Rob Axtell

Professional Practice

Professional Practice

As part of the professional practice module I had to look into the job role I want to be, do the research, SWOT, PDP, create a CV , print business cards and attend workshops from industry professionals as well as create a display for a group showcase. All of this was in a live calendar which we all had to follow.

Job Roles

The job roles I looked into were production design, scenography, stage design, set design and prop maker. All of these are careers that I have a massive passion for as I dream to create an environment that audiences can get transported into when watching.

https://www.screenskills.com/job-profiles/browse/film-and-tv-drama/craft/production-designer-film-and-tv-drama/
https://getintotheatre.org/blog/what-does-a-set-designer-do-in-theatre/
https://www.screenskills.com/job-profiles/browse/creative-industries/crossover-roles/prop-maker-creative-industries/
https://getintotheatre.org/blog/what-does-a-theatre-prop-maker-do/

Based on the skills I identified while looking on Screen Skills I did a Swot Analysis and a PDP to work on the skills that I don't already have and the ones I need to improve on.

S.W.O.T
Strengths, Weaknesses, Opportunities, Threats

Strengths	Weaknesses
• Construction • Making • Can drive • Life experience	• Technology • Organisation • Written work
Opportunities	**Threats**
• Can drive • Have transferable work experience • Work placement	• Housing after graduation • Location because of son • Funding

Personal Development Plan
(Continuous Development Plan)

Name			Date	
Objectives	Actions	Resources	Measures	Timeframes
What do I want/need to do/learn?	What will I do to achieve this?	What will I need?	What will my success criteria be?	Target dates for review & completion
AutoCAD for set design and construction	Watch tutorials and do workshop	Access to computer and software	Use it within a project	By graduation
More on set experience in film	Use contacts and look online for opportunities	Time	Get a work placement for last module	By May 2026
Learn more about history and architecture	Access the library and any online courses	Library access and internet	Expanded knowledge	Continues learning
Do business short course	Online course already booked	Computer and internet	More knowledge how to go freelance	Starts 10/2/26 Finishes 3/3/26
Do a portfolio	Gather photos and information	Time, Canva, printer and folder	A complete professional portfolio of work	Before 18th February 2026
Expand cv and do cover letter	Gather information and dates	Canva	Up to date cv and cover letter	Before 18th February 2026
Design and build showcase display	Choose theme, do research and design	Internet, procreate, materials and workshop	A professional, engaging and unique display of who I am	By 24th February
Create my own brand	Design using my name or skills or both etc	Internet, procreate and imagination	A brand or logo which stands out and is well designed	Before 18th February 2026

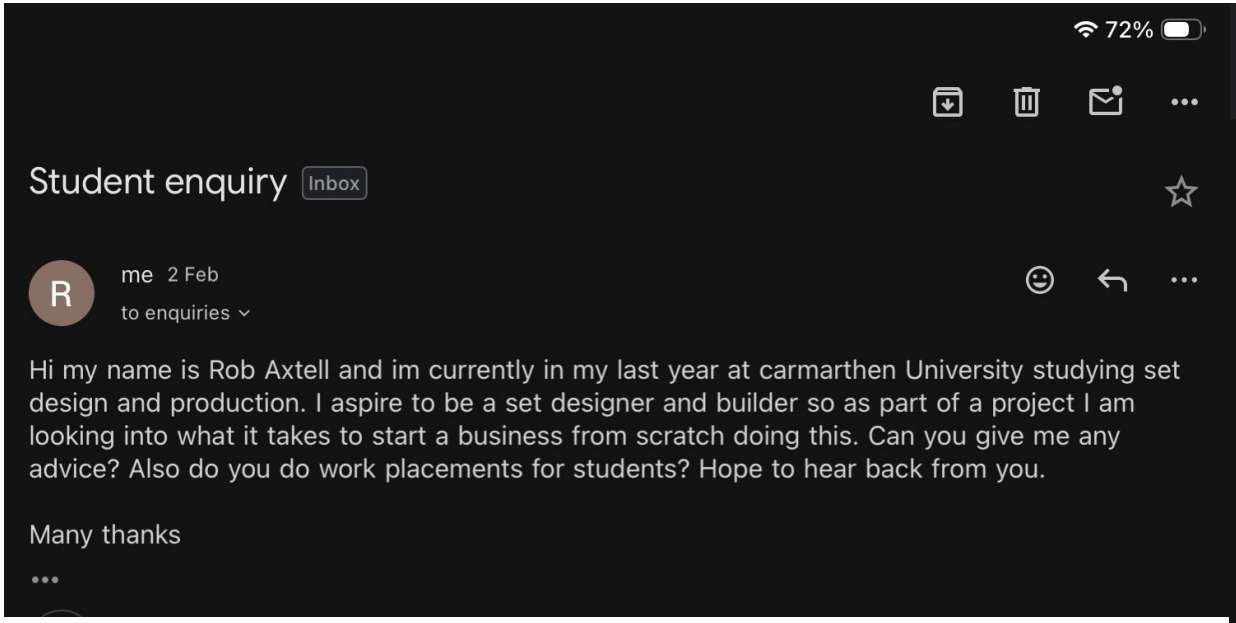
Development

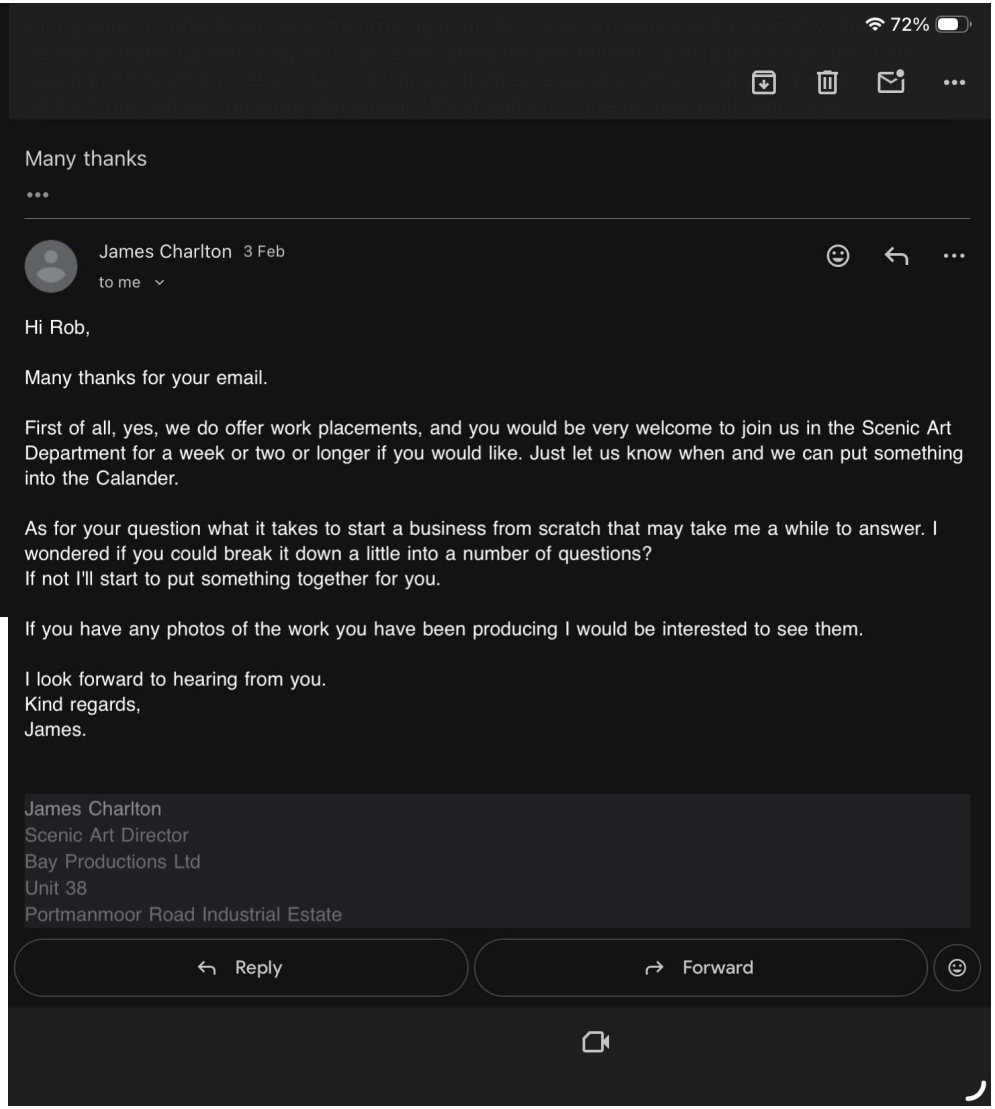
As part of my development and aiming to become a freelancer I started a 4 week business course through Enterprise which help students that are getting ready to graduate or have just graduated start their own business. I plan to make full use of this as becoming a freelancer is something I am very passionate about although working for a company permanently would give me job security. I'm hoping I can have the best of both worlds and work part time for a set build company or studio but then have my own side business to have that variety.
As part of getting myself out there I contacted companies in Cardiff such as CTS, Wild Creations and Bay Productions. I managed to get a tour of CTS and see how their workshops operate and then I managed to secure a placement at Bay in the scenic art department which will help me develop my skills and hopefully lead to other things.

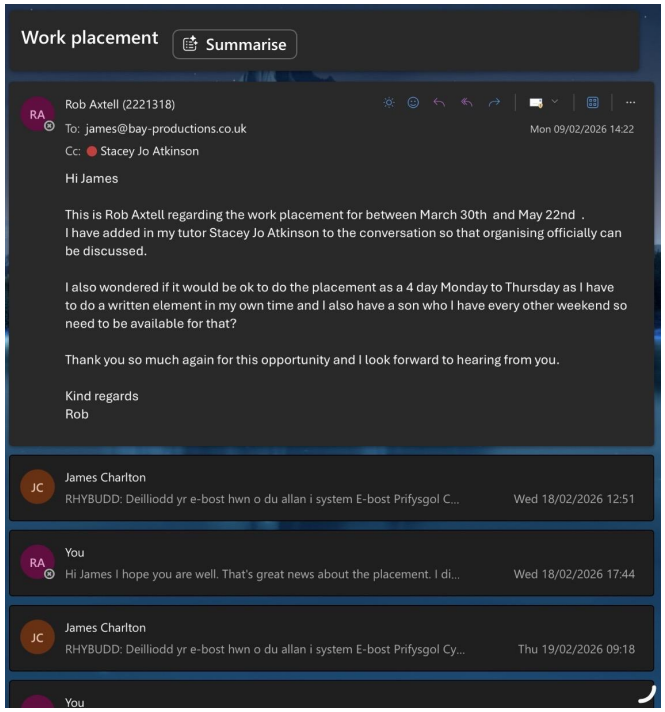
https://www.cardifftheatricalservices.co.uk/

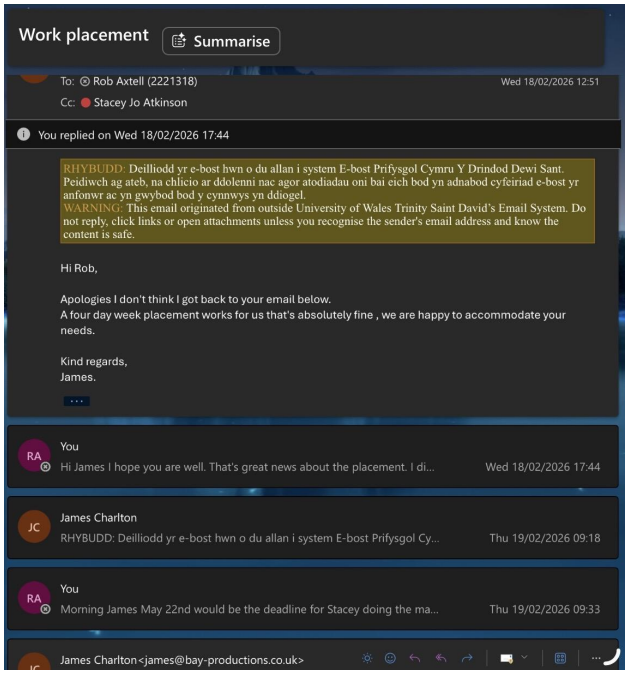
https://wild-creations.co.uk/

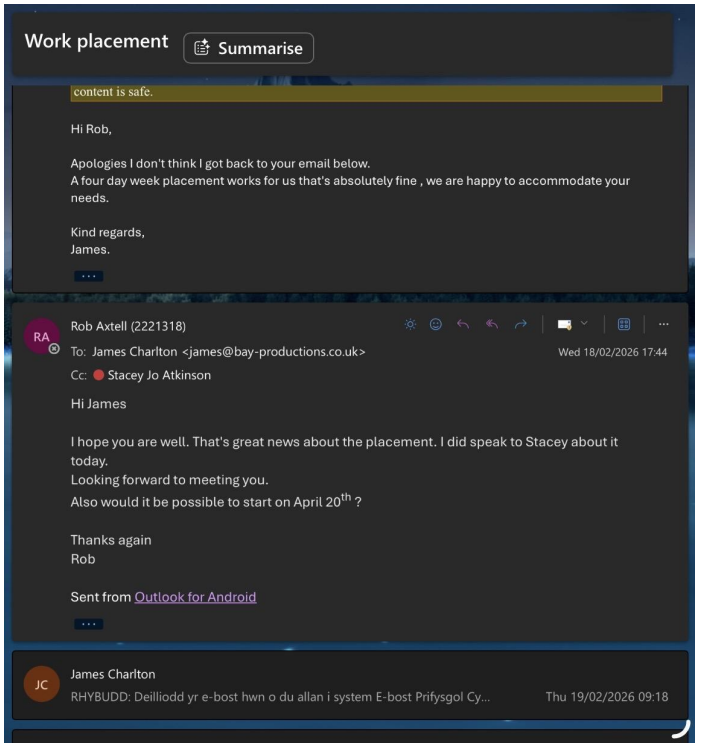
https://bay-productions.co.uk/

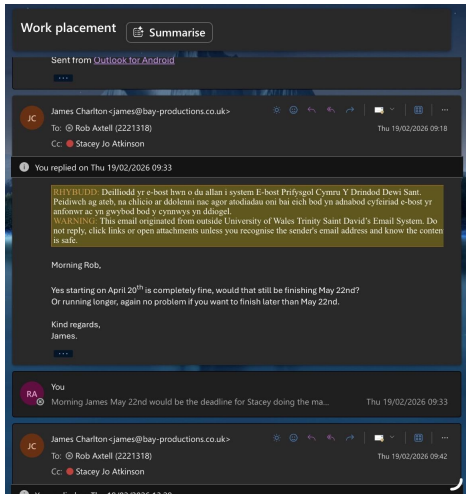

72%
Student enquiry
Inbox
R
me 2 Feb
to enquiries
Hi my name is Rob Axtell and im currently in my last year at carmarthen University studying set design and production. I aspire to be a set designer and builder so as part of a project I am looking into what it takes to start a business from scratch doing this. Can you give me any advice? Also do you do work placements for students? Hope to hear back from you.
Many thanks

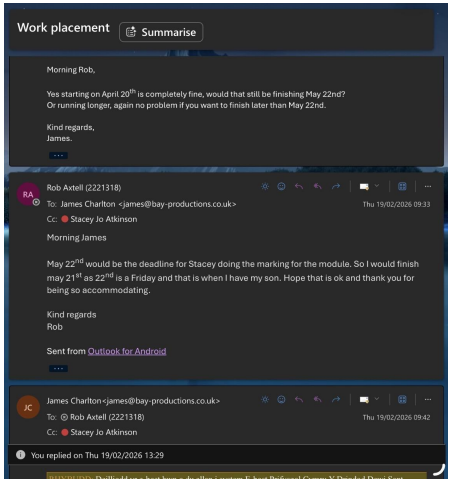

72%
Many thanks
James Charlton 3 Feb
to me
Hi Rob,
Many thanks for your email.
First of all, yes, we do offer work placements, and you would be very welcome to join us in the Scenic Art Department for a week or two or longer if you would like. Just let us know when and we can put something into the Calander.
As for your question what it takes to start a business from scratch that may take me a while to answer. I wondered if you could break it down a little into a number of questions?
If not I'll start to put something together for you.
If you have any photos of the work you have been producing I would be interested to see them.
I look forward to hearing from you.
Kind regards,
James.
James Charlton
Scenic Art Director
Bay Productions Ltd
Unit 38
Portmanmoor Road Industrial Estate
Reply
Forward

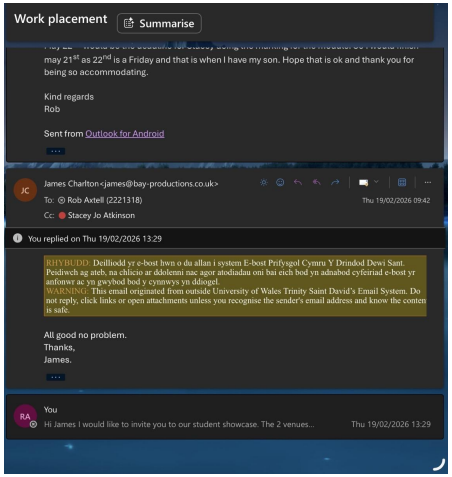

Work placement
Summarise
Rob Axtell (2221318)
To: james@bay-productions.co.uk
Mon 09/02/2026 14:22
Cc: Stacey Jo Atkinson
Hi James
This is Rob Axtell regarding the work placement for between March 30th and May 22nd .
I have added in my tutor Stacey Jo Atkinson to the conversation so that organising officially can be discussed.
I also wondered if it would be ok to do the placement as a 4 day Monday to Thursday as I have to do a written element in my own time and I also have a son who I have every other weekend so need to be available for that?
Thank you so much again for this opportunity and I look forward to hearing from you.
Kind regards
Rob
James Charlton
RHYBUDD: Deilliodd yr e-bost hwn o du allan i system E-bost Prifysgol C...
Wed 18/02/2026 12:51
You
Hi James I hope you are well. That's great news about the placement. I di...
Wed 18/02/2026 17:44
James Charlton
RHYBUDD: Deilliodd yr e-bost hwn o du allan i system E-bost Prifysgol Cy...
Thu 19/02/2026 09:18
You

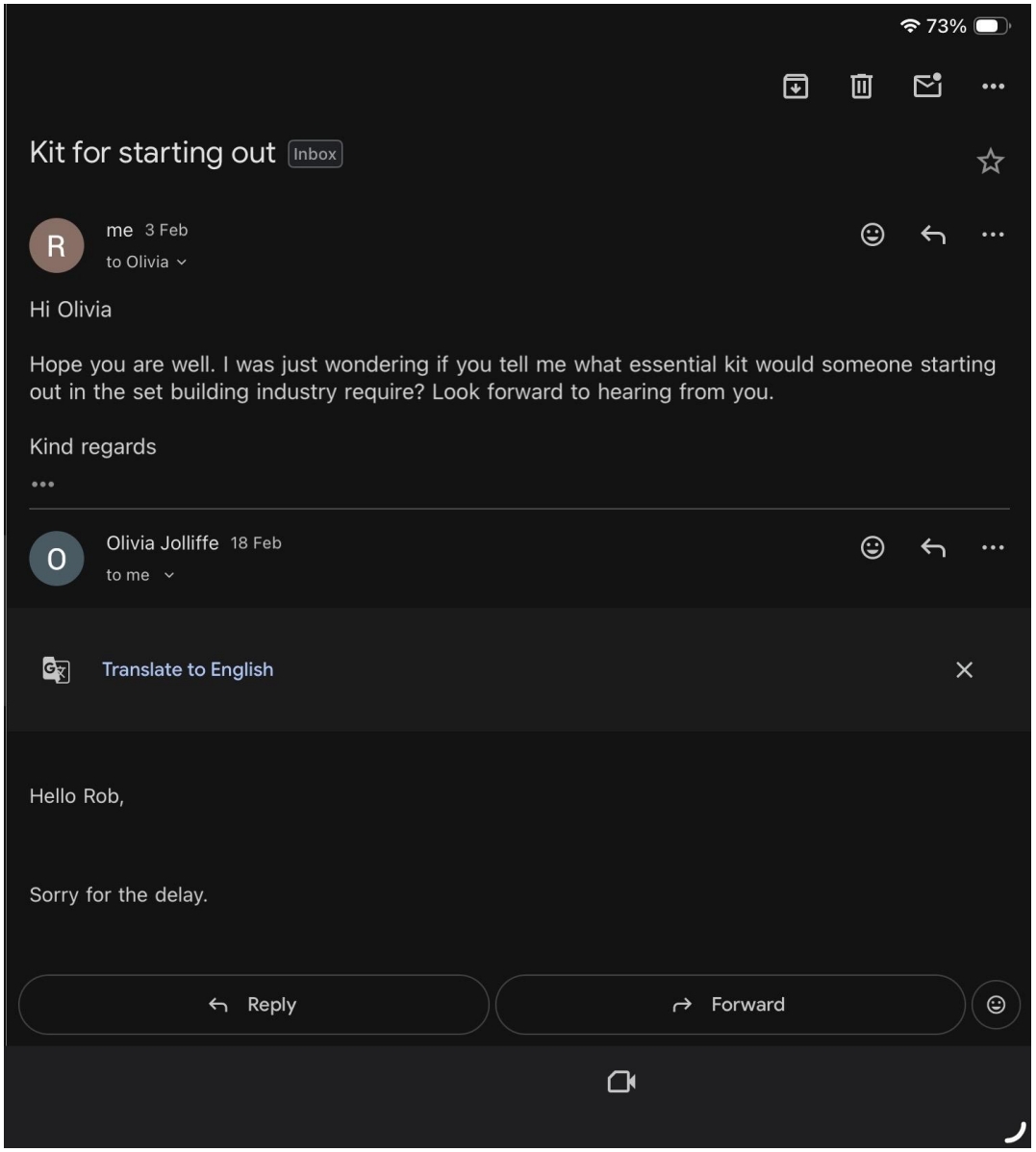

Work placement
Summarise
To: Rob Axtell (2221318)
Wed 18/02/2026 12:51
Cc: Stacey Jo Atkinson
You replied on Wed 18/02/2026 17:44
RHYBUDD: Deilliodd yr e-bost hwn o du allan i system E-bost Prifysgol Cymru Y Drindod Dewi Sant. Peidiwch ag ateb, na chlicio ar ddolenni nac agor atodiadau oni bai eich bod yn adnabod cyfeiriad e-bost yr anfonwr ac yn gwybod bod y cynnwys yn ddiogel.
WARNING: This email originated from outside University of Wales Trinity Saint David's Email System. Do not reply, click links or open attachments unless you recognise the sender's email address and know the content is safe.
Hi Rob,
Apologies I don't think I got back to your email below.
A four day week placement works for us that's absolutely fine , we are happy to accommodate your needs.
Kind regards,
James.
You
Hi James I hope you are well. That's great news about the placement. I di...
Wed 18/02/2026 17:44
James Charlton
RHYBUDD: Deilliodd yr e-bost hwn o du allan i system E-bost Prifysgol Cy...
Thu 19/02/2026 09:18
You
Morning James May 22nd would be the deadline for Stacey doing the ma...
Thu 19/02/2026 09:33
James Charlton<james@bay-productions.co.uk>

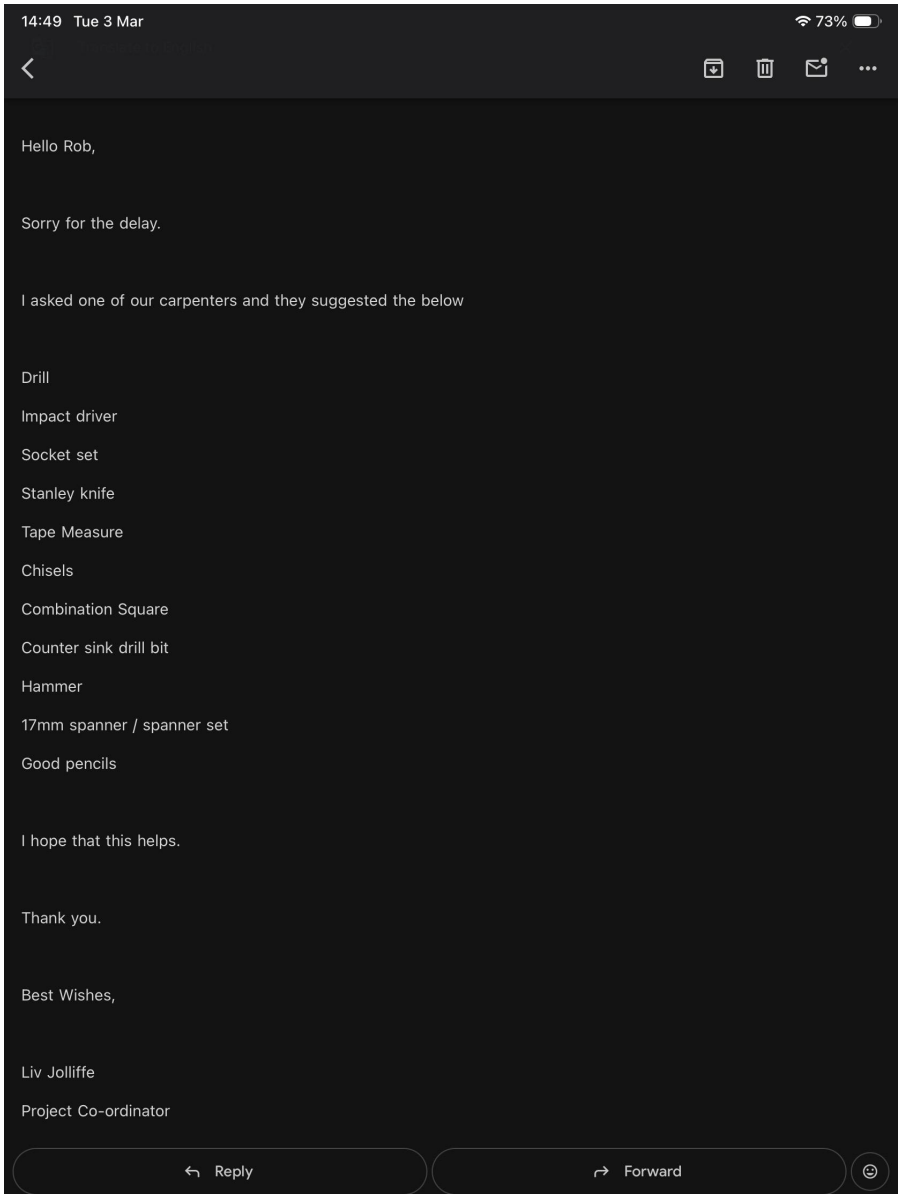

Work placement
Summarise
content is safe.
Hi Rob,
Apologies I don't think I got back to your email below.
A four day week placement works for us that's absolutely fine , we are happy to accommodate your needs.
Kind regards,
James.
Rob Axtell (2221318)
To: James Charlton <james@bay-productions.co.uk>
Wed 18/02/2026 17:44
Cc: Stacey Jo Atkinson
Hi James
I hope you are well. That's great news about the placement. I did speak to Stacey about it today.
Looking forward to meeting you.
Also would it be possible to start on April 20th ?
Thanks again
Rob
Sent from Outlook for Android
James Charlton
RHYBUDD: Deilliodd yr e-bost hwn o du allan i system E-bost Prifysgol Cy...
Thu 19/02/2026 09:18


Work placement
Summarise
Sent from Outlook for Android
James Charlton<james@bay-productions.co.uk>
To: Rob Axtell (2221318)
Thu 19/02/2026 09:18
Cc: Stacey Jo Atkinson
You replied on Thu 19/02/2026 09:33
RHYBUDD: Deilliodd yr e-bost hwn o du allan i system E-bost Prifysgol Cymru Y Drindod Dewi Sant. Peidiwch ag ateb, na chlicio ar ddolenni nac agor atodiadau oni bai eich bod yn adnabod cyfeiriad e-bost yr anfonwr ac yn gwybod bod y cynnwys yn ddiogel.
WARNING: This email originated from outside University of Wales Trinity Saint David's Email System. Do not reply, click links or open attachments unless you recognise the sender's email address and know the content is safe.
Morning Rob,
Yes starting on April 20th is completely fine, would that still be finishing May 22nd?
Or running longer, again no problem if you want to finish later than May 22nd.
Kind regards,
James.
You
Morning James May 22nd would be the deadline for Stacey doing the ma...
Thu 19/02/2026 09:33
James Charlton<james@bay-productions.co.uk>
To: Rob Axtell (2221318)
Thu 19/02/2026 09:42
Cc: Stacey Jo Atkinson


Work placement
Summarise
Morning Rob,
Yes starting on April 20th is completely fine, would that still be finishing May 22nd?
Or running longer, again no problem if you want to finish later than May 22nd.
Kind regards,
James.
Rob Axtell (2221318)
To: James Charlton <james@bay-productions.co.uk>
Thu 19/02/2026 09:33
Cc: Stacey Jo Atkinson
Morning James
May 22nd would be the deadline for Stacey doing the marking for the module. So I would finish may 21st as 22nd is a Friday and that is when I have my son. Hope that is ok and thank you for being so accommodating.
Kind regards
Rob
Sent from Outlook for Android
James Charlton<james@bay-productions.co.uk>
To: Rob Axtell (2221318)
Thu 19/02/2026 09:42
Cc: Stacey Jo Atkinson
You replied on Thu 19/02/2026 13:29


Work placement
Summarise
may 21st as 22nd is a Friday and that is when I have my son. Hope that is ok and thank you for being so accommodating.
Kind regards
Rob
Sent from Outlook for Android
James Charlton<james@bay-productions.co.uk>
To: Rob Axtell (2221318)
Thu 19/02/2026 09:42
Cc: Stacey Jo Atkinson
You replied on Thu 19/02/2026 13:29
RHYBUDD: Deilliodd yr e-bost hwn o du allan i system E-bost Prifysgol Cymru Y Drindod Dewi Sant. Peidiwch ag ateb, na chlicio ar ddolenni nac agor atodiadau oni bai eich bod yn adnabod cyfeiriad e-bost yr anfonwr ac yn gwybod bod y cynnwys yn ddiogel.
WARNING: This email originated from outside University of Wales Trinity Saint David's Email System. Do not reply, click links or open attachments unless you recognise the sender's email address and know the content is safe.
All good no problem.
Thanks,
James.
You
Hi James I would like to invite you to our student showcase. The 2 venues...
Thu 19/02/2026 13:29


73%
Kit for starting out
Inbox
me 3 Feb
to Olivia
Hi Olivia
Hope you are well. I was just wondering if you tell me what essential kit would someone starting out in the set building industry require? Look forward to hearing from you.
Kind regards
Olivia Jolliffe 18 Feb
to me
Translate to English
Hello Rob,
Sorry for the delay.
Reply
Forward


14:49 Tue 3 Mar
73%
Hello Rob,
Sorry for the delay.
I asked one of our carpenters and they suggested the below
Drill
Impact driver
Socket set
Stanley knife
Tape Measure
Chisels
Combination Square
Counter sink drill bit
Hammer
17mm spanner / spanner set
Good pencils
I hope that this helps.
Thank you.
Best Wishes,
Liv Jolliffe
Project Co-ordinator
Reply
Forward



ROB AXTELL

SET & PROPS
DESIGNER MAKER

ABOUT ME

I am a hard working and adaptable designer maker based in South Wales with a lot of ambition. I have a passion to create environments and props. I am a problem solver who thrives for the challenge within film, TV and theatre.

SKILLS

- High level woodworking ability
- Model making
- Drawing and drafting skills
- Sculpting
- Scenic painting
- Basic metal working
- Full clean driving license

CONTACT

07944634571

rob_axt

robaxtell60@gmail.com

LANGUAGE

English

REFERENCES

Referees on request

I agree that my CV can be kept on file and distributed to other relevant companies.

EXPERIENCE

November 2025 UWTSD Production	**Set Designer** Immersive adaptation of Blood Wedding. Directed by Duncan Hallis.
July 2025 The Urdd Youth Theatre Company	**Set Builder** Set build and touring carpenter.
February 2025 Carmarthen Youth Opera	**Set & Prop maker** Charlie and the Chocolate Factory. Directed by Dan William' Swansong.
October 2024 Walk the Plank Dragons Breath	**Stage manager** Managing a section of a fire and light show at the Botanical Gardens.
July 2024 Elements SFX	**SFX Assistant** Sky Production of Gunpowder Siege.
December 2023 The Lyric Theatre Carmarthen	**Stage hand** Jack and the Beanstalk.

EDUCATION

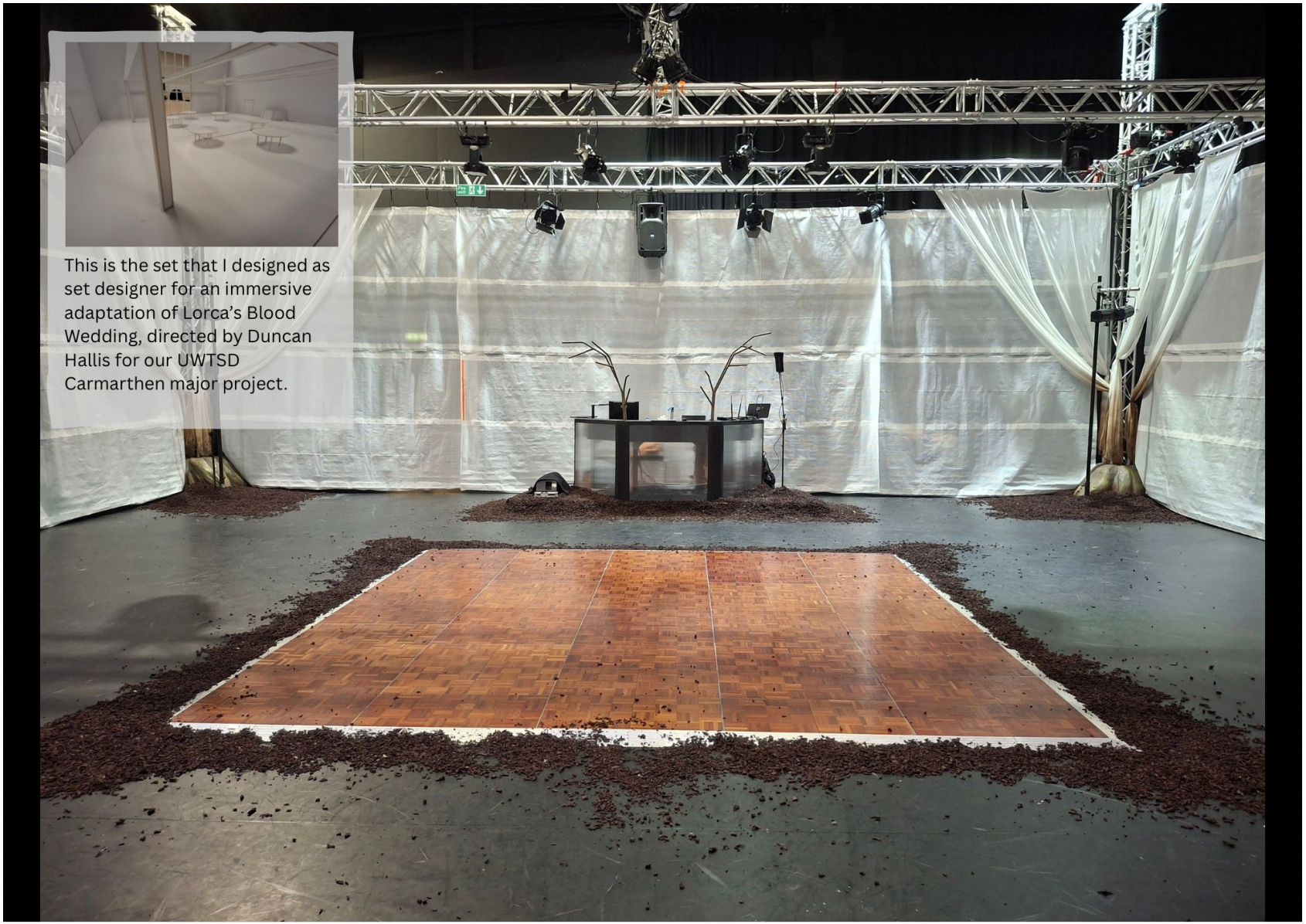
2023 - Present UWTSD	BA (Hons) Set Design and Production
2022 - 2023 Carmarthen School of art	Level 4 Certificate in Digital Concept Art and Illustration
2018 - 2020 Coleg Ceredigion	BTEC level 3 Diploma in Creative Media Production
2017 - 2018 Coleg Ceredigion	Level 3 / 4 Foundation Diploma in Art and Design
2010 - 2013 Coleg Ceredigion	Carpentry and Joinery level 2 Diploma
2003 - 2005 Cannock Chase Technical College	City & Guilds level 2 in Motor Mechanics



Rob Axtell

Set & Props

Designer Maker



This is the set that I designed as set designer for an immersive adaptation of Lorca’s Blood Wedding, directed by Duncan Hallis for our UWTSD Carmarthen major project.



This was done for the Urdd Youth Theatre Company for Their adaptation of Ceridwen, written by Lowri Morgan and directed by Alice Eklund.

This is the set designed by Gwyn Eiddior that I built and installed as a touring carpenter.



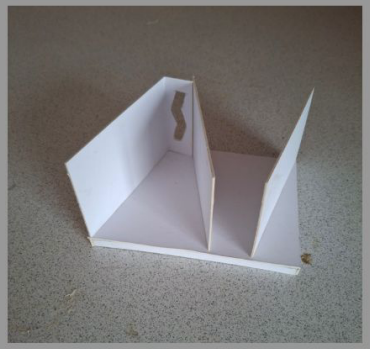
This is the landing of a haunted Georgian house created for a project of which I was Art Director but also took on some construction elements, mainly the stairs, banister and newel post.

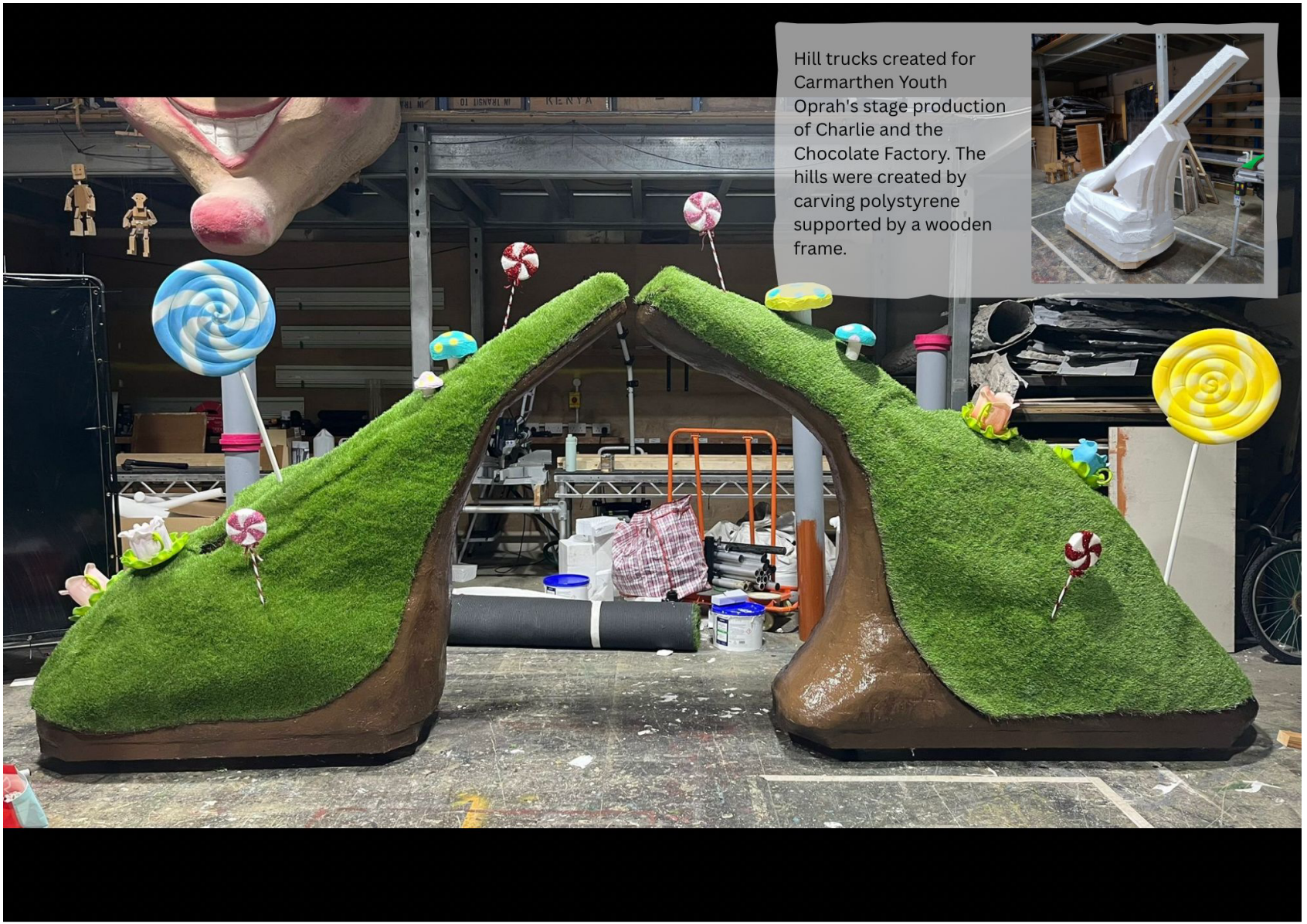


This is a cell that I designed and constructed for a design realisation project of Elmer Rise's The Adding Machine, done in the German expressionist style.

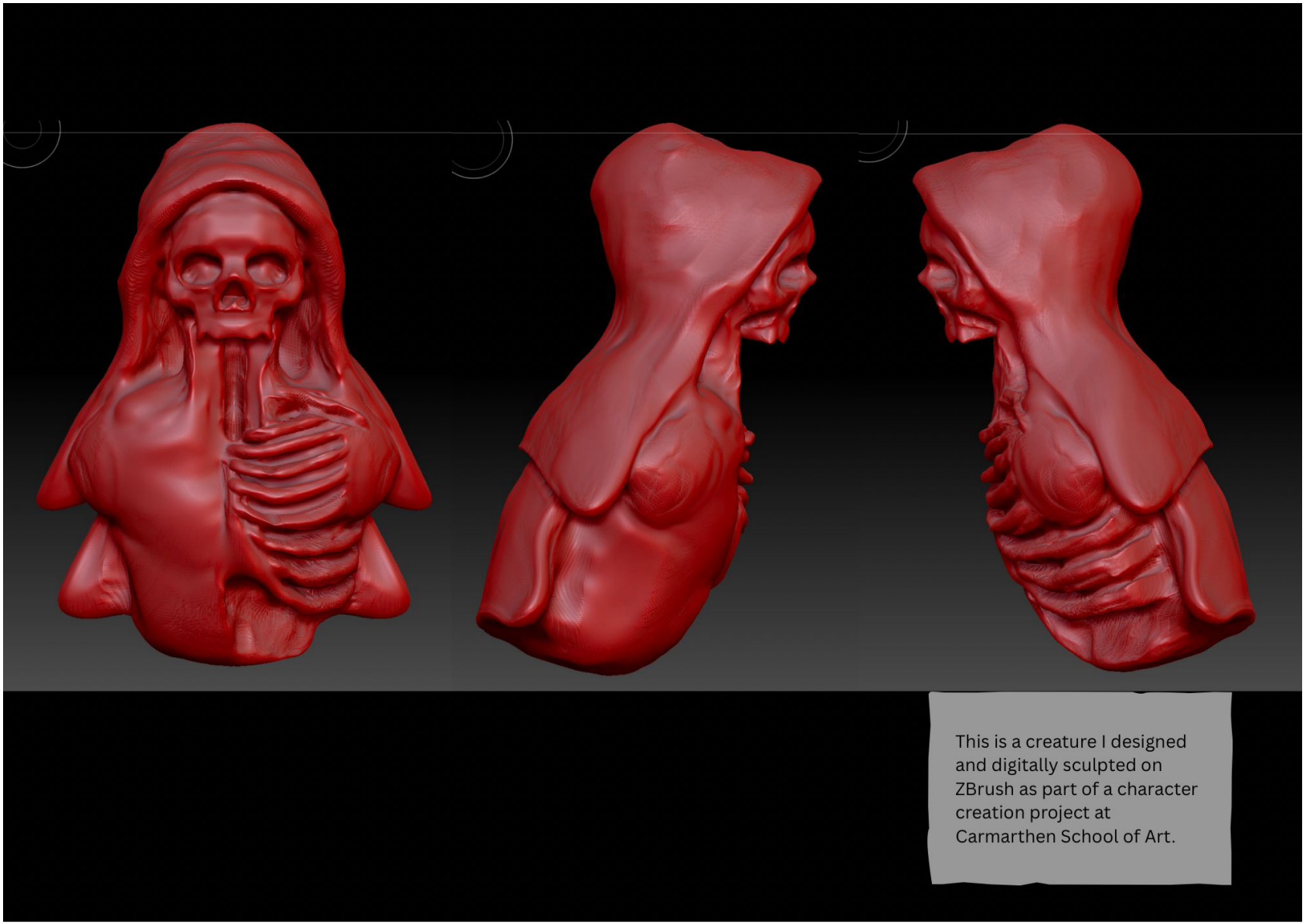


The flooring was created using steel deck on a slight slope as shown in the white card model.





Hill trucks created for Carmarthen Youth Oprah's stage production of Charlie and the Chocolate Factory. The hills were created by carving polystyrene supported by a wooden frame.



This is a creature I designed and digitally sculpted on ZBrush as part of a character creation project at Carmarthen School of Art.





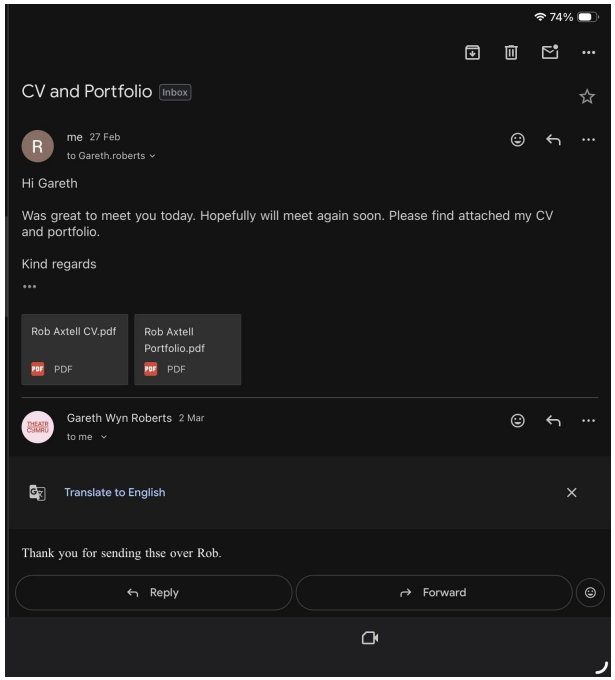
Showcase

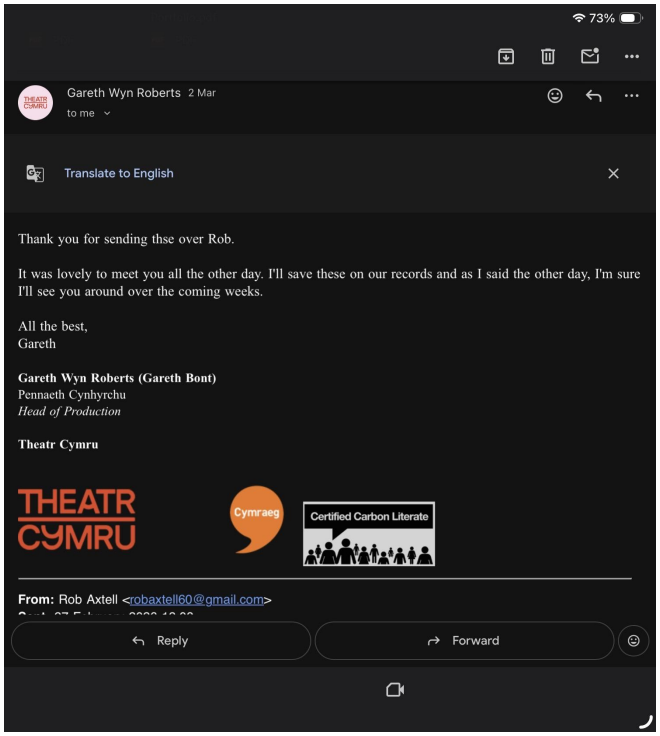
Professional Talks

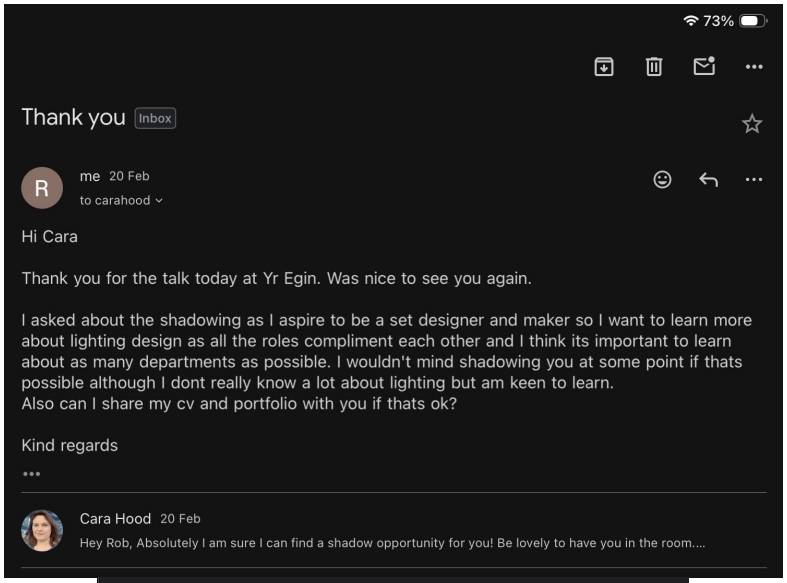
Ffion Wyn Bowen – Artistic Director of Arad Goch Theatre Company.
Rhian Blythe – Actress and Director.
Cara Hood – Lighting Designer.
Gareth Bont – Head of production for Theatr Cymru.

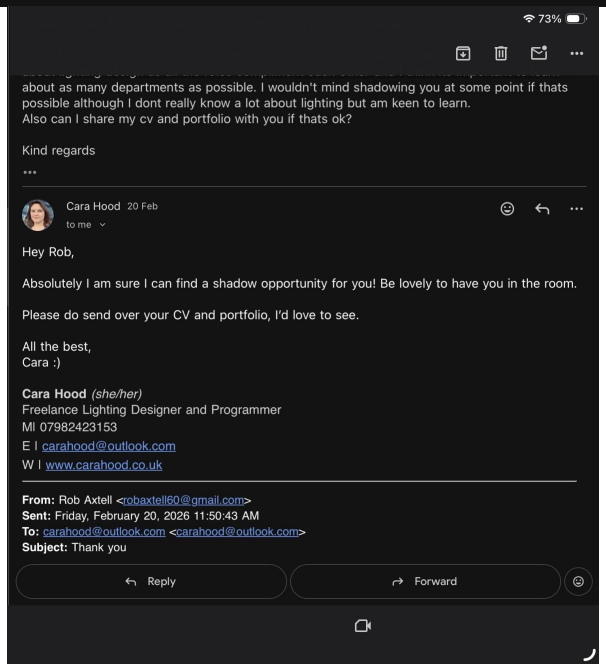
Self Employment talk

Dave Atkinson


74%
CV and Portfolio
Inbox
me 27 Feb
to Gareth.roberts
Hi Gareth
Was great to meet you today. Hopefully will meet again soon. Please find attached my CV and portfolio.
Kind regards
Rob Axtell CV.pdf
PDF
Rob Axtell Portfolio.pdf
PDF
Gareth Wyn Roberts 2 Mar
to me
Translate to English
Thank you for sending thse over Rob.
Reply
Forward


73%
Gareth Wyn Roberts 2 Mar
to me
Translate to English
Thank you for sending thse over Rob.
It was lovely to meet you all the other day. I'll save these on our records and as I said the other day, I'm sure I'll see you around over the coming weeks.
All the best,
Gareth
Gareth Wyn Roberts (Gareth Bont)
Pennaeth Cynhyrchu
Head of Production
Theatr Cymru
THEATR CYMRU
Cymraeg
Certified Carbon Literate
From: Rob Axtell <robaxtell60@gmail.com>
Reply
Forward


73%
Thank you
Inbox
me 20 Feb
to carahood
Hi Cara
Thank you for the talk today at Yr Egin. Was nice to see you again.
I asked about the shadowing as I aspire to be a set designer and maker so I want to learn more about lighting design as all the roles compliment each other and I think its important to learn about as many departments as possible. I wouldn't mind shadowing you at some point if thats possible although I dont really know a lot about lighting but am keen to learn.
Also can I share my cv and portfolio with you if thats ok?
Kind regards
Cara Hood 20 Feb
Hey Rob, Absolutely I am sure I can find a shadow opportunity for you! Be lovely to have you in the room....


73%
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Also can I share my cv and portfolio with you if thats ok?
Kind regards
Cara Hood 20 Feb
to me
Hey Rob,
Absolutely I am sure I can find a shadow opportunity for you! Be lovely to have you in the room.
Please do send over your CV and portfolio, I'd love to see.
All the best,
Cara :)
Cara Hood (she/her)
Freelance Lighting Designer and Programmer
MI 07982423153
E I carahood@outlook.com
W I www.carahood.co.uk
From: Rob Axtell <robaxtell60@gmail.com>
Sent: Friday, February 20, 2026 11:50:43 AM
To: carahood@outlook.com <carahood@outlook.com>
Subject: Thank you
Reply
Forward

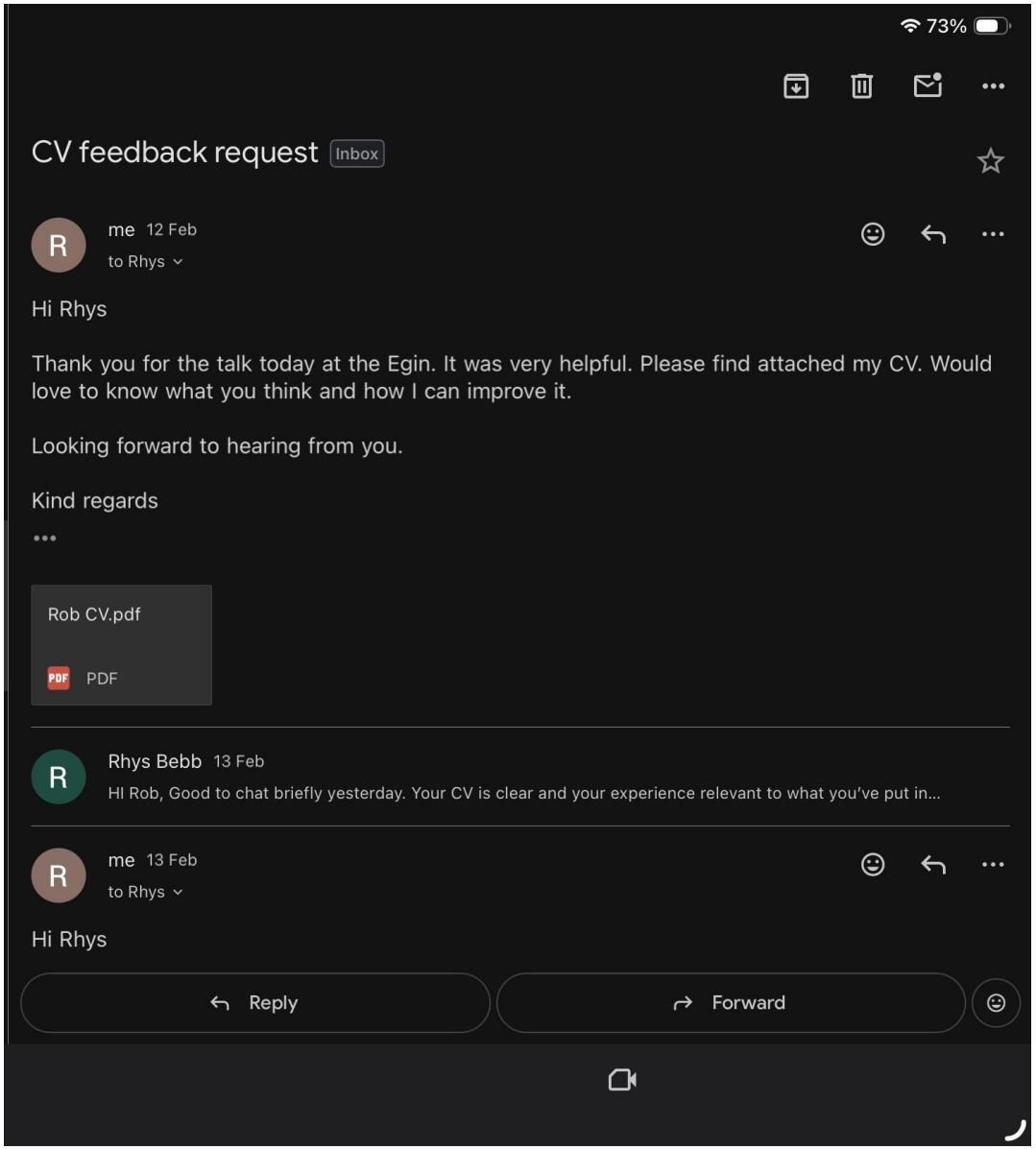
Equity

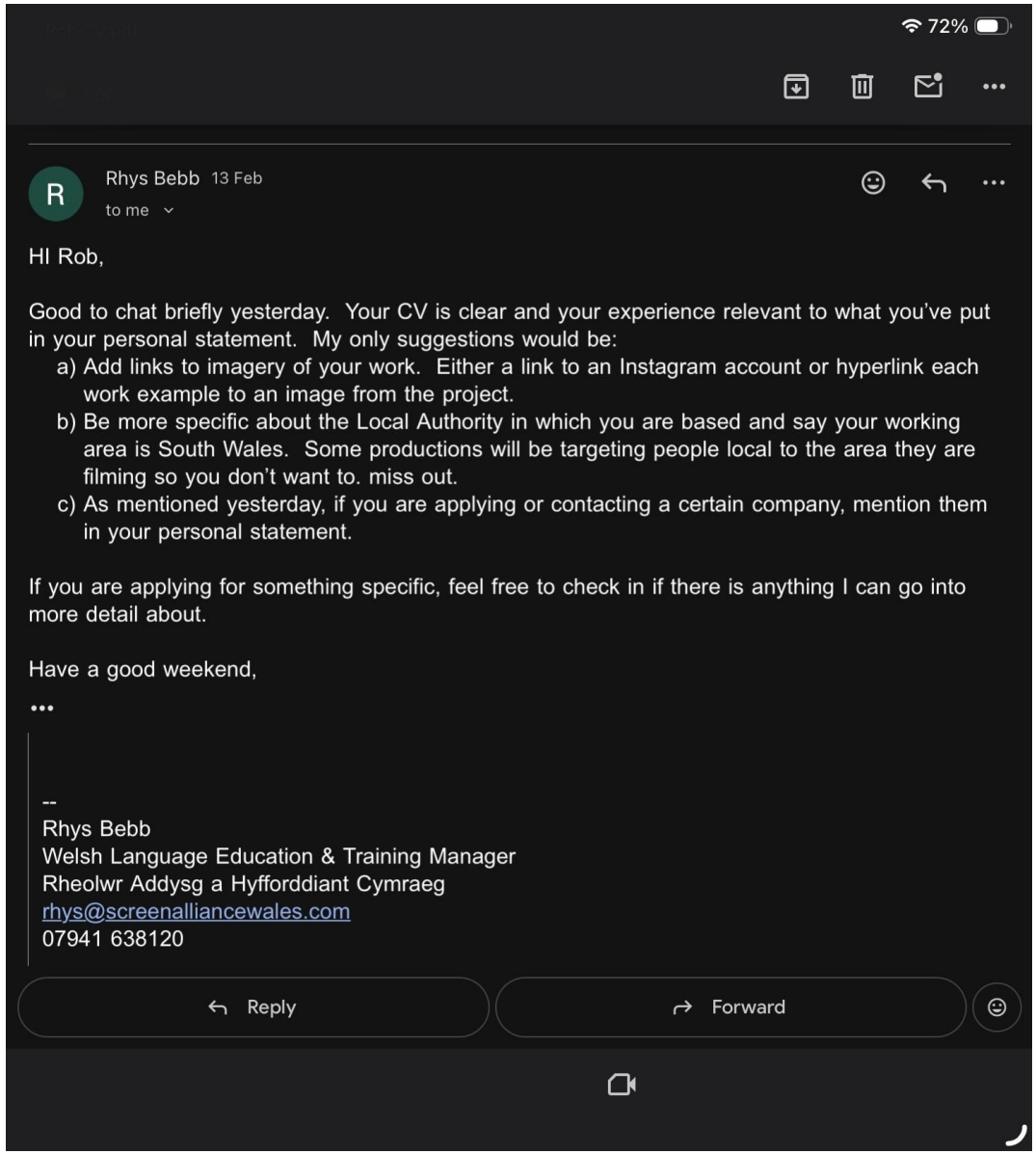
Scurtis@equity.org.uk

Screen Alliance Wales

Getting into the industry

Rhys Bebb rhys@screenalliancewales.com
Bethan Roberts bethan@screenalliancewales.com


73%
CV feedback request
Inbox
me 12 Feb
to Rhys
Hi Rhys
Thank you for the talk today at the Egin. It was very helpful. Please find attached my CV. Would love to know what you think and how I can improve it.
Looking forward to hearing from you.
Kind regards
Rob CV.pdf
PDF
Rhys Bebb 13 Feb
HI Rob, Good to chat briefly yesterday. Your CV is clear and your experience relevant to what you've put in...
me 13 Feb
to Rhys
Hi Rhys
Reply
Forward


72%
Rhys Bebb 13 Feb
to me
HI Rob,
Good to chat briefly yesterday. Your CV is clear and your experience relevant to what you've put in your personal statement. My only suggestions would be:
a) Add links to imagery of your work. Either a link to an Instagram account or hyperlink each work example to an image from the project.
b) Be more specific about the Local Authority in which you are based and say your working area is South Wales. Some productions will be targeting people local to the area they are filming so you don't want to. miss out.
c) As mentioned yesterday, if you are applying or contacting a certain company, mention them in your personal statement.
If you are applying for something specific, feel free to check in if there is anything I can go into more detail about.
Have a good weekend,
--
Rhys Bebb
Welsh Language Education & Training Manager
Rheolwr Addysg a Hyfforddiant Cymraeg
rhys@screenalliancewales.com
07941 638120
Reply
Forward

SHOOT FOR THE EDIT

Summarise

RHYBUDD: Deilliodd yr e-bost hwn o du allan i system E-bost Prifysgol Cymru Y Drindod Dewi Sant. Peidiwch ag ateb, na chlicio ar ddolenni nac agor atodiadau oni bai eich bod yn adnabod cyfeiriad e-bost yr anfonwr ac yn gwybod bod y cynnwys yn ddiogel.
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Hi Rob,

I hope you are well?

Thank you for your application for the above course. We would like to invite you to join us in Carmarthen on Saturday 21st and Sunday 22nd February at the University of Wales Trinty St David's.

Before giving you further details, I just wanted to check your availability and to confirm there will be no travel expenses paid and it would be your responsibility to make your own way there and back safely. I think you may be very close to the above address anyway.

Please do let me know your thoughts on the above.

Best wishes,

Sarah

SARAH O'KEEFE
EDUCATION AND TRAINING EXECUTIVE
GWEITHREDOL ADDYSG A HYFFORDDIANT
02920 003 007
sarah@screenalliancewales.com
screenalliancewales.com
Wolf Studios Wales, Glass Avenue, Cardiff, CF24 5EN

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The information contained in this Email, and any attachments, is intended for the named recipients only. It may contain confidential and/or

Details for Shoot for the Edit tomorrow

Summarise

Hi there,

Just wanted to confirm a few things for you tomorrow:

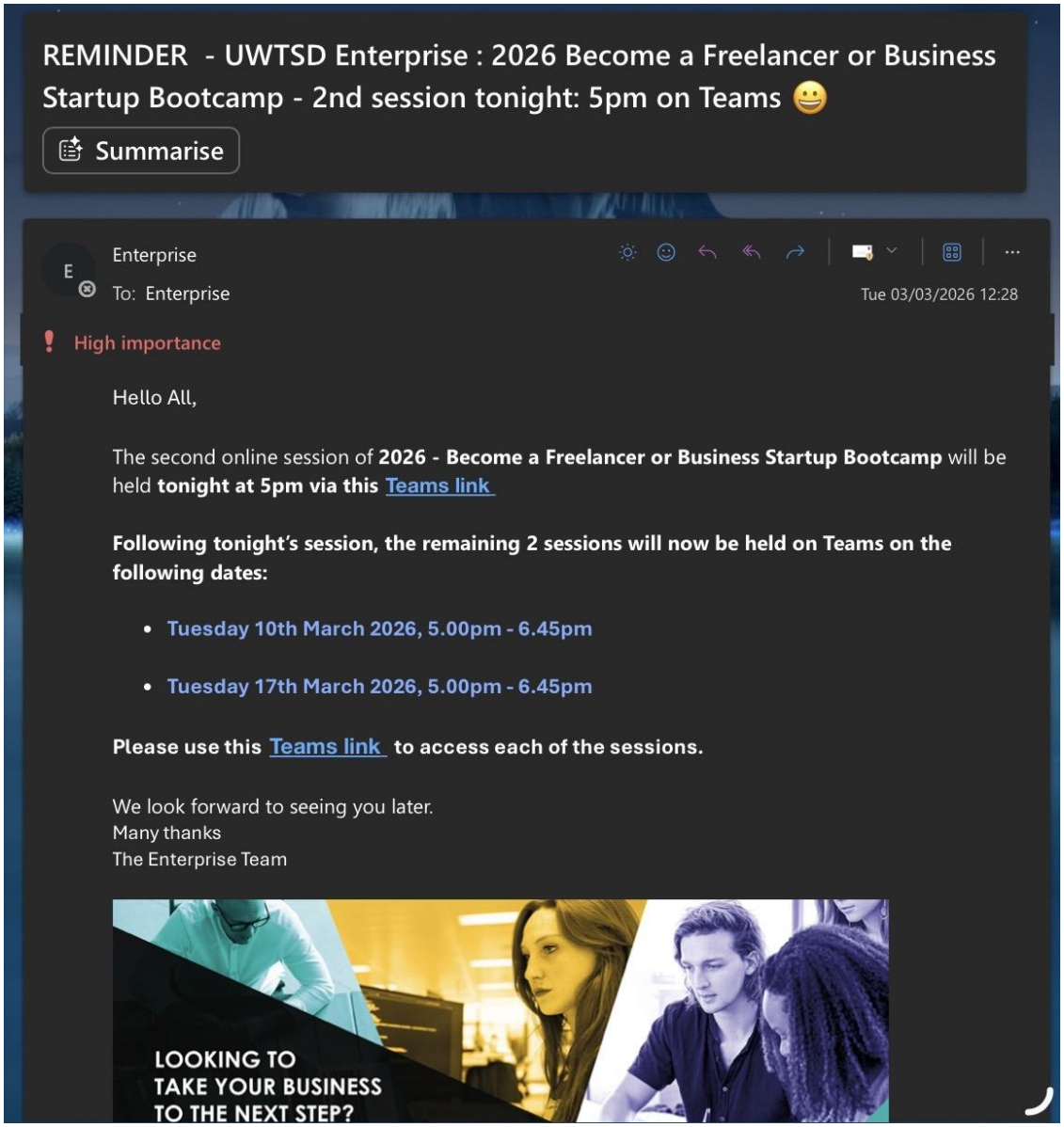
- Attached is the map of campus again https://maps.app.goo.gl/XjZgLjMnigXincjj7 and here is video of which building it is in. https://drive.google.com/file/d/10KD84y5bOoy8kFzmHOHeB0KDjdpkaBUu/view?usp=drive_link
- If you are coming up College Rd and the Uni is on the left, then the Teaching and Learning building (28 on map) is on the right on the other side of the road. It is between Yr Egin, the S4C building and The Barn/Yr Llwyfan so it is the one in the middle of those two.
- You have to go past it and take the turning just before The Barn/Yr Llwyfan to get into the car park. Keep going down that road to the back (do not park in front of the The Barn/Yr Llwyfan) and then turn right to get into the car park behind the Teaching and Learning Building. You can park anywhere there for free.
- You will then need to go up the stairs and go around the front of the building to get in at the front – which you can see in the video.
- The room we are in is TL06 past the main desk to the left near the back of the main reception area on the ground floor.
- If you have any problems getting there, my number is 07729203862
- Please do remember to bring lunch etc.

See you at 10am tomorrow.

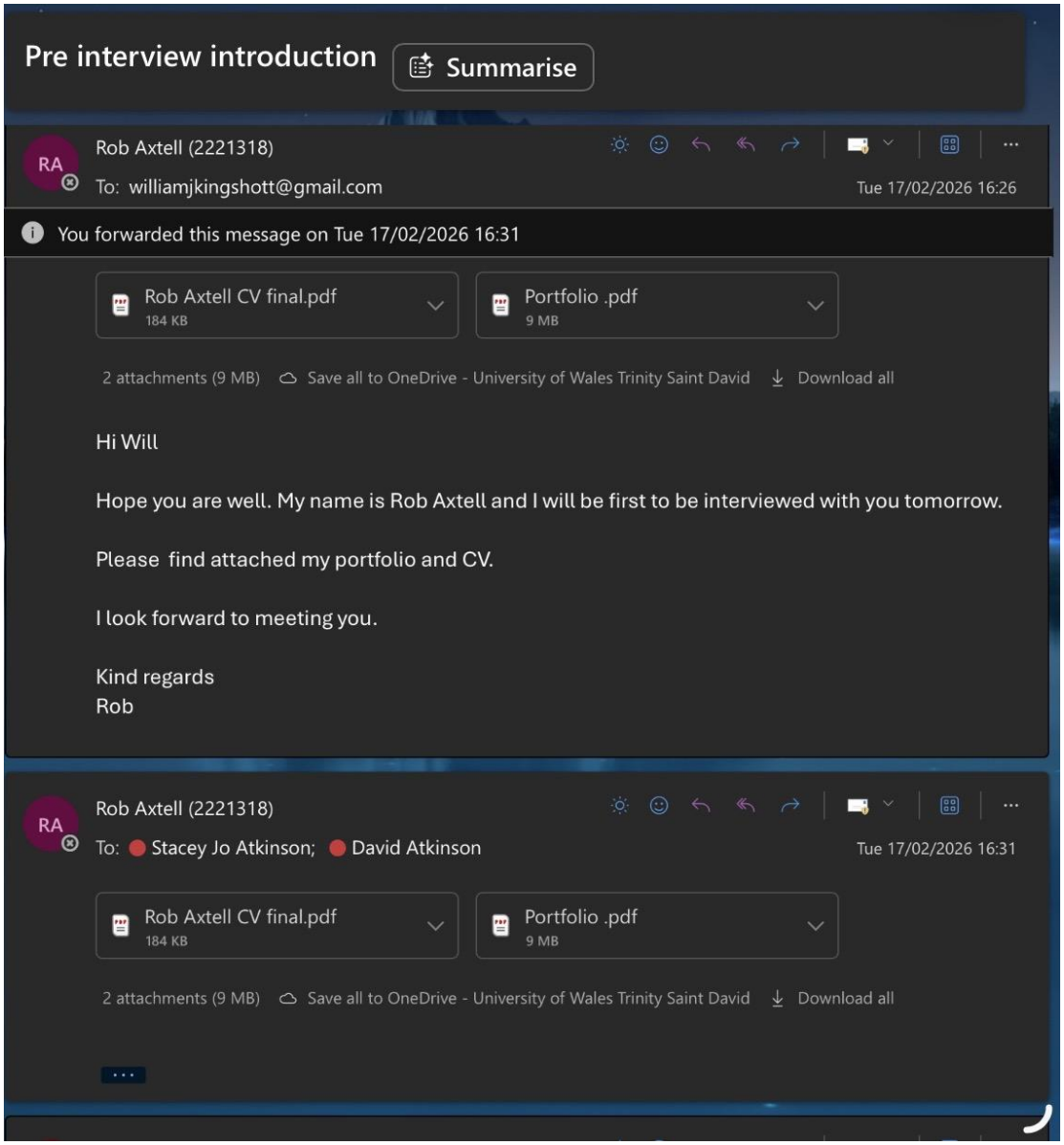
Thank you,

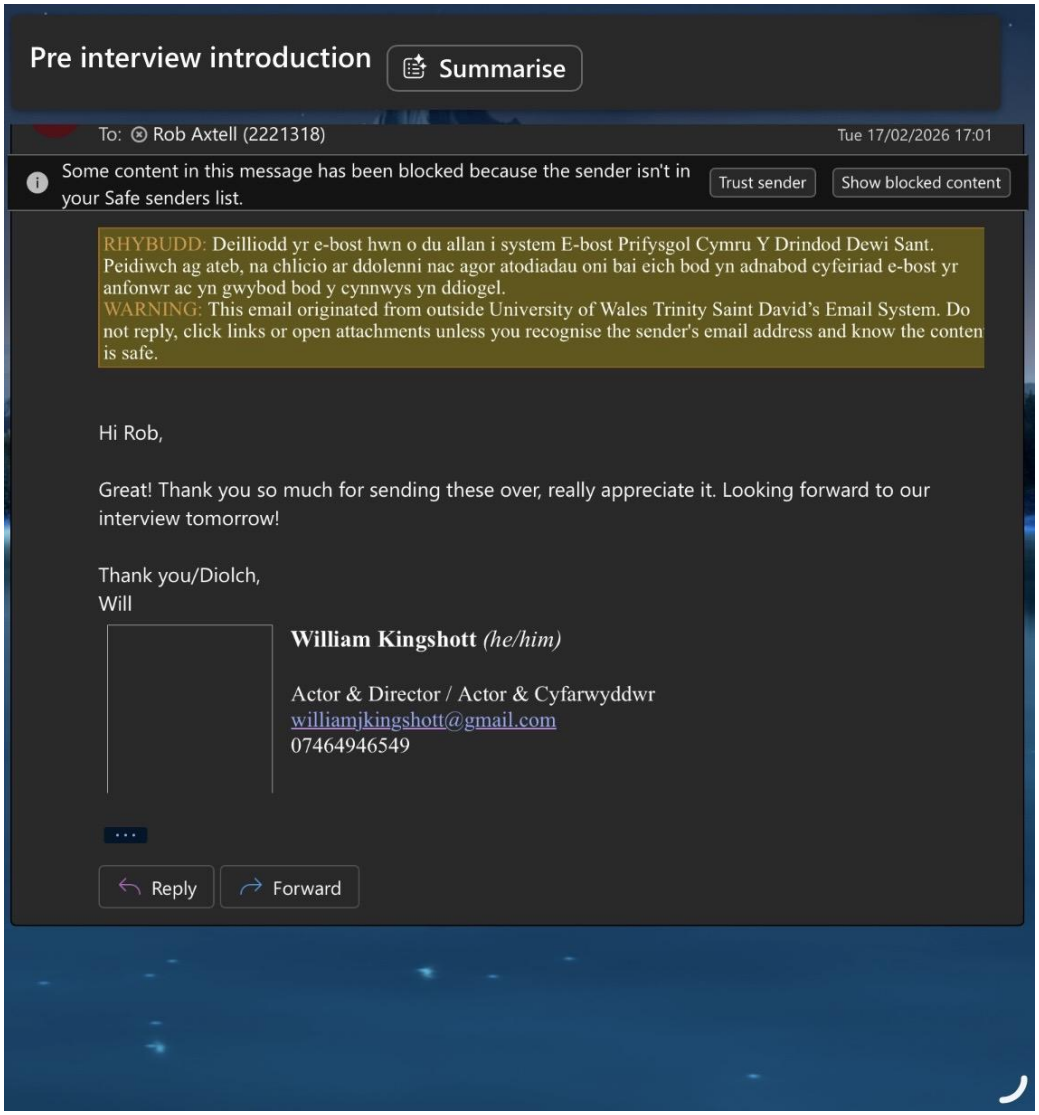
Sarah

SARAH O'KEEFE
EDUCATION AND TRAINING EXECUTIVE
GWEITHREDOL ADDYSG A HYFFORDDIANT
02920 003 007
sarah@screenalliancewales.com
screenalliancewales.com
Wolf Studios Wales, Glass Avenue, Cardiff, CF24 5EN



Extra business knowledge from attending careers fair


Pre interview introduction
Summarise
RA
Rob Axtell (2221318)
To: williamjkingshott@gmail.com
Tue 17/02/2026 16:26
You forwarded this message on Tue 17/02/2026 16:31
Rob Axtell CV final.pdf
184 KB
Portfolio .pdf
9 MB
2 attachments (9 MB)
Save all to OneDrive - University of Wales Trinity Saint David
Download all
Hi Will
Hope you are well. My name is Rob Axtell and I will be first to be interviewed with you tomorrow.
Please find attached my portfolio and CV.
I look forward to meeting you.
Kind regards
Rob
RA
Rob Axtell (2221318)
To: Stacey Jo Atkinson; David Atkinson
Tue 17/02/2026 16:31
Rob Axtell CV final.pdf
184 KB
Portfolio .pdf
9 MB
2 attachments (9 MB)
Save all to OneDrive - University of Wales Trinity Saint David
Download all


Pre interview introduction
Summarise
To: Rob Axtell (2221318)
Tue 17/02/2026 17:01
Some content in this message has been blocked because the sender isn't in your Safe senders list.
Trust sender
Show blocked content
RHYBUDD: Deilliodd yr e-bost hwn o du allan i system E-bost Prifysgol Cymru Y Drindod Dewi Sant. Peidiwch ag ateb, na chlicio ar ddolenni nac agor atodiadau oni bai eich bod yn adnabod cyfeiriad e-bost yr anfonwr ac yn gwybod bod y cynnwys yn ddiogel.
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Hi Rob,
Great! Thank you so much for sending these over, really appreciate it. Looking forward to our interview tomorrow!
Thank you/Diolch,
Will
William Kingshott (he/him)
Actor & Director / Actor & Cyfarwyddwr
williamjkingshott@gmail.com
07464946549
Reply
Forward