

# Be Inspired

## Video Clip 6: Designing Materials

**Julie:** When I worked at Quaaout Lodge when I was younger, I got trained in sales and marketing, and the lady I worked with there, she allowed me... She taught me how to go on the computer, how to design a poster, how to design a menu, how to use colours, and how to be visual in marketing creating a poster. So, I really loved that job, and I took what she taught me into all of the work that I do now, and when I create a poster or anything to do with marketing, I really do research and search what others have done for a similar event, and I take different ideas from different posters and incorporate it into mine. And when you get into that space of creating a poster, it's really... You have to be in... Well, I have to be in that headspace to create, but once I get into that place of creating it, I could go hours. It's a fun process for me, and it's also really calming to create like that.

Please note that this transcript has been slightly modified; it is not a verbatim copy of the original audio clip.