

Professional Promotion

Juliet McKay

Research into artists brand identity

I will be researching into a number of artists and designers which I have liked for many of years. I want to understand what differentiates them from other designers and why I have such a fascination with their work.

Catherine Nice (Kitty McCall)

About



Catherine Nice, also known as Kitty McCall, is a graphic print designer with over 14 years experience in the creative industry. Her signature images play with colour, overlaid patterns and shape. Her clients include Accor Hotels, Haagen-Dazs, Simon & Schuster, Wild at Art, Estee Lauder, Vitra. Catherine lives and works in Falmouth and is part of the Creative Foundation's community of artists + creative businesses located in the area.

Selected Press:

Elle Decoration, House Beautiful, Grand Designs Magazine, Period Living, Sunday Express, Sunday Times Style, Gracie, You Magazine, Mollie Makes, Design Sponge

Graphic Designer

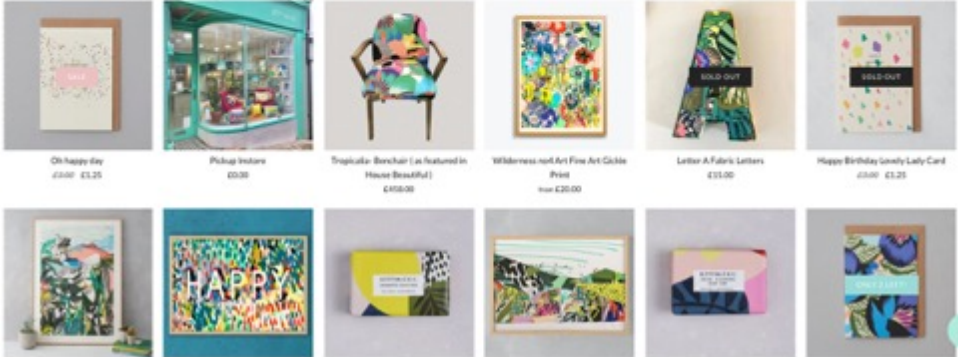
Her clients include:

- Accor Hotels
- Haagen-Dazs
- Simon & Schuster
- Wild at Art
- Estee Lauder
- Vitra

Catherine's style is to play with different colours and overlay patterns and shapes.

I would describe Catherine's creations as uplifting and experimental, they are unique which helps her stand out in the world of design.

Catherine designs for fabric and many other surfaces.



Oh happy day £10.00 £1.25

Pickup Instore £0.00

Tropicalize: Bench (as featured in House Beautiful) £450.00

Wilderness not Art Fine Art Giclee Print from £20.00

Letter A Fabric Letters £15.00

Happy Birthday Lovely Lady Card £10.00 £1.25

Adrianne Hawthorne (Ponnopozz)



Creates with her own hands

About Adrianne and Ponnopozz

Ponnopozz is the **studio** of Chicago-based artist Adrianne Hawthorne. Adrianne comes from a graphic design background but **prefers the art of making art with her own hands**. She initially felt uneasy putting so much of herself out into the world, but has since felt a **satisfaction that she never found in corporate America**. Ponnopozz is named after two imaginary friends, Ponn and Pozz, that she once had as a child. The name is a daily reminder of the unbridled creativity of childhood that she continues to nurture through the art of **painting and drawing**.



Adrianne creates by painting and drawing



MEET ADRIANNE

Colorful, wild paintings and other art by **Adrianne Hawthorne**.

TOP CATEGORIES

- BLANK
- WALLCLOCK
- POSTERS
- PRINTS
- SCULPT
- PAINTINGS
- PEELINGS

SIGN UP FOR MY MAILING LIST

I send roughly one email per month with post updates, new work and sales.

Enter your email

SUBSCRIBE

Expressive artist

Adrianne loves colour and this comes through in her creations. Every painting is colourfull and expressive.



Adrianne describes her style as **"colorful maximalist"** and is always seeking **unconventional ways** to showcase her work (ie: **hosting an art show in an empty apartment and a Penske moving truck**). Recently, she **took a risk** and opened a **brick and mortar studio + store** in Chicago's Ravenswood neighborhood.

In addition to art prints, Adrianne also dabbles in fashion by way of **clothing collaborations** with local Chicago fashionistas. She **aspires to have her own line soon**.

Adrianne enjoys taking risks showcasing in empty apartments and moving trucks

Aspirational and keeps dreaming bigger with her career and where it can take her



Adrianne hopes her **playful approach to art and life** will inspire you and **make you happy**. Thanks for being here.

PONNOPOZZ

She aims to please viewers with her creations

Her positive personality comes through in her designs

Angela McKay (Ohkii Studio)



Studied Surface Pattern Design like myself

Her inspirations come from traveling

Ohkii Studio was created by Angela McKay, a **surface pattern designer and visual artist based in Brooklyn, New York**. Originally having received a bachelors degree in **surface pattern design** from the **University of North Carolina**, she brings her **design background** together to create **colorful and expressive art**.

She draws her **inspiration from many places** including the **beaches, woods, mountains, lakes, and cities** and **inspired by nature**. Her work is **inspired by the vibrant colors of nature** and **inspired by the vibrant colors of nature**.

Angela creates by drawing and painting

She wants her paintings to make people joyful

She works freelancing and makes commissions and collaborations. Shes happy to create for other people

Flexible with her creations



Angela shows brush marks in her paintings, she seems to understand light and where it would hit an object, this helps give depth to her work.

Natasha Coverdale

My Story (well, a little bit of it)



Lived in many countries,
currently living in England

Thanks for visiting my site!

You may have seen me on Instagram as Studio Coverdale - I am Natasha Coverdale, I was born in Hong Kong and have lived Asia and the USA. I now live and work on the south coast of England, in Hove. I have been very happily working as a designer for over 16 years and hold an MA in Design (self-employed for 14 years - wowza!).

Self-employed designer for many years

I create all of my pieces by drawing into the computer using a Wacom smart pen and tablet. I am inspired by Japanese botanical block prints and 17/18th century French textiles. I play with colour and composition until I'm happy - and this can take many, many days. I'm fascinated by folklore, forgery and social history and always aim to have hidden treats and a sparkle of romance within my creative work.

Her medium is digital drawing

Inspired by Japanese botanical
block print & 17/18th french
textiles.

Natasha won a competition in 2018

Any special clients?

Harrods, Liberty, Royal Botanical Gardens Kew, Designers at Debenhams, Allegra McEvoy's Soap Yuharts.

She has a long list of well known clients.

Why should I buy your work?

Well - not only are they filled with utter joy but - all of these pieces have been designed, made and packaged with real consideration. They support a very passionate, independent British creative (a one woman band at present) and have been created to a very high standard. In all cases the best effort has been made to provide products (and their packaging) that are natural and have as little negative environmental impact on the world as possible.

Natasha thinks her designs give joy and even down to the packaging had been considered

What is your favourite colour?

I do like greens - the darks and the mints, and pink, a lovely pale pink - can you tell?

If you were on Mastermind (other than design) what would be your specialist subject?

Period Dramas from the 1950's onwards. They often provide the soundtrack to my work - especially Merchant Ivory productions.

Where can I see your branding and visual identity work? Here at www.natashacoverdale.com

I have some more questions how do I contact you?

E-mail is easiest - info@natashacoverdale.com.

Puts hidden treats and the feel of romance into her creations.

It is just herself creating and selling her designs.
She seems to be very driven.

Natasha is thoughtful about how her packaging can be environmentally friendly.

AMBER DAVENPORT

HOME

SHOP

ABOUT ME

FREE PRINTABLES

Started her brand in her bedroom.

Now a shop owner and freelancer

ABOUT ME

Works from home

Hello! I'm Amber, the designer and owner of AmberDavenport.co.uk! My brand started in my bedroom in 2016 while I was studying Textiles at University. It started as a hobby and passion project, fast forward 2 years and I'm now a full time shop owner and Freelance Illustrator. Which is totally incredible!

Since graduating in 2018 I work from my studio at my home in the North West of England, where I'm kept company by my three cats and endless potted plants.

I mainly like to illustrate Animals, Nature and Travel. I'm inspired by my love of Japanese botanical block prints and my cats of course. I hope to fill peoples home with happiness, colour and nature in the form of Wall Art and Patterned Accessories. I aim to continuously create fresh designs which add a little beauty into the everyday!

My clients include Target, Urban Outfitters, OhhDeer and Birchbox. I've also been featured in articles by Mollie Makes, Brownpaperbag and Artistic Moods.

If you're still reading and interested, here's a little insight into my typical day as the owner of Ambers Textiles: <https://blog.ohhdeer.com/home/day-in-the-life-amberdavenport>

You can also follow my Journey on Instagram where I post behind the scenes pictures regularly! <https://www.instagram.com/amberstextiles>

Thank you so much for stopping by!
Your support honestly means the world to me!

Happy Shopping!

Amber x

Amber hopes to give happiness
and colour to peoples homes.

Her design medium is manly Gouache,
her designs seem to percieve a posative fresh outlook.

Featured in articles by:

Mollie Makes
Brownpaperbag
Artistic Moods

Main illustrations:

Animals
Nature
Travel
Botanical

Clients include:

Target
Urban Outfitters
OhhDeer
Birchbox

Aspirations for my future

I hope to be able to travel to many countries and learn about cultures and pick up on inspiration for my designs in the process. I hope to inspire and to have a range of designs in the fashion world.

Not having a strict work time, being able to free lance temporarily would be something that I would enjoy.





What needs to be on a business card?

- I think it is essential that there is a design of yours on the card, as the person should see what kind of brand you are.
- Brand name.
- contact information is key. People need to be able to look you up on your website, Instagram, or email.
- legible font is very important.

Evaluating business cards

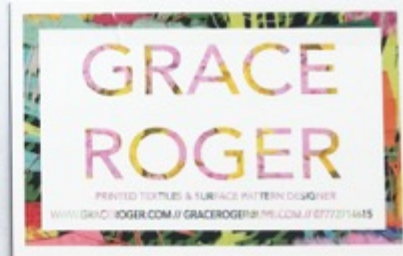
Likes
mm

Front



I really like the gold shine to the Name Cards-makes the cards look professional. Two designs-one on the front & one on the back-This is the right amount to see visually.

I like how the information is on one side and the other side is covered in a design. I also like the look of a white box containing the information and pattern around the box.



The scale of the design is readable for the card-Not too small. This business card is also quite thick. This helps it not to bend and crease.



Back

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The scale of the design is readable for the card-Not too small. This business card is also quite thick. This helps it not to bend and crease.

Dislikes

Front



The Font of her name is difficult to read. The underside of the Business card is legible, however there is no pattern/design.

I am unable to see any of her designs - She has not shown any imagery of her work. The underside is again plain. There is no connection to the designer.



Imagery is too small to distinguish and on underside a plain pattern. She could have had one design on both sides slightly bigger. Not a fan of the circular imagery, however I can see that this is a connection to the underside.

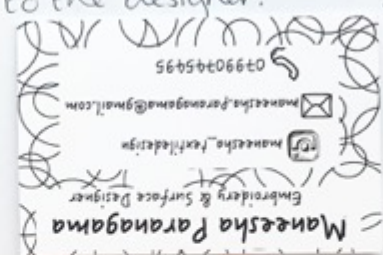
LOOPY LALLY DESIGNS
CHLOE WRIGHT
PRINTED TEXTILE DESIGNS
MOBILE: +44(0)7388810912
EMAIL: LOOPYLALLY@HOTMAIL.CO.UK
INSTAGRAM: @LOOPYLALLYDESIGNS

Back

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Luxe
600gsm
Uncoated finish



Luxe cards are extremely thick,
I won't be ordering these as I can't imagine
them needing to be this durable.



50 cards from £24.95

This is my evaluation after ordering the sample pack of business cards from MOO.com

I do not like the Square shape cards
I prefer the classic business card shape of a rectangle

moo.com



Square
400gsm
High gloss finish

Square
400gsm
Soft touch finish



50 cards from £16.00

MiniCard
350gsm
Matte finish



100 cards from £13.00

The MiniCard isn't big enough to show a sample of
my design, or details about myself.

I really like the appearance of foil on the business cards,
this effect helps the card stand out and shine
I hope to incorporate foil into my designs

Raised spot gloss
400gsm



50 from £29.99

Gold foil
400gsm



I prefer the thickness of the 400gsm, 350gsm
and below feels too flimsy

Silver foil
400gsm



ALL AVAILABLE IN OTHER SHAPES AND FINISHES

100% cotton made
from recycled T-shirt
offcuts

Matte finish
350gsm

Gloss finish
350gsm



I am undecided between the Matte finish
and the Uncoated finish, both cards have
a nice feel and look to them, however I am
leaning towards Matte more as it is part of a
recycled process.



Uncoated finish
298gsm

50 from £19.99

Instantprint.co.uk sample pack

The gloss looks professional and the shine gives the colour a bright and vibrant effect

I prefer the rounded effect on the corners of this card, rather than the standard shape

Gloss
450gsm
from £15



I like the brown paper look of this card, however lighter colours will not be able to show through as brightly.

Kraft
457mic
from £14



Available in:
Standard
Rounded
Square
Mini

Matt
450gsm
from £15

The Velvet and Matte feel very similar, the only difference for me is the price.

The velvet feels lovely to touch and is a contender for a my business card design.

Velvet
450gsm
from £19

Available in:
Standard
Rounded
Square
Mini



Matt Lamination

This is our most popular lamination choice, it softens your colours to create a no-shine finish.

I slightly scratched the surface of this sample card and it has left marks, if I were to have a couple in my possessions I would worry that after a while they would become scratched and I would be unable to give out to companies.



Economy
350gsm
from £5

This is a standard card, 350gsm does not feel thick enough for what I want. The paper feels quite flimsy.



Available in shapes,
Standard
Rounded
Folded

Spot UV
450gsm
from £23

The shiny coating on this card looks very effective, Instantprint are happy to discuss where you would like to place this process via email.

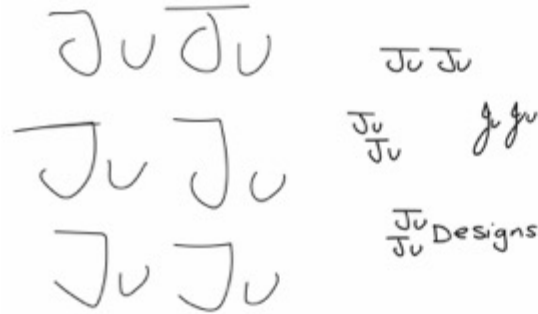


Square
450gsm
from £15

I do not like the size of this business card, I don't feel as if it is big enough to get across my designs and contact information.



Firstly I attempt to draw with the wacom using a variety of different brush types.



The font designs created freehand do not look clean and crisp enough to go onto my business cards.



①

I quite like the font (*Brush script MT italic*)

Ju Ju

I decided to use the curvature tool to draw over the top of the font Brush Script MT italic and add flicks at the end and start of Ju Ju.



The font that has been created is definitely a contender for my business card design. This design looks neatly hand drawn, which helps the card feel personal.

②

Creating The Brand Name For My Business Cards

Ju Ju ③

Ju Ju

Ju Ju

Ju Ju

Ju Ju

Ju Ju

Ju Ju

Ju Ju

I wanted to see what Ju Ju looked like written in multiple fonts to see which one I preferred.

I chose my favorite fonts and experimented by putting them in different placements.

④

Ju Ju
Designs

Ju Ju
DESIGNS

Ju Ju
DESIGNS

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Ju Ju DESIGNS

Ju Ju
DESIGNS

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Designs

Ju Ju
DESIGNS

Ju Ju
DESIGNS

I am finding it difficult to narrow down what fonts and design I would like to use. My next step is to see which one goes best with the design that I choose to put on the business card.



After placing different font designs onto the business cards, I have decided to pick the font I created with the curvature tool. The fonts already on Illustrator feel impersonal to me and don't really show my artistic flair.

Final Brand Name

Jer Jer
DESIGNS



I don't find the white box underneath my brand name aesthetically pleasing in this instance, I would like to have seen the words in silver foil as I can imagine it would have given the card depth.



A business card needs to advertise my work, the design on this card are not strong enough to show my creative skills fully.



I am happy with the positioning of where the design and my brand name is on this card. The brand name is following the rule of third which is appealing to look at.



These business cards do not tempt me, I want my cards to have a clean, crisp, professional look. These cards have a lot going on with different colours and patterns.

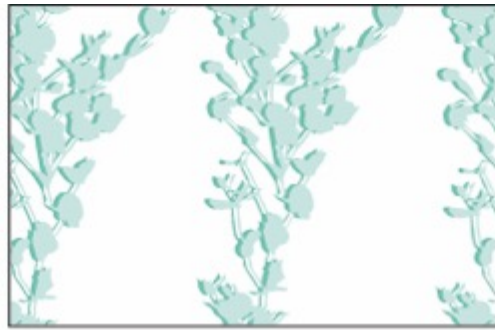


The placement on this business card is engaging to the eye, the plants are flowing downwards which works well in portrait. This card design is a contender for my final four.

Deciding on a business card design.



I like this design on the business card however it does give me the impression that they are plain, and would not stand out from other designers. Perhaps if I have a second design on the other side they won't look as bland.



I am happy with the placement of my brand name, it fits perfectly into the design.



Keeping to similar colour themes on both sides seems to have helped the card blend together better, and also shows two designs instead of one.



I like the white box behind the words of this card, on the opposite side there is a white gap which I could put my contact details in rather than cover up the design.





1



3



2



4

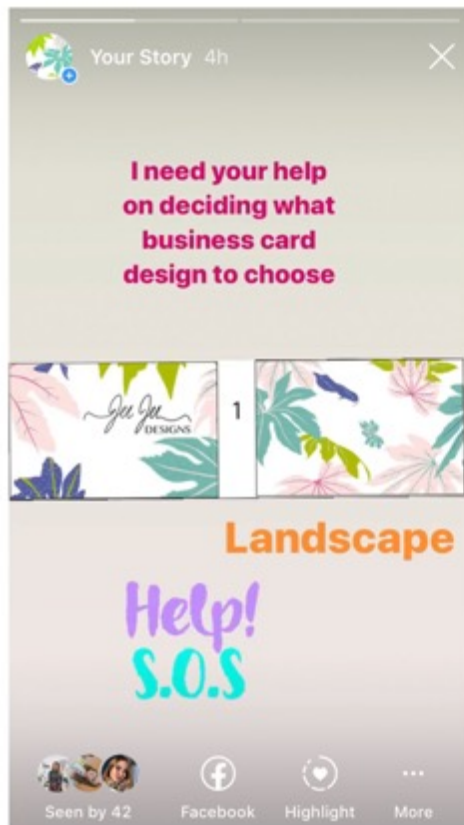


I narrowed my business card designs down to 5, I decided to ask friends and family to pick their favourite two designs. The overall decision is that 4 & 5 are my strongest two designs.



5



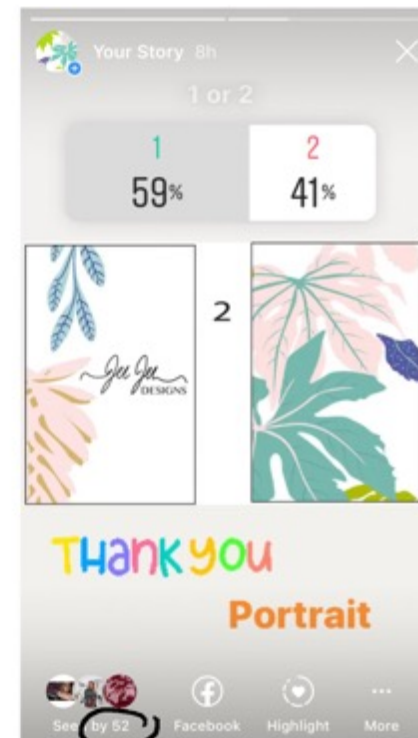
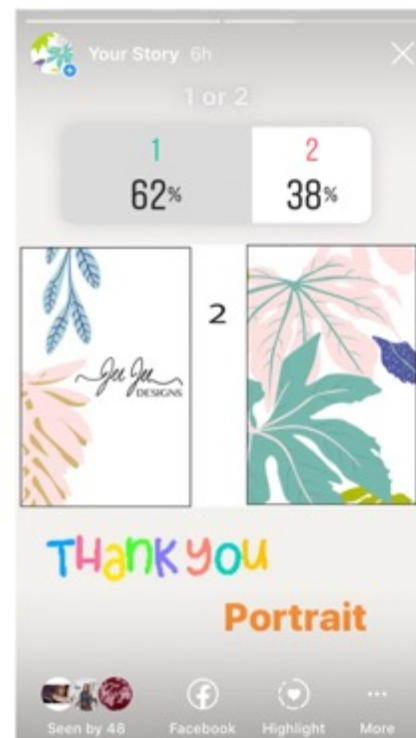


As the day went on the percentage kept changing.

I was having trouble deciding on what business card I wanted to use.
I made a poll on instagram to get help from the public to help me pick the final design.



The percentage is almost neck and neck between the cards
This was a little bit unhelpful as I wanted to know whether to go landscape or portrait.
The positive conclusion from this poll is that as far as I can tell they are both likable business cards and the public are torn on what one looks more aesthetically pleasing,



I am hoping that the 52 people who had seen my poll voted.

Placing the contact details on the other side of the card has been quite tricky for me.
I want my details to blend into the design.
I am hoping that adding the information onto the back will help me determine what card
I would like to use as my final business card.



Adding a white box and changing the opacity does not look crisp enough for me.

As the white box can be adjusted, I am able to put
my website information into it once completed.



Moving the contact information to the side of the card, has helped to showcase my pattern,
the contact details are also easy to find and read.

I am happy with the placement of this card and adding the
information has helped me to decide that this is the one I will be
taking forwards.

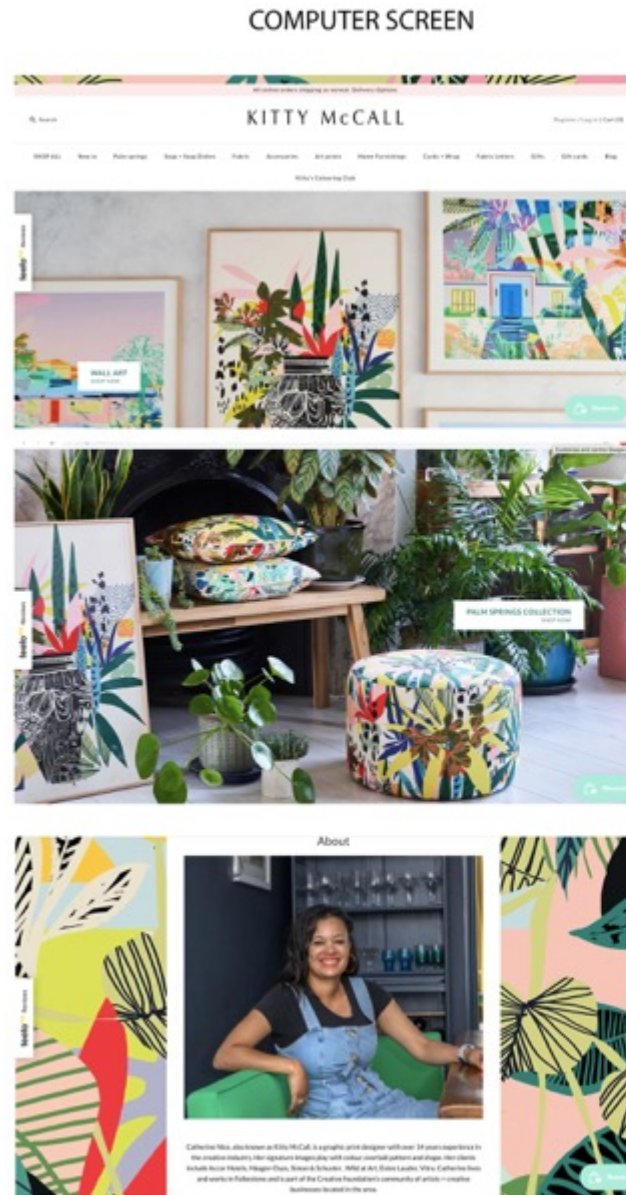




Here is a visualisation of my final design for my business cards.
I wanted to add gold foil to some of the words as when I was researching other Business cards, I noticed that it helped the card stand out and looked really effective.

Website Research

During the next couple of slides, I want to analyze a number of artist/designers websites to form an understanding of what I would like to see in my own website.

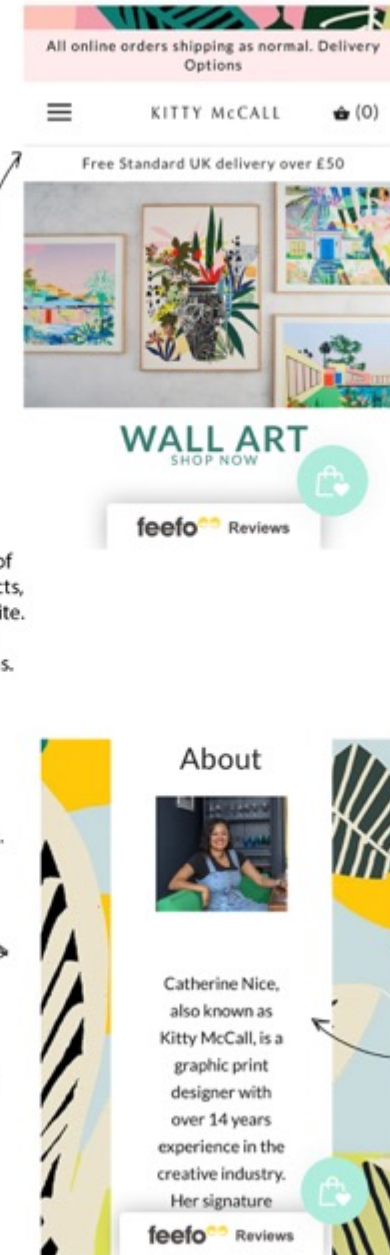


The white background looks clean professional

I like how this photo has many of her designs onto different objects, I may consider this for my website. She also includes plants in the image which links to her designs.

Her designs are in the background of her 'About' page.

Kitty's about section is written in third person.



I like the display of the images on the picture wall. This has given me the idea to visualise my designs onto frames.

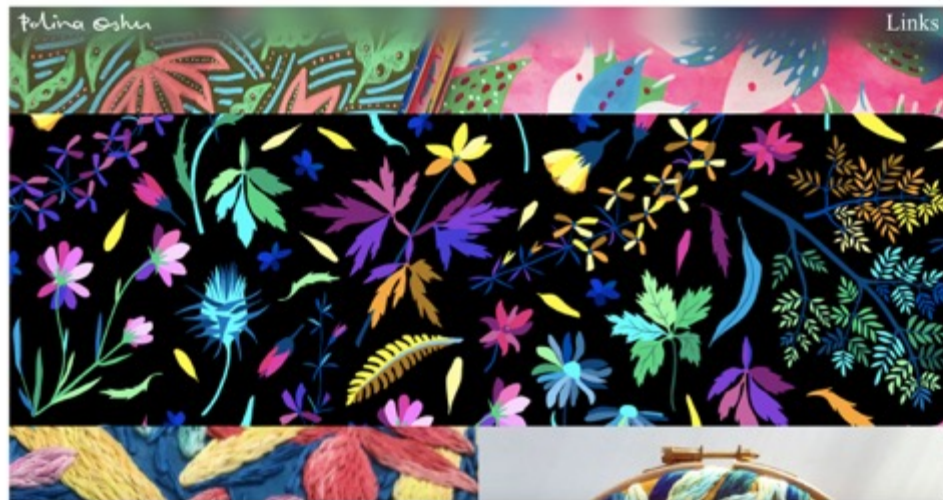
The font size viewed on the phone is to big, there are about three words per line.

COMPUTER SCREEN
Polinaoshu.com

Instantly I do not know where to look. There is so much pattern and imagery clustered together. This format is not helping to exhibit her work correctly, as there is no background colour to separate her designs.



Polina's about section is written in first person, I feel like she is talking directly to myself.



The shape of her profile picture is not a square or circle. The odd shape does not help her website look professional



Hello! I'm Polina Oshu, a surface pattern designer currently based in Riga, Latvia. I received a degree in graphic design at the

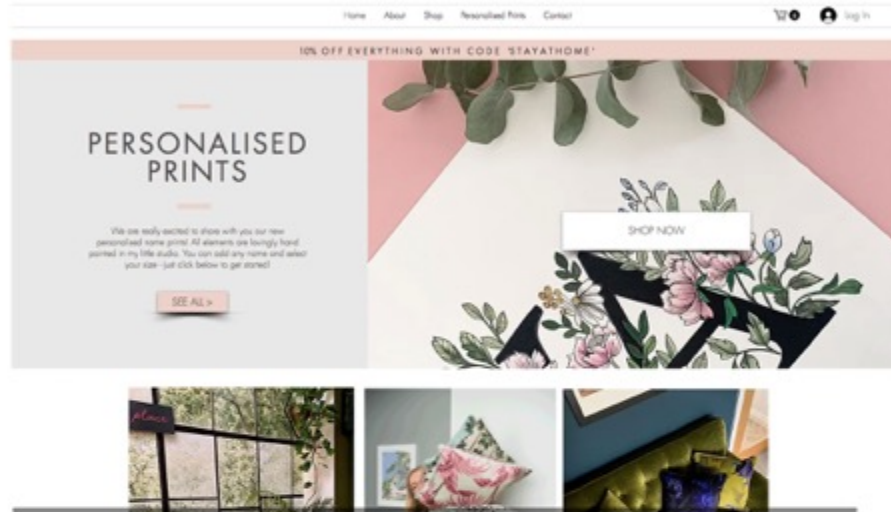
Polina Oshu Links
printing on textile, paper
goods or any other
support. I design artworks
to be executed in knitting
and make illustrations for
packaging, books and
practically anything.

To get in touch for projects
or collaborations, or if you
just want to say hi, please
send an email to
polinaoshu@gmail.com

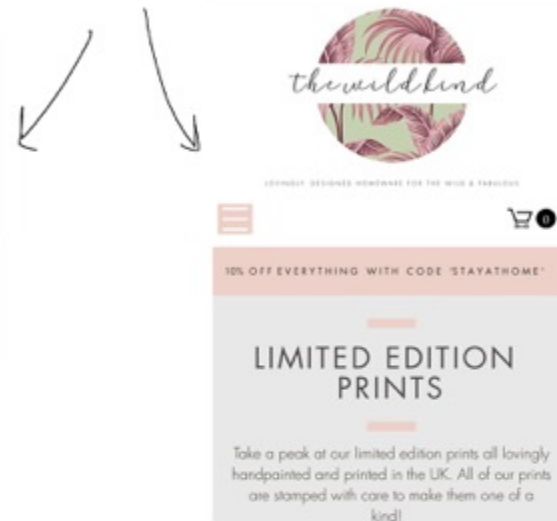
When viewing the website on the phone, I noticed that the font is very large. This is something I need to consider when editing my website.

COMPUTER SCREEN

There is a pink colour theme going throughout the website, this has helped the site flow well and look aesthetically pleasing.



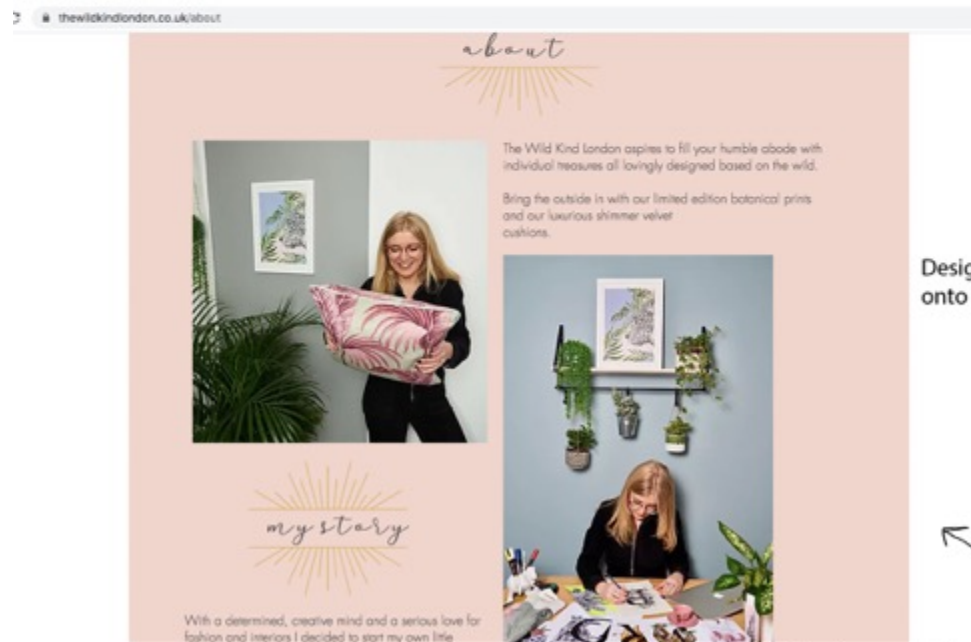
The scale of the imagery and font has been skilfully considered for both phone and computer.



PHONE SCREEN



She does not mention her name in the website. The about section is in third person talking discussing what the brands aspires to create.



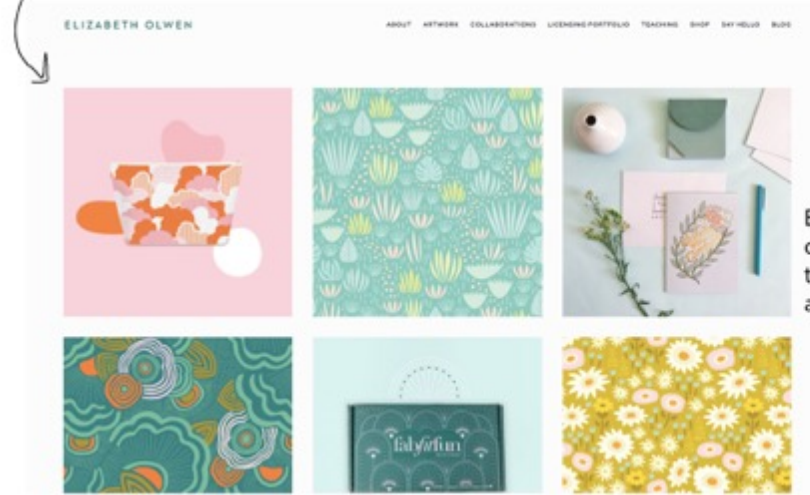
Designs are visualised onto objects



The pink border helps set the 'about' section. I like how there is an image of the designer drawing.

COMPUTER SCREEN

Three images per row on the computer, the scale of the imagery seems to work well.



A clean white background, not to distract from her designs.

Elizabeth has added her designs onto clothes, bags, cards—this helps to break up the imagery and shows people how they could be used.

PHONE SCREEN

One image per row on the phone—this is a good idea as you can see the designs at a sufficient scale.

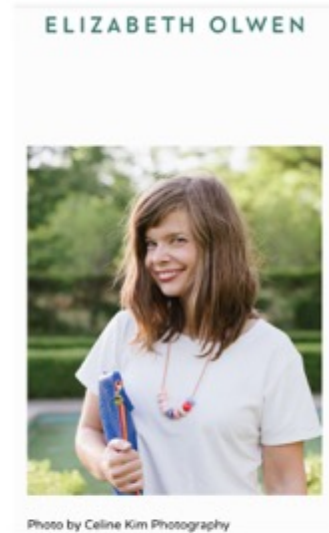
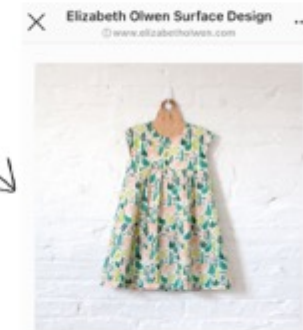
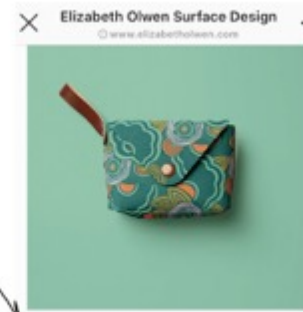


Photo by Celine Kim Photography

Elizabeth Olwen is a Canadian print and pattern designer living in Portugal. She prides herself on creating highly considered patterns and illustrations that are lovingly assembled, piece by piece, into something special. Inspired by the world around her—from the beautiful forests of Ontario, to the pastel colours and tiles of Lisbon, to her cherished and plentiful travels abroad, and her own journey of self exploration toward wholeheartedness—Elizabeth's work is driven by the desire to leave something beautiful behind with every step she takes. You can find her work around the globe, on products from decor to paper to fabric to bedding for clients like Cloud9 Fabrics, Crate + Kids, Tokyu Hands Japan, Mixbook and many more. Follow along with her on Instagram.

Readable font, good size for website.

Talks about herself in the third person



Photo by Celine Kim Photography

Elizabeth Olwen is a Canadian print and pattern designer living in Portugal. She prides herself on creating highly considered patterns and illustrations that are lovingly assembled, piece by piece, into something special. Inspired by the world around her—from the beautiful forests of Ontario, to the pastel colours and tiles of Lisbon, to her cherished and plentiful travels abroad, and her own journey of self exploration toward wholeheartedness—Elizabeth's work is driven by the desire to leave something beautiful behind with every step she takes. You can find her work around the globe, on products from decor to paper to fabric to bedding for clients like Cloud9 Fabrics, Crate + Kids, Tokyu Hands Japan, Mixbook and many more. Follow along with her on Instagram.

FIELD TRIP

Elizabeth is Founder and Director of Field Trip, a curated annual Art & Licensing Show in New York formed and completely run by established artists offering clients a fresh, fun and truly space to interact and connect.

CLIENT LIST

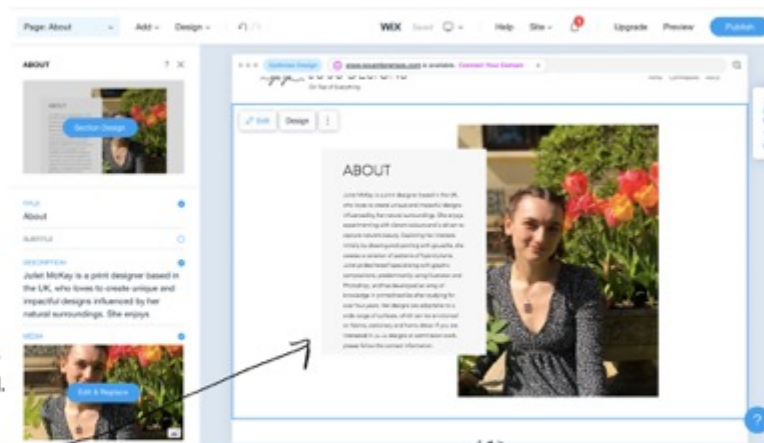
Cloud9 Fabrics
Springs Creative for Joann Fabrics
Crate + Kids
Art Print Japan
Pap-Po-Pop
Portico
The Cat
Madison Park Drawings
Gallson
Target
Neat
Foliosae
Brooklyn Industries
Sepp & Sells Japan

After researching other designers websites, I now have an idea of how I would like to envision my own website. My current website is no longer the correct layout for myself. I aim to change the site drastically.

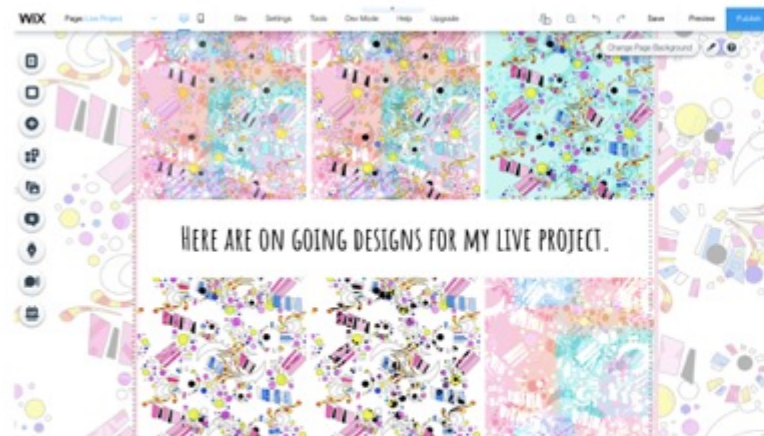
I decided to dramatically change my website and the layout. I hadn't touched it for two years and I felt that it needed updating. My designs have improved and come a long way from when I first created this page.



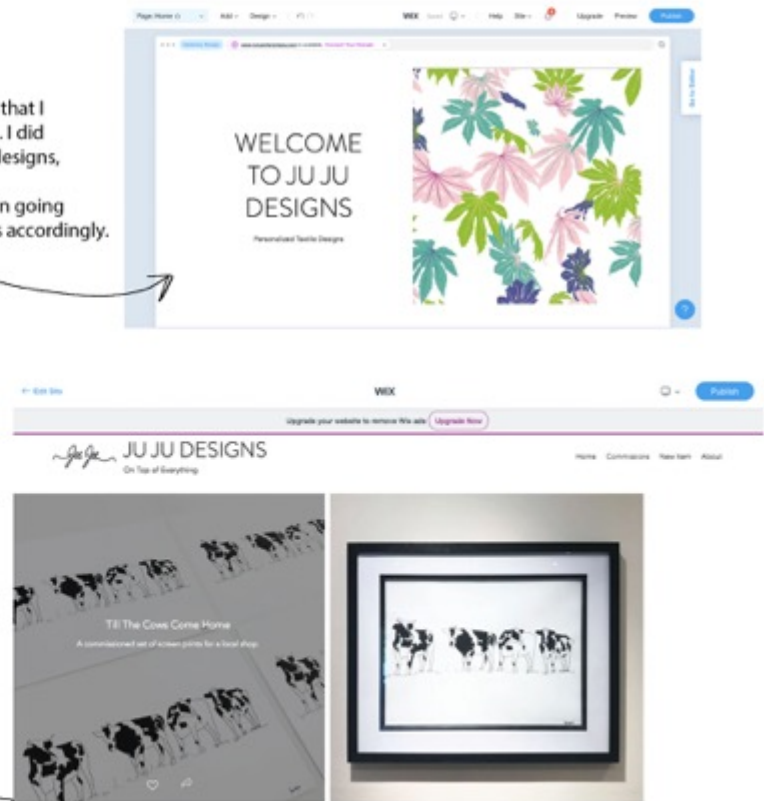
My about page looks a lot more thought together, I have written it in the third person as I felt that this was a more formal biography of myself and looked professional.



After researching various websites, I decided that I wanted to go with a clean sophisticated look. I did not want to take away any interest from my designs, therefore keeping the background white. I felt that my initial website had a lot of pattern going on and I was unable to showcase my designs accordingly.



I wanted to have a page for my commissioned designs, as this shows diversity in what I am able to create. I want people to know that I am able to adapt my skills and hopefully this is a way to advertise that.

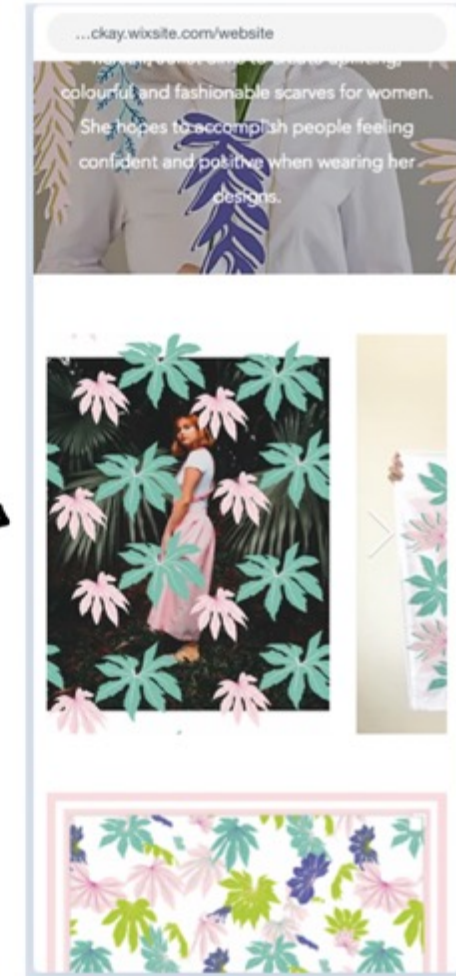


WEBSITE VIEWED ON PHONE



I wanted to check what my updated website looked like on a phone.
This is important to check because the sizing of some images or text could be bigger than necessary.

When I scrolled down further and viewed imagery of my major project,
I noticed that the images were extremely large, and you were unable to see what I was trying to display.
By changing the size of the pictures, I was able to fit the whole image on the page.



I am happy with how the welcome page is displayed; everything seems to be in proportion.

COMPUTER SCREEN

PORTFOLIO



PORTFOLIO



I wanted to add my portfolio to my web page for potential employers to view, if a design company likes the look of my designs and portfolio, I may be able to get a job from it.

PHONE SCREEN

On Top of Everything

PORTFOLIO



On Top of Everything

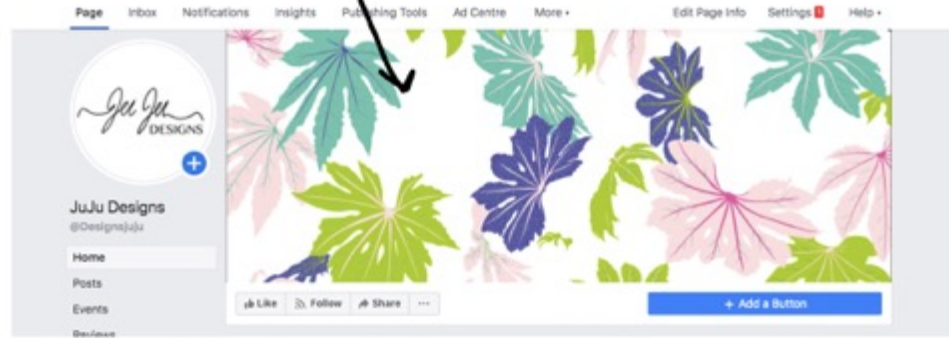
PORTFOLIO



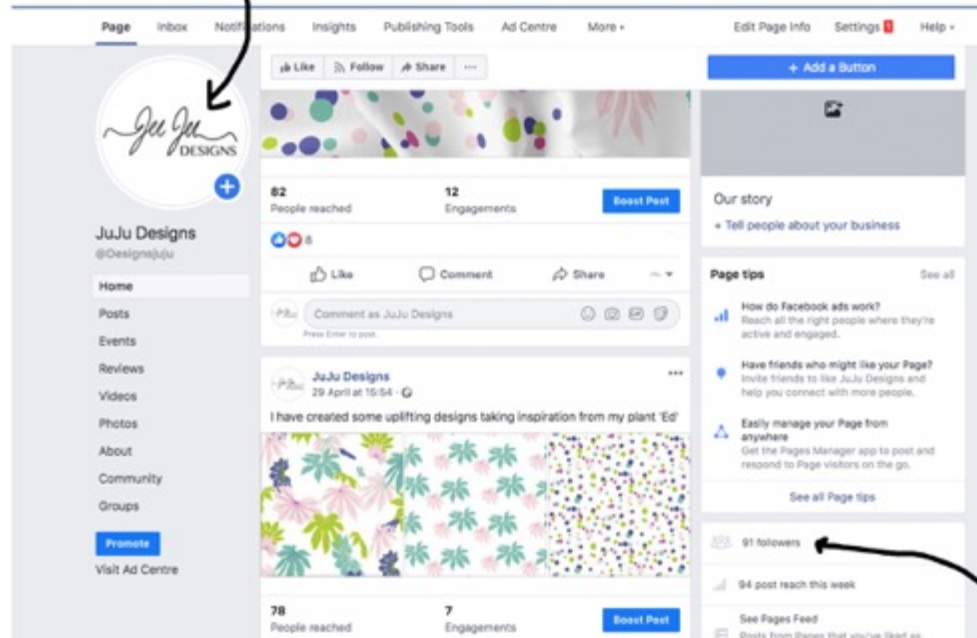
Advertising Onto Media Platforms

Facebook

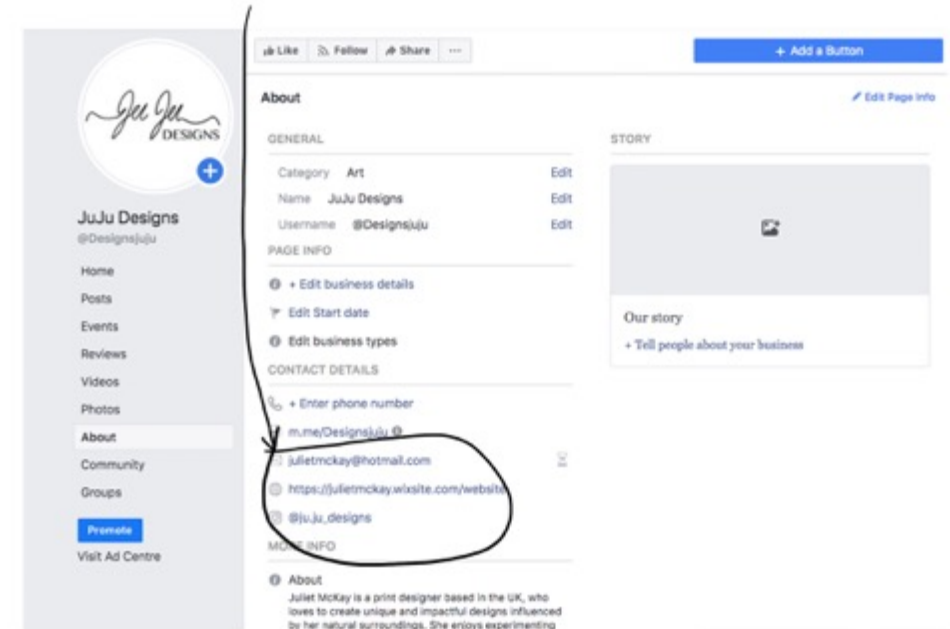
At the top of my Facebook page, I made full advantage of where I can put my imagery and placed my favourite design at the top, to showcase what kind of designer I am.



For my profile picture I have added the logo that I have created. This logo is now on my website, business cards and facebook page. I'm hoping that people will start to recognise who I am by adding my logo to all accounts.



I have also linked my other social media accounts to the facebook page, this is to advertise from all accounts and that people will be able to research into what I am up to easier and also help to spread the word of who I am as a designer. I am hoping when I send my CV to companies and they look me up, that they will see a passionate dedicated designer.

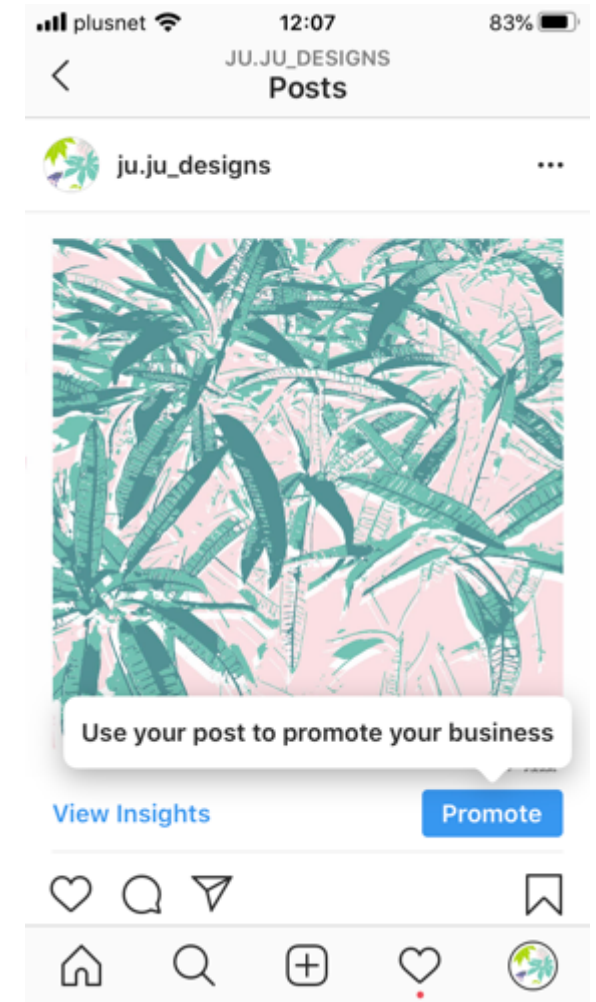
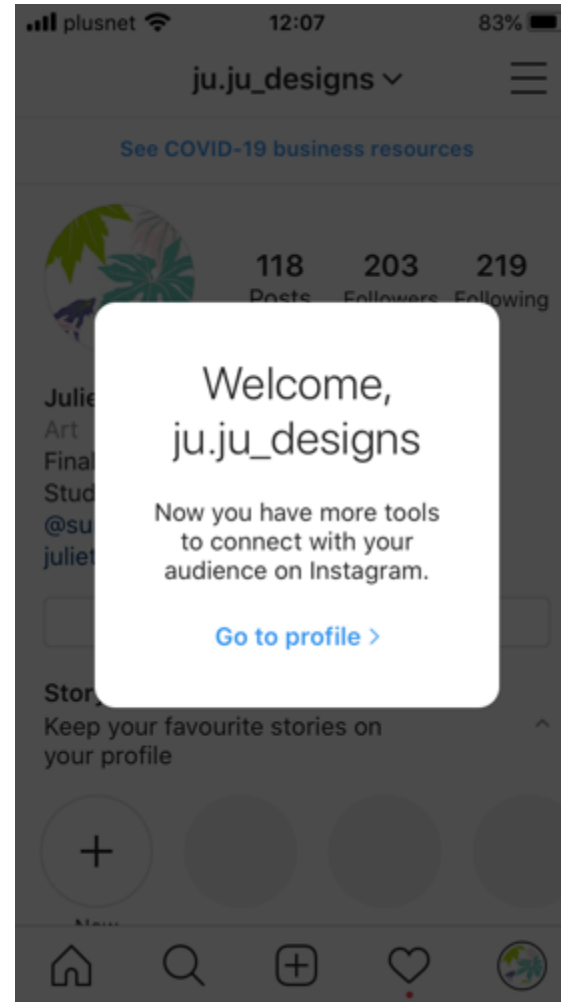


I have been aiming to post on the facebook page every two days to update everyone on what I am getting up to. I have had a lot of interest through this site and hope that people will share my page and it will expand.

I wanted to use facebook as one of my advertising platforms as it has such a huge following rate and a very successful site for advertising. Having people share your page and designs can effect how many more people can see it.

Instagram

I realized that I was able to change my Instagram to a business account which would aid me to connect to audiences more and help to advertise my page. I am now able to connect it through facebook as well, which means that it will also post onto another media platform at the same time, saving me the hassle of posting separately.

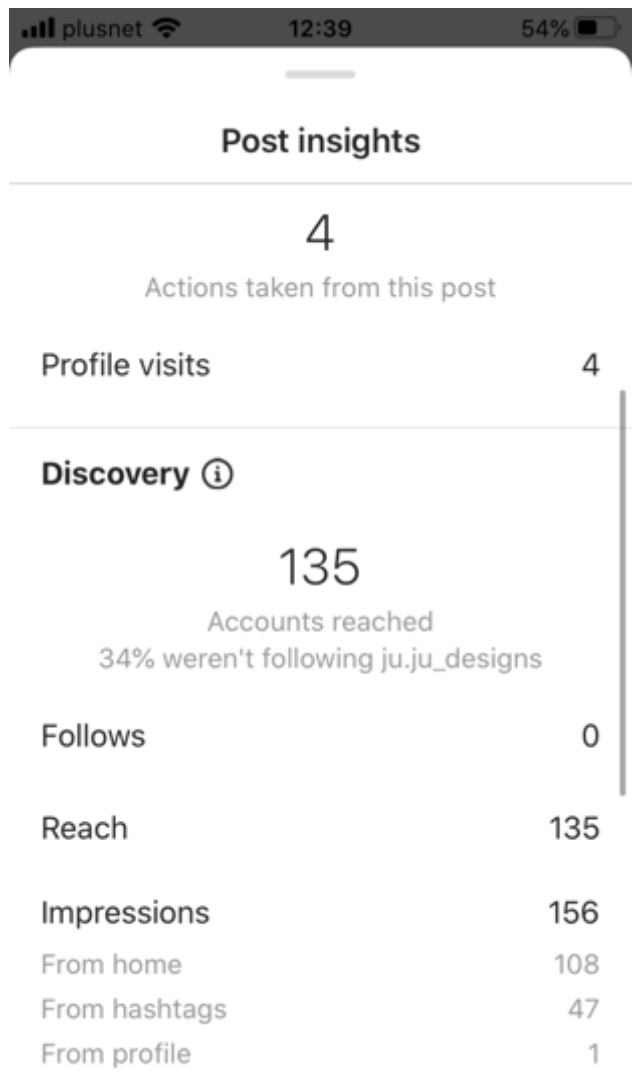


Through the business account I was able to track the progress made through my post.

I can now see how many people have followed me through my hashtags, which is a huge amount, I usually try to hashtag as much as possible.

Screenshot No1 was put up around 11:30 in the morning, I have noticed that the time that you post is a very important towards the amount of likes that you will receive. The screenshot No2 was posted during the evening, I wanted to see if there was a difference in impressions due to time. I had many more people view my post which lead me to the conclusion, that evening posts around 6pm onwards seem to be the peak of when everyone is on their phones. This could be due to work and schools finishing, meaning that people are relaxing and sitting down.

Changing my account to Business is an eye opener as I have been able to see how valuable hashtags are.



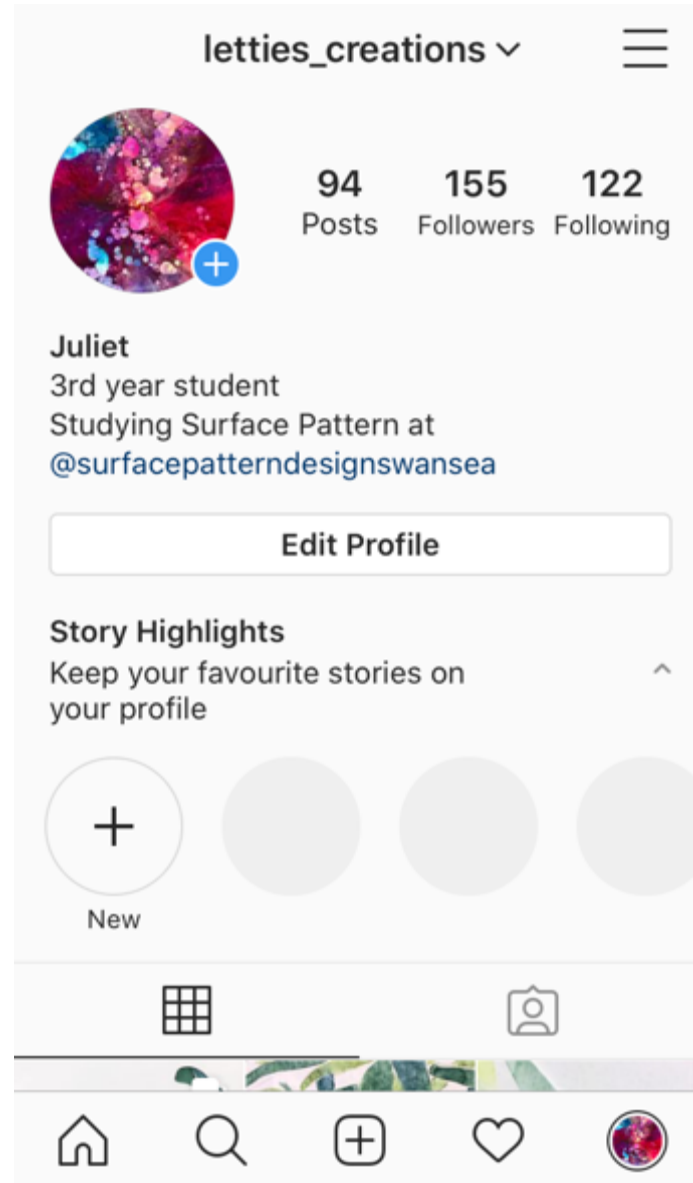
22nd February 2020

I have changed my Instagram quite drastically.

I changed the name of my brand from Letties_creations to ju.ju_designs. I needed all of my social medias to correspond and as my name is ju ju designs on my business cards, website and facebook, I had to change my Instagram.

I have also put my website in my bio for people to view, which is a good advertising strategy.

I decided to follow many different companies also similar artist/designers to myself. In return many other people have followed me. Within three months I have gained 60 new followers, even though I decided to follow 100 myself it is rising weekly with the more posts I make. I aim to keep this strategy up as by the end of the year I could have another 120 followers.



13th May 2020

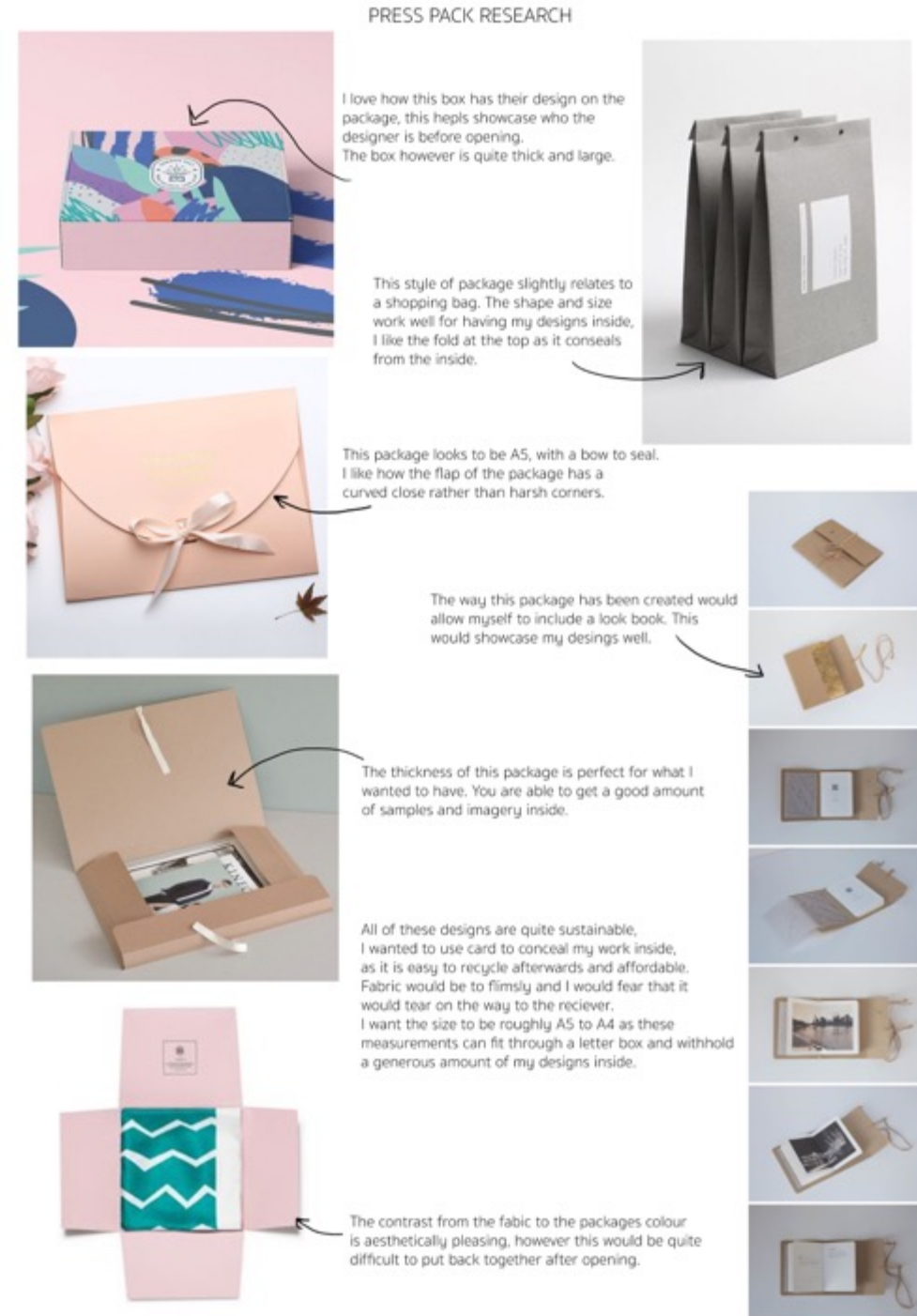


Press Pack Research

What should be in a press pack?

CV
Coverletter
Business cards
Lookbook
Samples

As I aim to put all these pieces into my press pack,
I need to make sure there is enough depth to the pack.



Here are my final two designs for my press pack. I wanted the pack to be similar to a pocket with a flap, holding my information inside. My press pack will include my CV, lookbook, coverletter, my business card and some fabric samples. Both of these designs will be able to hold a substantial amount of imagery, fabric and information about myself.



I have decided to go with the pack design on the left, as you are able to view what is in the pack without taking anything out and able to flick through the pack easily. after researching many presspack designs I have decided to make this box A4 as it will fit through the letter box easily and I wont need to fold my CV or Coverletter. I decided to have my main design on the outer packaging and the coordination on the sides, as it helps break up the design, also showcasing two of my designs before they have even opened my package.

Education

Most recent first

BA

Foundation Year

A Level

GCSE

Contact Details

Address

Telephone number

Website

Email

Instagram

LinkedIn

Photo of myself

One of my designs around the CV

CV

Description of myself

Happy to learn

Enthusiastic

Team player

Confident

Skills

Photoshop

Illustrator

Creating repeat patterns

Stand out from the rest

Previous Jobs

Shaws for 3 years

Experience

Most recent first

Work Experience

Live Breifs

Competitions

Exhibitions

Hobbies

DIY around the house

A huge lover of upcycling

Relatable to chosen career

Written in first person

Researching CV layouts

Here are a few layouts of CV's that I will evaluate, to distinguish what I would like to see on my own.



This CV has been sectioned off with boxes which to me is aesthetically pleasing and helps the reader find the information they are looking for easily. I like how they have added thier logo however I do think there should be some suggestion of their design skills.

The layout of this CV is clean and easy to distinguish, however can come across plain. I think that it needs an image of the person, or a logo to give it more personality.



The placement of the design on the left hand side with the contact information is something that I aim to consider for my own CV. The layout helps it stand out and looks like a designer has taken time to create a CV that will attract the employer.



This particular CV helps the employer get an idea of what kind of designer they are. I think it is very important to have an image of your design somewhere on the page.

I notice that all of these CV's are portrait. I will consider this when creating my own CV.

I like the layout of my CV.
 I am happy with where my contact information is,
 the font is legible, and the size is not too big.
 I have my design placed on the side, which I
 feel helps separate the page nicely, also showing
 my design identity. I hope to expand onto a double
 sided page when I gain more experiences in the future.



EDUCATION

2016-2020 Swansea College of Art, UWTSD
 BA(Hons) Surface Pattern Design

2015-2016 Cardiff Arts Academy
 Art Foundation- Merit

2013-2015 St. Clares School Porthcawl
 A Level- Textiles-A
 Art-A
 Graphics-B

2011-2013 St. Clares School Porthcawl
 7 GCSEs achieving C-A*

PROFILE

I am a creative individual with ambition to graduate and work as a print designer. I love to create unique and impactful designs influenced by my natural surroundings. I aim to produce vibrant colourful patterns that uplift your mood. My recent collection of headscarves is modelled around female patients experiencing hair loss due to chemotherapy, my aim was to make the women feel confidence within themselves.

Initially I like to begin the design process painting and drawing. I have developed an array of knowledge in using Illustrator and Photoshop which helps me to complete my vision. I am an ambitious thinker full of ideas and always have an eye for the next project. I am also confident, positive, and an enthusiastic person with a strong work ethic. I love to be challenged and cannot wait to enhance my knowledge, to see what fantastic creations can be made.

EXPERIENCE

Winter 2020
 Volunteered to make animal rescue covers for the Australian wild fires.

Winter 2020
 I was commissioned to create screen prints to be on sale and displayed in an antique and interiors shop based in Cardiff. The shop owner requested that I make prints of black and white cows.

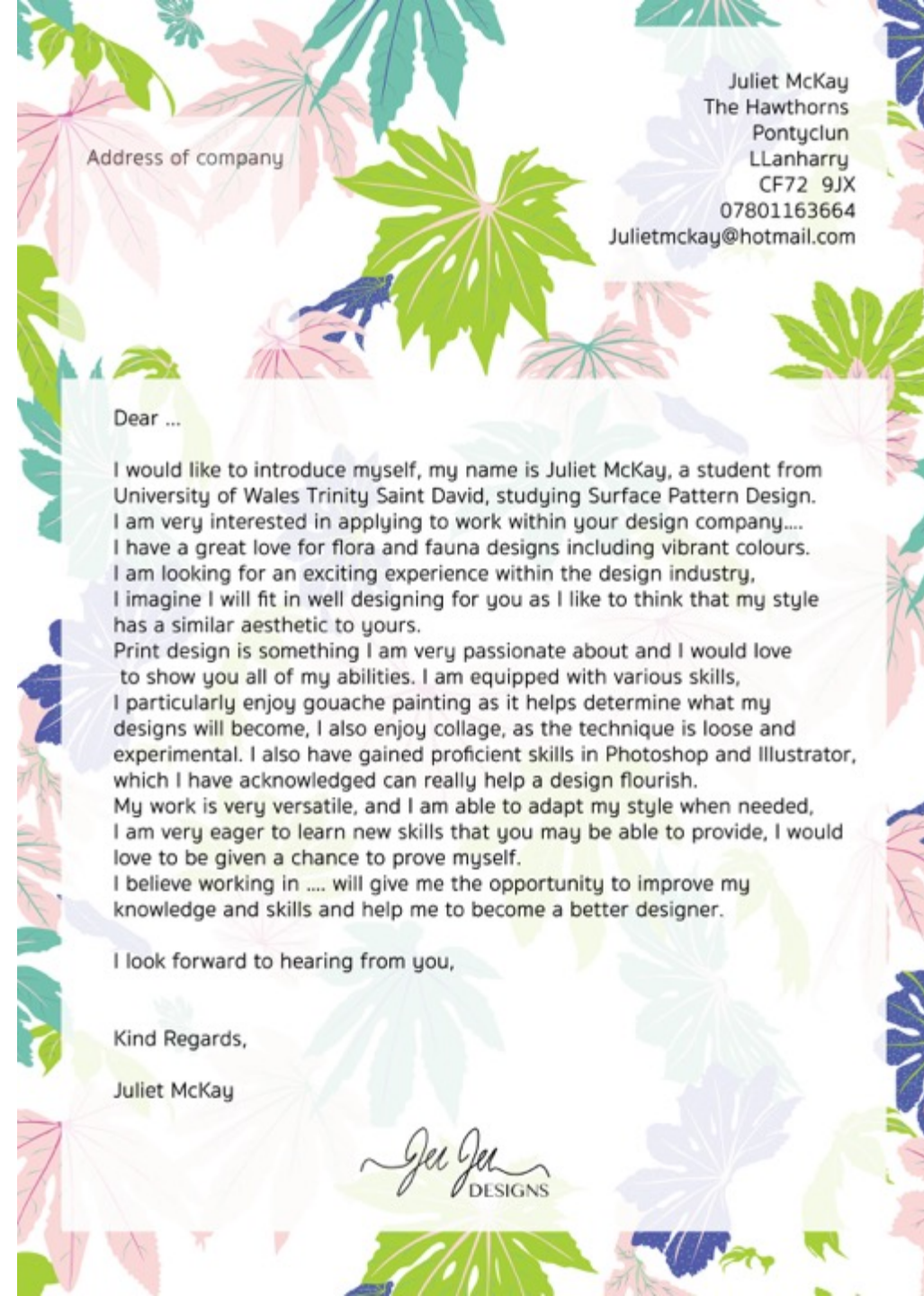
Summer 2019
 Cardiff Castle Arcade
 Selling and array of handmade designs, including screen prints, earrings, bookmarks which allowed me to reap the benefits of a prime location in Cardiff City Centre. I was able to test the market and increase my sales, alongside independent designer brands.

Winter 2019
 Successfully achieving sales from a Christmas collection of accessories and prints at local craft fair. Along with other quality makers, designers and Welsh artists.

Spring 2018
 Collaborative Live Project and exhibition with University and Mark Eley of to create a line of iPhoneX cases.

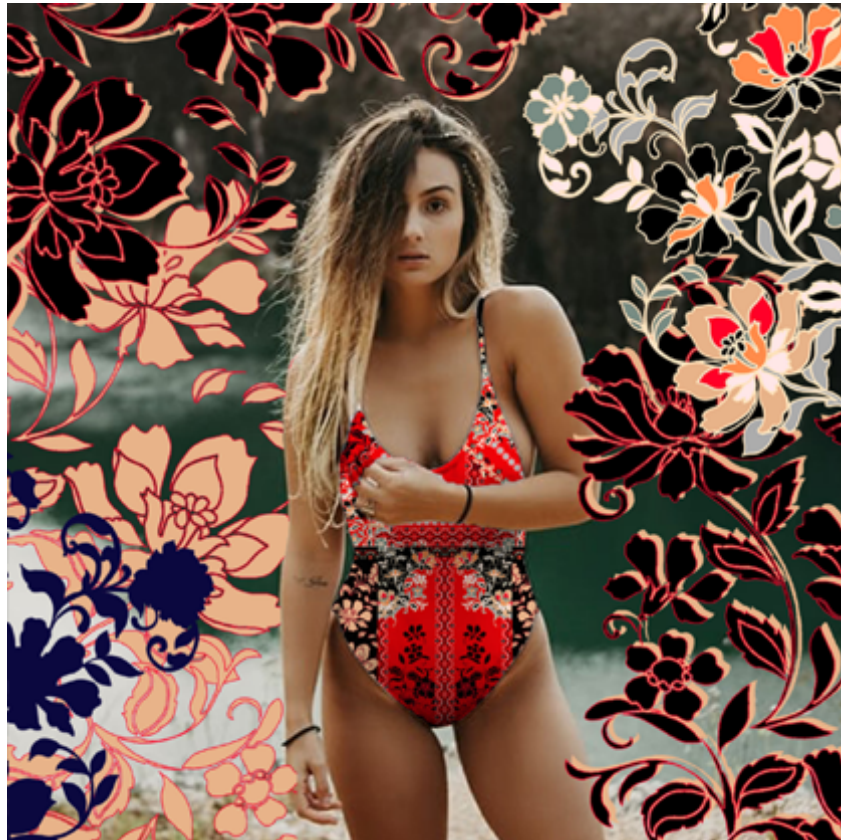
Spring 2018
 Swansea College of Art
 One to one discussion with Kit Miles, aiding me in my design aesthetics.

Here is my letter to my future employer. I was mindful that I would be sending my CV to them at the same time and that there would be no need to completely repeat myself with what I have written. The only thing I wanted to repeat slightly are my skills with Illustrator and Photoshop. I have read many fashion design companies job descriptions and they all mention a need for people who require mainly Illustrator skills. by repeating myself on this letter I hope to get their acknowledgement.



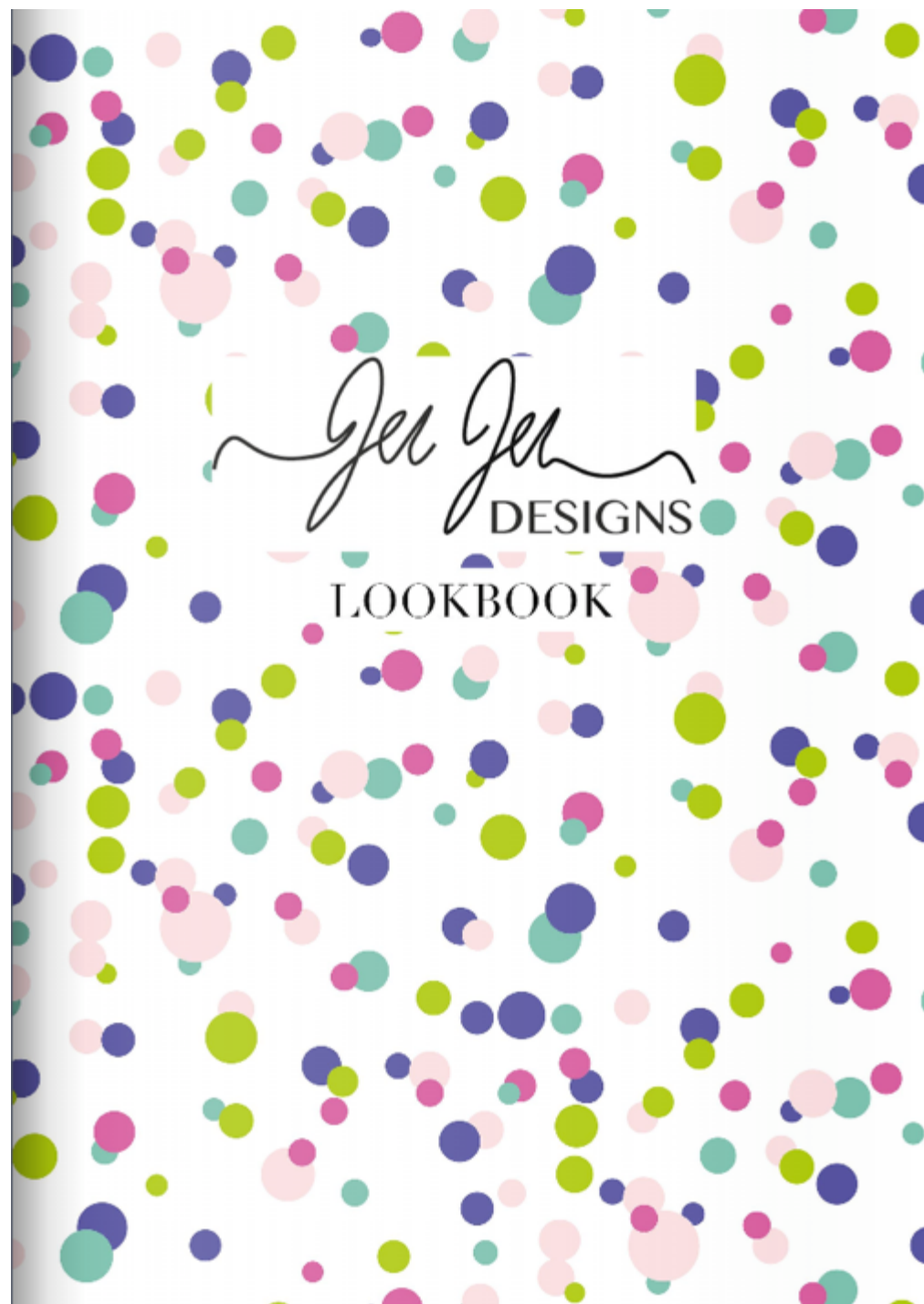
LOOK BOOK

When I was researching into what I would like my look book to look like, I looked at design textiles companies and came across Bay and Browns webpage, I liked how they have their designs are around the image of the woman. I want to recreate this look on my look book as it is aesthetically pleasing.

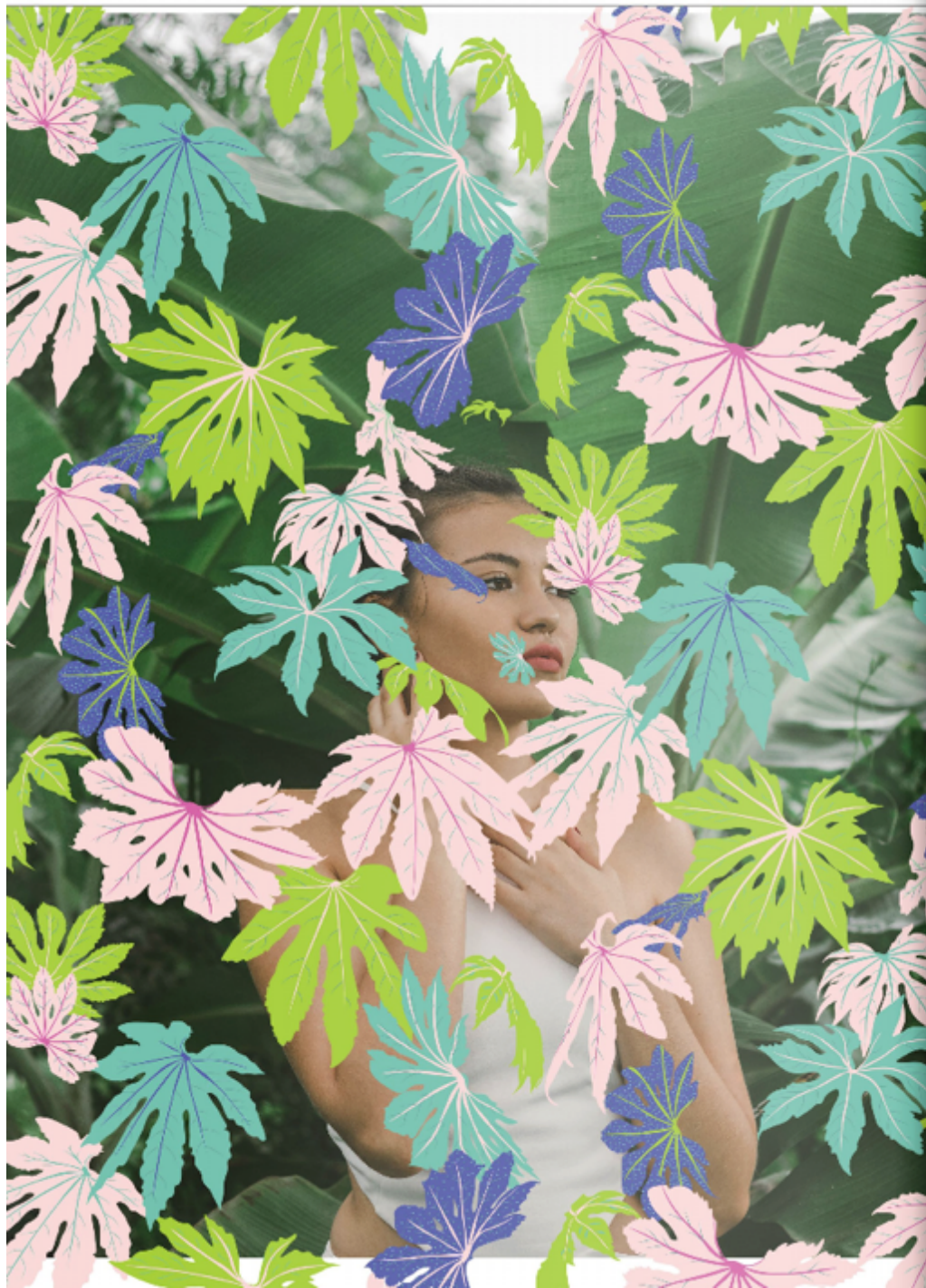


Bay and Brown

Here I have created my look book,
it was essential for me to have my designed
brand name on the front of the book.



I wanted to have my designs on top of models in the photographs as I have seen similar pages like this in fashion magazines and also on Bay and Browns webpage. I used imagery of women who are around plants as my designs are also about plants. One of the models is wearing pink, therefore I matched her up with a design that included pink. I think it looks professional and the imagery compliments the designs.







SEGMENTS OF MY SCARF COLLECTION



I added my contact information onto the back of the book so people can look me up and contact me.

I decided to keep the book short and sweet. I want the viewer to be able to see some of my designs but also get them wanting more.

I want these designs to leave an impression so that they google my website.



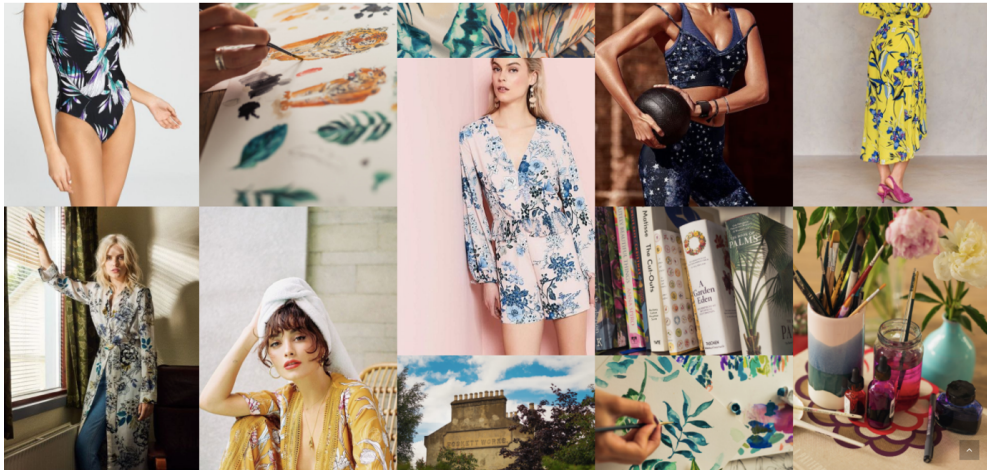
Companies I will be sending out my packs to

Ink Studio

jobs@inkstudiolondon.com

12 Independent Place
London
E8 2HE

+44(0) 207 254 1579



Women's fashion

The design team is tight knit and they work closely alongside each other. I would love to pick up hacks and learn design processes that I would have not considered myself, and to be part of a team.

The design aesthetic is mainly floral with graphic effects, as my major is based around foliage I would consider myself a suitable candidate for working along side them.

Owens & Kim LTD

Owens and Kim Ltd
Unit 2b New North House
Canonbury Yard
202/208 New North Road
London
N1 7BJ
UK

admin@owensandkim.com



Terms: New.



Terms: Womens, Spring/Summer, Floral, Watercolour.



Terms: Womens, Autumn/Winter, Floral, Watercolour.



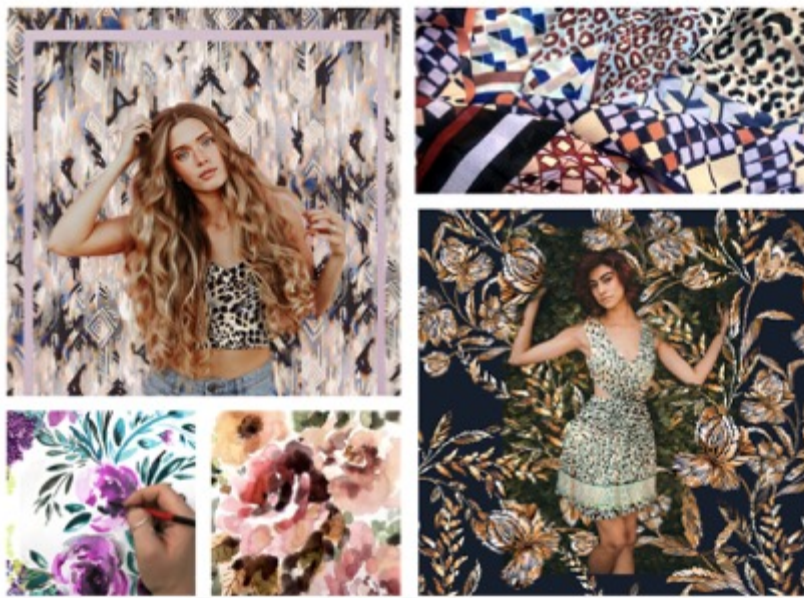
Terms: Womens, Autumn/Winter, Ditsy.

Owens & Kim use a range of techniques, combining hand drawn images with the latest digital production to create original seasonal collections. This is very similar to how I create my designs.

This design studio has a range of international trade shows that they visit throughout the year. If I were to work for them, I would have the opportunity to show case my designs to a larger audience.

Bay and Brown

Bay & Brown,
Studio 22,
Grow Studios,
86B Main Yard,
Hackney Wick,
London,
E9 5LN, UK
+44 (0)2070 330 566
opportunities@bayandbrown.com



Create prints for women's apparel, swimwear, kids and home collections. I have always wanted to envision my designs onto not only fashion objects but interiors as well. This is one of my main reasons for applying to Bay and Brown. Their designs are integrated in both high end and high street stores worldwide, which means a great number of shops include their designs.

Cake Studio

+44(0) 2037712454

CAKE studios
Foresters Hall
25-27 Westow Street
London
SE19 3RY
UK

Info@cakestudios.co.uk

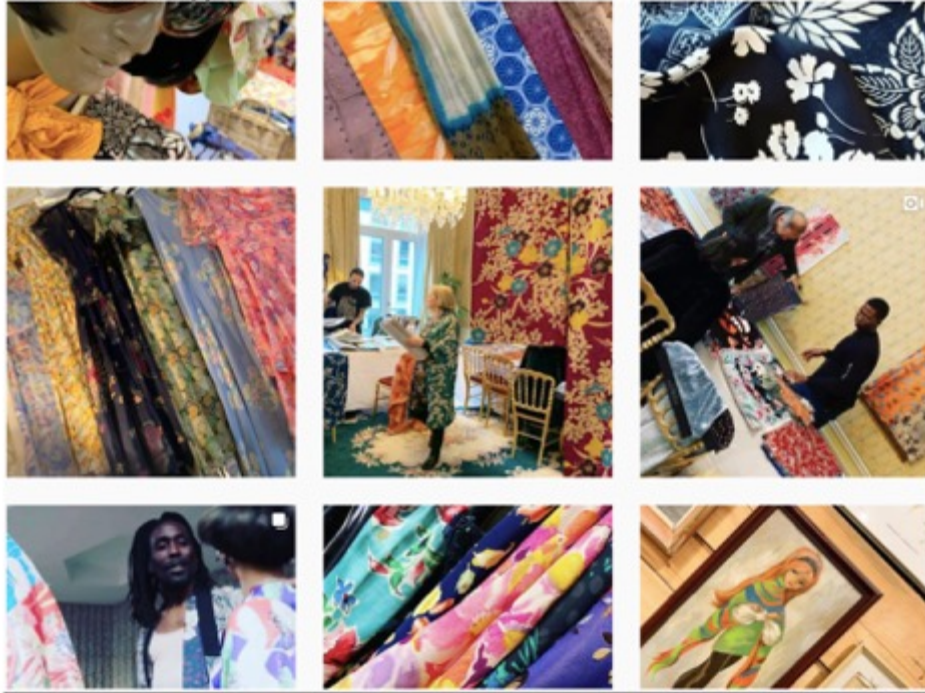


A vibrant and contemporary design studio that takes inspiration from catwalks, latest trends and the colourful world around them. I would love to design for this Cake Studio, as I also get my main inspiration from the world around me. I enjoy creating vibrant patterns and would like to think that I am in the same wavelength.

They have many clients from Topshop, M&S, Dorothy Perkins, Calvin Klein, Zara, and many more. It would be amazing to see my designs in the high street shops.

Appaloosa London

Peterwestcott@appaloosalondon.com



A print design studio, Fashion, home, paper, bespoke furnishing prints. When researching Appaloosa I noticed how colourful the fabric designs were. I noticed Bridget Riley's colourful paintings were included on their Instagram post. For my Major I have also taken inspiration from Bridget Riley and her colour themes. The research taken by this printed company is very similar to my own, I feel like I would integrate into the design team and be able to create what they are looking for.

Helena Gavshon

Helena Gavshon Design for Textiles
6 Southam Street, London W10 5PH

+44 (0)20 8969 7680

Admin@helenagavshon.com



Designers work with colour experts and the latest trend research to create collection of embroidery, screen prints, painted silks and digital designs. I would love to work alongside a colour expert and learn the knowledge that they are able to share. This would be a great experience. Helena Gavshon also have their own archive of designs sourced from all over the world. They incorporate a wide range of colour into their designs, which is something that I include into my designs as well.

Gathernomoss

WeWork, Keltan House

115 Mare Street, London, E8 4RU, UK

Charlotte@gathernomoss.com

Sarah@gathernomoss.com



Based in London, I've always wanted to make my way to London to live, so this company would be ideal to work for.

They create designs for menswear, womenswear, home wares, I would like to integrate my designs onto these surfaces.

Many of their designs include an array of colours, which is what I like to focus on in my creations.

Gathernomoss have designs in well-known shops like Boden, Mothercare, Asos, Very, Ralph Lauren and many more.

Camilla Frances Prints

Part Ground floor Studio
Charity House
14-16 Perseverance Works
38 Kingsland Road
London
E2 8DD

For an appointment to view the collection, please email:

sales@camillafrancesprints.com

For all accounts enquiries, please email:

accounts@camillafrancesprints.com

For all online shop order enquiries, please email:

studio@camillafrancesprints.com



Each member of the design team holds a different design trademark and specialist skill set. I think it's a great idea to have people with different skillsets, this helps the designs have diversity. I would love to work for this company and work in the digital section. The team are involved in a lot of traveling as the brand is global. I would love to be involved in traveling and learning about the different countries doing so. This would be my ideal job.

Neon Print Studio

hello@neonprintstudio.com

Exeter Rd,
London,
LONDON,
United Kingdom



Fashion, based in London, showing worldwide. Innovative textile design studio, specialising in contemporary, missy, juniors, swim print for women's and kids worldwide.

Neon Print Studio create not only florals but also geometric, boho and tropical prints. I would enjoy pushing my design ideas to create a new design identity for myself, showing that I can be versatile in creating designs.

Whiston and Wright

online@whistonandwright.com
sales@whistonandwright.com
Chandelier Bldg
Scrubs Ln
Harlesden
London
NW10 6RB



Fashion forwards prints, many of their designs are created digitally, which is what I specialise in. I feel that my designs would correspond well with their criteria.

Links

- Website- <https://julietmckay.wixsite.com/website>
- Instagram- https://www.instagram.com/ju.ju_designs/?hl=en
- Facebook- <https://www.facebook.com/Designsjuju/>

Portfolio

PORTFOLIO IDEAS

Size A2

Format- Material / Digital (landscape)

How many projects- 4 to give variety and show flexibility

How far back should your work be from- 3rd year onwards

Should you use plastic sleeves- they reflect the light,
difficult to see work through (NO)

Should you mount work- 300gsm paper/ card (spray mount)

How do you represent 3D work- Photograph with good quality
paper and ink, take a small sample if possible

How to treat material samples- Bulldog clips next to relevant
imagery, trim & tape, Header possibly

Show your abilities-
style direction,
your interests

Include different mediums of work to show process,
show diversity,
Different trends.

AVOID-

unclean and irrelevant work

Spelling mistakes

Low quality materials

How often to update- new projects, according to the interview and
what they are looking for.



FEMININE



PINKS & BLUES



BLISSFUL



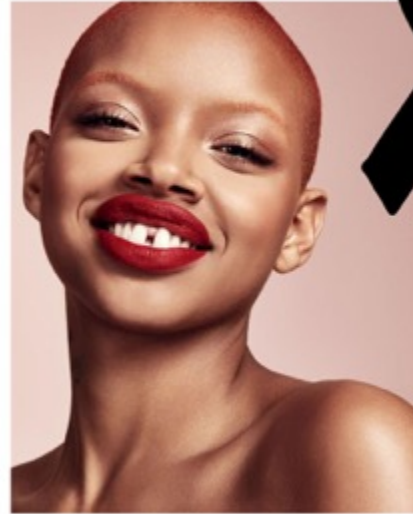
COURAGEOUS



EMPOWERING



ZARA
TOPSHOP
Accessorize



PERSONAL GROWTH



S/S 21

WOMEN 16-30's



A STORY OF GROWTH



PLANT BASED DESIGNS







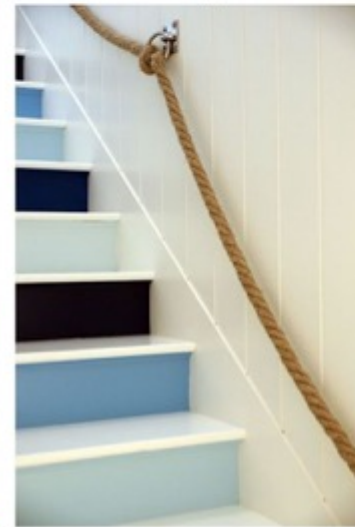




COLOUR MOODBOARD



Aqua



Colours of Coy



Tones of Blue



Cole
& Son



Lake House



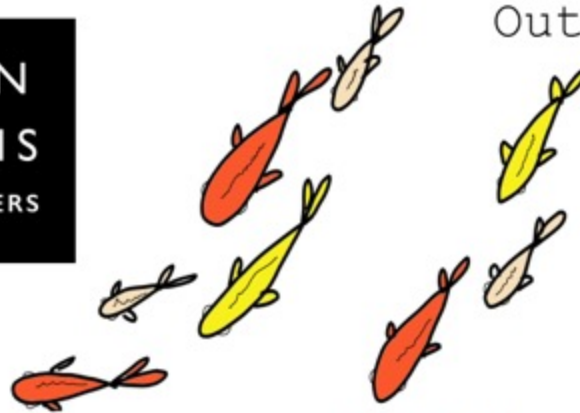
Customer Profile



Family Orientated



Outdoorsy



OSBORNE
&
LITTLE



Water Lovers

INSPIRATION



Schooling Fish

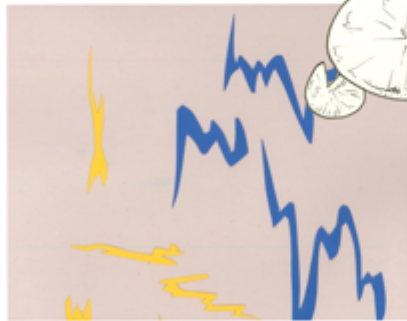
A SERENE LAKE

Tranquility

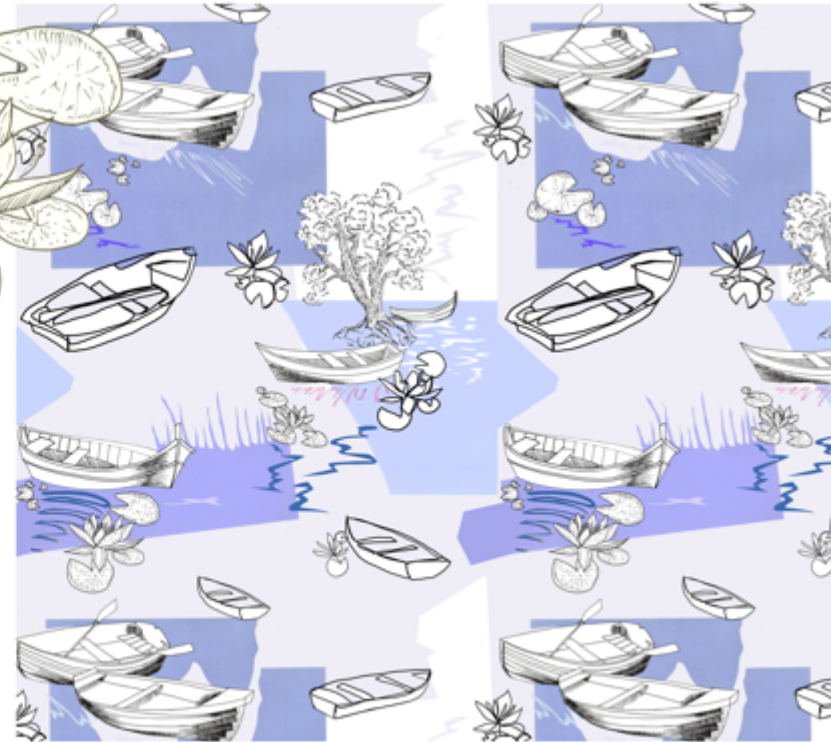
Experimenting with Coloured Paper



Paper cuttings
of Water Ripples

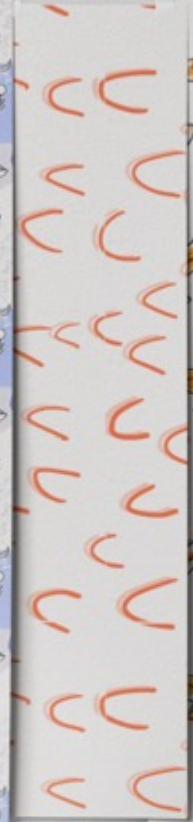


Adding continuous
line technique



Final Design









STUDENT SELF EVALUATION FORM (UG)

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Student Name:	Juliet McKay	Student P Number:	P149908
Programme:	BA/MDes Surface Pattern Design		
Module:	Professional Promotion		
Module Code:	ADAD6002	Contribution to Module:	100%
Assignment Title:	Professional Promotion		

Generic Assessment Criteria	Level of Achievement – In Percentages %														
	% of Overall Mark	Fail	MF	3 rd Satisfactory			2:2 Good			2:1 Very Good			1 st Exceptional		
		0-29%	30-39%	40-43%	44-46%	47-49%	50-53%	54-56%	57-59%	60-63%	64-66%	67-69%	70-79%	80-89%	90-100%
1. Engagement with Literature Skills	0%														
2. Knowledge and Understanding Skills	15%														
3. Cognitive and Intellectual Skills	10%														
4. Practical Application Skills	25%														
5. Transferable Skills for life and Prof Prac.	50%														

Please comment on areas in which you feel that you have performed well:

I have learnt an awful lot whilst doing professional promotion. I have created a design aesthetic for my brand and understood that to promote your designs and brand, you must keep active on social media.

Please comment on areas that you feel you need to develop:

I need to develop on my blog posts.