

Rothbyrns Creative



WORKSHOPS

2019 CREATIVE CLASS CATALOG



MY MISSION

**Building
community
through creative
workshops and
personalized gifts**



ARTIST

Er Teacher



HI THERE! MY NAME IS
DANIELLE ROTHMAN
AND I'M A MODERN
CALLIGRAPHER IN NYC.

My business [Rothbyrns Creative](#) specializes in creative workshops and personalization services for corporate and private clients. I love making people feel special and empowering them to explore their creativity!

I earned my masters degree in Higher Education from Columbia University in 2012, and I've been leading workshops ever since. Since starting my calligraphy business in 2016, I've helped over 1,500 students get started with calligraphy and watercolor. I also personalize handwritten journals, cards, and prints, which I sell in my [Etsy shop](#) and at quarterly pop up shops in Chelsea Market.



CLIENT

Testimonial



There's a difference between being good at something and being able to teach it. Danielle is both a talented calligrapher and a gifted teacher. Her charisma and enthusiasm for the subject is contagious and at the end of class you leave with a skill that you'll have forever. I love Danielle's teaching style, her caring demeanor, her bubbly personality, her way of encouraging and empowering, and all the effort she puts forth in making each class unique and special. She makes it seem like a warm social event. I highly recommend Danielle's classes.

– Jade, Former Student



GUGGENHEIM



FOURSQUARE

Pier 1 imports®



ARTISTS & FLEAS



Jägermeister



Etsy

L'ORÉAL



Kripalu
Center for Yoga & Health

Health



BLICK
art materials

M BOOTH



American Girl

MARVY®
UCHIDA



DREAMERS // DOERS

west elm

The MACALLAN®

WORKSHOP

Stats

BY THE
Numbers

1,600
STUDENTS
TAUGHT

250
WORKSHOP
SESSIONS

30
CORPORATE
PARTNERS

I've taught in NYC, Charlotte, Boston, Philadelphia, the Berkshires & Grand Rapids. I'm happy to travel to your event!

ALL AGES



I've taught kids and adults ages 7-78! I can teach at corporate events and kids' birthday parties, and everything in between.

ANY GROUP SIZE



I use a visual presenter that connects to a projector or TV so that everyone can see my hands, even in a group of 100 people!

MODERN Calligraphy



BRUSH LETTERING

Learn how to use brush markers to create Modern Calligraphy! You will be guided through the basic strokes that make up all letters, writing the alphabet, and using both faux and brush calligraphy to write beautifully. We'll end the class by making cards for you and your guests to take home!



CALLIGRAPHY BOOTCAMP

Explore three types of Modern Calligraphy: brush lettering, faux calligraphy, and pointed pen. All materials will be included for use during the workshop. If you would like to include supplies for your guests to take home, I can design a custom kit for each participant!

EMBOSSED NOTEBOOKS

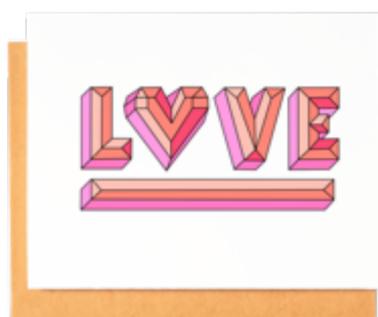
Heat embossing is a fun and easy technique that adds shine and texture to your writing. It has a very polished look that will make your journal the perfect work accessory! You can pair this workshop with either brush or hand lettering.



HAND Lettering

LEARN THE HAND LETTERING DESIGN PROCESS, INCLUDING CHOOSING WRITING STYLES AND LAYOUTS, EACH GUEST WILL LEAVE WITH A UNIQUE HANDWRITTEN PROJECT THAT THEY CAN KEEP OR GIVE TO A FRIEND!

CARDS & QUOTES



After learning hand lettering basics, everyone will have the choice to create a quote or card. I'll bring colorful cardstock, folded and flat cards, and a bunch of design inspiration!

CANVAS TOTES & PEN POUCHES

We'll use Marvy Uchida Deco Fabric Markers to decorate canvas tote bags or pouches. You can choose from regular, glitter, glow-in-the-dark and metallic colors!



CHALK BOARDS

We'll start by exploring hand lettering and then use chalk markers to decorate 11x14 chalk boards with a quote or fake menu. I can provide chalk boards to use during class or create kits with for guests to take home!



WATERCOLOR

Workshops

CALLIGRAPHY

Start with watercolor basics and then learn how to create brush lettering! Together we will swatch your colors, practice the eight basic strokes that make up all letters, learn a script alphabet, and try three different blending techniques to create fun gradients. We will then end the class with a final project to take home.

FLORALS

Together we'll learn watercolor basics and then create several types of flowers, including roses, tulips, lavender, and peonies. Guests will then make a watercolor postcard that they can take home so show off their beautiful work! This class can be combined with the Watercolor Brush Calligraphy class or taught as a standalone, it's up to you!



LETTERING

Embroidery

MONOGRAM HOOPS

We'll learn a few basic stitches and then use lettering inspiration to create monogram fabric hoops. I'll bring a bunch of colors and patterns for guests to choose from!



TOTE BAGS + PEN POUCHES



We'll start by learning about hand lettering and then create a monogram or short quote to embroider on tote bags! I recommend 3 hours or more for this workshop.

STITCHES SAMPLER

Learn several basic stitches that you can use to make all kinds of projects! We'll create a sampler that guests can use as a reference and keep as proof of their new skills.

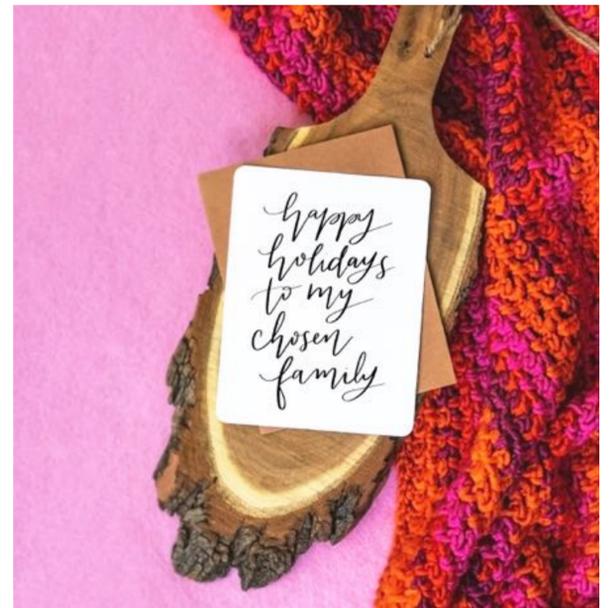


HOLIDAY

Workshops

LEARN A NEW SKILL FOR THE HOLIDAYS

Add holiday cheer with a festive creative workshop! In each class, guests learn how to add their own personalized touches to holiday gifts and décor. You can choose from any of these lettering projects, or we can collaborate to create something new to fit your needs!



LETTERING HOLIDAY CARDS



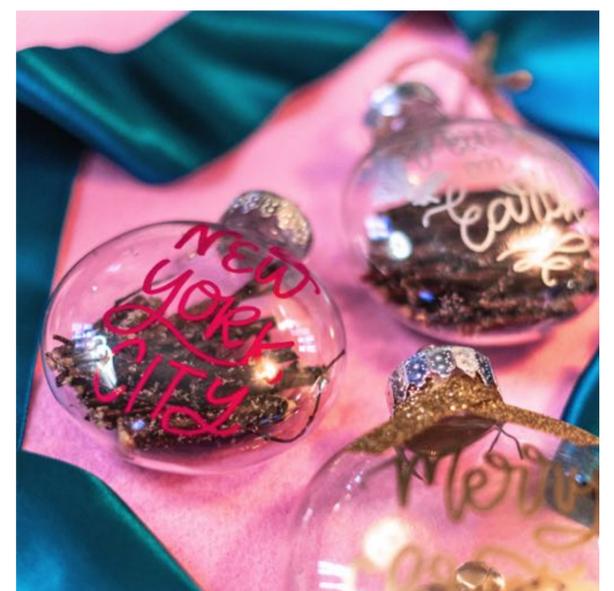
EMBOSSSED RESOLUTIONS



MODERN CALLIGRAPHY
GIFT TAGS



WATERCOLOR LETTERING
WINTER GREETINGS



HAND LETTERED
ORNAMENTS

MORE Options

TOPICS & ONLINE LESSONS



DIGITAL LETTERING & DRAWING

How to use Procreate on Apple iPad to create lettering and illustrations



LIVE ONLINE CLASSES

I can provide personalized instruction over webcam

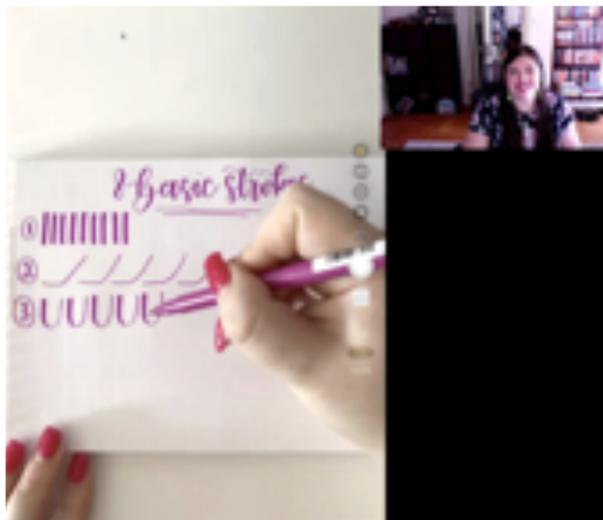


PHOTO EDITING

Use Lightroom and Photoshop to transform your photos

BEFORE



AFTER



NEXT Steps

Danielle is an enthusiastic and inspiring teacher. Lots of content and demos in a supportive and fun environment. I didn't want the class to end!
- Anna

LET'S CONNECT!

I would be happy to schedule a call with you to discuss options for your workshop. You can see more examples of my work and learn more about Rothbyrns Creative at the links below:

[Website](#)

[Instagram](#)

[Etsy Shop](#)

Feel free to reach out to me at danielle@rothbyrnscreative.com with any questions about this guide or other ways to collaborate.

I look forward to working with you!



SINCERELY,

Danielle Rothman

