

Change Makers: Building your Personal Brand for Sustainable Employment

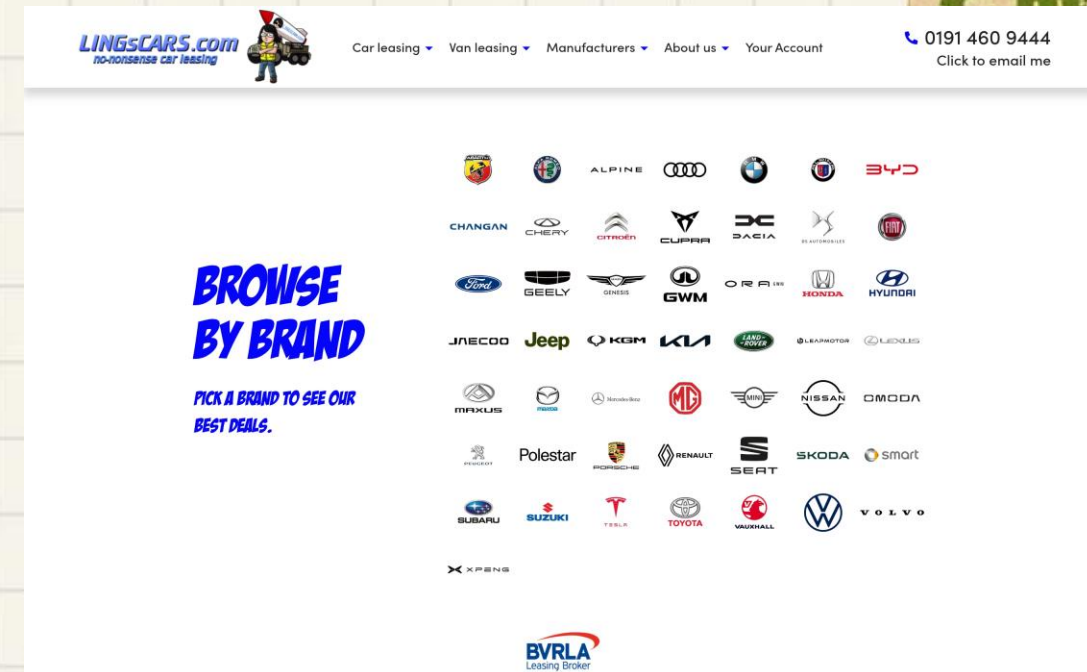
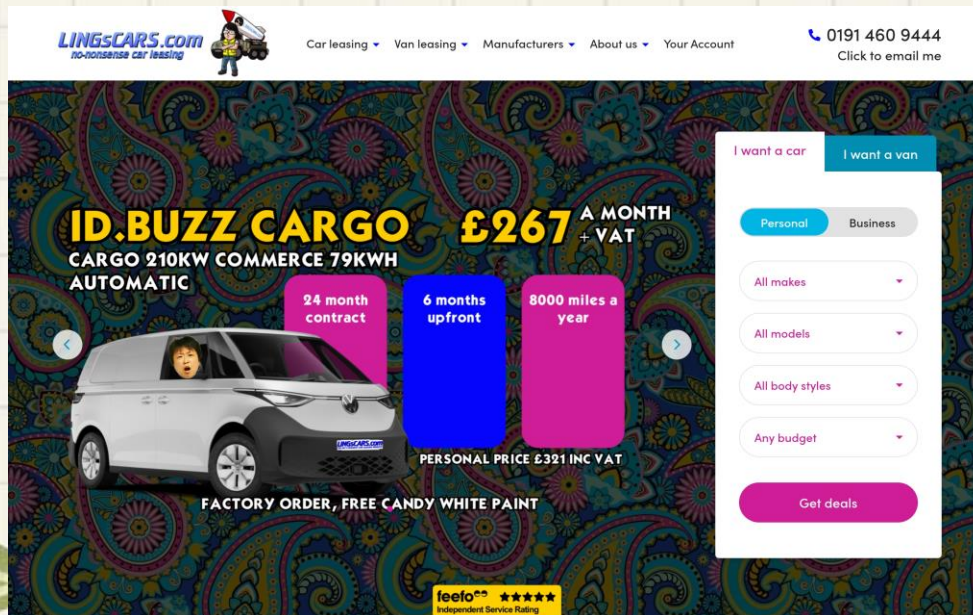
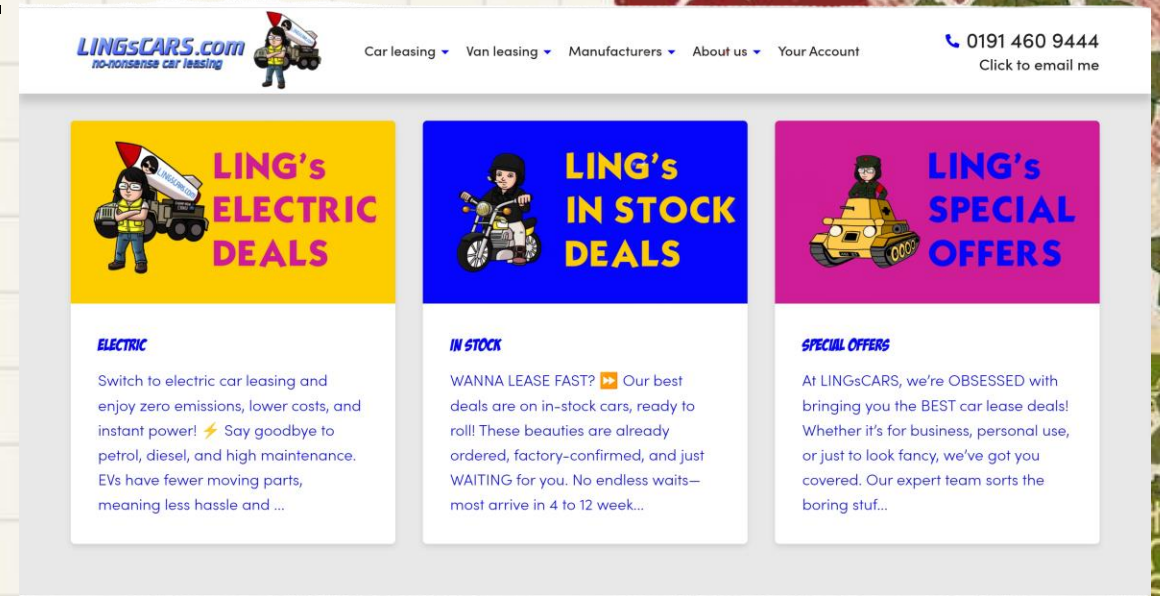
Eden Davies

2405506

Website research – Good websites

<https://www.lingscars.com/>

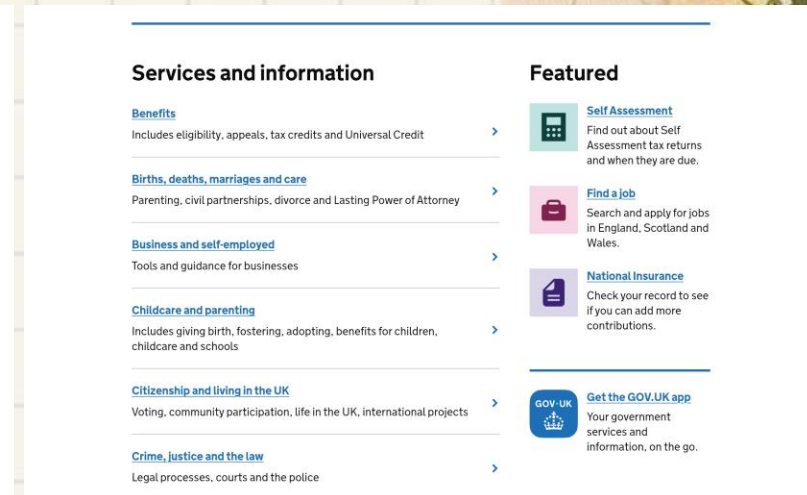
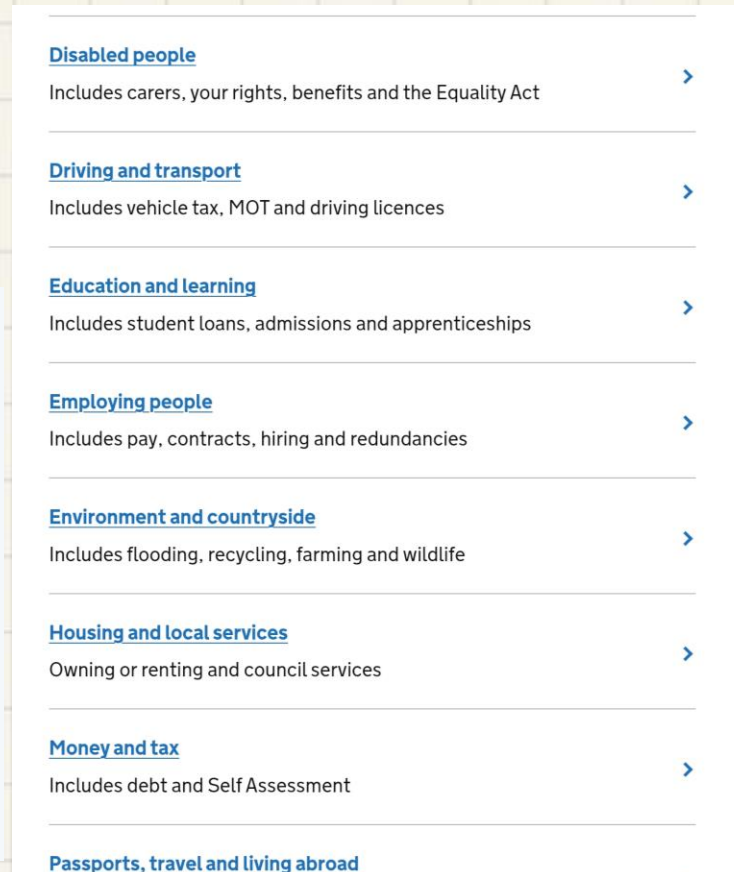
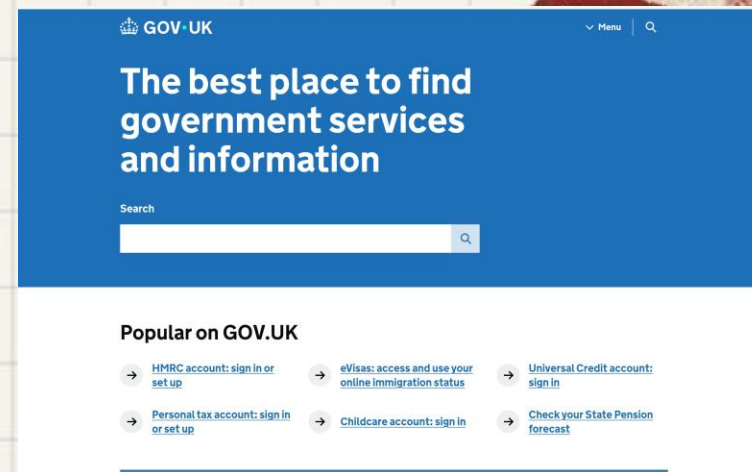
- Unique selling point
- Interesting design without being overwhelming
- Easy to navigate



Website Research - Good Websites

<https://www.gov.uk/>

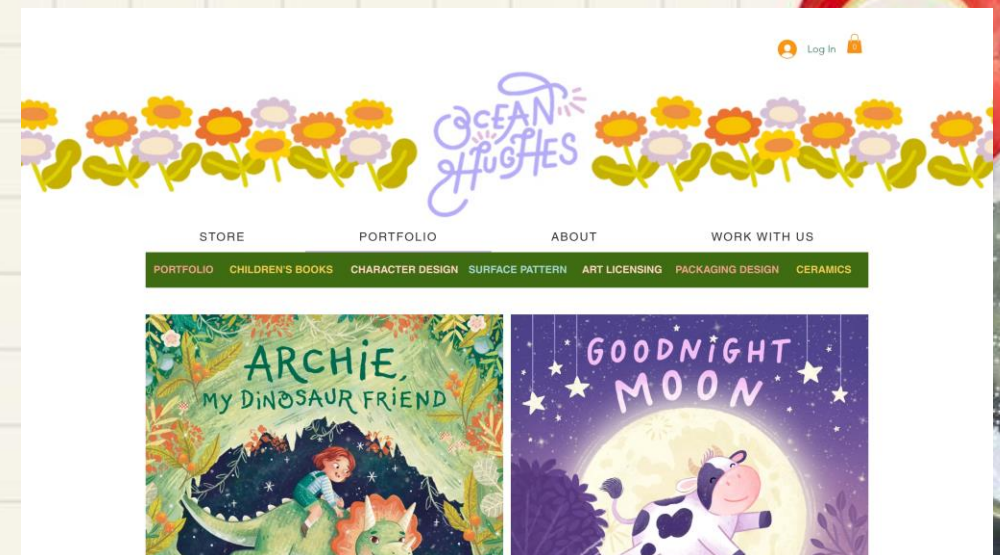
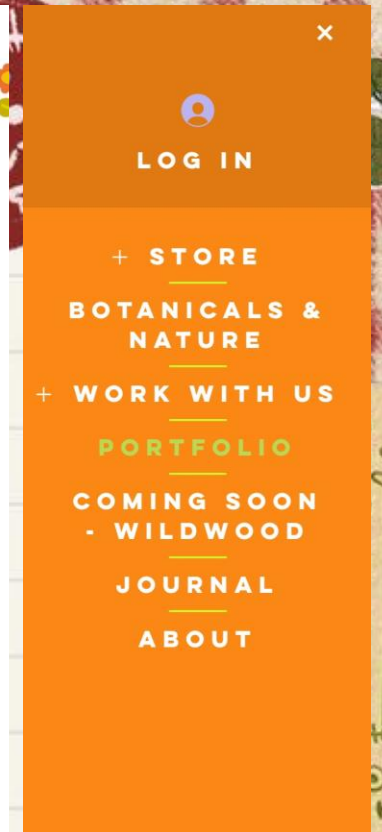
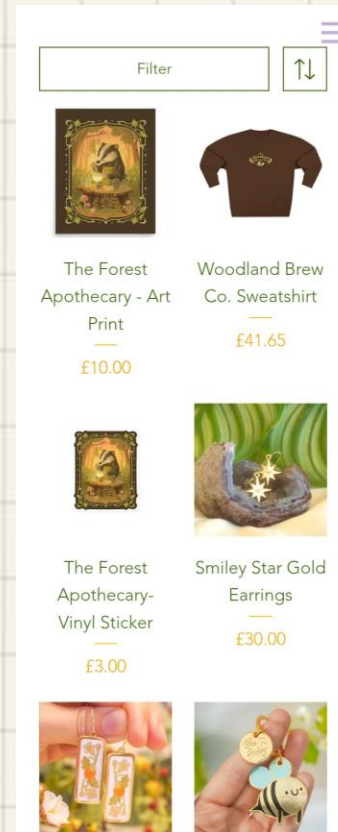
- Simple design and colour palette
- Easy to navigate
- Not cluttered



Website Research - Good Websites

<https://www.oceanhughes.com/>

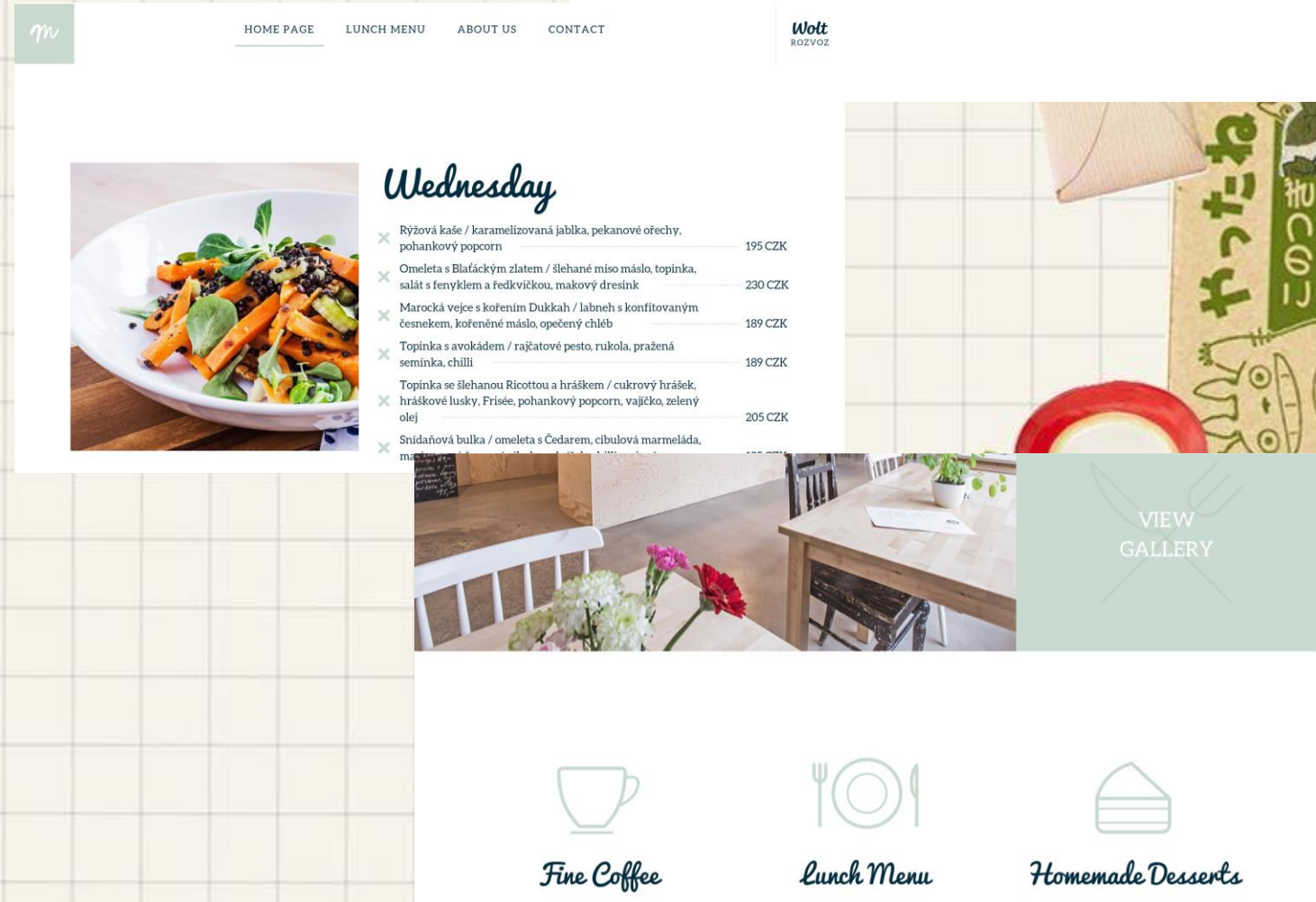
- Easy to navigate
- Works well on laptops and phones
- Easy to read



Website Research - Good Websites

<https://mikynapoint.cz/en/>

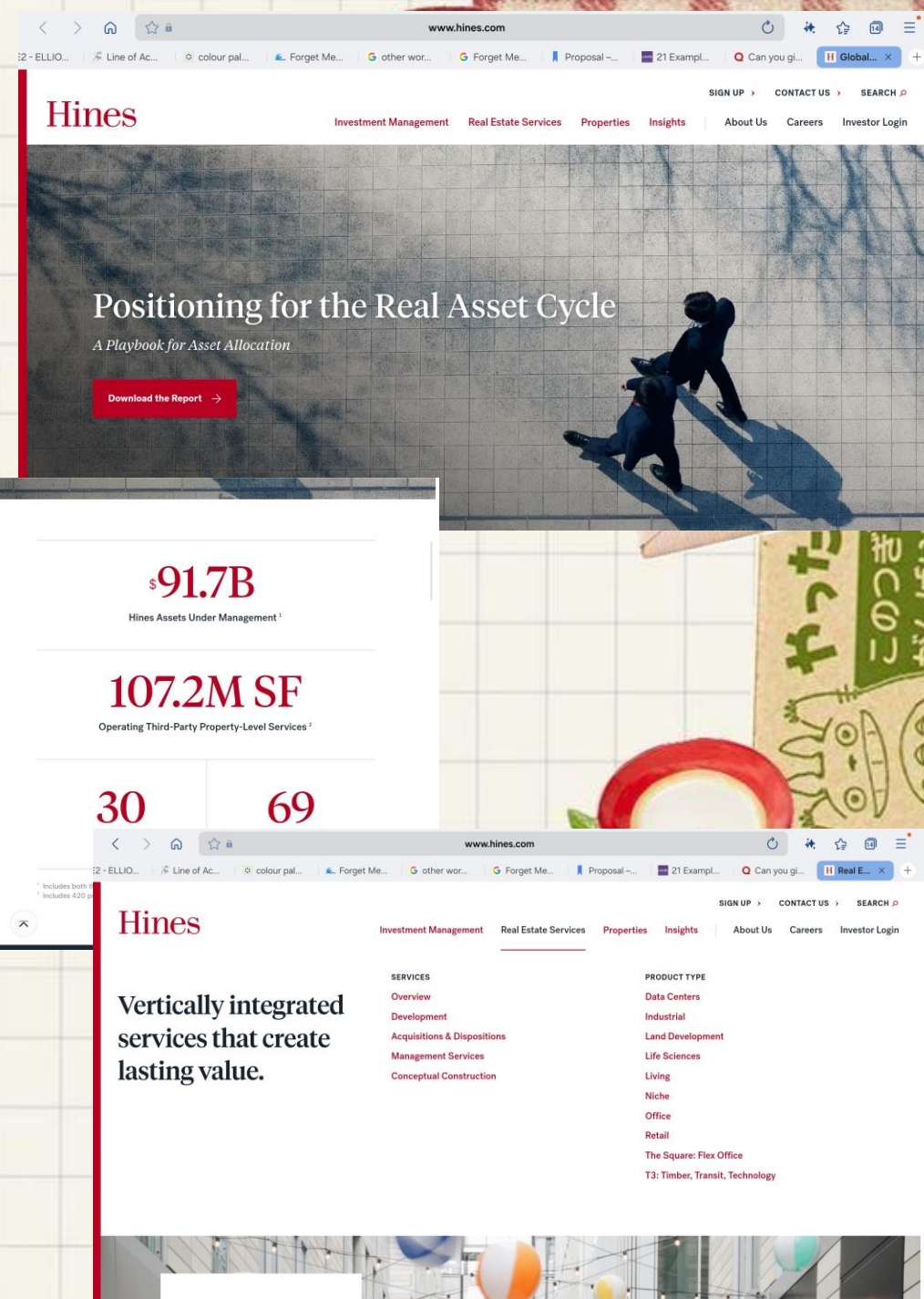
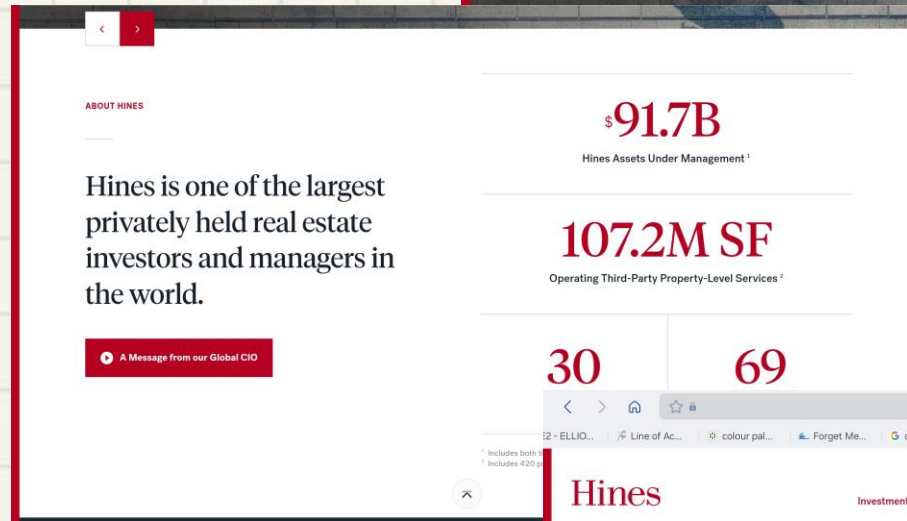
- Interesting loading page
- Simple but interesting layout
- Smooth changes when clicking onto different parts of the website



Website Research - Good Websites

<https://www.hines.com/investment-management>

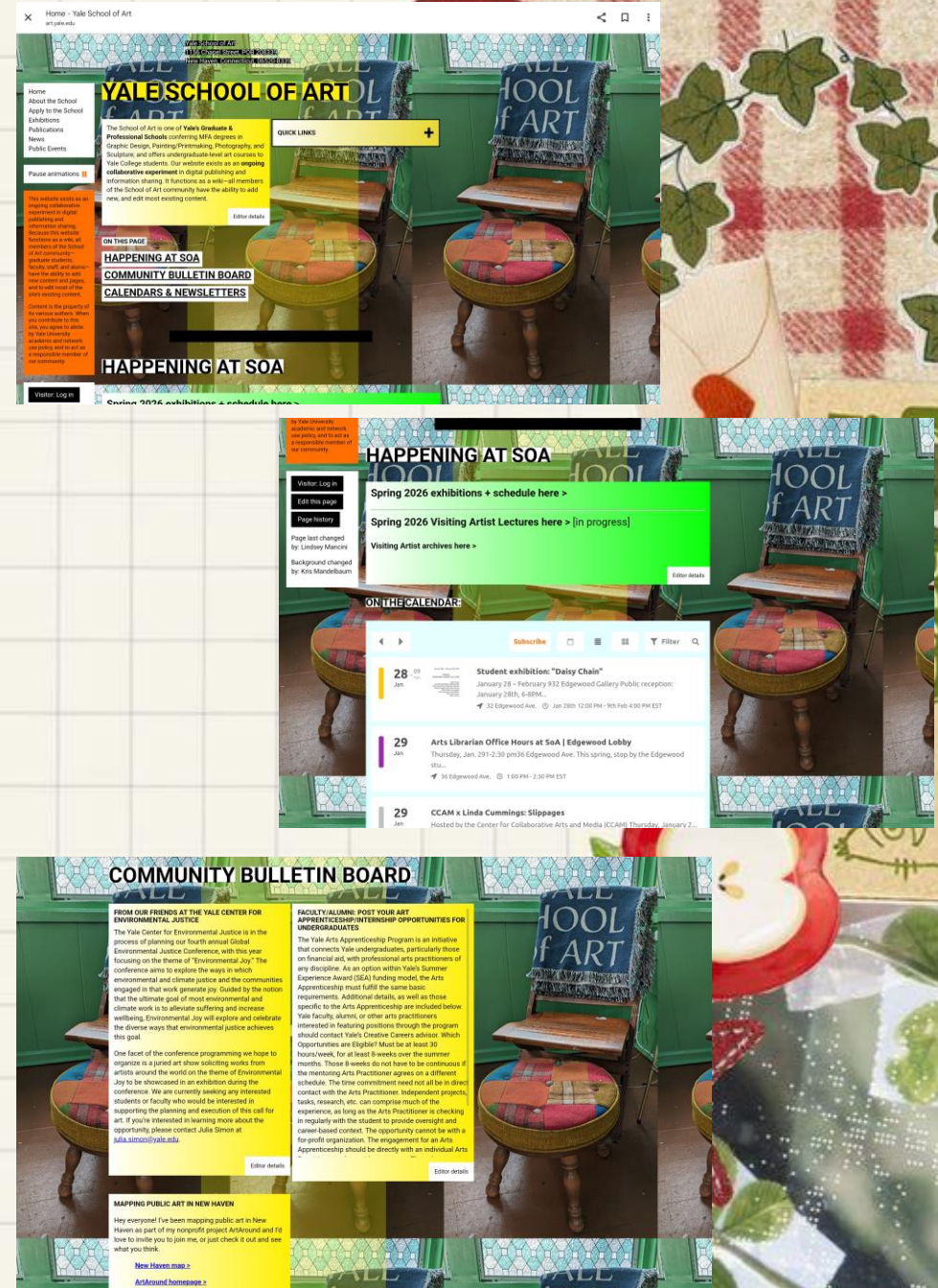
- Easy to read layout
- Easy to navigate
- Bold design choices



Website Research – Bad Websites

<https://www.art.yale.edu/>

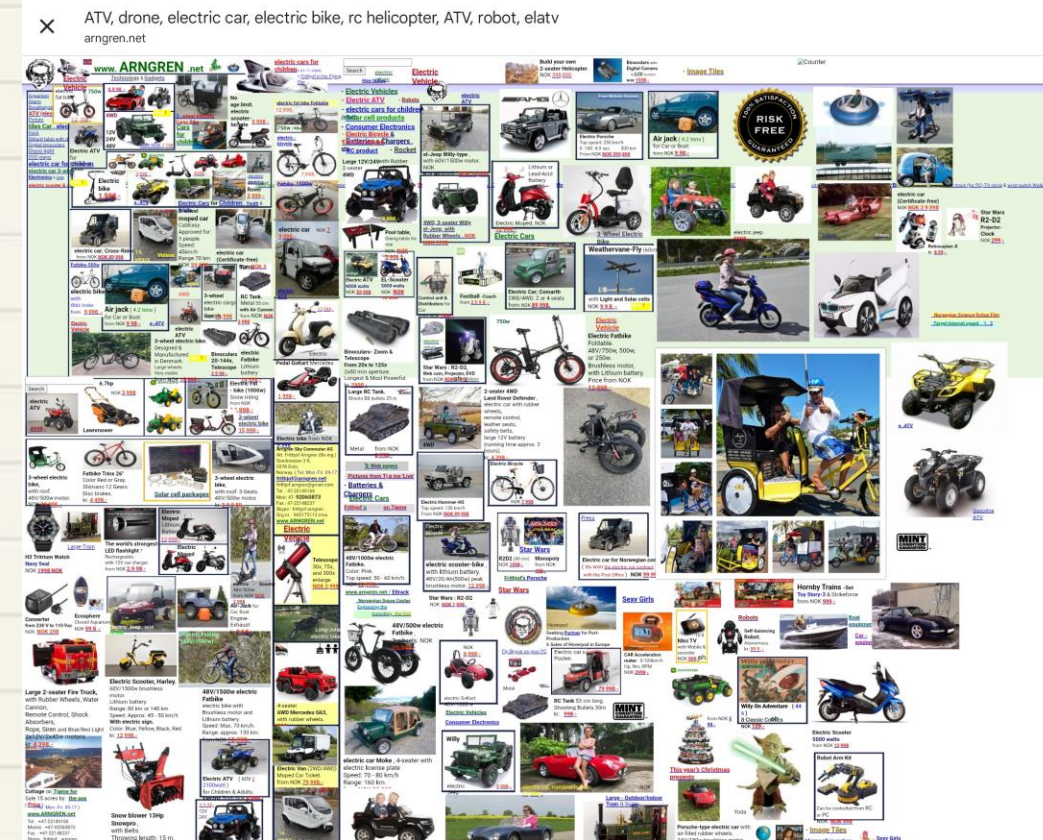
- Clashing colour scheme
- Hard to read text
- Colours are too bright and distracting
- Odd background
- Hard to navigate



Website Research – Bad Websites

<https://arngren.net/>

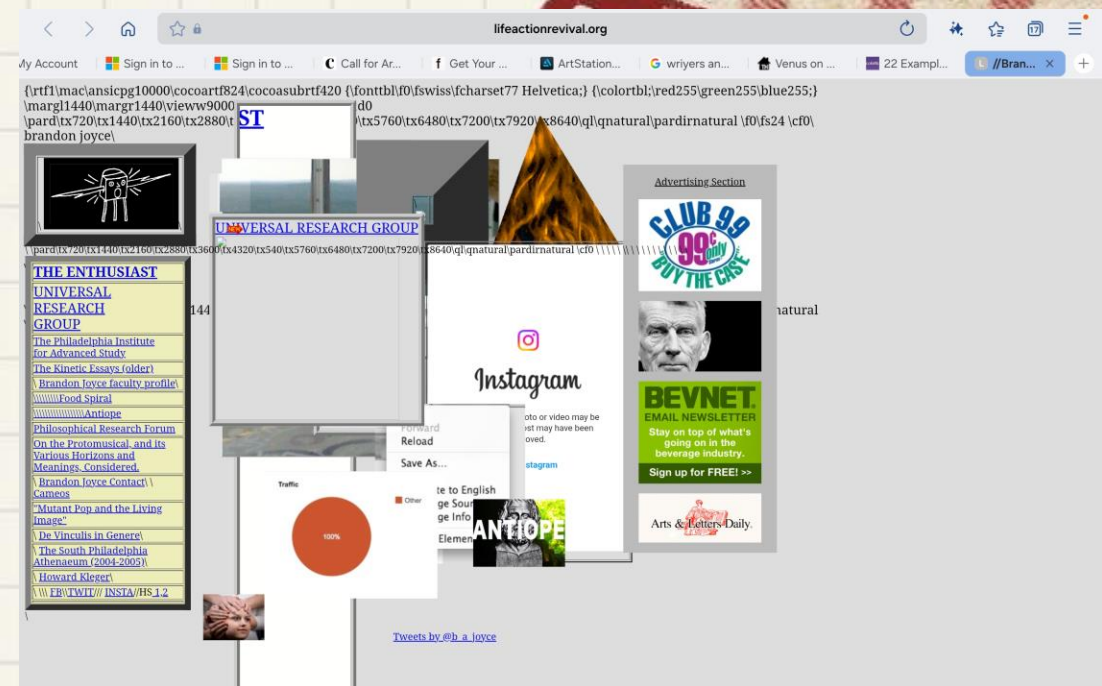
- Cluttered layout
- Hard to navigate
- Text too small to read



Website Research – Bad Websites

<https://lifeactionrevival.org/>

- Confusing layout
- Hard to read
- Hard to navigate
- Hard to understand what the website is about



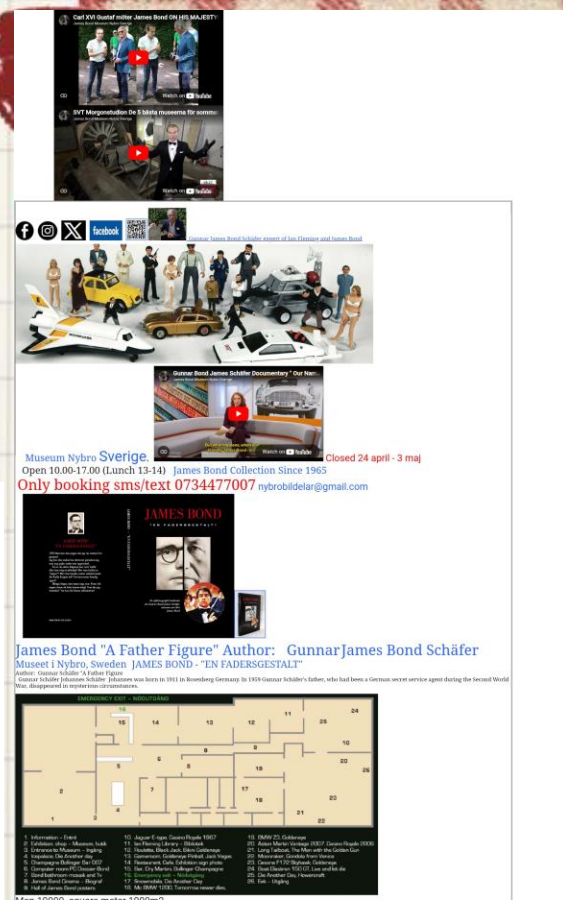
MAKE ME AN OFFER



Website Research – Bad Websites

<https://www.nybrobildelar.se/>

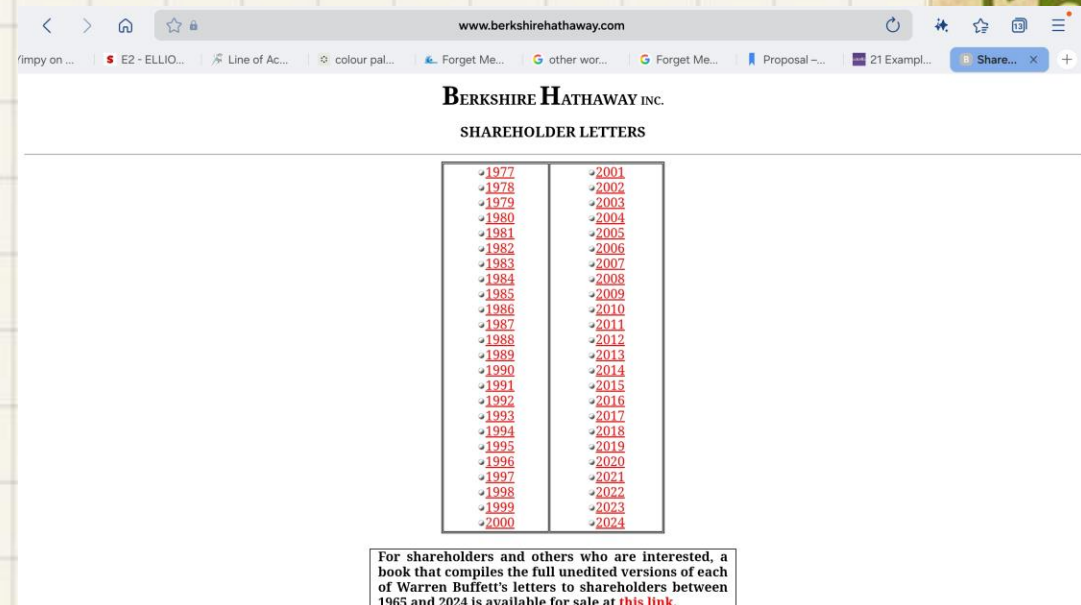
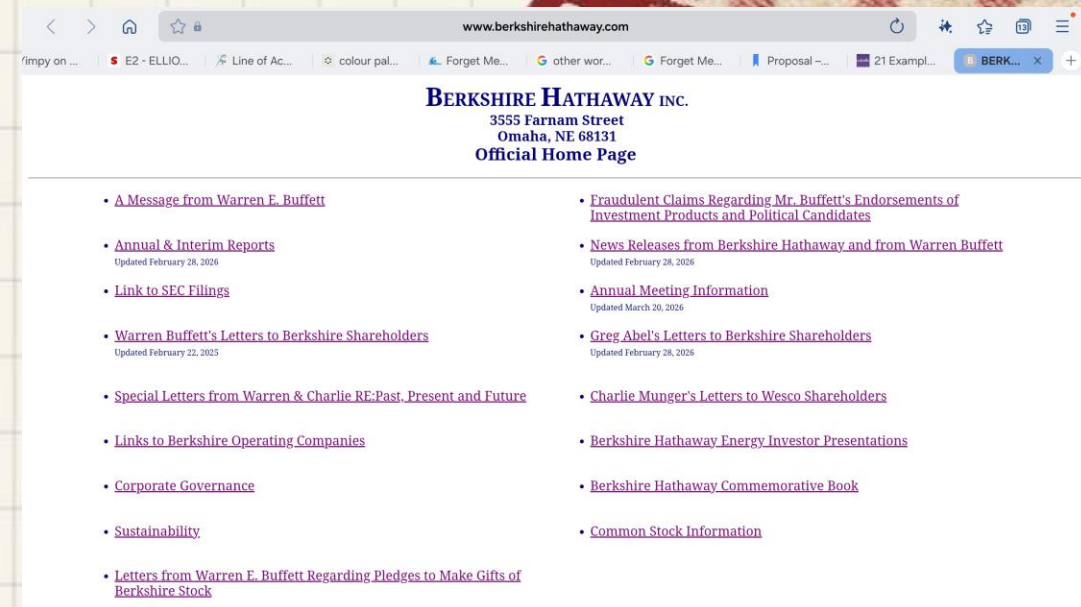
- Hard to navigate
- Uninteresting layout
- Confusing text
- Hard to tell the purpose of the website



Website Research – Bad Websites

<https://www.berkshirehathaway.com/>

- Not a lot of information on home page
- Too many hyperlinks
- Uninteresting layout



Website Builders

I wanted to limit how many website builders to research so that I didn't get overwhelmed with the options so I picked four to research.

- Straw.page
- Wix
- Adobe Portfolio
- SquareSpace

Researching Website Builders – Wix

Wix has many benefits that comes with using it for building a website. It has a really good free option which is highly customisable, however you cannot switch templates after picking one. It takes minimum effort and has so much creative freedom when creating a website. Wix also provides users with a demo on how to use each template and how to customise it to their own needs which is really helpful for new users.

<https://uk.pcmag.com/web-hosting-services/34506/wix>



Researching Website Builders – Adobe Portfolio

Adobe portfolio is incredibly easy to use and has clear workflows and icons that help guide a user through the process. However, it lacks the ability to change the layout of the templates so it isn't very customisable but you can change the template during the process of making the website.

<https://www.digitalcameraworld.com/reviews/adobe-portfolio-review-2024>



Researching Website Builders – Strawpage

Strawpage is a very simple but effective website builder that is made for phone usage. It is really easy to create a website and there isn't a massive dashboard filled with confusing options. Websites can be built from a phone and the website builder prioritises a phone experience over a desktop experience. There is a free and paid version but is very customisable with both tiers.

<https://websites2know.com/straw-page-review/>



Researching Website Builders – SquareSpace

Squarespace lacks a long term free account option and only allows for a two week trial, you cannot have your website become live until you pay for an account. SquareSpace has a lot of different template options depending on what your website is for and all the templates are completely customisable. There is a learning curve when it comes to creating a website on SqaureSpace.

<https://uk.pcmag.com/web-hosting-services/34505/squarespace>

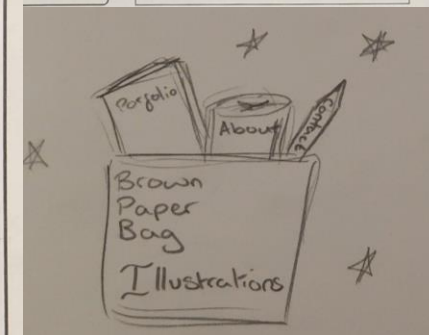
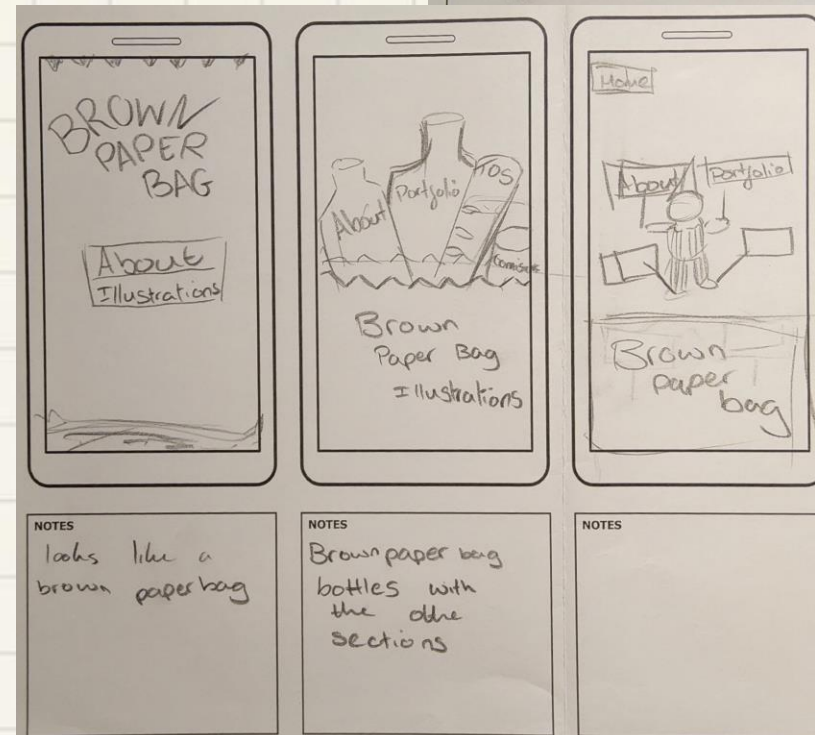
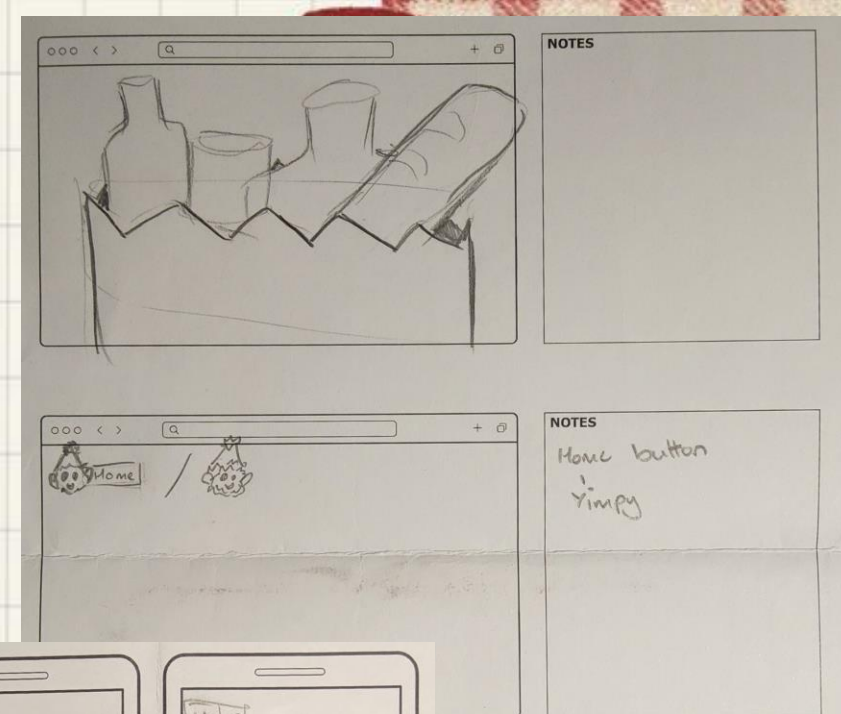


Website

- Portfolio
- Home page
- About page
- Gallery page – work name, materials, work or university work
- Content page
- Questions page/contact page – email? Not phone number (I will be using a contact page that doesn't include my email and doesn't disclose any of my own contact information)
- Links to social media?
- Link to shop (I won't need to be adding this to my website because I haven't started selling my work yet.)
- Testimonials from clients (I also won't need to add this because I haven't had clients yet)

Website Ideas

For my website I want to create a more playful, interactive design. I want to be able to display my work in a fun and creative manner while also having it look professional. I don't know how achievable this idea will.

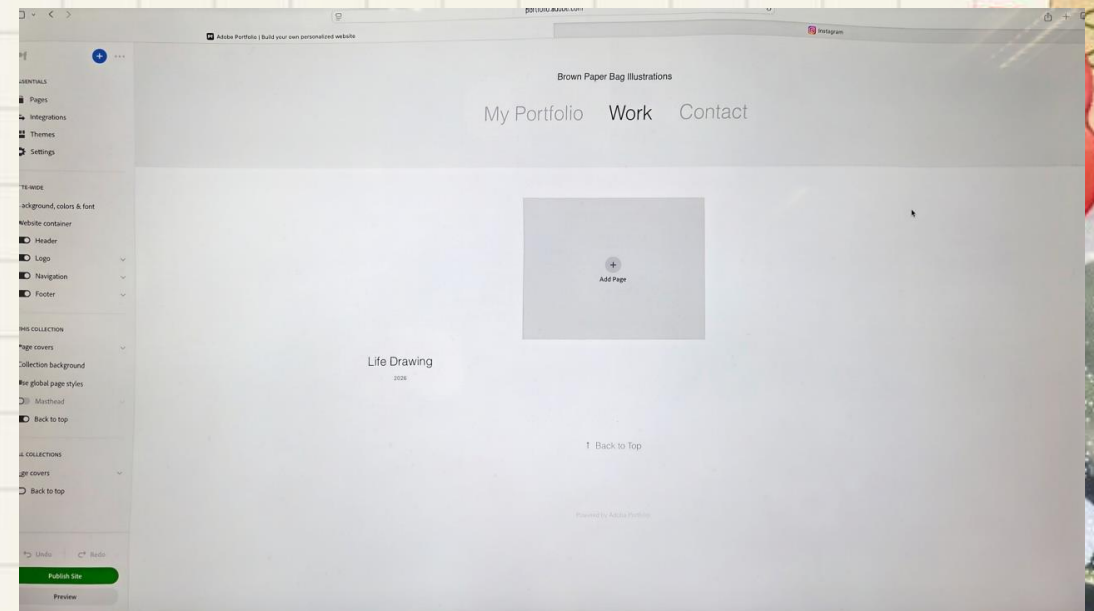
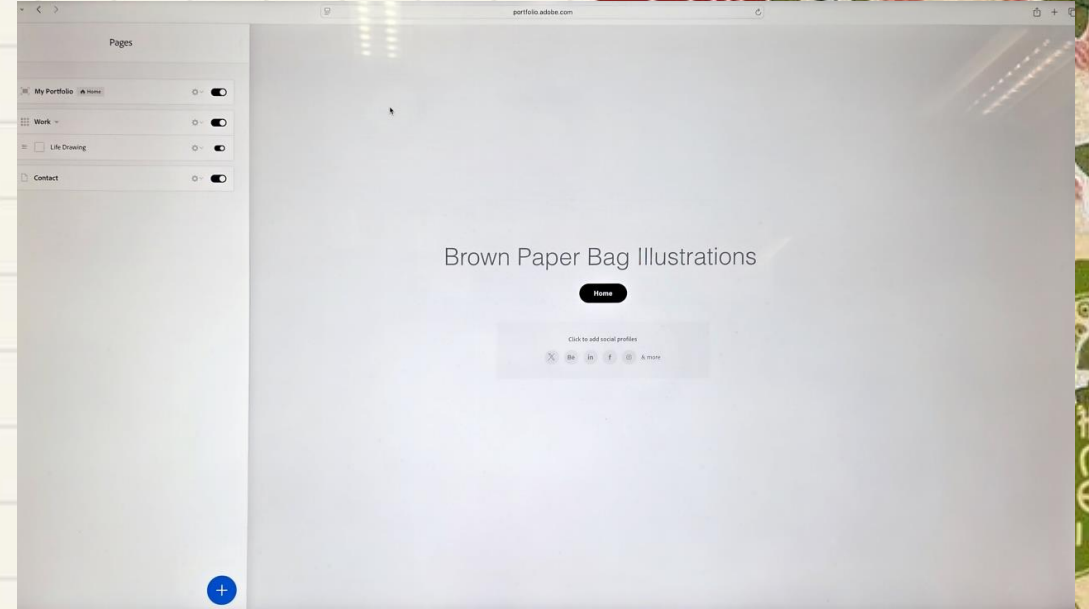


Website Testing

From my research I found that I was drawn to Wix and Adobe Portfolio. I liked how creative Wix sounded and how professional Adobe Portfolio looked, so I decided to give them both a test run to see which website builder would be the best for me. I want a website builder that isn't too complicated while also giving me enough creative freedom to create a fun portfolio. I wasn't sure how achievable my main idea would be on these websites and how difficult it would be.

Adobe Portfolio – Test

This website designer is very slick and professional. I didn't really enjoy using this designer and I couldn't achieve the desired aesthetic that I was planning with it. It was quite difficult to navigate because of how many options and drop down menus there were. This designer would be really good if I wanted to only show off my work, however I want my website to be quite creative and interactive.



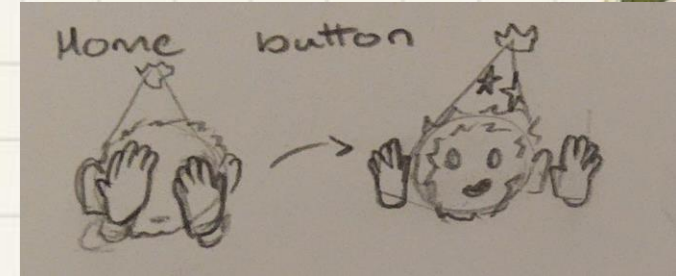
Wix Test

I wanted to create a very rough version of the idea I had to see if it worked with this website designer. I found that this was a lot easier to work with than Adobe portfolio and I was able to customise the website a lot more with Wix. This is the website builder I will be going forward with because of how customisable it is and how easy it is to navigate and figure out.



Creating the Website: Creating the buttons

I wanted to create unique buttons for my website but found it was quite difficult to make my original idea. I also found that my original idea would look tacky and be hard to navigate so I decided to make the home button the unique element. I found on Wix you can make the buttons change when they are hovered over or clicked. This gave me the idea to make my character Yimpy the moving element. This was very effective and worked much better than I thought. I am very happy with how it looks on the website.

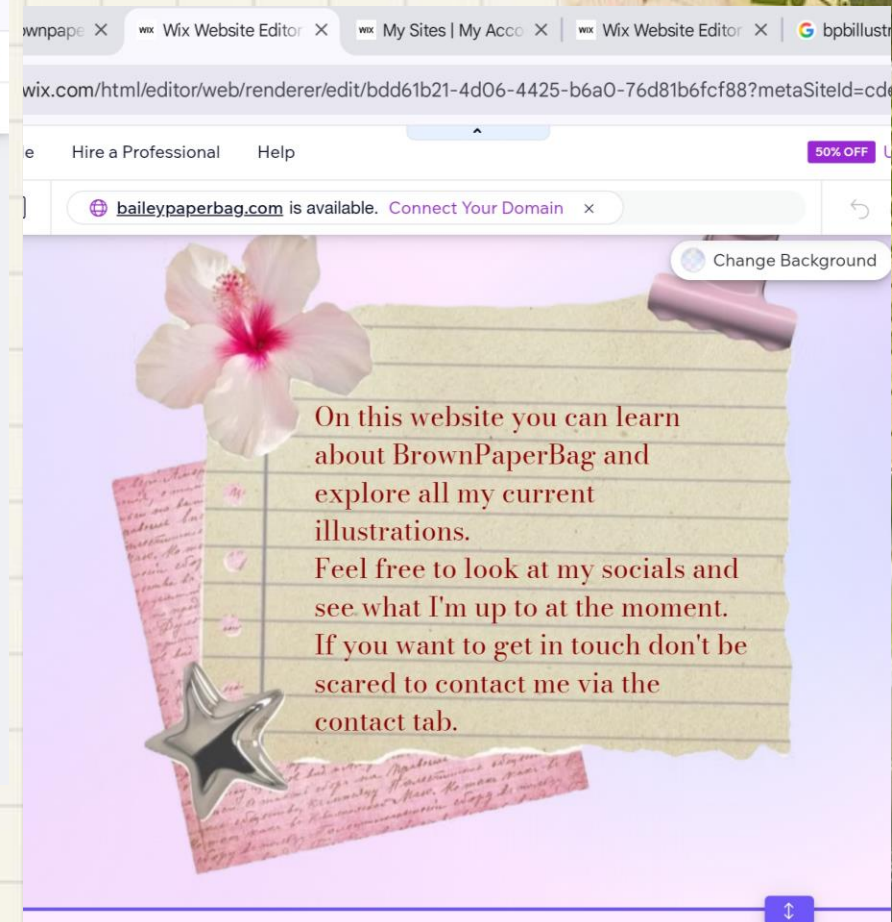
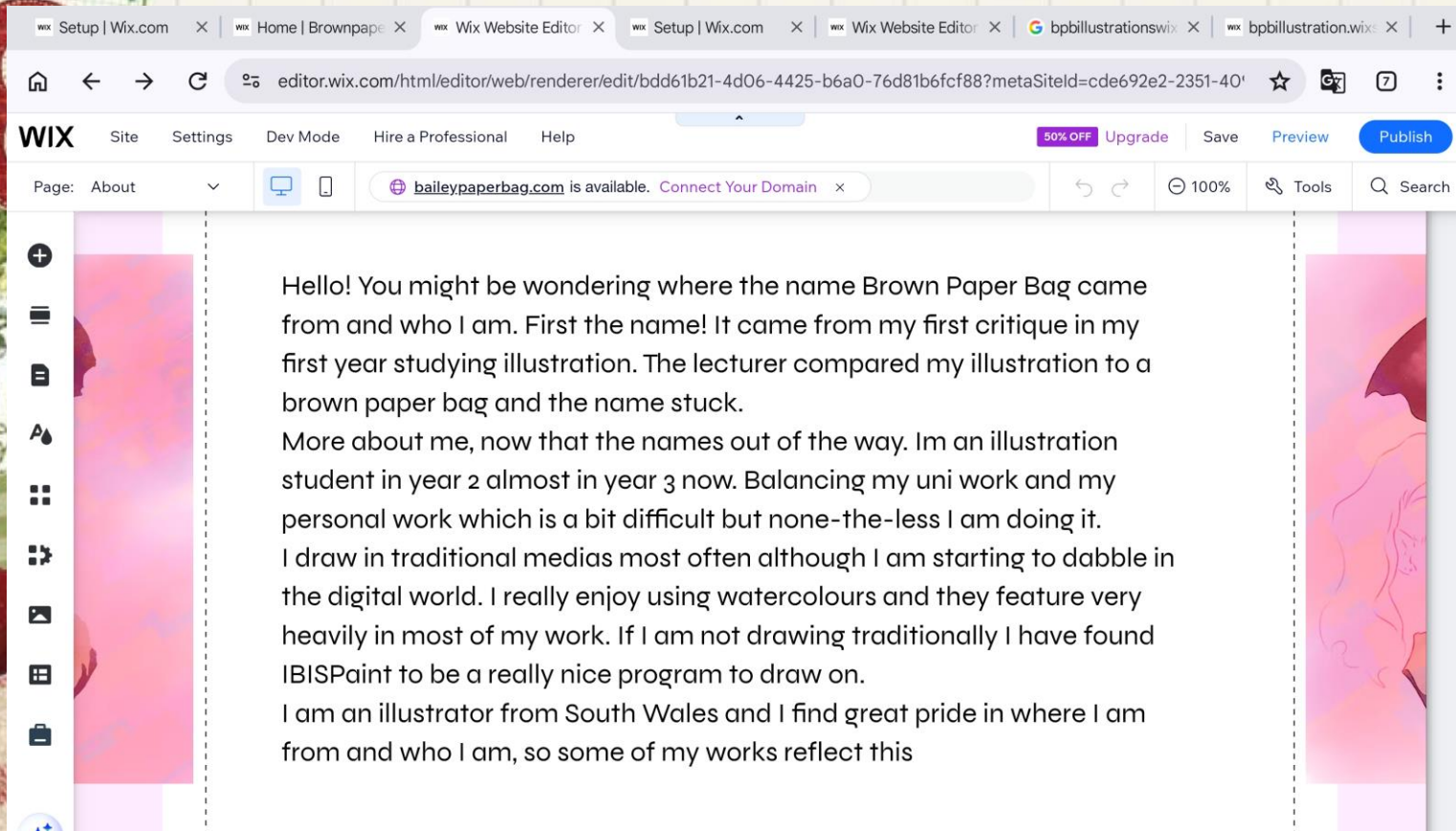


Creating the Website: Creating a Logo

I wanted to keep elements of my first idea while creating the logo. I found that the brown paper bag was quite difficult to illustrate while also trying to make it look professional. I found it looked quite unfinished until I added texture. I think I could improve the text more as I don't think my handwriting looks very fitting.

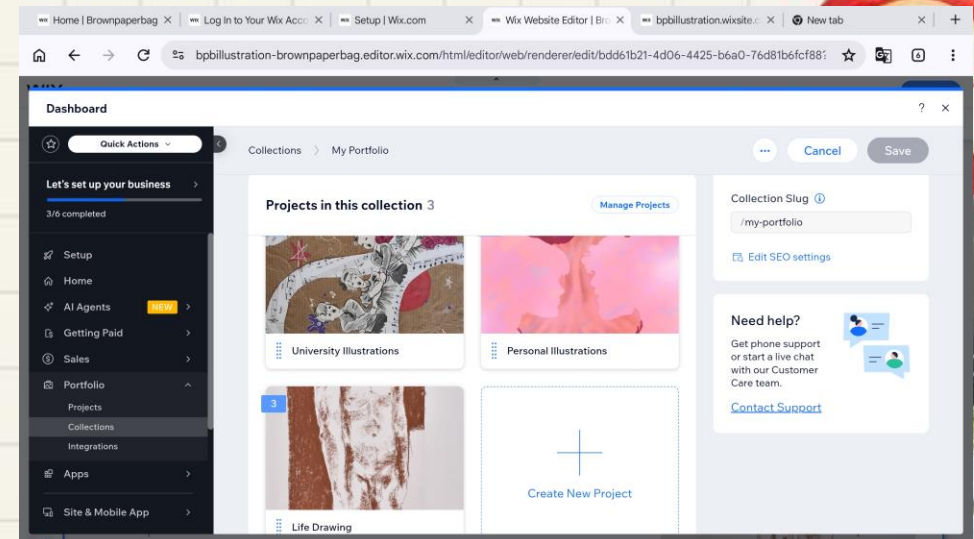
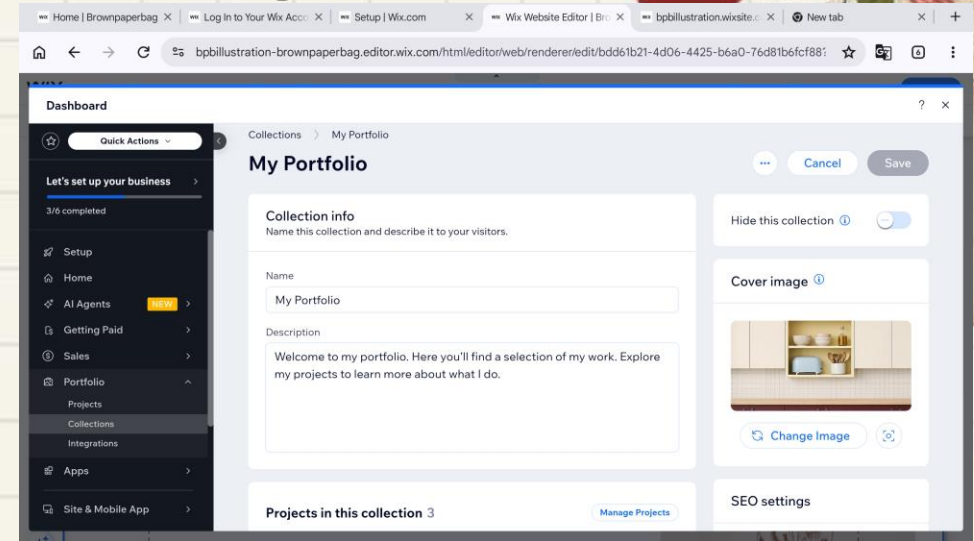


Creating the Website: Adding the Information



Creating the Website: Putting it Together

I found putting my website together to be quite easy with Wix once I got the hang of it. The only bit I found difficult was creating my portfolio, I found this difficult because to create and upload your images to the portfolio you are redirected to another pop-up. It was quite difficult to navigate because



Final Thoughts

I found making this website to be very rewarding because at the end I got to see all my work in one place. Wix was a bit more difficult to navigate then I thought it would be and I found it was impossible to create the website on my device so I had to complete my website within the university on the Macs. Although I found it difficult on my own device once I was on the Macs I found it very easy to navigate Wix and create the website that I wanted. My final website is very different from my original idea because I found that it was looked too unprofessional and busy, I wanted a website that isn't intimidating for a viewer. My website is very easy to navigate on a phone or on a desktop and has all the information and work that I have completed so far. I will keep updating this website with new works and information in the future.

My Website Link –

<https://bpbillustration.wixsite.com/brownpaperbag>

Zander Letter

After completing everything in this module, I have written a Zander letter to inform myself from a future perspective of how I was successful and what actions lead me there.



My Zander Letter

Dear Present Me,

I am writing to you to help you on your road to success. I am writing to you from a future that once felt scary and unreachable. I know that you feel very unsure about the future because you're worried you may not be talented enough or you aren't working hard enough but I am here to tell you that you are so capable and talented. I am here to tell you how I achieved a 1st and I am telling you now it was not from burning myself out by trying to be the perfect student and sacrificing my social life. I achieved it by keeping myself motivated and interested in the work I was doing. The trick wasn't to let everything pile up and then overexert myself trying to catch up but instead slowly chip away at it. I decided to put myself first and make my work an extension of myself instead of trying to fit around what was asked of me. I also took more time and care for my illustrations and stopped rushing them so that I could be proud of every piece that I make. That was the most important thing I did because it changed my mind-set when it came to both university work and work in the industry, it got me excited to draw again.

I used my independent project to start this change in attitude towards work. I looked into something that I wanted to research and learn more about. I also picked something that I thought needed changing. I used my independent project to raise more awareness around dementia and change the way it was viewed. I found that people are too focused on the families and not the person suffering so I found ways to fix this and bring more attention to the people suffering. I used this passion for the topic to keep me interested. It led me to explore how colour can change tones within stories and how closely linked colour and storytelling is within picture books. The work is still something I am very proud of and I used it to create book pages for my portfolio to attract some attention from agents. I put a lot of care into the research and illustrations for my independent project which really helped out my portfolio.

I allowed myself to enjoy the process of third year because it would be the final time where I would be surrounded by so many different types of creatives. I started asking for help and advice and taking on-board the constructive criticism that I received. This made me into a much better illustrator and a better team worker. I got more advice on how to improve my digital drawings and they no longer feel like a chore but instead something that I am proud of.

I continued advancing my traditional skills, especially my watercolours because not many illustrators enjoy watercolours and it gives me a unique selling point. I have been commissioned for watercolour portraits because of my social media which has been a fun endeavour. I set up an Etsy so that I could sell prints of my work and so that I could sell things that are enjoyable to make and bring me happiness while creating. I of course have kept drawing Yimpy and now I sell stickers of his adventures to people who find as much joy in him as I do.

The reason I am writing this is to tell you to keep exploring what makes you happy. Keep being whimsical with your illustrations. Keep working with others and sending the emails you think no one will reply to. Keep drawing all the things you love. Keep the love you have for art alive. It will help you create a future that you love and enjoy living everyday.

Sincerely, Future You <3

