

Building a personal brand for
sustainable employment

What about you?

I like the idea of being a creative working for brands in the advertising industry either that or an illustrator who designs books and works alongside authors to create magical stories for children.

Being a creative working for brands will involve creating marketing, bringing new ideas to the table, creating logos, brand identities, posters and packaging. All things I enjoy very much. I can achieve this by putting my work out there and developing my brand in this module. I think it is important to have a unique style so that I am recognised.

If I were to illustrate story books it would involve me having to work closely with clients understand the story they want to tell and the message they want to convey to the reader. Creating characters, being able to storyboard, knowing what will stand out on the shelves. I think this would be super fun I'm inspired by my favourite child book authors such as Lauren child, sir John tenniel, Judith Kerr, Disney story book art team (including Mary Blair).. Etc

Changemakers: Building your Personal Brand for Sustainable Employment

What about you?

Who is the creative you want to be and who will you be working for?

I would love to be working for brands in the advertising industry.

What work will you be doing?

Hopefully helping with logo design, packaging designing and illustrations for adverts.

Who are your dream employers/clients?

Disney, sports brands, liberty. etc

How will you achieve this?

reaching out to the brands, people, associates also building a great portfolio + platform.

Website research analysis

Examples of bad websites :





event calendar
S M T W T F S S
1 2 3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30

community
activities
artists
car pools
childcare
classes
events
general
groups
local news
lost-found
missed
connections
musicians
pets
politics
rants & raves
volunteers

services
beauty
cars/automotive
cell/mobile
computer
creative
cycle
event
farm-garden
financial
health/well
household
housing/real estate
labour/move
legal
lessons
marine
pet
shopped trade
sm biz ads
travel/hot
wired/etran

discussion forums
apple
arts
athletic
autos
beauty
bikes
celebs
comp
drama
diet
disney
dying
eco
festivals
film
fragat
gaming
golf
haku
help
history
housing
job
jokes
jules
legal
matters
marriage
eco
money
music
open
photos
politics
psych
recover
region
science
society
sports
sugar
taxes
travel
tv
vegan

housing
flats/houses
holiday rentals
housing/real estate for sale
housing swap
housing wanted
office / commercial
parking / storage
rooms/shared
rooms wanted
sub-lets / temporary

for sale
antiques
appliances
cars/crafts
clothing
auto parts
aviation
baby-kid
barter
beauty+hih
bike parts
bikes
boat parts
books
business
caravans+mirim
cars+vegas
cds/dvds/dvs
clothes+acc
collectibles
computer
computers
electronics
farm-garden
free
furniture
garage sale
general
heavy equip
household
jewellery
materials
mobile phones
motorcycle parts
motorcycles
music instr
photo+video
sporting
tickets
tools
toys+games
trailers
video gaming
wanted
wheels+trns

jobs
accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer services
education
etc / misc
food / bev / hosp
general labour
government
housing/real estate
human resources
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
non-profit sector
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software/gis/ba
systems / network
technical support
transport
tv / film / video
web/print design
writing / editing

temp jobs
computer
creative
crew
event
labour
talent

uk
aberdeen
bath
belfast
birmingham
brampton
bristol
cambridge
cardiff / wales
coventry
derby
devon/cornwall
east anglia
east midlands
edinburgh
essex
glasgow
hampshire
kent
leeds
leicester
manchester
newcastle
nottingham
oxford
sheffield
southampton
stroud
suffolk
surrey
telford
tyneside
walsley
warrington
wolverhampton
worcester
yorkshire

PENNY JUICE

it makes cents

[Home](#) [Our Juice](#) [Order Now](#)

Penny Juice of America

100% blended fruit juice concentrate
specifically designed for childcare centers.

We are a Family Business

We're a family-owned business that was founded in 2001. We have over 40 years of experience in the beverage industry.

A screenshot of the Toronto Cupcake website. The header features a navigation bar with a hamburger menu icon on the left and a series of circular icons representing different locations: Toronto, Oakville, Mississauga, Brampton, and Hamilton. Below the navigation bar, a pink banner displays the date "Thursday, May 7, 2026 - Toronto" and the text "Check out our new Corporate event logo cupcakes". The main content area has a large heading "TORONTO CUPCAKE" in black, uppercase letters. Below this, a pink banner reads "USA TARIFFS". The central image shows a stack of four cupcakes in purple and pink boxes, each with the "TORONTO CUPCAKE" logo. To the right, there is a circular logo with a pink cupcake and the text "TORONTO CUPCAKE" around it, and a small icon of a person holding a cupcake. At the bottom, a pink banner contains the text: "Welcome to Toronto Cupcake, your go-to destination for the most delicious and freshly baked cupcakes in Toronto and the Greater Toronto Area (GTA). Whether you're".

007 MUSEUM 007 TAIL 007 PRODUCTS 007 MOVIES & ACTORS 007 NEWS ABOUT & CONTACT

Sean Connery George Lazenby Roger Moore Timothy Dalton Pierce Brosnan Daniel Craig

What can You see

007 James Bond Museum is a high quality museum about all activity of the actors in the serial movies since the day that 007 James Bond character was created by Ian Lancaster Fleming in 1953. All story begins in 1953 where a secret agent working for MI6 under the code name 007 has been interpreted by different actors such as Sean Connery, George Lazenby, Roger Moore, Timothy Dalton, Pierce Brosnan and Daniel Craig.

[you can see some pictures and some videos from outside of our museum and if you want to see inside](#)



ACME Laboratories

Graphics * Unix * Networks * Fun

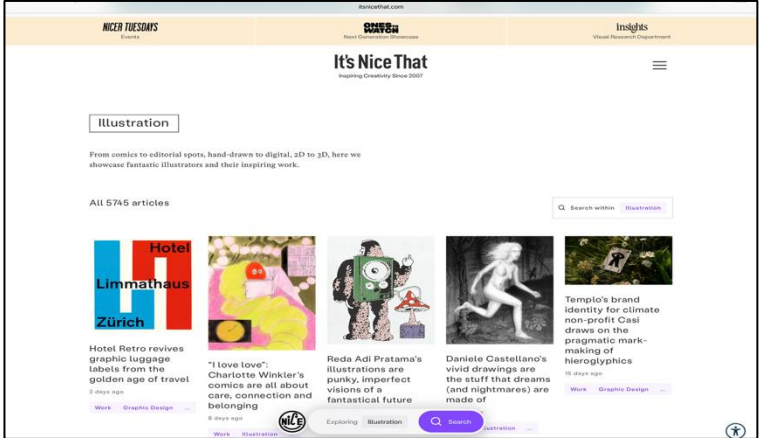
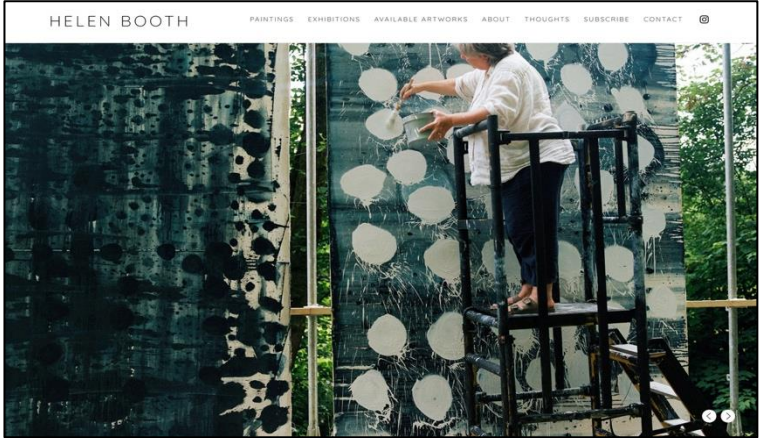
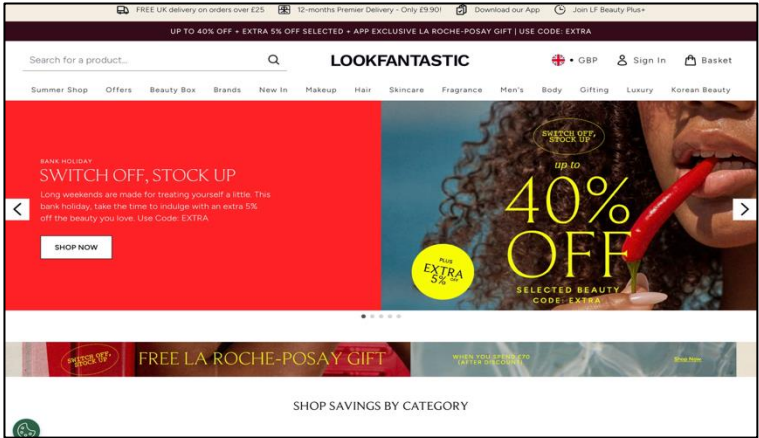
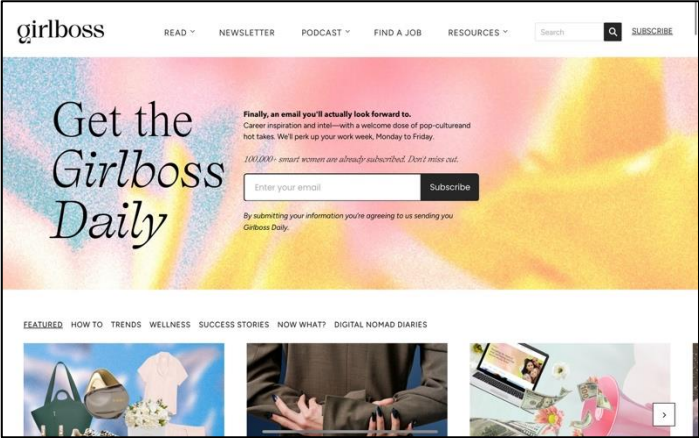
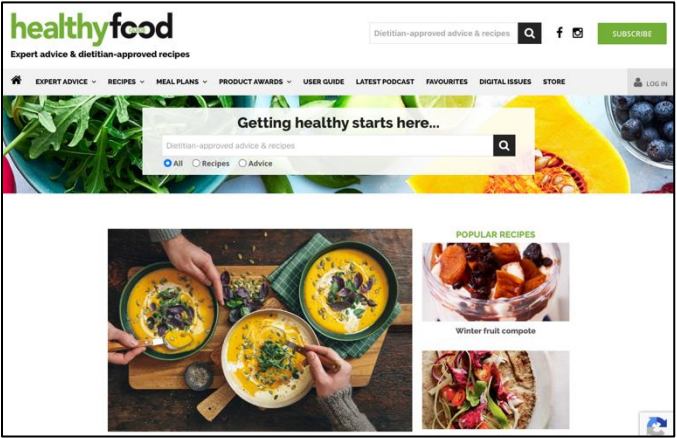
Purveyors of fine freeware since 1972. On the net since 1991.

- [ACME Updates.](#)
- [ACME Labs maps](#), including:
 - [The ACME Mapper.](#)
 - [ACME GeoRSS Map Viewer.](#)
 - [Bay Area Sandwiches.](#)
 - [Paris Metro map.](#)
 - [ACME Plannerizer.](#)
- [The ACME Labs Inhouse library.](#)
 - [g - tiny Emacs-like text editor.](#)
 - [tftpd - tiny/turbo/trotting web server.](#)
 - [mini_httpd - simple web server that does HTTPS.](#)
 - [micro_httpd - world's smallest web server?](#)
 - [sdfmilter - SPF mail filter module.](#)
 - [pbmzip - toolkit for converting image file formats.](#)
 - [The current phase of the Earth, in ASCII.](#)
 - [The current phase of the Moon, in ASCII.](#)
- [The ACME JavaScript utilities.](#)
- [The ACME Java pages.](#)
 - [The current phase of the Moon, in Java.](#)
 - [A Java print\(\)-equivalent.](#)
 - [A GIF encoder!](#)
 - [PostScript-like graphics.](#)
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- [Tutorials and resources:](#)
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 - [Learn how to filter out emailed spam.](#)
 - [The ACME Cursor Maker.](#)
 - [The ACME Chartmaker.](#)
 - [The ACME Annotator.](#)
 - [Tuesday](#), shows you what you tweeted on this day in past years.
 - [Learn how to get up a FreeBSD firewall.](#)
 - [An HTML sampler, and a colormap sampler.](#)
 - [Unicode characters.](#)
 - [Unicode Transformations](#)
 - [Unicode Decoder.](#)
 - [One Month, a whole calendar page.](#)



Home		Exmouth View Hotel A traditional family run hotel offering affordable accommodation with excellent quality home cooked food. MAP
		Come have a relaxing weekend at Exmouth View Hotel! You will find our rooms comfy and our staff ready to meet your every need. You'll want to return again and again! It's your home, away from home!
		Not only will you get to stay in a comfy hotel, there are also many different sites and attractions to see in the area. There is a beach behind the building where you can catch some sun and swim to your heart's desire. Come join us in beautiful Babbacombe, Torquay!

Examples of good websites:



What makes a good website:

From looking and comparing these previous website it's easy to spot similarities of what the good websites have in common. They are normally more high quality, responsive and have an engaging quality about them. The bad websites are more simplistic lack colour, pictures and depth.

I liked Lauren Childs website because it's easy to use, interesting to read she even has fun moving pictures. You can tell she has thought it through and it's engaging for the viewer to read about. It also serves its purpose well you can find all of her best works that represent her seeing her style shine through. Furthermore it's clear how to contact her as she includes all her social media's.

Social Media for Creatives

LinkedIn <https://www.linkedin.com/>

Even though it's had a total rebrand, LinkedIn doesn't immediately grab you as being a useful social platform for creatives. But art, design and filmmaking are businesses like any other, and many creative pros say they're making good use of LinkedIn regardless of what it looks like.

Take Frank Suyker, aka Mr Sugar, an art director based in the Netherlands. "I use LinkedIn to get recurring revenue out of my existing clients," he explains. "By posting my blog posts on LinkedIn, I'm kept top of mind. And when they do have work that needs to be done, they come to me."

The Dots <https://the-dots.com/>

Launched in 2014, The Dots is an online professional network that aims to be "LinkedIn for creatives". And it's had a fair amount of success in doing so, attracting companies such as Google, Burberry, Sony Pictures, Viacom, M&C Saatchi, Warner Music, Tate, Discovery Networks and VICE to use it as a recruiting tool.

There are lot of other things you can do on the platform besides just waiting to be offered a job, though. These include connecting with other creatives in your field, checking out people's side hustles, responding to requests for collaborations, keeping up to the latest events and more. It's very much a case, then, of what getting out what you put in. And unlike LinkedIn, every page you interact with is beautifully designed.

ArtStation <https://www.artstation.com/>

Launched in 2014, ArtStation may not have changed a great deal over the years. But it remains the place to post your profile for professional 2D and 3D creatives, especially those working in the games, film, media and entertainment industries, or those aspiring to do so.

Video games recruiters nowadays don't just encourage you to post your work on ArtStation; they expect it. "We're interested in artists who produce the sort of work that we can use; that's it," says Kevin McDowell, art director for Creative Assembly's Total War series. "So make sure it's visible to us."

Dribbble <https://dribbble.com/>

Launched in 2009 by Dan Cederholm and Rich Thornett, Dribbble was never intended to be a straightforward portfolio site like Behance. Its specific angle was about teasing out small glimpses of what you were working on, when you were unable to share the whole project.

Dribbble has since evolved beyond web and mobile app design to take in icon design, branding, animations, prototypes, illustrations, graphic art and other disciplines. But there's still a focus on informally sharing small screengrabs (known as 'Shots'), rather than setting out big and detailed images in an organised and carefully annotated way. As Albuquerque-based web designer Jack Harner puts it: "Dribbble feels more like a community than a portfolio site."

Nicola Jones, aka Hello I'm Nik Design, Dribbble is a place for posting work that doesn't fit in your main portfolio. "This is where I put my personal project illustrations, which is something I'd like to do more, so if I ever get any illustration enquiries I point them there. Illustration is more of a side thing for me, as I do brand and marketing design before all that for clients."

Behance <https://www.behance.net/>

Behance is the closest thing on this list to a pure portfolio platform, but with a social aspect plugged in. Founded by Matias Corea and Scott Belsky in November 2005, the company was acquired by Adobe in 2012, and its reach has since become enormous.

Unlike, say, Dribbble or Instagram, Behance offers a way to show more of your work than just a single, eye-grabbing image. As motion designer and 3D generalist Jesus Suarez explains: "Behance is great for sharing the making of and behind the scenes aspects. It allows for more complete look at the project."

Of course, you could do all that on your own website, but the social aspects of Behance means that it's worth posting stuff there too, if even you're just duplicating the same content.

And that's exactly the approach Laundry takes, says Richardson. "Our Behance basically mirrors our company site," he explains, "but because it is so shareable and other creatives go to Behance for creative inspiration, it is an ideal place for us to share the behind-the-scenes and case study aspects of our projects."

Instagram <https://www.instagram.com/>

The rise of Dayflash is a sign that a few people's love affair with Instagram is waning. But overall, Instagram remains far and away the most popular visuals-based social media platform today, and for most creatives, a presence of some sort on the image sharing platform remains a must.

"While, Behance is great for sharing and getting your work in front of professional eyes, I tend to use Instagram mostly," says George Kofi Prah, designer at New York and LA branding agency loyalkaspar. "It's the perfect tool for creatives in the way that Spotify is for musicians."

"It provides access to a much wider audience than any other platform and allows me to engage with literally anyone. Using hashtags makes being discovered and finding new and interesting things a lot easier."

Dayflash <https://www.dayflashapp.com/> (Not available for Windows or Android devices).

Never heard of Dayflash? You're not alone. But right now, it's rapidly gaining popularity amongst creatives. And that's because the iOS app, launched last year, basically works like Instagram used to. In its own words, there's "no algorithm and no more missing posts from your friends".

Co-founder Rupali Renjen tells us that, in her view, "Photo sharing platforms unfairly use algorithms to dictate which followers get to see a user's posts. And as they push users to spend more time on stories from friends, long-form videos and shopping, all so they can make more money on ads and business accounts, less and less time is being spent on creators, which is taking away visibility and opportunity".

Pinterest <https://www.pinterest.co.uk/>

When it comes to social media for any type of visual art, including design, the first site that often comes to mind is Instagram. But designers shouldn't overlook the second-most-popular image-based social network: Pinterest.

Pinterest doesn't necessarily have a reputation as a powerhouse social network for designers and other creative professionals. But the demographics show there's a lot of use in Pinterest for designers, as users are well-educated professionals who shouldn't be overlooked.

These are the best social media's to use in the creative industry. To get there work out there.

VOLUNTEERING/ EXPERIENCE:

- commissions - paid personal artwork
- painting walls
- training for a BA.
- foundation course CSM

• Make sure to post on socials - to advertise my brand.

- LinkedIn
- Pinterest
- Facebook
- X
- Youtube
- Vimeo
- about me
- tik tok

label websites, whats good+bad
contact artists. send messages:

artists I like

@ xinmei Lin

@ Lauren Child

@ JooHee Yoon

@ Luna Pan

@ Núria Tamarit

@ Studio Ghibli

JOB RESEARCH

creative artworker.
INT'L PROPERTY

LinkedIn

- Packaging Designer.
mid weight designer west London
top creative agency specialising beauty, fragrance wellness.
- Brand + Marketing designer.
Propel
- Jellycat midweight designer
designing digital assets
digital advertising
campaign ideas.

Zander letter

Dear Mae

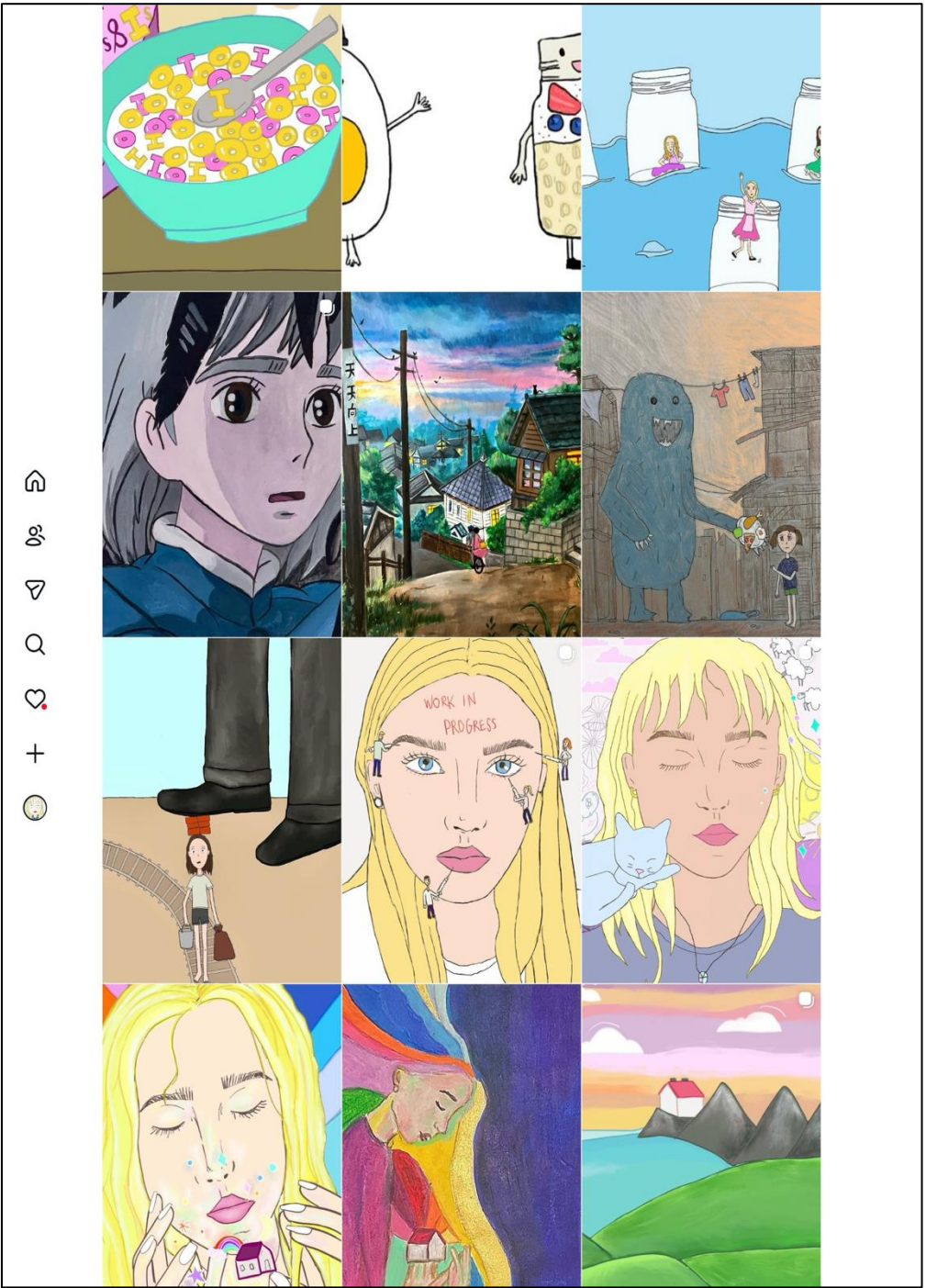
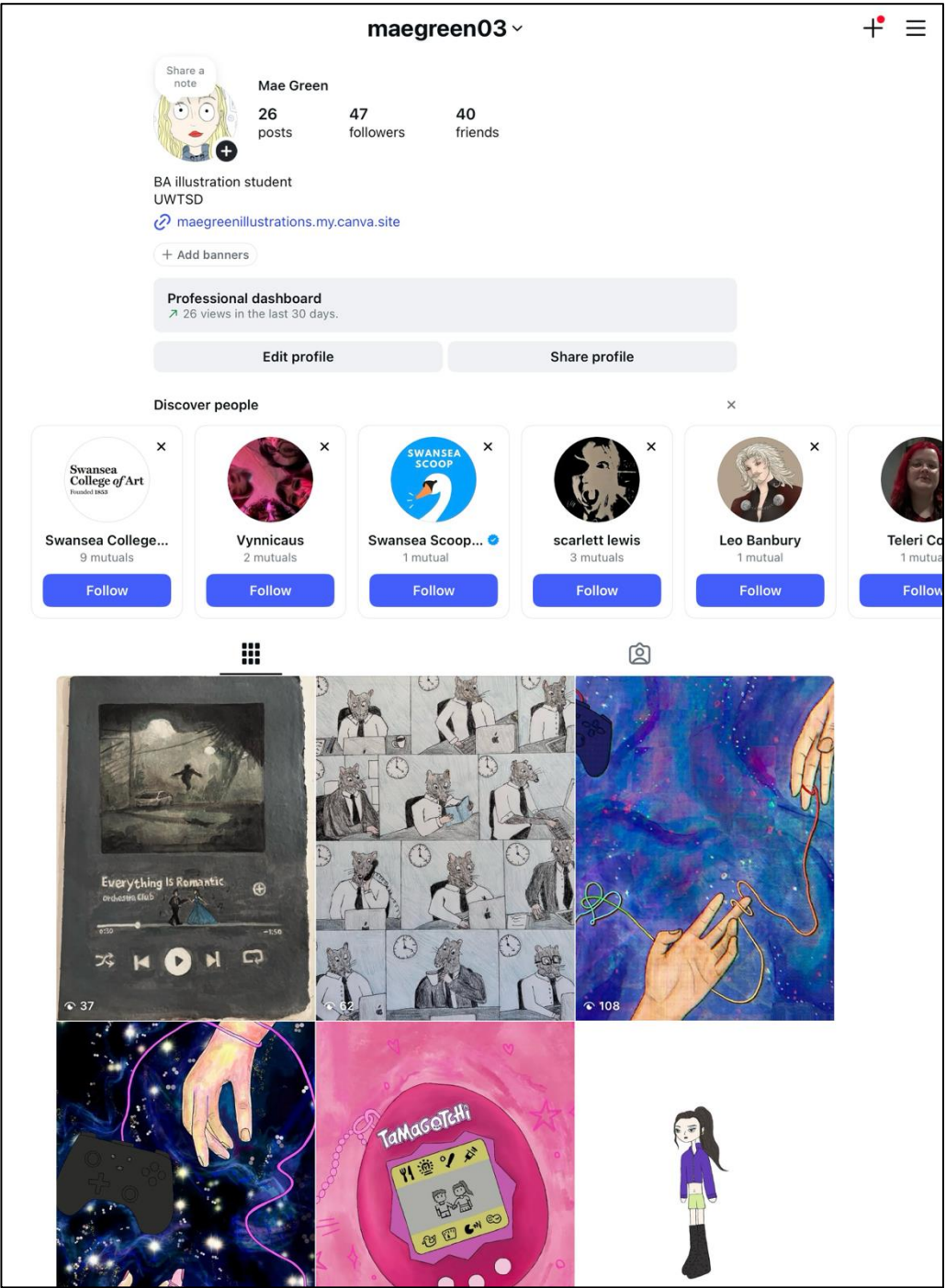
I wanted to congratulate myself on achieving that amazing grade all those years ago. This has been an incredible year for you as a freelance illustrator. You have achieved everything you ever dreamed and hoped for, and it is the first that I believe got us here to this point! I am writing this from your new glamorous but also homely studio in New York. Your dream place that you have always wanted to live. I have a beautiful city view and a huge desk where my magical ideas can come to life in my work, that I love. All that challenging work, tears and struggles ended up being worth it! All the time that you doubted, hated yourself and did not believe you could do it – well I proved myself wrong and am finally happy. I have published my first illustrated children's book that can be found in the local bookstore, and I am just over the moon.

We got here by persevering and believing in myself that I am good enough. The change makers building a personal brand module and lessons were so helpful to me as it got me into the good habit of analysing and researching everything I do. I believe that by looking into things in such depth made it easier to achieve this grade. I got into the habit of doing rough sketches, in depth research and planning things rather than just jumping straight into the outcome. I have gotten much more knowledge on other artists and the techniques they have used and that have worked for them. By focusing on building a great social media which I have now I believe is what helped me achieve this great grade and of course consistency is key. We have now got almost 500k followers on instagram! It's great seeing people connect and look forward to seeing my artwork.

Lots of love Mae (aka me from future)

Creating an instagram:

Instagram is a great marketing tool where I find lots of new artists I like and am inspired by. It allows artists to show off there work to a global audience. I chose the name @maegreen03 to keep it simple so my work is connected to my name and it's easy to remember. In order to build my account I am going to try be consistent with posting new work often and hopefully build a community.





MENU

WEBSITE IDEAS

MAE ILLUSTRATES

@ @ @ @ @ @ @ @ @ @

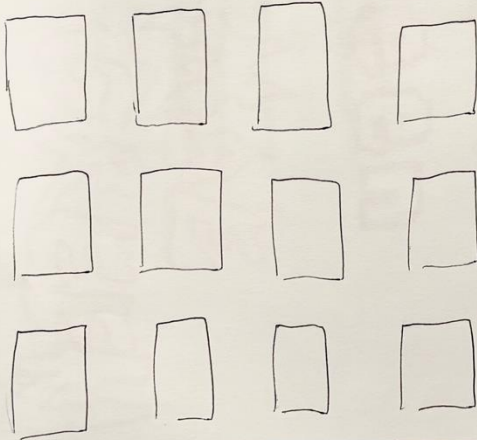
animated
illustration



ABOUT ME

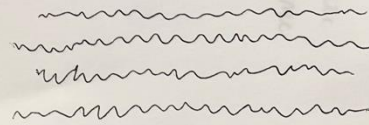
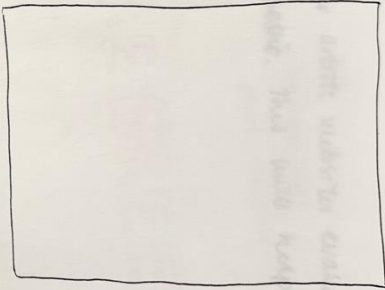
I am Mae... ^{completed my} ~~got my~~
foundation course at saint martins,
got a BA in Illustration Uni
of Wales Trinity Saint David.
My favourite thing to draw
is characters. I love dogs and...

MY WORK



best illustrations
zooms in on
image when
selected +
shows a
description

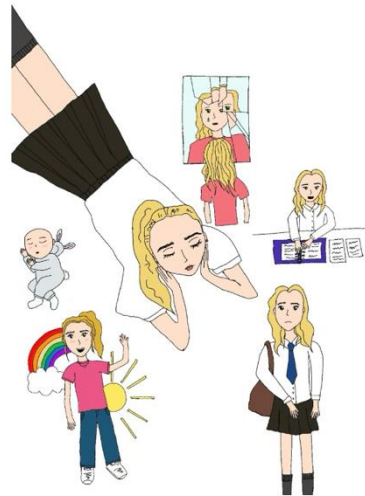
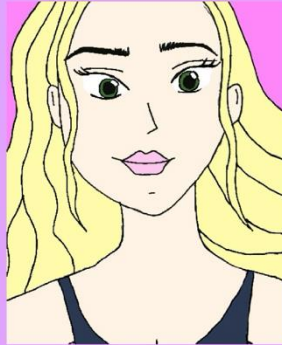
ABOUT MY WORK



My website: maegreenillustrations.my.canva.site

Mae Green Illustrations

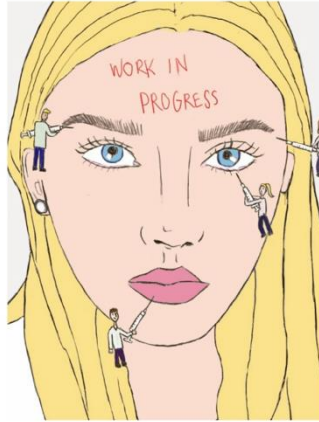
Illustrator



About me

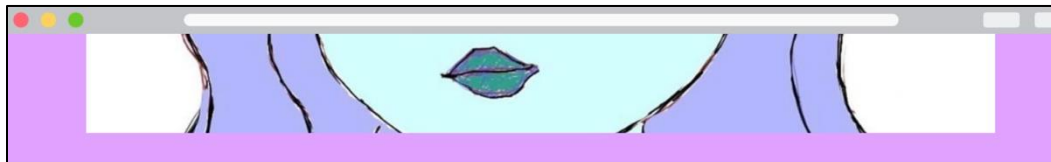
Hey, welcome to my website my name is Mae. I love to create art that uplifts people but sometimes reflects difficult issues. I was born in London but studied Illustration in Swansea UWTSD.

Some of my work



“Theres a healing power in the
act of creating”





Some more work..



Contact me

Instagram
@maegreen03

Email
Maegreen2002@gmail.com