVERSITY



GUGGENHEIM

facebook



SoFi 

ROBIN  HOOD

L'ORÉAL

 flatiron

Skadden



Johnson & Johnson



# HAND Lettering

PER PERSON: \$35/PERSON | MINIMUM: \$300/CLASS

## LEARN LETTERING FROM THE COMFORT OF YOUR OWN HOME!

This class is all about exploring your creativity—whether you think you're a creative person or not. We'll discuss the importance of color, style, shape, and tone in communication, and how bringing these elements together can help you better convey your ideas.

By the time we finish the class, you'll have created an inspiring quote that you can hang by your desk as a reminder of our time together.

## WHAT'S INCLUDED:

- ▶ 75 minutes of class instruction
- ▶ Personalized activities to showcase your team & company culture
- ▶ Accessible activities designed for all skill levels
- ▶ Discussion on the importance of creativity in the workplace and how to nurture creative practice after the class
- ▶ Promotional graphics and materials to help advertise the workshop
- ▶ Materials + kit are not required but are available (see "Workshop Kits" for more details)



This class is for absolute beginners. While the workshop is designed for adults, it is very interactive and suitable for children ages 9+ if you would like to make this a family event.

# WATERCOLORS FOR *Wellness* \*KITS REQUIRED FOR ALL PARTICIPANTS

## LEARN HOW TO EMBRACE THE CALMING EFFECT OF WATERCOLORS

This class is all about enjoying the meditative, relaxing effects of using watercolors! You'll learn basic brush and blending techniques through a variety of fun (and satisfying) activities and exercises.

You will receive a kit for this class, complete with all of the paints, brushes, pens, and paper you'll need—including a set of Viviva watercolor sheets, a relatively new form of watercolor paints that is very portable and fun to use!

### WHAT'S INCLUDED:

- ▶ 75 minutes of class instruction
- ▶ Learn about different brush techniques + practice making shapes and compositions
- ▶ Promotional graphics and materials to help advertise the workshop
- ▶ Kit provided for each participant

### KIT CONTENTS:

- ▶ Viviva Colorsheets
- ▶ Waterbrush
- ▶ Micron fineliner pen
- ▶ Watercolor practice paper
- ▶ Watercolor Cards
- ▶ Pencil



Explore a variety of tools + exercises, including your own set of Viviva watercolor sheets (pictured right).



# FLOREAL *Illustration*

PER PERSON: \$35/PERSON | MINIMUM: \$300/CLASS

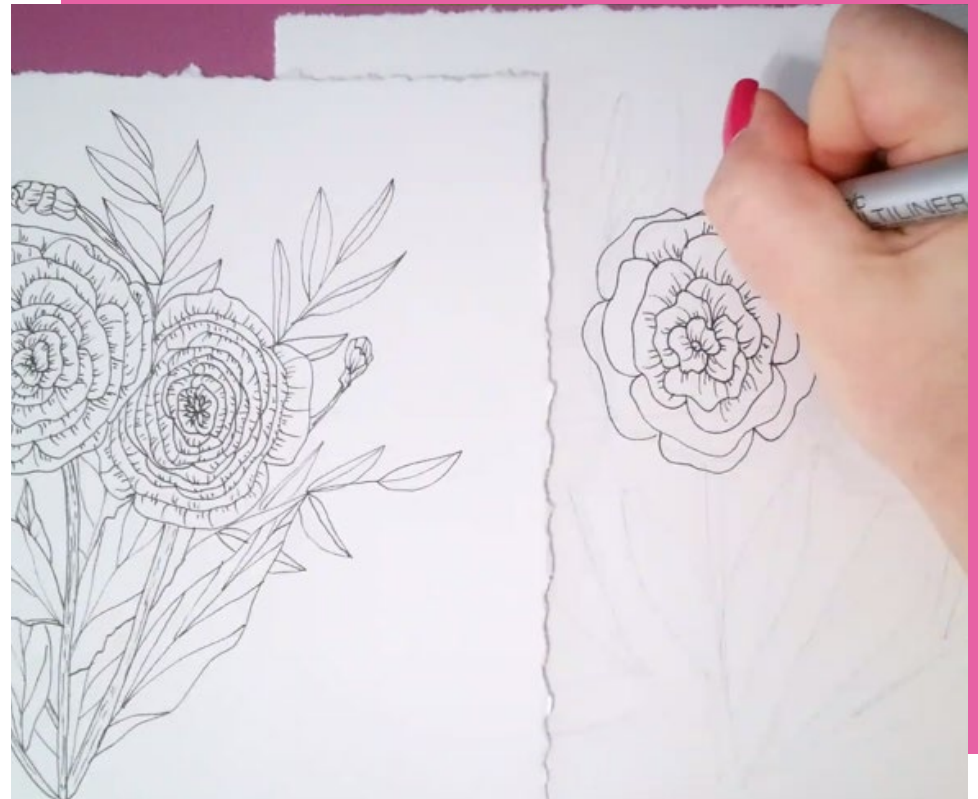
## LEARN HOW TO DRAW FLOWERS, PLANTS, AND MORE!

Botanical line drawing is a type of free-form illustration that is very accessible. In this class, I will walk you through how to draw several types of flowers, as well as tips and tricks for inking and coloring your designs with markers, watercolors, and colored pencils.

You'll end the class with a bunch of different doodle designs to practice, and the confidence to add illustration into your creative routine!

## WHAT'S INCLUDED:

- ▶ 75 minutes of class instruction
- ▶ Learn how to draw tulips, roses, and sunflowers
- ▶ Practice coloring and blending techniques using colored pencils, markers, and watercolors
- ▶ Accessible activities designed for all skill levels
- ▶ Promotional graphics and materials to help advertise the workshop



These illustrations are from an interactive class with the Estée Lauder Origins team and their customers.

# WORKSHOP Kits

**\$40**

PER PERSON

## STANDARD SUPPLY KIT

- Drawing pens
- Markers
- Practice paper
- Project paper
- Pencil
- Eraser

**\$65**

PER PERSON

## DELUXE SUPPLY KIT

- Regular supply kit materials
- PLUS...**
- Artist quality sketchbook
  - Drawing guides
  - Printed reference guide
  - Professional quality colored pencils



## NO FANCY TOOLS

- ▶ You don't need fancy supplies to have a good workshop experience with me, but kits are a great employee gift that helps everyone get the most out of the exercises.

## GLOBAL REACH

- ▶ All kits include UPS shipping within the continental US. International shipping is available for all kits (for an additional fee) to include everyone on your team.

## WORKSHOPS ONLY AVAILABLE WITH KITS

If you choose to purchase kits, there are several more workshop options available to you!

- ▶ Watercolor Basics Virtual Workshop
- ▶ Watercolor Lettering Virtual Workshop
- ▶ Modern Calligraphy Virtual Workshop
- ▶ Bullet Journaling Lettering + Illustration Workshop

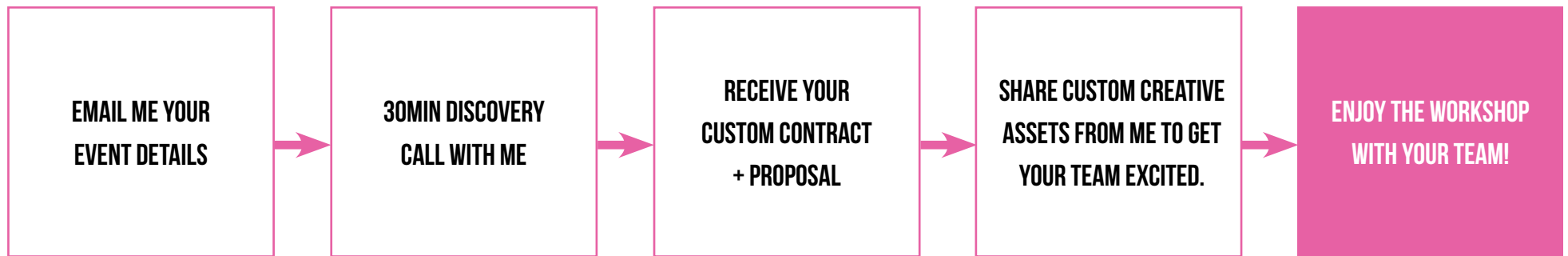
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**DANIELLE'S CLASSES ARE TOP NOTCH!** She is bubbly, engaging and a wonderful teacher! I've scheduled multiple classes for my teams at google and received great feedback, including they create a calmness in this crazy environment we currently live.

—Raquel, Executive Business Partner at Google

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# NEXT *steps*



## FLEXIBLE SCHEDULING IS AVAILABLE

Workshops can be hosted during regular business hours or in the evening to best accommodate your team's needs.

## IF EACH PARTICIPANT IS RECEIVING A KIT,

I need a confirmed list addresses for each attendee at least 2 weeks before the event to ensure on time delivery.

# PRICING *Details*

**\$30**

PER PERSON

60 min instruction

**\$35**

PER PERSON

75 min instruction

**\$40**

PER PERSON

90 min instruction

## RECORDING PACKAGE (OPTIONAL) | \$250

- Full length class recording
- Scanned copies of everything we create together
- Exclusive, password-protected portal for your team to host class files

### IN-PERSON WORKSHOPS:

In-person classes are available in and around Charlotte, NC. I'm more than happy to travel for your event—plus, I offer a special discount on travel for classes in NYC!

## TEACHING TEAM | \$150/CO-TEACHER

Every person in my classes deserves the same love and attention, regardless of group size. To make sure you receive personalized support, I work with highly qualified moderators + co-teachers to answer questions and provide feedback during the workshop session.

The size of the teaching staff varies based on a few factors (type of setup, flow of event, etc.), which we will discuss during your Discovery Call.

**AT LEAST ONE CO-TEACHER IS REQUIRED FOR GROUPS OVER 25.**



# ARTIST *& Teacher*



## HI! I'M DANIELLE

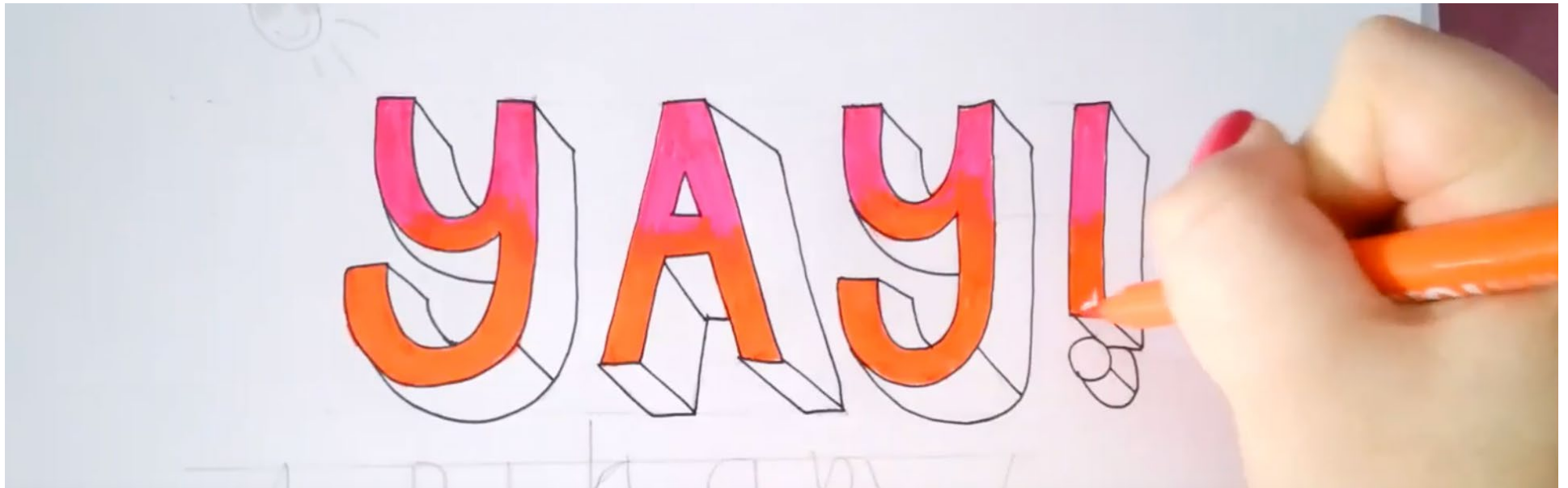
I'm an artist and teacher, specializing in Modern Calligraphy and Illustration. My classes provide a different kind of team building experience—**one rooted in community**, collaboration, accessibility, and the firm belief that anyone can tap into their creativity and create something new and exciting.

Over the past 5 years, **I have taught over 400 classes** both virtually and in person, helping global tech and lifestyle companies to foster creativity and bring together teams scattered across cities, countries, and continents.

**“YOU CAN'T USE UP CREATIVITY. THE MORE YOU USE, THE MORE YOU HAVE” — MAYA ANGELOU**



# LET'S *Work Together*



Interested in partnering with me on an upcoming event? Let us chat about what you have in mind. Please email me at [danielle@daniellerothman.com](mailto:danielle@daniellerothman.com) with the following information:

- ▶ Business Name
- ▶ Your event goals
- ▶ Event date / time / location / theme
- ▶ Expected number of attendees
- ▶ Desired workshop
- ▶ Questions / special requests

**I LOOK FORWARD TO WORKING WITH YOU!**

 [@rothbyrnscreative](https://www.instagram.com/rothbyrnscreative)

[www.etsy.com/shop/rothbyrnscreative](https://www.etsy.com/shop/rothbyrnscreative)

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[daniellerothman.com](http://daniellerothman.com)

# CASE STUDY: ESTÉE LAUDER ORIGINS VIRTUAL WORKSHOP

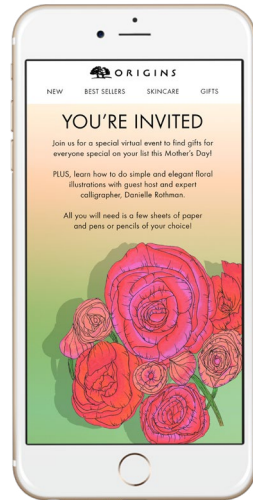


**WORKSHOP:**  
Floral Illustration

**CLASS SIZE:**  
200+

**# OF CO-TEACHERS:**  
2

**WORKSHOP:**  
Floral Illustration



**OVERVIEW:** For this Mother's Day Virtual Activation, I partnered with the Estée Lauder Origins' store team in NYC. I led a floral illustration class inspired by the new spring product packaging.

**ALL SIZE CLASSES WELCOME:** 200+ participants worked together to create a bouquet of ranunculus and roses that could be used for a Mother's Day card or print. Trained co-teachers helped give advice and answer questions so no one is overlooked in the crowd.

**ABOVE + BEYOND:** Registration for this event was over 500 participants, which far surpassed the 40 person estimate that was anticipated based on previous online events that did not include an activity portion. Sales were also higher both during and after the event, with most attendees requesting to be contacted with more information and/or to make a purchase.

**EXCLUSIVE PROMOTIONAL MATERIALS:** I created exclusive illustrations and graphics to help the team promote the event online and fuel excitement for the event.

**CLIENT RESULTS:** The Mother's Day workshop was Estée Lauder's second largest sales event since Christmas the previous year.

