

By Ajay Saikia

Assesment 2

List of good examples of designers and their branding.

Good examples

Temí Coker's digital presence reveals a highly cohesive visual identity built on bold, vibrant colour and a signature graphic language. His work consistently features saturated hues, geometric patterns, dynamic shapes, and striking silhouettes—elements that recur across his portfolio and make his pieces instantly recognisable.

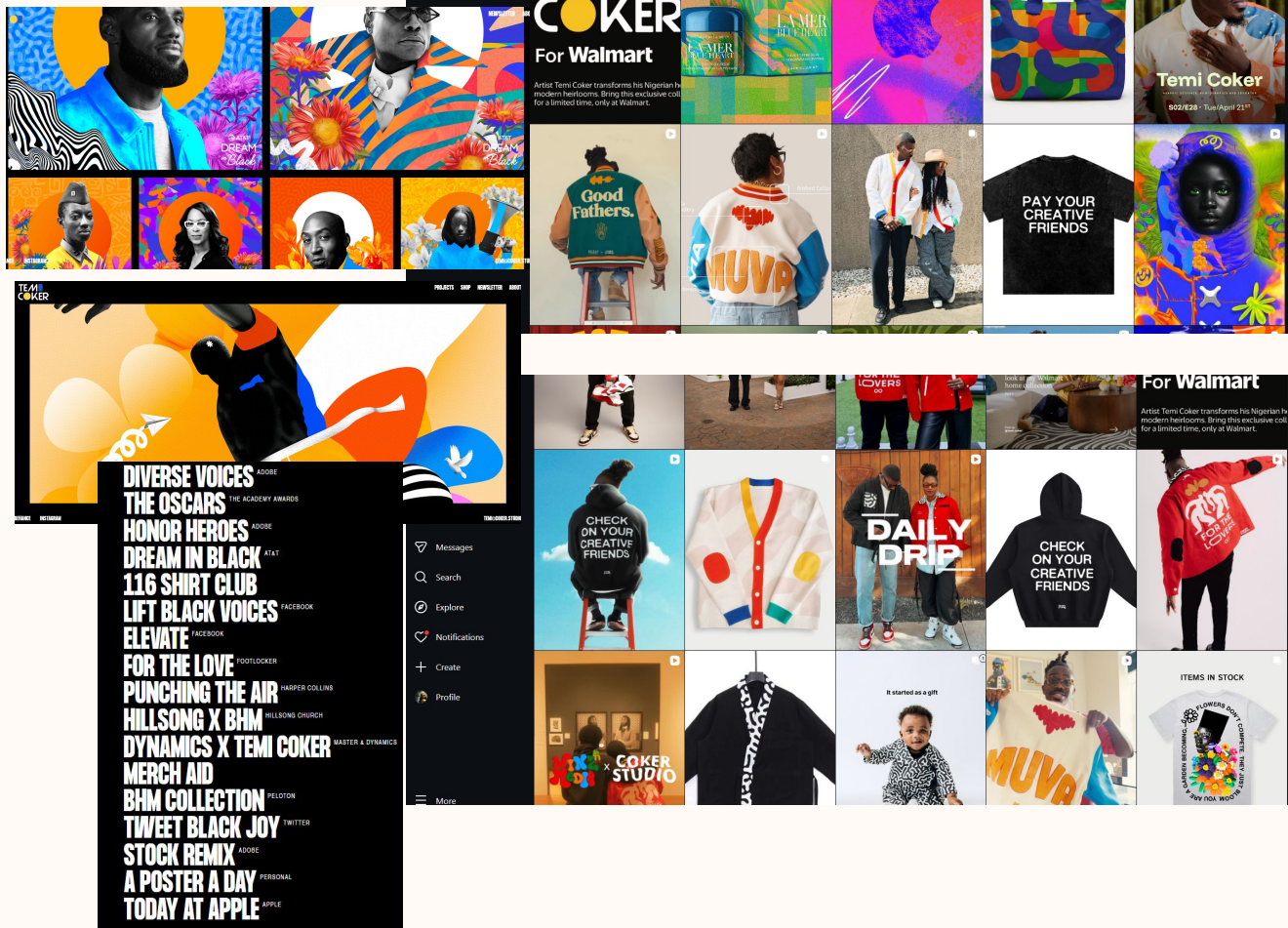
What stands out most is how intentionally he deploys this style. A significant portion of his commissioned and personal projects centres on Black representation and social justice. Rather than treating these as separate "cause" pieces, Coker weaves advocacy directly into his aesthetic—the same explosive colour palettes and layered compositions that define his commercial work for brands like Adobe, AT&T, and the Academy Awards also power his portraits honouring Black leaders and his campaigns for movements like Black Lives Matter. papermag.com blog.adobe.com

This consistency accomplishes two things:

1. Brand recognition – Whether the canvas is a book jacket, a Times Square billboard, or an Instagram post, the work reads unmistakably as "Temí Coker."
2. Message amplification – By anchoring serious social themes in joyful, attention-grabbing visuals, he draws viewers in emotionally before they fully register the subject matter—making the message harder to ignore.

In short, Coker treats colour and pattern not just as stylistic choices but as tools for storytelling and activism, unifying his brand identity with the causes he champions.

Temí Coker



Natasha Jen

Natasha Jen, a partner at Pentagram, maintains a relatively selective and professionally oriented social media presence rather than a highly commercial or influencer-style one. Her activity is spread across platforms such as Instagram, Twitter, and LinkedIn, although she is not defined by constant posting or high-volume content.

Her social media primarily functions as an extension of her design practice and intellectual perspective, rather than a personal lifestyle brand. Posts often focus on:

- design projects and collaborations
- visual experimentation and inspiration
- insights into branding and creative thinking

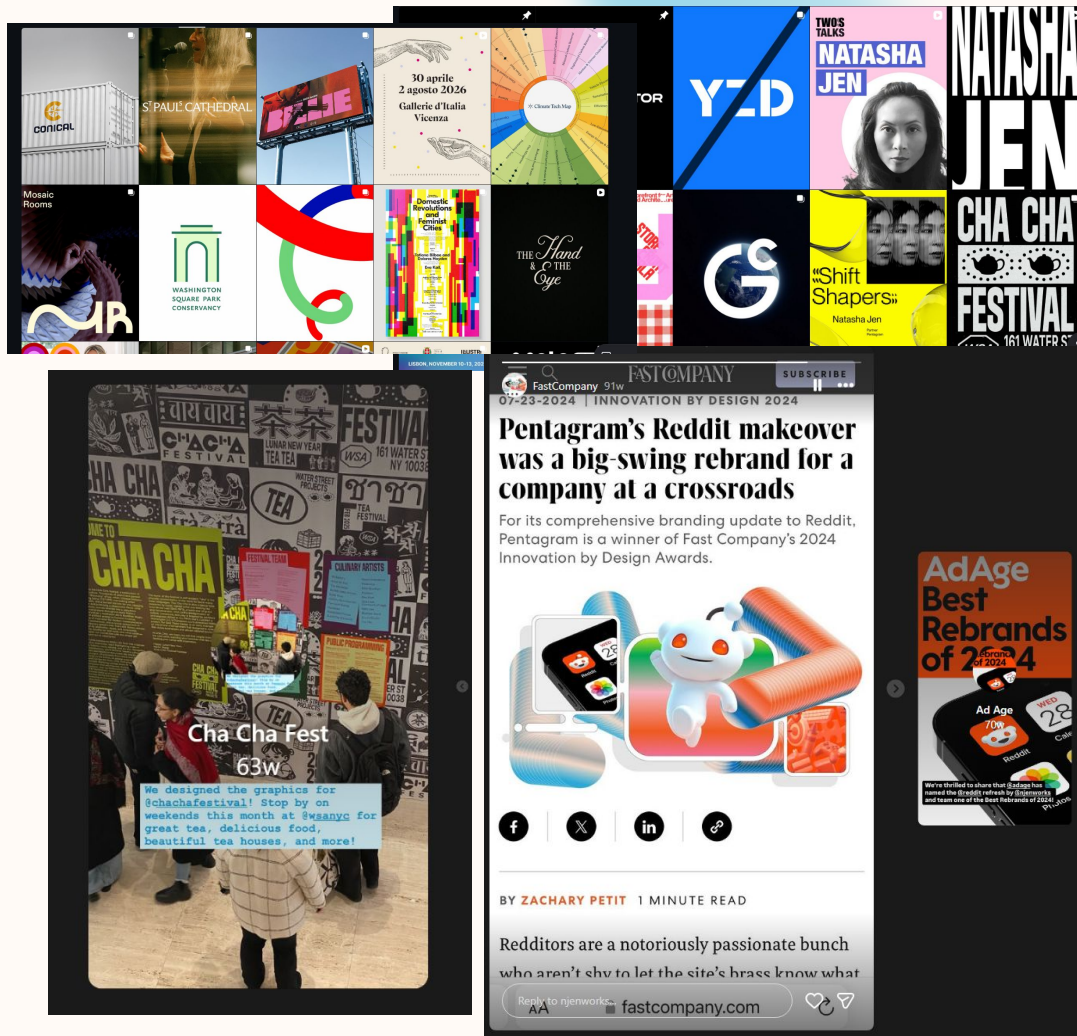
This aligns with her broader role as a designer whose work spans branding, exhibitions, and digital media, often in collaboration with major cultural and corporate clients.

Compared to many contemporary designers, Jen's presence is less about self-promotion and more about curating ideas and influences. For example, her Instagram has been noted to include "all things inspiration," reflecting a reflective and exploratory approach rather than purely showcasing finished work.

Additionally, much of her visibility online is mediated through institutional platforms, particularly Pentagram's website and social channels, where her projects are presented in a more formal, portfolio-style format. This reflects a broader trend in high-level design, where reputation is often built through published work, talks, and collaborations rather than heavy reliance on social media engagement.

Overall, Natasha Jen's social media presence can be characterised as:

- professional and curated, not highly personal
- idea-driven, focusing on design thinking and inspiration
- supplementary, supporting an already established reputation rather than building one from scratch



Alec tear

Alec Tear's social media presence is strongly defined by consistency and clarity of brand identity, particularly through his disciplined use of colour and typography. Across his posts, he maintains a recognisable visual language built on a limited, repeated colour palette combined with bold, high-impact fonts.

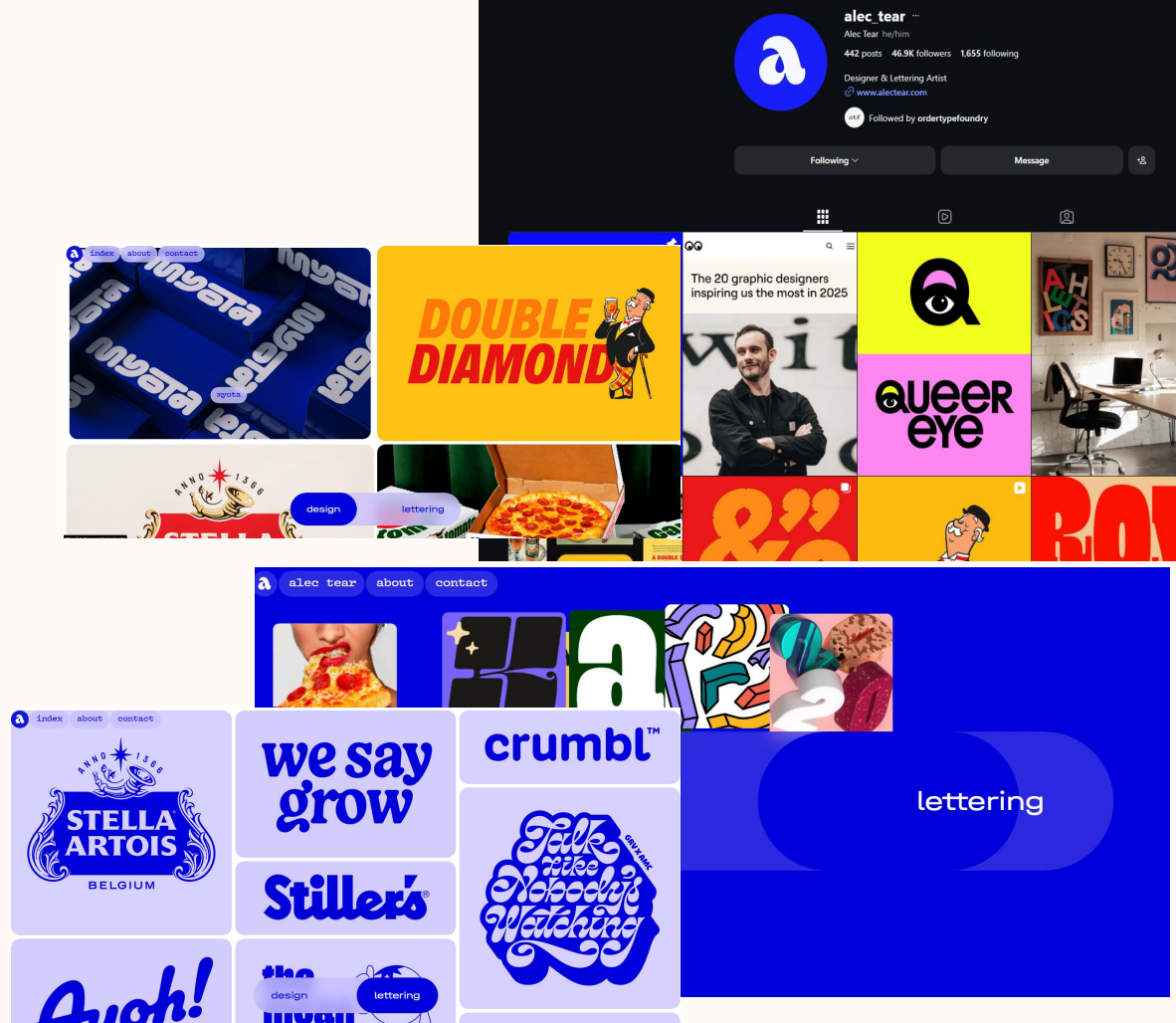
This consistency helps create an immediate visual association with his work. Rather than frequently changing styles, Tear reinforces his identity by:

- reusing the same or similar colour schemes
- applying large, striking type as a central design element
- keeping layouts clean and direct

The use of bold typography is especially significant, as it becomes a signature feature of his posts. Text is not just informational but a primary visual tool, often commanding attention and structuring the composition.

By sticking closely to these elements, Tear achieves a cohesive and memorable feed, where each post feels like part of a larger system rather than a standalone experiment. This approach strengthens his personal brand, making his work easily recognisable even without attribution.

Overall, his social media demonstrates how consistency in design choices—particularly colour and typography—can effectively build a strong and unified visual identity.



List of bad examples of designers and their branding.

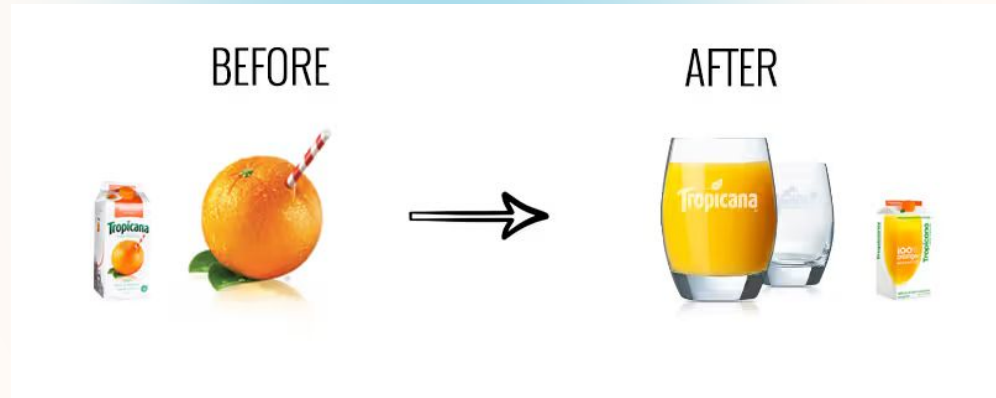
Bad examples

The 2010 logo redesign by Gap Inc. is widely seen as a major branding failure because it abandoned everything that made the brand recognizable without offering a clear replacement identity. The original logo had built strong emotional connection and familiarity over decades, but the new design looked generic and lacked meaning. There was no explanation or strategy shared with customers, so the sudden change felt confusing and unnecessary. As a result, people reacted negatively almost immediately, and Gap was forced to revert to the old logo within just six days.

The deeper problem was that Gap tried to fix declining sales with a visual change instead of addressing bigger issues like competition from brands such as Zara and H&M. The redesign showed a lack of clear direction and understanding of its audience, especially in the uncertain period after the Great Recession. Overall, the failure highlights that branding decisions need strong strategy and purpose otherwise even well-known companies can damage their image.



In 2009, global juice brand Tropicana made a similar expensive mistake when updating the packaging for their North American market. Another attempt to modernise the look and feel of the brand, this rebrand streamlined the logo and moved away from the image of an orange with a straw in it, instead showing a glass of the juice itself.



After investing \$35 million in the campaign, the new branding fell completely flat. Despite its attempts to focus on the natural qualities of the juice, many felt that the previous concept of an orange with a straw in it better represented this. Such a drastic change in design also made it hard for consumers to locate Tropicana on the shelves and had a negative impact on their emotional bond with the brand. Sales dropped by 20%, representing a loss of \$30 million, and the old design was reinstated after just a few weeks.



Original Branding



2009 Rebrand



Reversion a few weeks later

The logo for the London 2012 Olympics was met with huge criticism when it was unveiled, for a number of reasons. Two of the key issues that people had with it was that it was overly jazzy, and that it had no obvious connection to either London or the Olympics.

However, another big concern was that the abstract jagged shapes forming the numbers '2012' seemed to look like a variety of other unintentional things, none of which exactly embodied the Olympic spirit.

With comparisons including a swastika, the word "zion" and Lisa Simpson performing a sex act, this logo was certainly memorable – but not for the right reasons.



What do you want to be called? Names suggestions???
Ajdesign,AjsDesign,saiki design,ajdesignsit,ajgrphcs

Exercise 1 & 2

How will you visually get across you USP in your branding? Ideas and doodles
My style and designs are unique to me and broad range of techniques being able to use them with my creativity

How will you make your brand identity memorable? Ideas and doodles
Sticking with a colour palette of some sort or logo

How will you reach your audience? Promotional ideas outline below
Promotional designs on social medias and just overall documentation and grow a following of designers also connect with other designers through social media building my connections

What will be the right promotional strategy for you? Ideas and doodles
Social media promotion and documentation, short videos about design , word of mouth

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

Im hoping to either be working in a company possibly branding or advertising building my portfolio up till im a strong designer and independently work as a freelancer

What work will you be doing?

Right now i'm not too sure but i like the look of branding more into the packaging and advertising

Who are your dream employers/clients?

Im hoping to work with a big branded company or work in a big branded company but right now im not too sure

How will you achieve this?

Working hard looking into big brands and potential studios and fixing my procrastinating

4 pillars of branding

Narrative	Differentiation	Communication	Consistency
My brand narrative is focused on creativity, growth, and visual storytelling. As a graphic designer, I aim to create meaningful designs that communicate ideas clearly and effectively. My work is driven by passion, curiosity, and a desire to turn concepts into strong visual outcomes. I want my brand to reflect my journey as a designer and my commitment to developing my skills and creative voice.	My brand is differentiated through a strong and recognisable visual identity. I focus on clean, modern design with thoughtful layout and typography, allowing my work to stand out while remaining functional. My attention to detail and purposeful design approach helps set me apart from other designers and ensures each project feels intentional and unique.	My brand communication is clear, confident, and professional. I use simple and direct language to explain ideas and design choices, making my work accessible and easy to understand. Across my website and social media, I aim to communicate creativity while maintaining a professional tone that reflects my design values.	Consistency is maintained by using the same colour palette, typography, and design style across all platforms. This ensures my brand feels cohesive and recognisable. By keeping a consistent visual and verbal tone, my branding builds trust and reinforces my identity as a graphic designer.

Metaphor Gestalt

If my brand was a it would be

COLOUR	ANIMAL	TYPEFACE	DRINK	ARCHITECTURE
		LEMON MILK		
HAIRSTYLE	LANDSCAPE	TREE	FRUIT	SMELL
				
TRANSPORT	SHOE	JACKET	SINGER	ARTIST
				



SKILLS

What do you do well, or have good qualifications for?

I think that i do well in being creative and coming up with unique and original ideas which can be used most of the time i think qualifications wise i would qualify as maybe an apprentice to learn from older people in the industry

What do others see as your best skills?

Others tend to see me as hard worker who is resilient and gets the job done always has an idea social and outgoing

Which of your achievements are you proudest of?

Im proud of how far ive come as a designer learning from many mistakes along the way and growing as a person within this industry

What networks, formal or informal, are you part of?

Im not really part of many known networks but i have connections to many people like family friends who are business savvy who ask for my help with logos and branding ect and just help in general

What other particular skills (hard or soft) do you have?

Good with photoshop fairly good with illustrator could say im also good with figma indesign i know my way around these apps efficiently i would say im attentive outgoing resilient a hardworker always looking to improve as designer and person

WEAKNESSES OR SKILLS GAPS

What tasks do you usually avoid because you don't feel confident doing them?

I tend to push myself most of the time but i may take alot in tasks for example i didnt like using illustrator but realised that most designers use it and i would have to get the hang of it but before i used to avoid it and do most of the work on photoshop i would also say im not much of a fan of public speaking i tend to find that a nerve racking experience

Do you have traits that hold you back in your role?

Yeah as any normal person im not perfect and i tend to over procrastinate alot and i tend to try and hold that back also i can be very stubborn so i also tend to hold that back

What are others dissatisfied with in your work?

Probably my time management although i get it done its always a last minute thing with me because i procrastinate alot so that tends to not gel with others if theyre waiting on me for something

What's your biggest self-doubt, professionally?

To be a burden and let others down to my imperfections i want be just as good as everyone else and be on the same level if not better not looked down upon

What other particular weaknesses are you aware of?

I can be a bit lazy sometimes

Examples of jobs that i would see working
well with me and my skills

Job vacancies

Summer 2026 Sports Business Internship - Marketing - Graphic Design

Rhode Island FC  | Pawtucket, RI

[Apply on company site](#) 



will gain direct exposure to the diverse functions that drive a professional sports organization, contributing to both day-to-day operations and strategic initiatives.

This position is for a seasonal internship, with a projected start date that can be flexible to align with academic calendars.

Educational Experience

- Must be currently enrolled in an accredited undergraduate or graduate program and eligible to receive college credit.
- This internship is for college credit only and is limited to no more than 28 hours per week.

Qualifications

- Highly organized with excellent attention to detail and the ability to multitask in a fast-paced environment.
 - Experience with Adobe Creative Suite (Illustrator, Photoshop, InDesign) is required.
 - Familiarity with Canva is a plus
 - Strong design skills and understanding of design principles. Ability to work collaboratively and accept feedback.
 - A passion for sports, design, marketing, fan engagement, and the business of live entertainment is preferred.
 - Prior experience in sales, customer service, event management, media relations, journalism, or public relations is a plus but not required.
 - Ability to handle confidential information with discretion and professionalism.
- Availability to work evenings, weekends, game days, and events as needed is required

Graphic Designer

Grayson Design & Print Ltd  | Cannock WS11 7GD | £28,000 a year

[Apply with Indeed](#)



standard.

- Manage multiple design tasks efficiently in a fast-paced environment.
- Revising the work of previous designers, making sure that designs meet guidelines and are consistent across formats.
- Taking direction and feedback from senior team members and clients.
- Proof reading to produce accurate and high-quality work.
- Quoting of all design work based on supplied brief for new and existing clients.
- Ability to work within a fast paced environment, manage multiple projects at once and prioritise your workload efficiently.

Skills & Experience Required:

- Proficient in Adobe Software, specifically Illustrator, Photoshop, and InDesign *Required*
- Graphic Design Degree or equivalent may give you an advantage.
- Proven experience in a similar design or artwork production role.
- A willingness to learn in the role and develop skills.
- Ability to interpret briefs and turn them into accurate, high-quality visuals.
- Excellent attention to detail and a good understanding of print and production processes.
- A creative mindset with the ability to adapt to different branding and design styles.
- Marketing skills and ability to come up with new creative ideas.
- Ability to work within a close-knit team.

Additional Requirements:

- Candidates will only be considered if a portfolio is submitted alongside application and C.V.
- A driving licence is not required for this role.
- This is a 100% office-based role – remote or hybrid working is not available.

Junior Digital Designer (Web & Content) – In-House

SRV Digital  Birmingham | £24,420 - £26,000 a year

Apply with Indeed



SRV Digital is a growing digital marketing and web consultancy focused on delivering **high-quality websites, creative content, and digital experiences.**

We're looking for a **Junior Digital Designer** who is creative, motivated, and eager to develop their skills across **web design, social content, and digital graphics.**

The Role

This is a **development-focused creative role**, where you'll support across multiple digital projects while building your skills in a real agency environment.

You will:

- Support the design of **website layouts (UX/UI focused)**
- Assist with **wireframes and page structures**
- Create graphics for **websites and social media**
- Work alongside senior designers to develop your skills
- Help prepare design assets for development
- Learn how to apply **UX, UI, and conversion thinking**

What We're Looking ForEssential

- 0–2 years experience (or strong portfolio)
- Basic understanding of **digital / website design**
- Experience with:
- Figma (or similar)
- Adobe Photoshop / Illustrator

Signage & Print Production Graphic Designer

Star signs and displays  81 Rabone Lane, Smethwick B66 3JH | From £24,500 a year

Apply with Indeed



that is ready for print, CNC cutting, and installation.

Designing signage including shopfronts, 3D lettering, LED signs, window graphics, and vehicle graphics. Preparing production-ready artwork (correct sizing, scaling, bleed, CMYK setup)

Responsibilities

- Design and produce high-quality signage, banners, posters, and other print materials aligned with brand standards and client specifications.
- Collaborate with clients and internal teams to conceptualise design ideas and translate them into effective visual solutions.
- Manage projects from initial concept through to final production, ensuring deadlines are met.
- Maintain consistency in branding across all visual outputs while exploring innovative design techniques.
- Prepare print-ready files adhering to specifications for various printing processes.
- Stay current with industry trends in signage, digital design, UI/UX design, and marketing strategies.

Requirements

- Proven experience in graphic design with a strong portfolio showcasing signage, print media, and digital projects.
- Proficiency in Adobe Creative Suite (Photoshop, InDesign, Illustrator), CorelDRAW and other relevant design tools.
- Excellent presentation skills with the ability to communicate ideas effectively to clients and team members.
- Ability to manage multiple projects simultaneously while maintaining attention to detail.
- Organised with good time management skills to meet tight deadlines. This role offers an engaging environment for creative professionals eager to develop their skills across signage production and digital media within a dynamic team setting.

Graphic Designer

Helic & Co. · United Kingdom (Remote)

 Easy Apply

Save



This is a remote position.

Job Summary

We are seeking a creative and skilled Graphic Designer to develop visually compelling designs across digital and print platforms. In this role, you will be responsible for translating ideas into engaging visuals that align with brand identity and marketing objectives.

Key Responsibilities

- Design and produce high-quality visual content for digital and print (social media, websites, brochures, ads, presentations)
- Collaborate with marketing, content, and product teams to develop creative concepts
- Maintain and evolve brand identity, ensuring consistency across all materials
- Create layouts, illustrations, and graphics that effectively communicate messages
- Prepare files for print production and digital publishing
- Manage multiple design projects and meet deadlines
- Stay up to date with industry trends, tools, and best practices
- Revise and refine designs based on feedback

Qualifications

- Bachelor's degree or diploma in Graphic Design, Visual Arts, or a related field
- Strong portfolio demonstrating creative and technical skills
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Solid understanding of typography, color theory, and layout design
- Strong attention to detail and creativity
- Excellent communication and collaboration skills



STARK Building Materials UK



Junior Graphic Designer

Coventry, England, United Kingdom · 1 week ago · 98 people clicked apply
Promoted by hirer · Responses managed off LinkedIn

Hybrid

Full-time

Apply 

Save

See how you compare to 98 others who clicked apply

Access exclusive applicant insights, see jobs where you have the highest chance of hearing back, and more.

 Try Premium for £0

About the job

We're proud to be part of STARK Building Materials UK and dedicated to providing top-quality products and exceptional service to our customers. We're a friendly and collaborative team, passionate about what we do and committed to doing it well.

We're searching for a Junior Graphic Designer to join our Marketing Team on a 12 month fixed term contract. The purpose of Marketing at STARK UK is to build and manage the

KNOWLEDGE, SKILLS, QUALIFICATIONS AND EXPERIENCE REQUIRED

- A Higher National Diploma or Degree in Graphic Design, or a related field along with a portfolio of work
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator.) Video editing and motion graphics abilities are desirable.
- Basic understanding of print and web design principles
- Open-minded and flexible team player
- Creativity, flexibility, and the ability to create original unique designs
- Ability to take direction and work independently
- Good time management, organizational skills, and the ability to work on multiple tasks simultaneously
- Excellent written and verbal communication skills
- Thorough knowledge of rules of grammar, punctuation, and spelling Will need to be available for ad-hoc out of hours work.
- Willing to work in the office 4 days a week with the team to receive face to face briefings and edits

Graphic Designer

United Kingdom · Reposted 3 days ago · Over 100 people clicked apply

Promoted by hirer · Responses managed off LinkedIn

Remote

Full-time

Apply 

Save

- This is a full-time or part-time REMOTE position
- You'll be able to choose which projects you want to work on
- You can work on your own schedule
- General AI training projects start at \$25-\$30+ USD/hr, while design-focused projects start at \$40+ USD/hr, with bonuses for exceptional work.

Responsibilities

- Review and critique AI-generated UI/UX designs, mockups, and visuals
- Evaluate the quality produced by AI models for correctness and performance
- Help train models to better understand aesthetic quality and user-centered design

Qualifications

- Fluency in English (native or bilingual level)
- Background in UI/UX design, web design, product design, or graphic design
- Strong understanding of visual hierarchy, interaction design, and user flow
- Excellent command of grammar, style, and brand voice
- A current, in progress, or completed Bachelor's is preferred but not required

Assessment

Question 1:

What was the opening price of GOOG stock on September 26, 2025?

☐ \$244.42

☐ \$246.64

☒ \$244.64

☐ \$250.12

☐ \$247.79

Question 2:

Imagine you have a friend who just finished reading the book *Style Wars* by Jackie Aycock and really enjoyed it. Would Tim Wagon by David Green be a good recommendation for a follow-up read?

☐ Great Recommendation

☐ Bad Recommendation

In 3-5+ full sentences, please describe why this may or may not be a good recommendation. Note you MUST write at least three sentences. (The more insightful and well-reasoned explanation you write, the better, since we prioritize high-quality writing.) (Make sure to use and cite credible sources when researching this question.)

Question 3:

☐	☆ To: info.create.	Portfolio Review Request – Ajay - Dear createshadesdesign My name is Ajay, and I am a final year BA(Hons) Graphic Design/Creative Advertising student studying at Swansea College of Art. ...	11:19 AM
☐	☆ To: rgrimdesign.	Portfolio Review Request – Ajay - Dear rgrimdesign My name is Ajay, and I am a final year BA(Hons) Graphic Design/Creative Advertising student studying at Swansea College of Art. (or I am ...	11:02 AM
☐	☆ To: Temi	Portfolio Review Request – Ajay - Dear Temi Coker My name is Ajay , and I am a final year BA(Hons) Graphic Design/Creative Advertising student studying at Swansea College of Art. (or I am ...	10:52 AM



Future of Employment Task Technology is moving faster day by day and the advertising industry is changing with it. It may be that when you graduate you could be applying for job roles that don't even exist yet. The other side of the coin is that some job roles won't exist (or available to humans); think automation and the way machines are taking over from people in traditional industries. Martin Ford, futurist and author of *Rise of the Robots: Technology and the Threat of a Jobless Future*, explains the jobs that are most at risk are those, which "are on some level routine, repetitive and predictable". While being in a creative or people-focused industry may keep your job safe for the next 10 years or so, it's very hard to predict what will happen 20 years into the future. Thirty years from now, you may be working at a job we can't even imagine today. So that is exactly what I want you to do. Think of a job that doesn't exist yet; what is it? What will you be doing? How will you be doing it? Where will you be doing it? What skills will you need

What is it?

A Virtual Experience Architect designs fully immersive digital worlds for entertainment, education, and business. These aren't just video games—they're realistic environments where people can work, socialise, learn, and even travel without leaving home.

What will you be doing?

You would create interactive experiences using advanced virtual reality (VR) and artificial intelligence. For example, you might design a virtual classroom where students can walk through ancient cities, or build branded digital worlds for companies to advertise products in new ways. You'd also personalise experiences based on user behaviour.

How will you be doing it?

Using a mix of tools like VR headsets, AI software, and 3D design platforms. You would collaborate with AI systems that help generate environments quickly, then refine them creatively. You might also use motion capture and brain-computer interfaces to make experiences feel more real.

Where will you be doing it?

Mostly remotely or in a hybrid setup. You could work from home, in creative studios, or even inside the virtual worlds you're designing.

What skills will you need?

- Creativity and storytelling
- Digital design and coding skills
- Understanding of AI and immersive technology
- Problem-solving
- Communication and teamwork
- Adaptability (since technology will keep changing)

Overview

After reviewing various job requirements, I've come to realise that there are several areas where I could further develop my skills to give myself a stronger competitive advantage in the job market. This became particularly clear through the research I conducted across two major employment websites, where I was able to compare a wide range of roles and the qualifications, experience, and competencies employers are consistently looking for. By analysing these expectations, I identified gaps in my current skill set as well as opportunities for growth, which has motivated me to explore new areas of learning and professional development in order to better align myself with industry demands.

Draft saved



Temi@coker.studio

Subject

Dear Temi My name is Ajay , and I am a final year BA(Hons) Graphic Design/Creative Advertising student studying at Swansea College of Art. (or I am a freelance designer/creative based in brimingham. I am writing to express my admiration for the work you do at coker studios and to ask if you would consider looking at my work. I appreciate you must be very busy and receive many letters such as this, but I would greatly appreciate it if you would take time to look at my work at portfolio site. I would appreciate any feedback you could offer, as well as any opportunity you may have to work together. I look forward to hearing from you in the near future Kind Regards Ajay|

Start of my
contact list

Portfolio Review Request – Ajay

rgrimdesign@gmail.com

Portfolio Review Request – Ajay

Dear rgrimdesign

My name is Ajay, and I am a final year BA(Hons) Graphic Design/Creative Advertising

student studying at Swansea College of Art. (or I am a freelance designer/creative based in birmingham

I am writing to express my admiration for the work you do on your page and i think the designs that u put are so good and i heavily take inspiration from you and to

ask if you would consider looking at my work.

I appreciate you must be very busy and receive many letters such as this, but I would greatly

appreciate it if you would take time to look at my work at portfolio site. I would

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I look forward to hearing from you in the near future

Kind Regards Ajay

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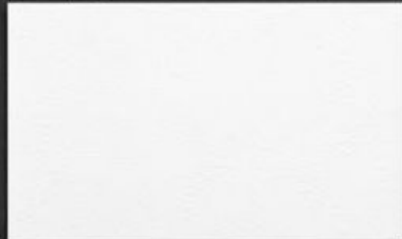
Concept A



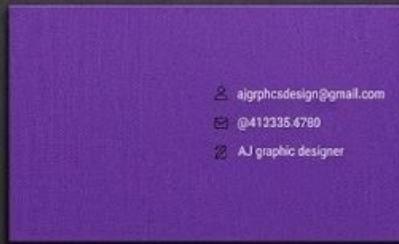
Concept B



Concept B



Concept 3



Ajay Saikia

Name	
Address	
Telephone	
Email	
Website	
Profile	
Qualifications	
Skills	
Employment	

