Leila Roworth
1702604
Surface Pattern Design
Textiles for Interiors
Professional Promotion ADAD6002
Deadline 15th May 5pm

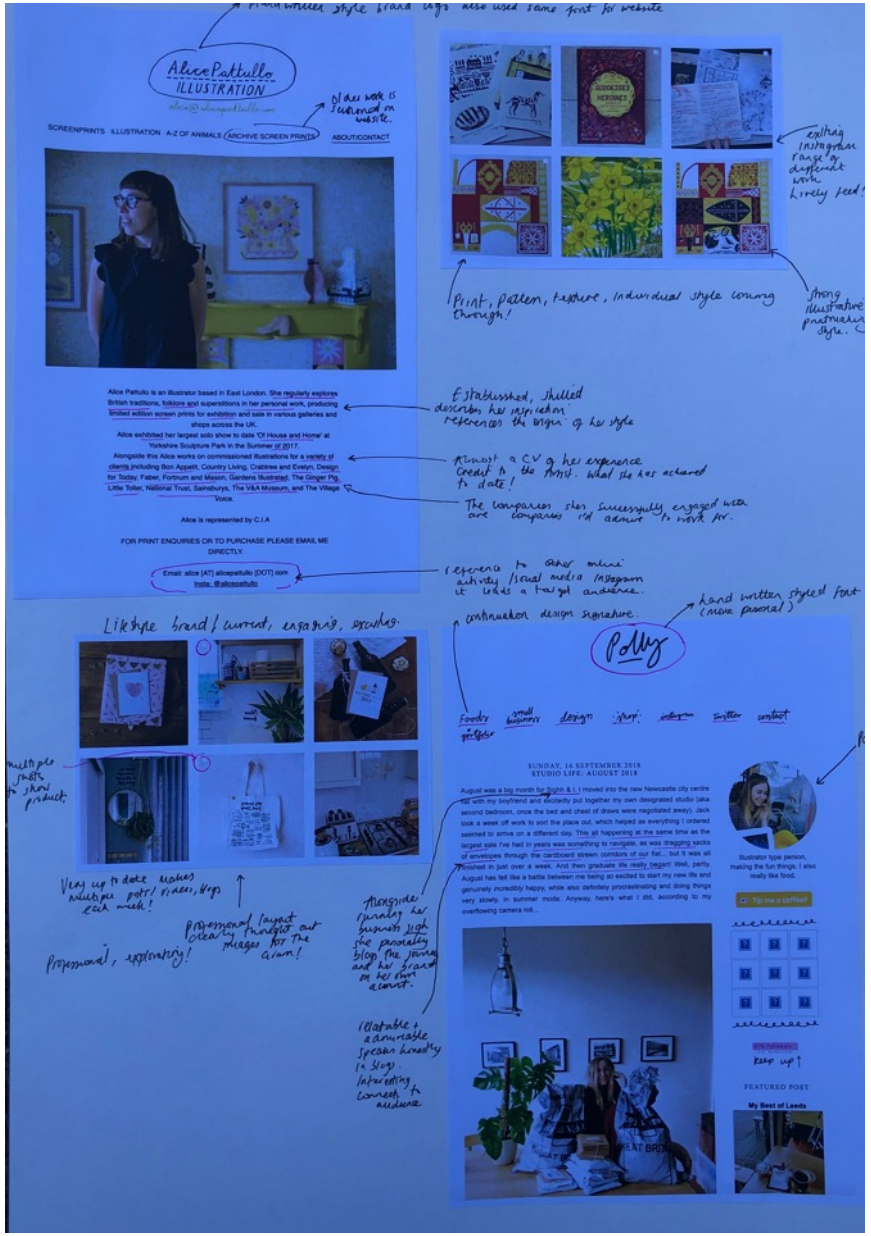
Professional Promotion Research and Branding

Understanding branding – Researching people and their websites to understand how to create an overall look and feel that harmonizes the products to the designer.

Polly

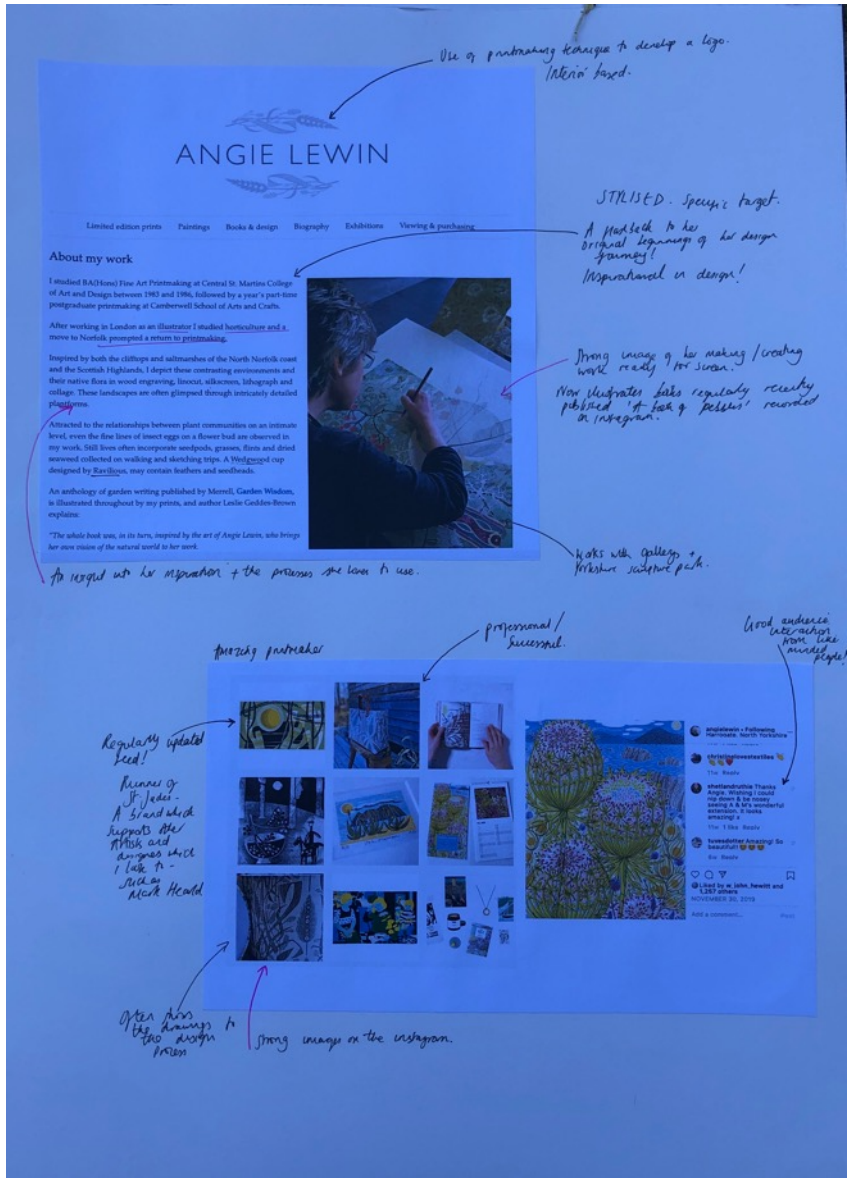
Alice Pattullo
ILLUSTRATION
alice@alicepattullo.com

Particularly like the hand illustrated style logos. I like how Tom Frost has used a printmaking image to be connected with his name I've noticed that also Angie Lewin does this.

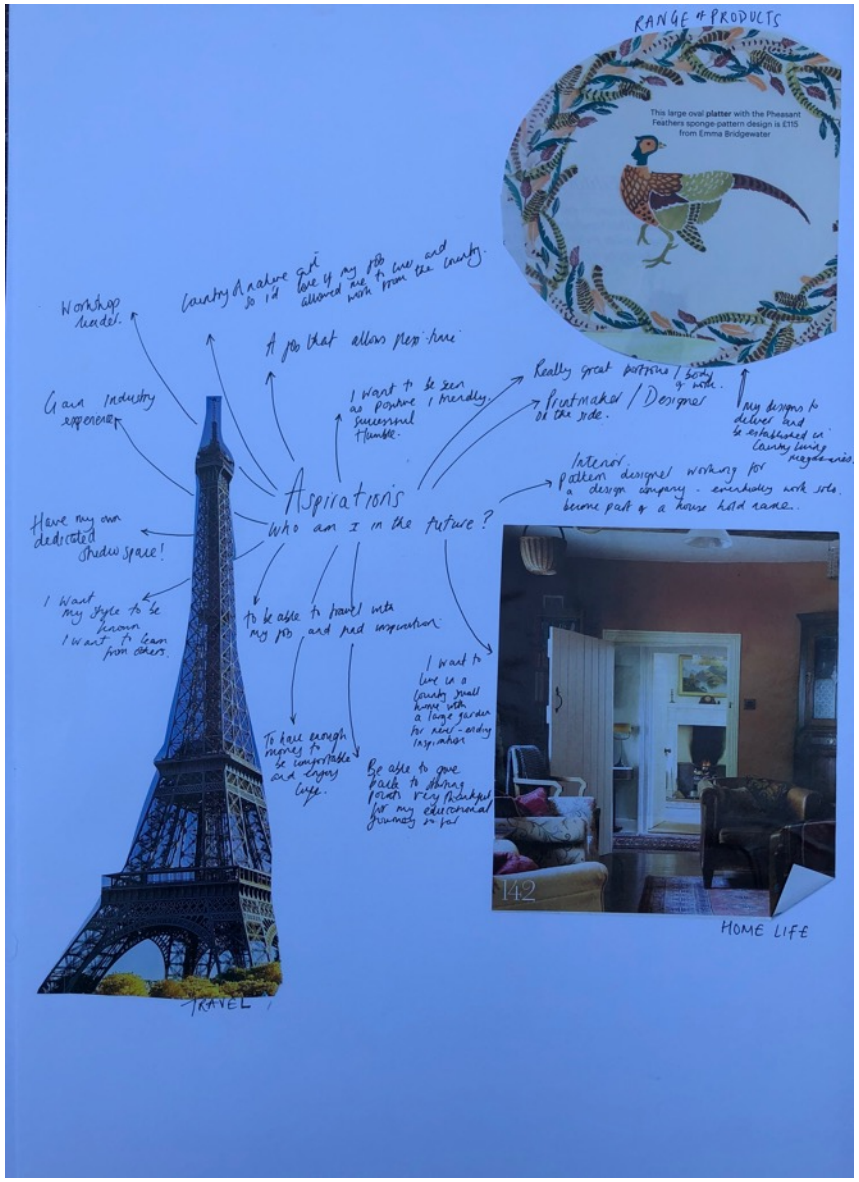




Angie Lewin has a strong band identity her website is regularly updated with professional images this is something that is really important keeping her feed fresh and exciting.



My Aspirations



Looking at websites of designers/ artists and understanding their logo and branding

Sam Wilson
ENGLAND

Hand written style logo is really effective as it almost gives you an slight indication of a person and their personality through their branding choice – consistent fonts used throughout website. Professionally laid out and easy to navigate

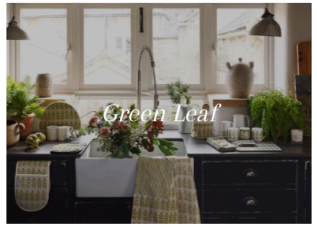
Our Collections















Fabric & Interiors

Sumptuous home accessories, fabrics, lampshades and furniture, with our nature-inspired prints, made from luxurious 100% natural cottons and linens, all crafted in the UK.



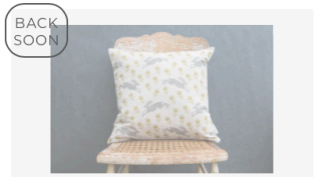
Sam Wilson Headlong Hare - Yellow Ochre Cotton Fabric (COT002-R)



Sam Wilson Owl and Fox Rolling Countryside Linen Fabric (LIN021-R)



Sam Wilson Running Hare Grey Cotton Fabric (COT001-R)



Sam Wilson Running Hare Pattern Plain/Green Linen Cushion (CUS006-R)





Sam Wilson Running Hare Pattern Grey Rectangle Cotton Cushion (CUS018-R)

Lorna Robey

illustrator, maker, print designer

Hand written style font.
I seem to be drawn to this style and I think it works really well in this case as the colour scheme of the website matches in with her design style creating a mood and showing personality.



Lorna Robey is an illustrator and print designer based in Leeds. Her practice centres around handcraft processes and manual print techniques. A love of colour, collage and screen print drives her process-led practice, while a fascination with narrative, character and human behaviour informs her illustrative style. Interested in contemporary social and political issues, Lorna creates work informed by issues that she cares about such as feminism and sustainability.

Commissions and collaborations welcome!

@lornarobey

studio@lornarobey.com

About page short and concise but clear to read and gives you a general feel for the designer.









Making full use of a laptop screen Lorna has used 2 photos side by side down her web so her designs are clear to see





Original letterpress print 'Keep On ...

£10.00

9 people have this in their basket



Original linocut 'Mouth of Hell'

£20.00

Only 1 left



Original Linocut 'Me Bonny Silver ...

£50.00



Large Original Linocut 'Mushroom



Original limited edition linocut 'Ma



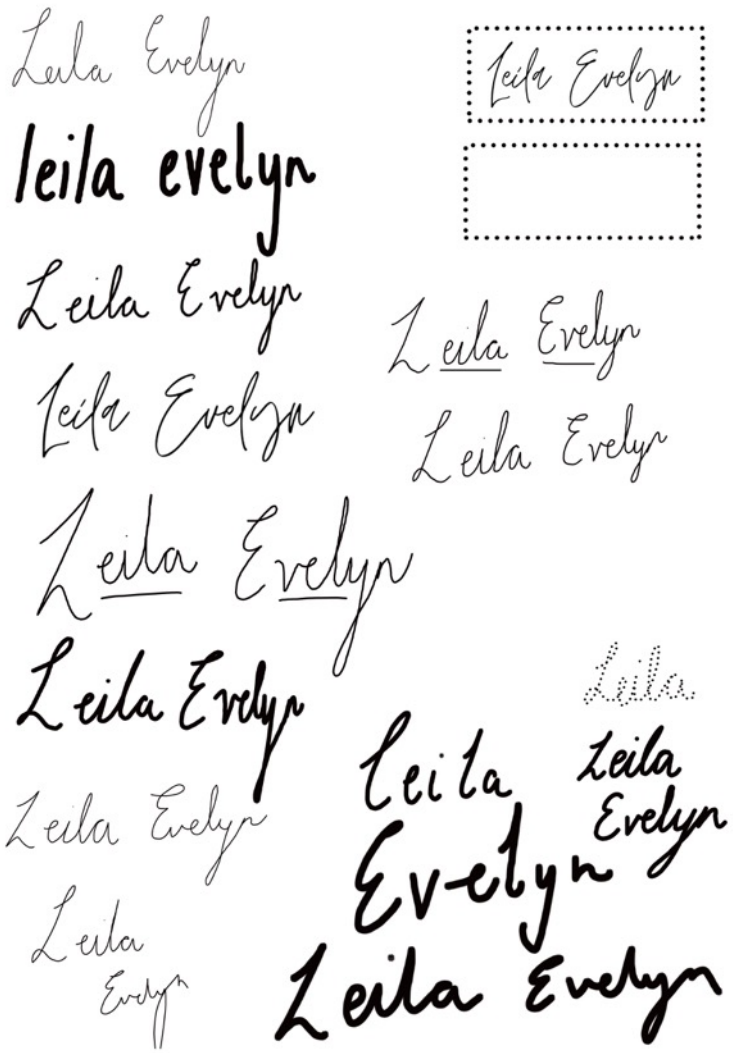
Original 'Seedlings' Linocut limite

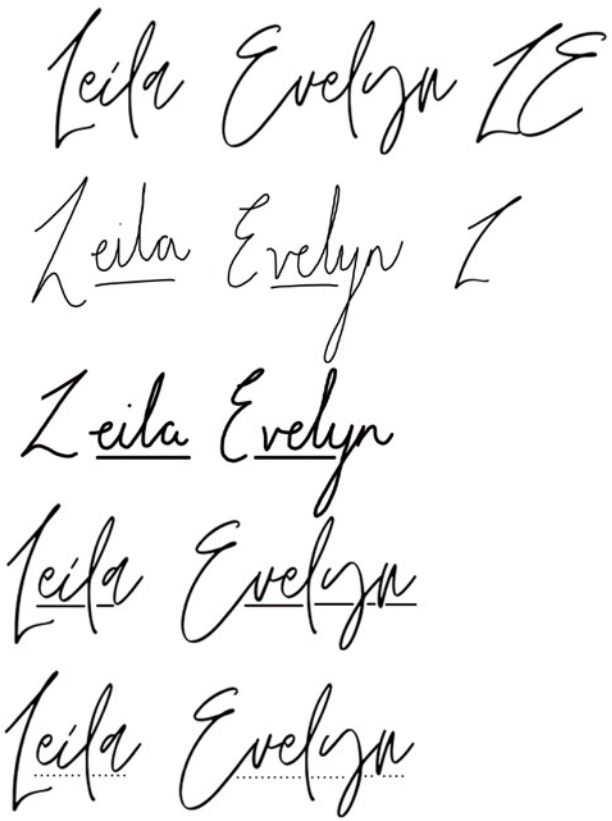
Combining printmaking with lettering in order to produce a logo is quite interesting. My reasoning however for not choosing this method is often prints can sometimes feel out of date and I didn't want to comit to and image for my branding at this stage

Sales of work here Izzy Williamson uses Etsy as her website/ main online selling platform. It is clear to see the photographs are professional and altogether the images create a strong mood and designerly feel.

Logo creation







Using my Wacom tablet and stylus pen to create different logos. I tried a lot of different styles as I wanted the hand writing to represent me and my style. Plus when researching these were the styles I was drawn to.

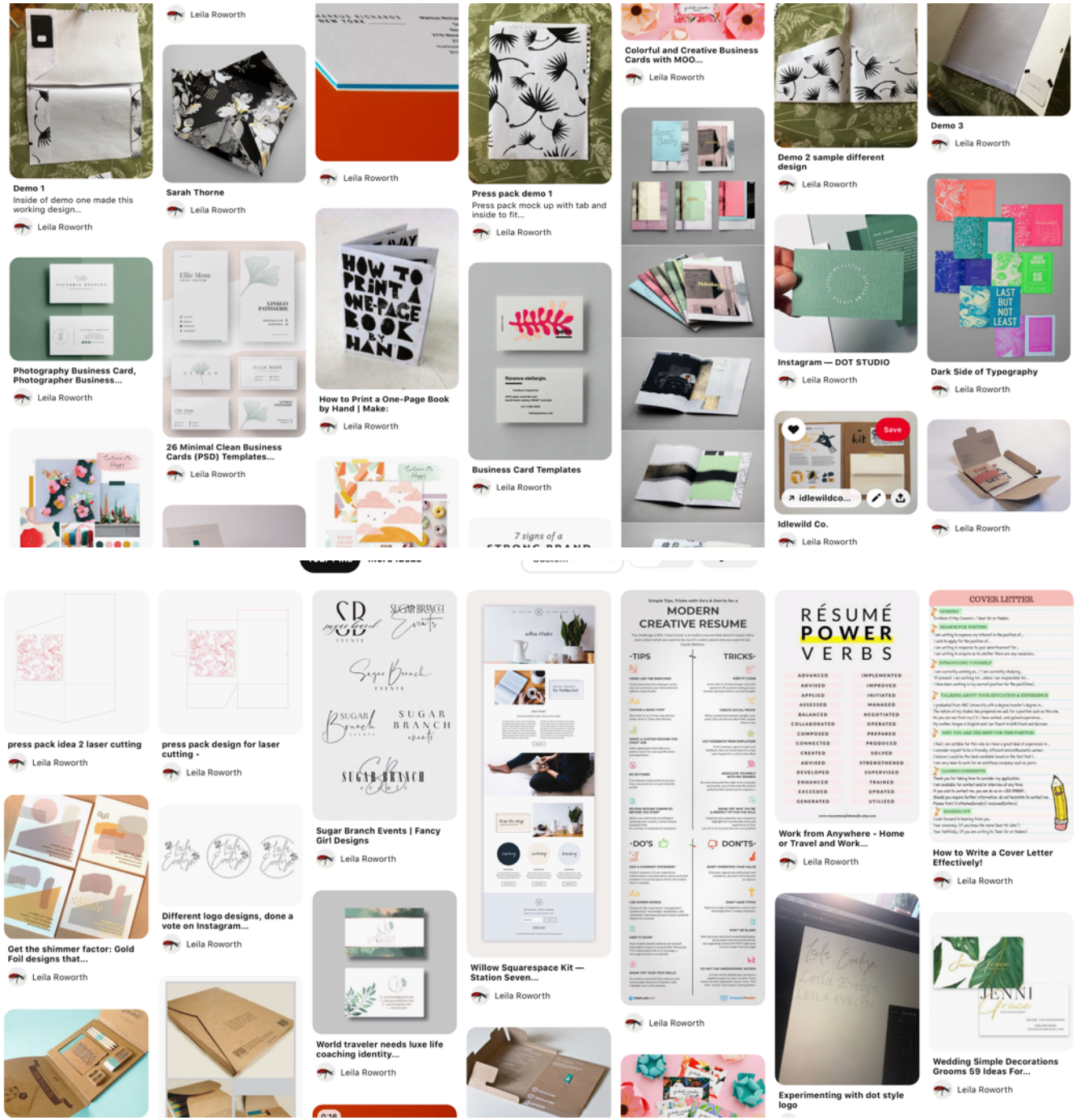








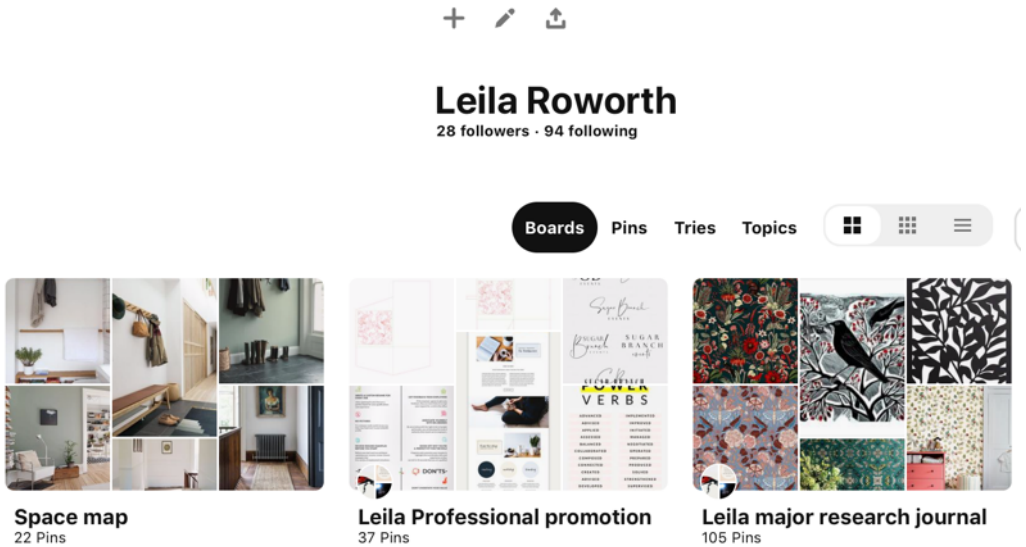
After experimenting with multiple logo styles I have decided to go with this. I believe it is clear to read. Using the dotted line is different to other logos I've seen but also adds personality to my brand. It reminds me of mark making and lino cutting dots and dashes which is part of my practice and what I enjoy. I really liked the hand drawn style logos and that's why I have created this look I think it's different to other logos which sometimes are highly graphic and I don't think they best represent me and my style.



https://www.pinterest.co.uk/leilaroworth/leila-professional-promotion/

I have gathered ideas/inspiration on my Professional promotion pinterest board which I have found really useful when creating letters, my CV personal profile.

I have also been collecting space map imagery that suits my design style to create visualizations for my major project.



CV Personal Profile research



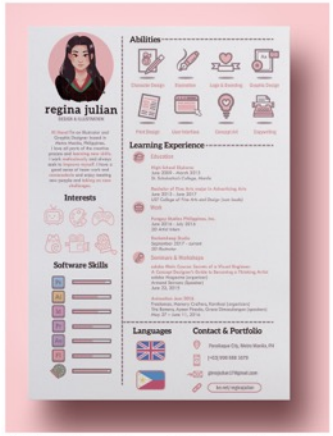
I particularly like the font used in the name element of the cv as it adds personal design identity. I think the use of colour and space within this cv is really successful.



I particularly like the layourt of this CV the space is used really well. I think symbols used for the contact element of the CV is a really good idea as the attention is drawn to that section and it is very clear to read/.



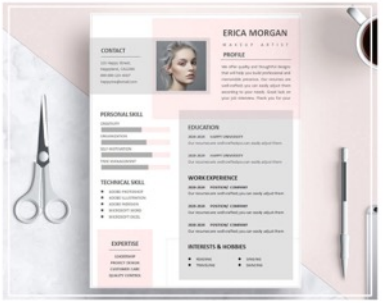
I like this CV and the subtle yet successful use of floral pattern. I like the colour choices as they don't distract from the information. However in ths cv I dont think it has all the information elements



I think this CV has a lot of personality. The person designing this CV has clearly spent time designing or carefully selecting symbols and artwork. I think its successful because it's different and eyecatching but is very professional and includes all the relevant information.



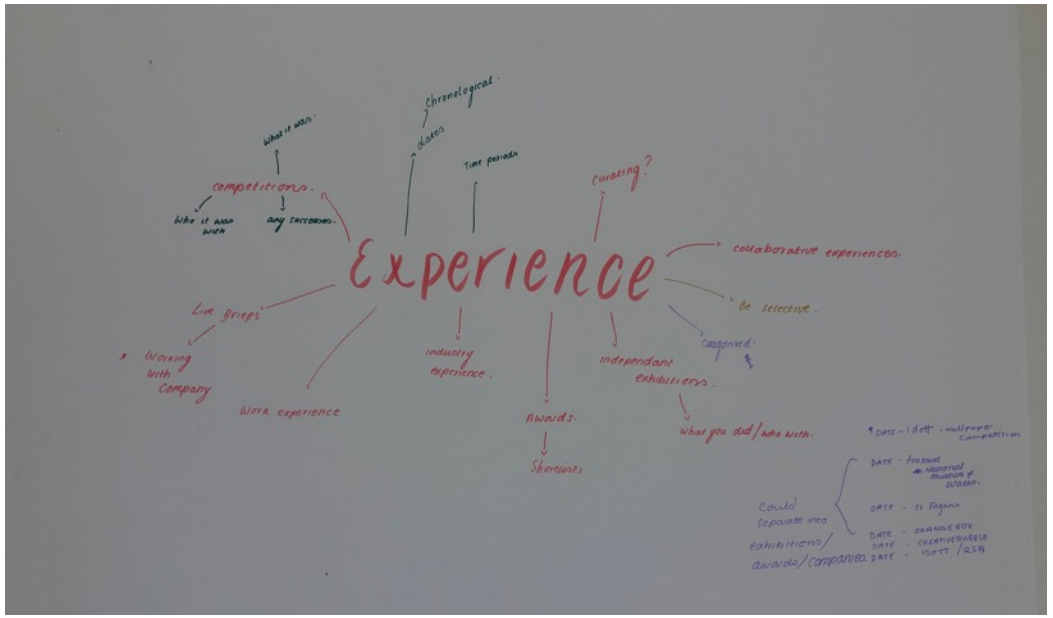
Really like the use of colour within this CV as it is eye catching. It is very clear to read and think the patterned edge makes the CV more interesting. It is edffective because the CV has sections which are clear.



This CV is interesting because of the skill columns. I like again how the CV is split into sections using a colour block method. The font is clear to read and the colours and overall design works well. However, I don't find it as eyecatching as CVs that include a pattern element.



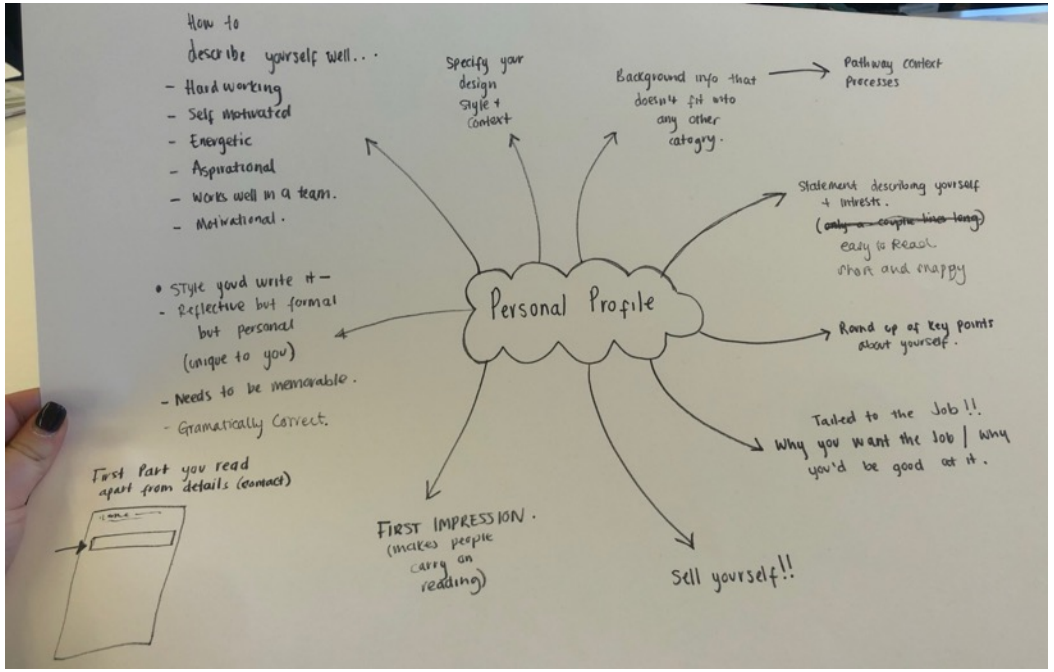
I like the use of colour and pattern within this CV as it is balanaced I think the use of lines/ arrows works well as it seperates the CV into clear sections. The subtle use of faded pattern in the background solidfies design identity.

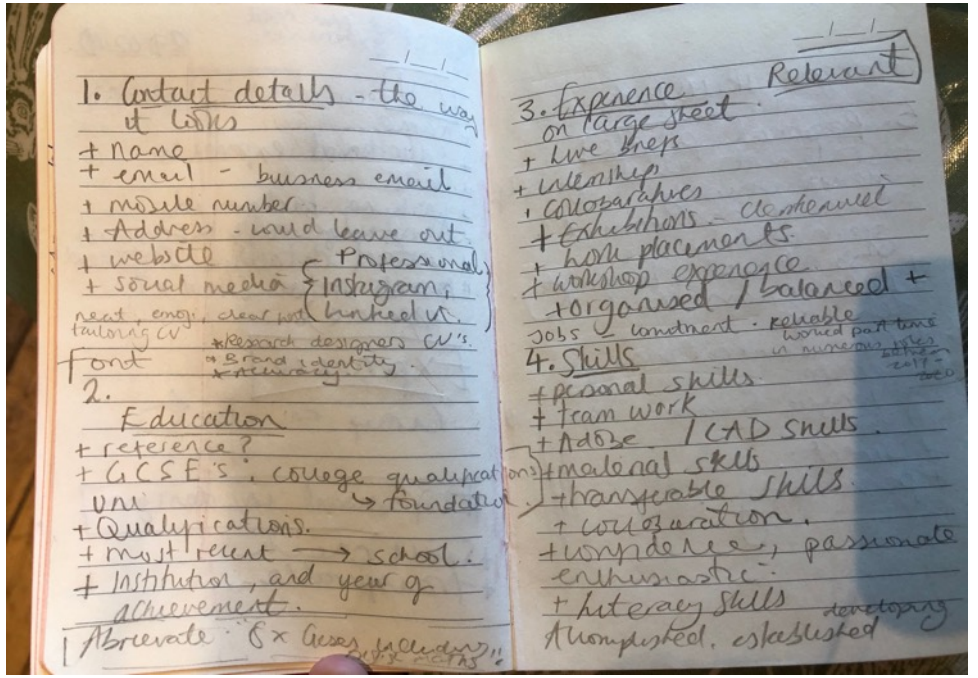


Building a CV

1. Name branding useful
2. Contact details
3. Educational experience – Most recent first
4. Work experience
5. Skills – strongest first
6. Personal profile- statement about yourself. Aspirational

It is important for the CV to loo: interesting, clear, readable and professional . I will use my designs on my CV to further show my design identity.





Personal Profile

I am a soon to be graduate that has studied Surface Pattern Design at Swansea College of Art UWTSD. I enjoy drawing and painting in my unique design style and love developing drawings into patterns and separations using software such as Photoshop, AVA and Illustrator. My work also includes traditional techniques such as relief printing and screen printing. I feel confident printing on paper and fabrics and I love working with a variety of soft and hard materials. I am an enthusiastic learner and passionate about life! I find the freedom to work between processes really creative and refreshing. I have always been inspired by traditional methods of producing textiles and wallpaper. I hope my work reflects this. In my spare time I love to visit galleries and exhibitions to be inspired by different styles. I enjoy meeting and engaging with like minded people and have done multiple collaborative exhibitions during my time at University.

CV editing



LEILA EVELYN

SURFACE PATTERN DESIGN

I AM A HARD-WORKING DEDICATED DESIGNER. I BELIEVE GREAT DESIGN BEGINS WITH DRAWING AND I AM PASSIONATE ABOUT THE DESIGN PROCESS. I FIND SEEING THE END RESULT VERY REWARDING. I STRIVE TO CONSTANTLY ACHIEVE MY PERSONAL GOALS AND AM ALWAYS WILLING TO LEARN. WITH MY PASSION FOR SURFACE PATTERN DESIGN I WISH TO APPLY MY SKILLS, MOTIVATION AND DESIGN THINKING TO NEW CHALLENGES IN THE FUTURE.

SKILLS

DRAWING
SCREEN PRINTING
LINO PRINTING
AVA LEVEL 2 TRAINING
PHOTOSHOP
ILLUSTRATOR
LASER CUTTING
RESEARCHING
TEAM WORK
COMMUNICATION
CREATIVITY
PRESENTING
PUNCTUAL

CONTACT

MOBILE – 07796710316

EMAIL- LEILAROWORTH98@GMAIL.COM

INSTAGRAM – LEILAEVELYN_DESIGNS_

INTERESTS

READING
TREND SEARCHING
WALKING
TRAVEL
MUSIC

EXPERIENCE

1 MONTH PLACEMENT WESTCOTT & HENEY
1 WEEK PLACEMENT STANDFAST & BARRACKS
1 DAY EXPERIENCE AT FINE DÉCOR
1 WEEK TRAINING AVA

EXHIBITIONS & ACHIEVEMENTS

2019: CINEMA & CO SILK SCARF
2019: ORANGEBOX , CLERKENWELL DESIGN CENTRE
2019: NATIONAL MUSEUM OF WELSH HISTORY ST.FAGANS
2018: NATIONAL WOOL MUSEUM TEA TOWEL DESIGNS

2019: SHORTLISTED ORANGEBOX PRODUCT VISUALISATION
2019: SHORTLISTED I-DOTT
2018: IST PLACE I-DOTT WALLPAPER COMPETITION

EDUCATION

2009-14 PARKLANDS ACADEMY CHORLEY
2014-15 BLACKBURN COLLEGE UAL
ART & DESIGN – MERIT
2016 BLACKBURN COLLEGE UAL
FOUNDATION – DISTINCTION
2017-20 UNIVERSITY OF WALES
TRINITY ST. DAVID –
BA SURFACE PATTERN DESIGN

This was a CV I had started earlier in the year, after learning more and researching more about CVs I wanted to change the format and the layout information and start again. But also include elements of design to further ‘show off’ my style and branding. I think the fonts used in this CV are unattractive. The progression on building a new CV follows on the next slide.











Using symbols within my CV makes it clear to see where/ how to contact me. I will use the same symbols on the back of my business card also. I made them navy blue to fit in with the overall colour scheme of the CV. I think by using symbols it just breaks the general area of writing up. This CV definitely needs a design element added to it such as a pattern border or motifs within the CV as currently it's very minimal. I think there is a fine line to getting my CV how I want it to look as I don't want to go too over the top with patterns and the overall design as I think then it can become too hard to navigate.



CONTACT INFORMATION

D.O.B 04/05/98

Driving Licence - Full UK

leilaevelynroworth@gmail.com

website - leilaroworth98.wixsite.com

07796710316

leilaevelyn_designs_

http://linkedin.com/in/leila-evelyn-roworth

EDUCATION

University of Wales Trinity St. David BA (Hons) Surface Pattern Design 2017-21

Blackburn College Art and Design Foundation Diploma (UAL) 2016 – Distinction

Blackburn College Art and Design Level 3 Diploma (UAL) 2014-16 – Merit

12 GCSEs achieving A/ A* in Graphics and Art

EXPERIENCE

Summer 2019 - Standfast & Barracks - Placement with design department

June 2019 - Westcott & Heney

Mid June 2019 - Fine Decor - Placement with design department

2019 - Level 1 AVA training

ABOUT

I am a soon to be graduate that has studied Surface Pattern Design at Swansea College of Art UWTSD. I enjoy drawing and painting in my unique design style and love developing drawings into patterns and seperations using software such as Photoshop, AVA and Illustrator. My work also includes traditional techniques such as relief printing and screen printing. I feel confident printing on paper and fabrics and I love working with a variety of soft and hard materials. I am an enthusiastic learner and passionate about life! I find the freedom to work between processes really creative and refreshing. I have always been inspired by traditional methods of producing textiles and wallpaper. I hope my work reflects this. In my spare time I love to visit galleries and exhibitions to be inspired by different styles. I enjoy meeting and engaging with like minded people and have done multiple collobartive exhibitions during my time at University.

SKILLS

Adobe Photoshop

Wacom Tablet

Adobe Illustrator

AVA

ApS Ethos Laser Cutting & engraving

Best Image

Relief Printing

EXHIBITIONS & AWARDS

November 2019 - Creative Bubble, Swansea Limited edition print exhibited

August 2019 - Cinema & Co , Swansea silk scarf exhibited

July 2019 - i-Dott wallpaper competition, shortlisted

April 2019 - Orangebox, shortlisted product visualisation

May 2019 - Clerkenwell Design Week, Orangbox visualisation

January 2019- St Fagans National Musueum of History, Reimagining the archive

July 2018 - i-Dott wallpaper competition, sponsored by Fine Decor

October 2018 - National Wool Musuem Wales, Tea Towel exhibited

In this version of my CV I was playing around more with placement of information and making sure all the information was in the correct layout and timescale. I think bringing the dotted line in to separate areas of the CV is quite effective and ties in with the branding of my logo. I also think using colour blocks behind section titles such as 'Education' makes it clearer to read and understand.

Final CV



Leila Evelyn

CONTACT INFORMATION

D.O.B 04/05/98

Driving Licence - Full UK

leilaevelynroworth@gmail.com

website -https://leilaevelynroworth.wixsite.com

07796710316

leilaevelyn_designs_

http://linkedin.com/in/leila-evelyn-roworth

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SKILLS

Adobe Photoshop

Wacom Tablet

Adobe Illustrator

AVA

ApS Ethos Laser Cutting & engraving

Best Image

Screen Printing

Relief Printing

EXHIBITIONS & AWARDS

November 2019 - Creative Bubble, Swansea Limited edition print exhibited

August 2019 - Cinema & Co , Swansea silk scarf exhibited

July 2019 - i-Dott wallpaper competition, shortlisted

April 2019 - Orangebox, shortlisted product visualisation

May 2019 - Clerkenwell Design Week, Orangbox visualisation

January 2019- St Fagans National Musueum of History, Reimagining the archive

July 2018 - i-Dott wallpaper competition, winner

October 2018 - National Wool Musuem Wales, Tea Towel exhibited

Logo clear to read at the top of the page – clear contact information below

Education in order of most recent first. Clear to read and understand once getting a final grade for completing my degree I will update.

Used the dotted line to split the CV in to two sections it also fits in with my logo and branding

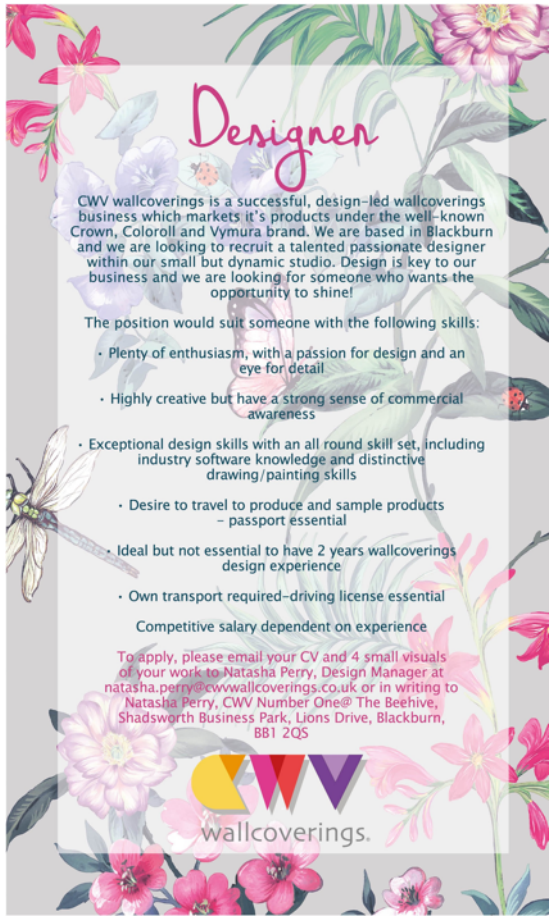
Pattern boarder using my diamond repeat pattern. I've used this pattern because it includes different line qualities and shows my love for lino printing and traditional methods which I discuss in my Personal Profile.

Used a pink colour block layer to highlight my Personal Profile also by placing it at the top of the page it is clearer to see and more likely to be read.

I've ordered my exhibitions and awards section so it is clear to read. I havent included the length of time I was at these experiences but could happily speak about them upon being called for an interview.

Letter inspiration

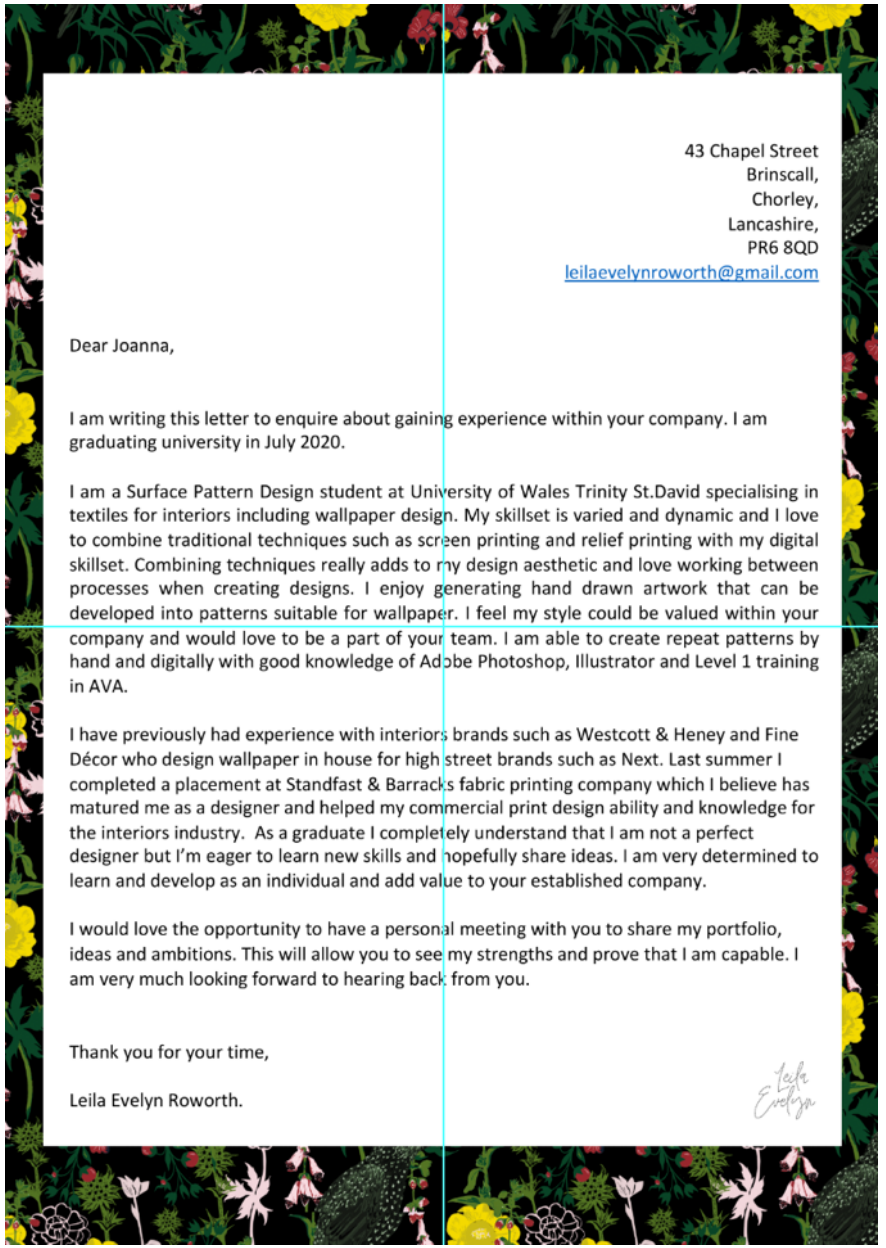
To make the letter look interesting I have added a boarder of pattern. And clearly sectioned the letter into readable paragraphs. I've also included my logo at the bottom right to ensure it is cohesive with the rest of my press pack.







My Letter



Letter Writing Hints and Tips

1. Attention to detail is an absolute must
2. As with CV writing and the "do's and don'ts" discussed, consistency, accuracy, paper quality etc, all speak volumes about you as a designer.
3. There **visual** relationship between all of your correspondence material, for example if you use a letterhead this could be echoed as the heading for your CV and Personal Profile. Allow your design signature to permeate without being distracting to the text.
4. Content – Be direct, you can't afford to ramble. Keep it relevant. Try not to make it too personal, and lapse into "story telling mode", keep it professional sounding and succinct.
5. Your tone - sound confident and positive but don't be pompous.
6. You may have to elaborate on certain features mentioned in your CV or Profile in the actual text of your letter to ensure that the recipient understands immediately the relevance of your correspondence.
7. Give them more than just a letter on white paper - your Press Pack for example, or at the very least something visual – brand id, links to your digital presence. Just a letter and CV can be quite cold and the recipient might be more inclined to respond to an inspiring visual.
8. How can you make your email stand apart? Embed the design identity in your signature, use your letter head in the content on the email. Embed links to your website, artsthread, linkedin, social media etc – make it easy for them.
9. It is important to follow up letters with phone call, email, or a polite second letter. Don't give up, people are busy, it may take more than first attempt. Be resilient!
10. Contemporary ways of making contact – through social media, linkedin etc. the same level of rigour should be applied to your written communication and visual presentation across all of these.

I've clearly paragraphed the letter making it easier to read. By including my designs as a border I'm hoping the letter looks more professional and interesting.

43 Chapel Street
Brinscall,
Chorley,
Lancashire,
PR6 8QD
leilaevelynroworth@gmail.com

Dear Joanna,

I am writing this letter to enquire about gaining experience within your company. I am graduating university in July 2020.

I am a Surface Pattern Design student at University of Wales Trinity St.David specialising in textiles for interiors including wallpaper design. My skillset is varied and dynamic and I love to combine traditional techniques such as screen printing and relief printing with my digital skillset. Combining techniques really adds to my design aesthetic and love working between processes when creating designs. I enjoy generating hand drawn artwork that can be developed into patterns suitable for wallpaper. I feel my style could be valued within your company and would love to be a part of your team. I am able to create repeat patterns by hand and digitally with good knowledge of Adobe Photoshop, Illustrator and Level 1 training in AVA.

I have previously had experience with interiors brands such as Westcott & Heney and Fine Décor who design wallpaper in house for high street brands such as Next. Last summer I completed a placement at Standfast & Barracks fabric printing company which I believe has matured me as a designer and helped my commercial print design ability and knowledge for the interiors industry. As a graduate I completely understand that I am not a perfect designer but I'm eager to learn new skills and hopefully share ideas. I am very determined to learn and develop as an individual and add value to your established company.

I would love the opportunity to have a personal meeting with you to share my portfolio, ideas and ambitions. This will allow you to see my strengths and prove that I am capable. I am very much looking forward to hearing back from you.

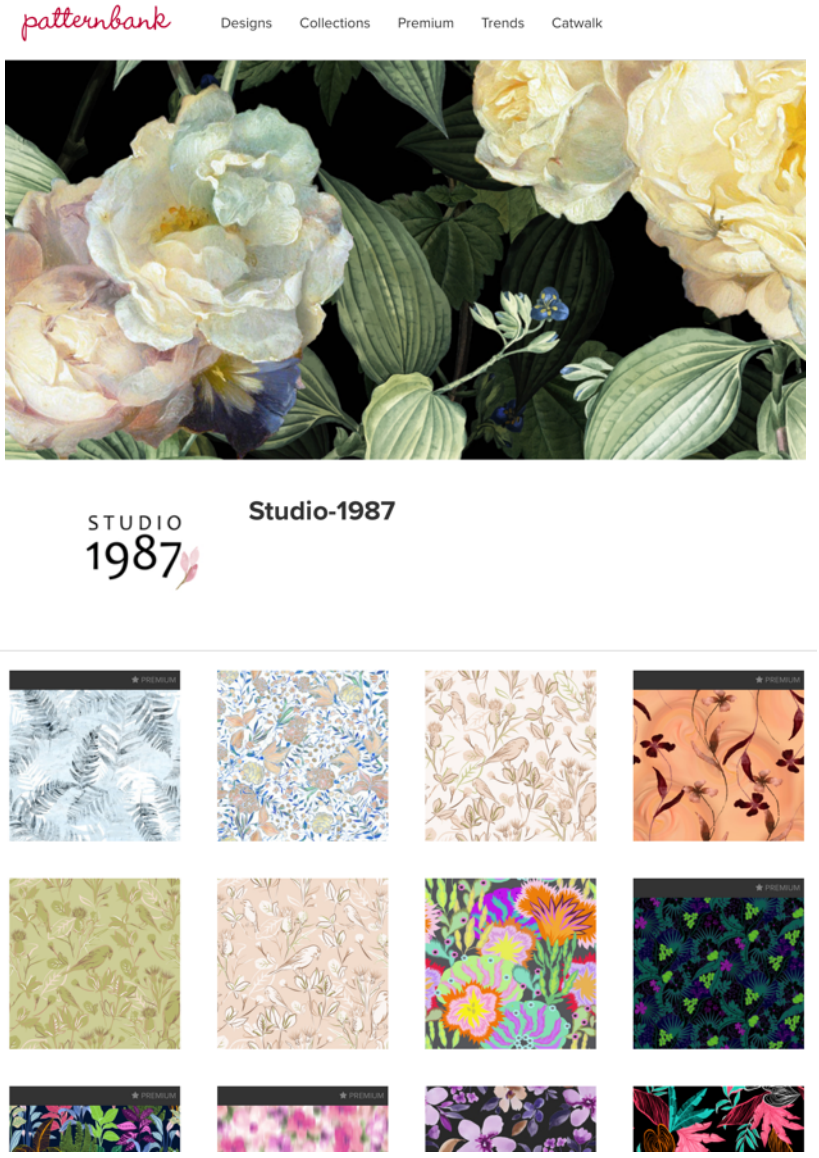
Thank you for your time,

Leila Evelyn Roworth.

Analysed list of clients to contact with: CV, letter, Presspack and samples

1.Jessica Crawford – Owner and senior designer at IcakPrint based in London
2.Suzanne Limbert – Creative director at Patternbank
3.Andrea Richardso – Head designer at Portfolio Home ,Manchester
4.Emma Dunwoodie – Head designer at Fine Décor ,Holmes Chapel
5.George Shepard – Director at Lancashire Wallpaper & Paint company, Lancashire
6.Marie Karlsonn – Managing Director at Cole & Son
7.Rachel Sutherland – Creative director at Harlequin
8.Christine Westcott – Owner and designer of Westcott & Heney, Blackburn
9.Sophie Harrison – Director at Turner & Bianca, Oldham Lancashire
10.Julie Otulakowki - Director at Arthouse, Cheshire
11.Joanna Jane Broadhurst, Director at Marthe Armitage Prints Limited
12.Lisa Kimberley – Director at Anstey wallpaper company limited
13. Peter Thwaits – Director at Rapture and Wright

Research into some of the companies that I'm sending press packs to



Portfolio Home – Manchester



Fine Décor

Lancashire wallpaper and paint company





Cole & Son

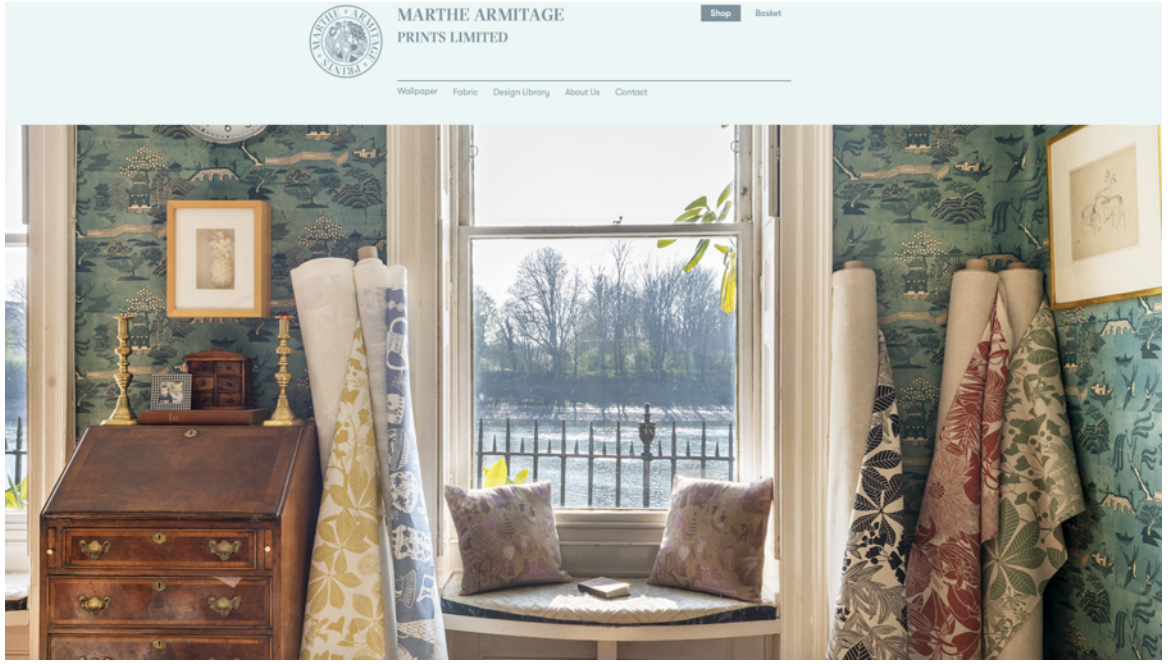




Harlequin



Marthe Armitage



Turner and Bianca



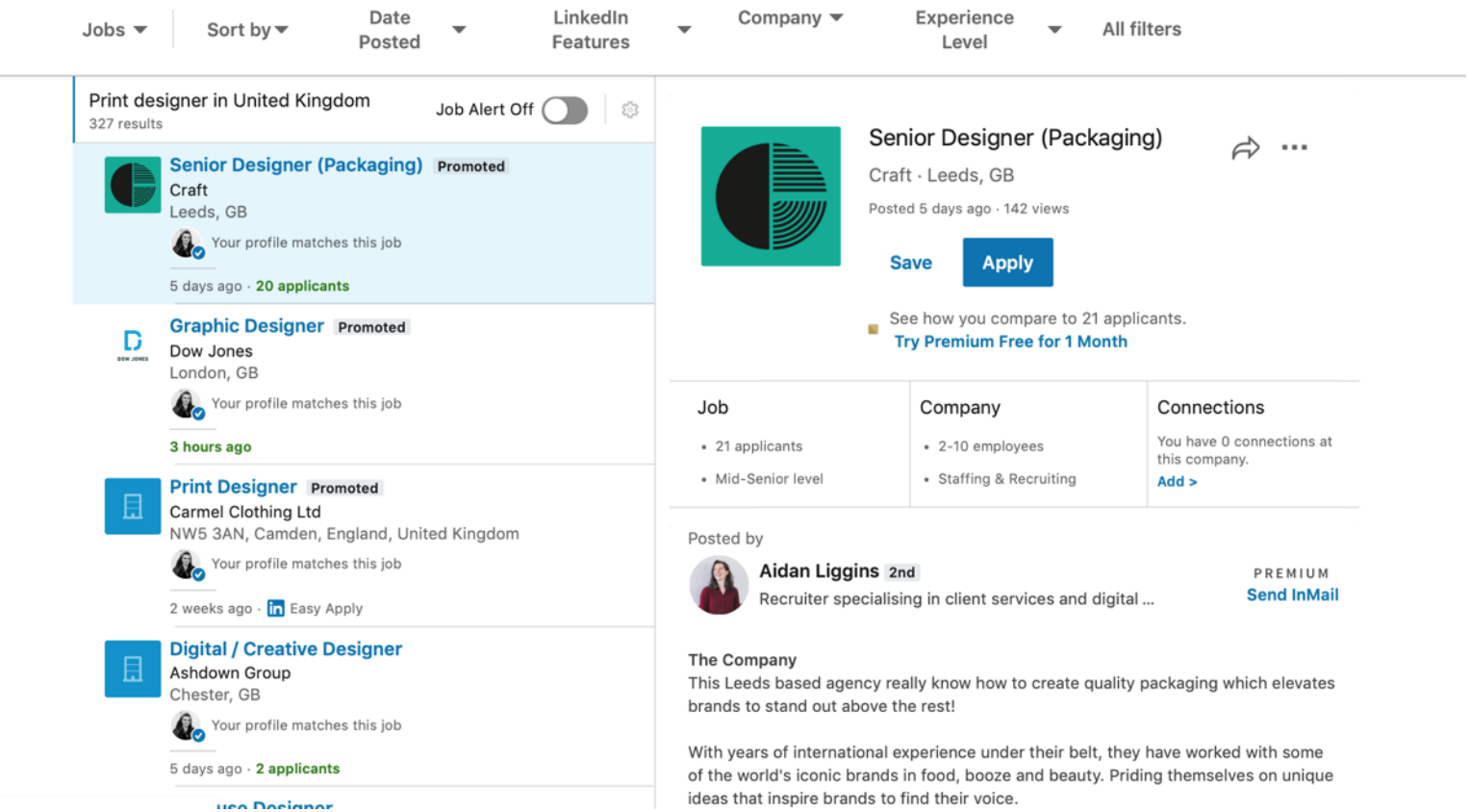
Rapture and Wright



Online profile Linkedin https://www.linkedin.com/in/leila-evelyn-roworth-42290a1a2/

Linkedin has been useful to connect to potential employers also for finding key industry workers to reach out to by letter/ email.

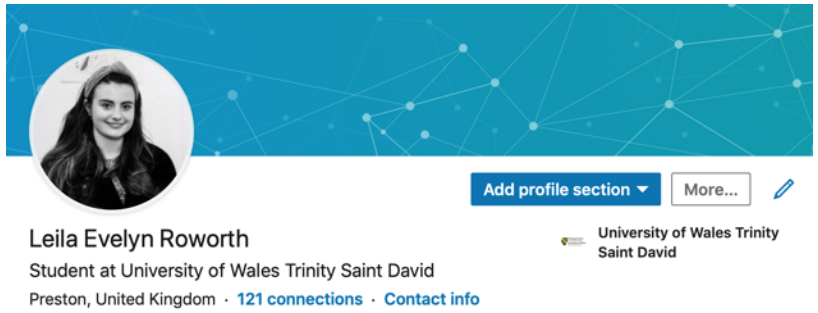
Job searching



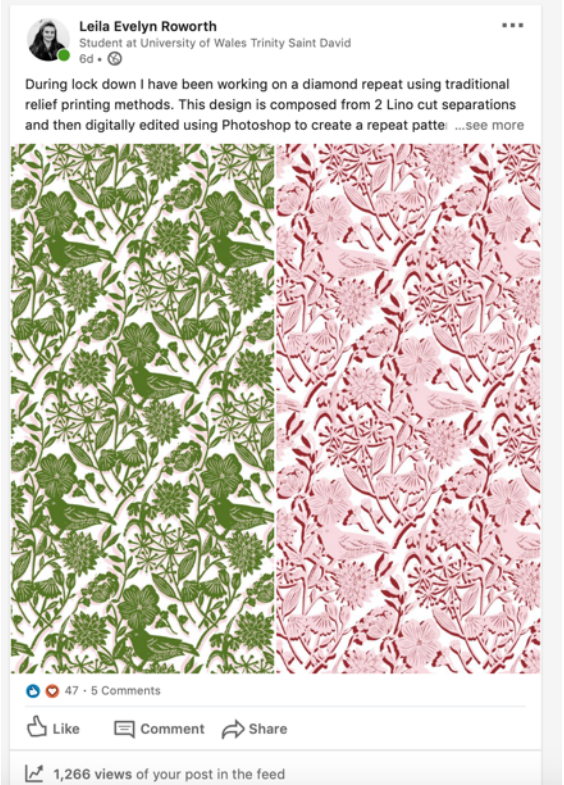


Friendly headshot. Taken professionally at the 2020 creative bubble print sale. I thought this photo would be most suitable due to its high quality.

Online profile Linkedin

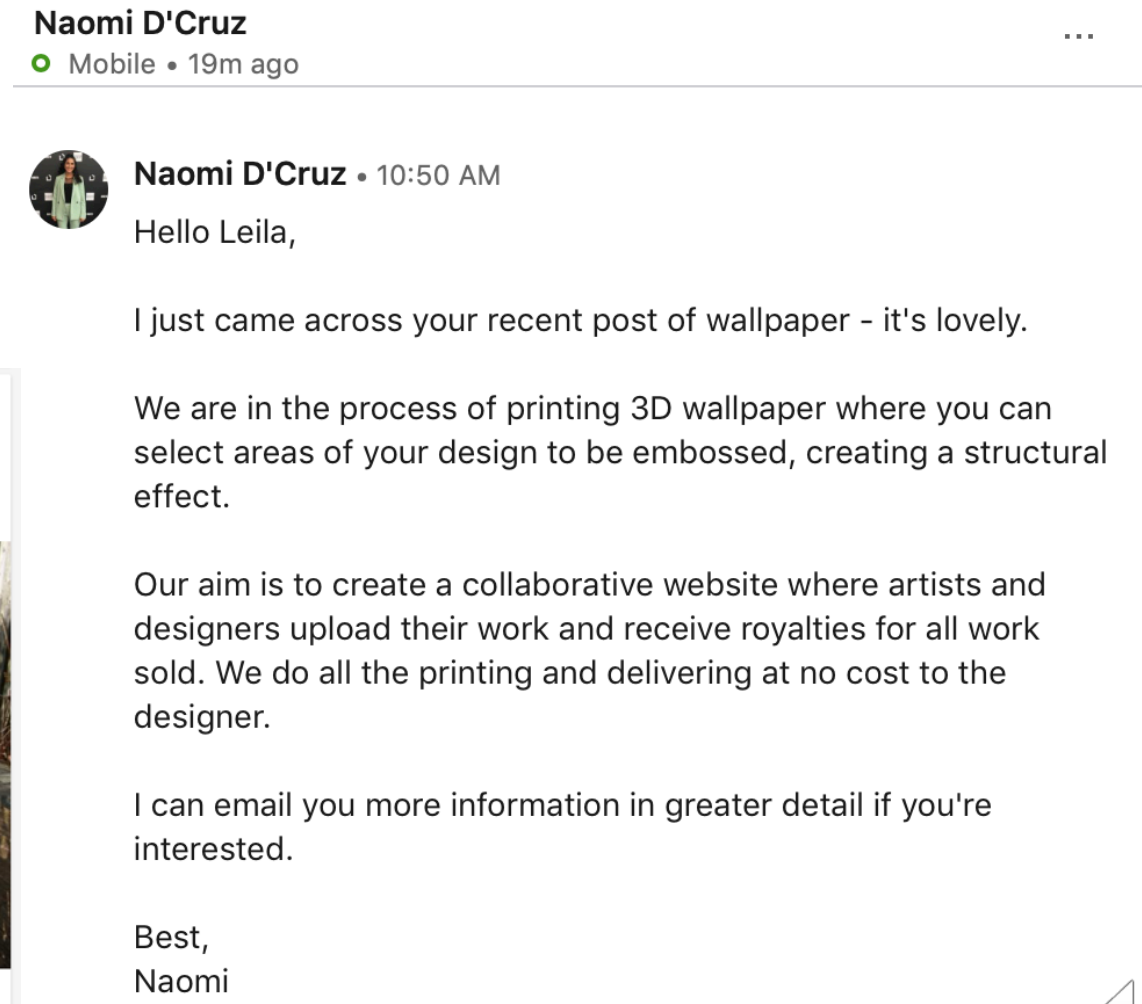


Created a linkedin account on 20/02/20
Currently to this date April 2020 I have 121 connections.
I've found that by posting regularly has helped gain connections.



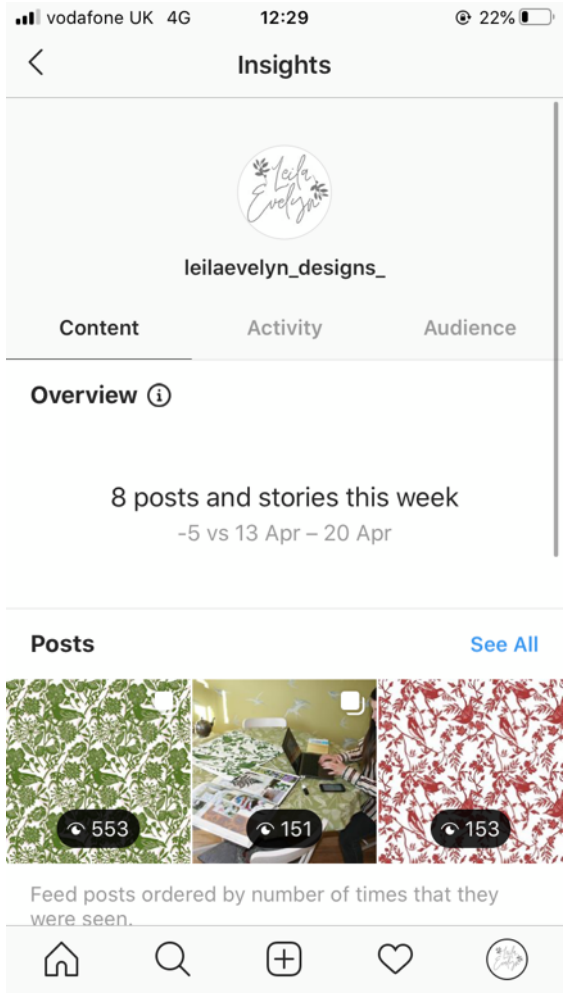


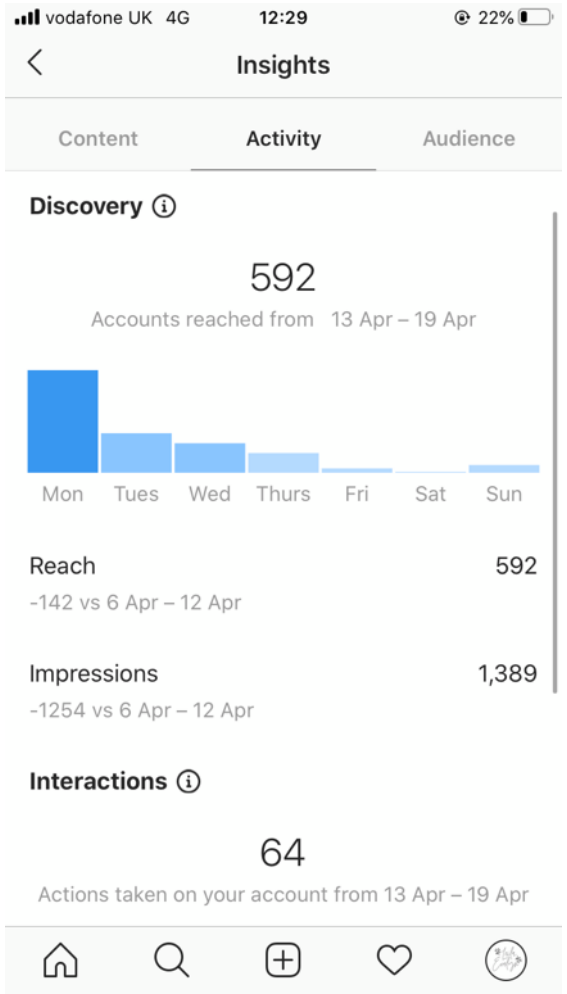
One of my designs was spotted by Naomi who has over 500+ connections. Linkedin is proving a good way to show work and talk to other like-minded individuals. Connecting with members of the industry will help towards fulfilling a job in the future within the industry.

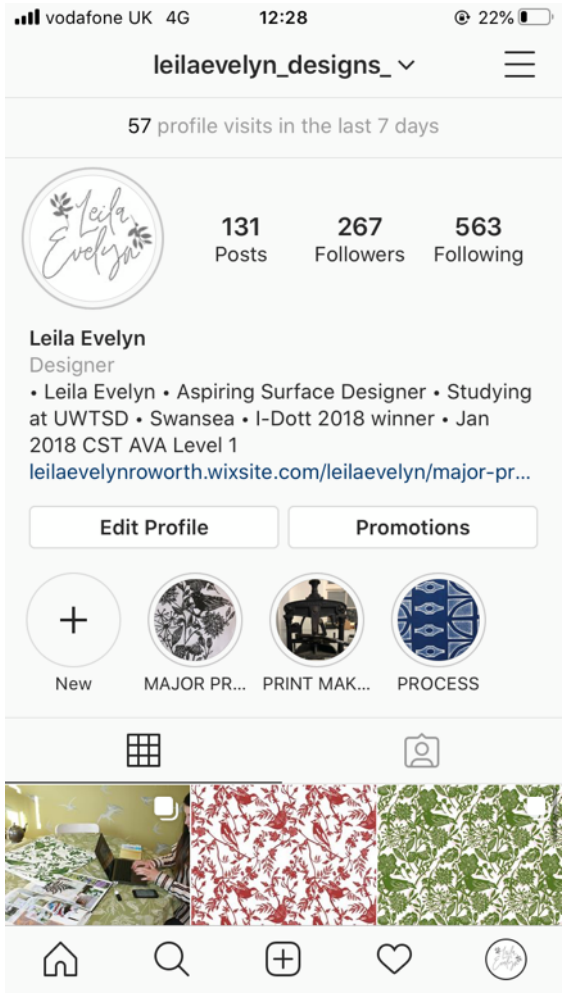


Online profile Instagram https://www.instagram.com/leilaevelyn_designs_/



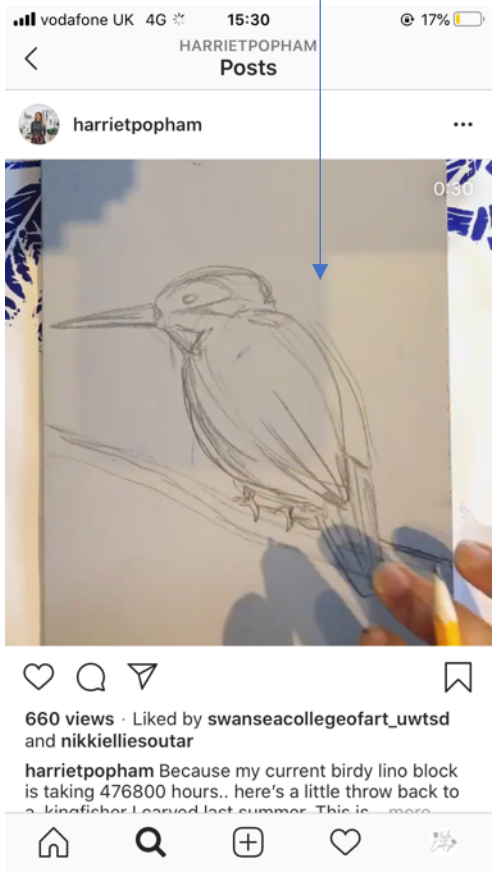


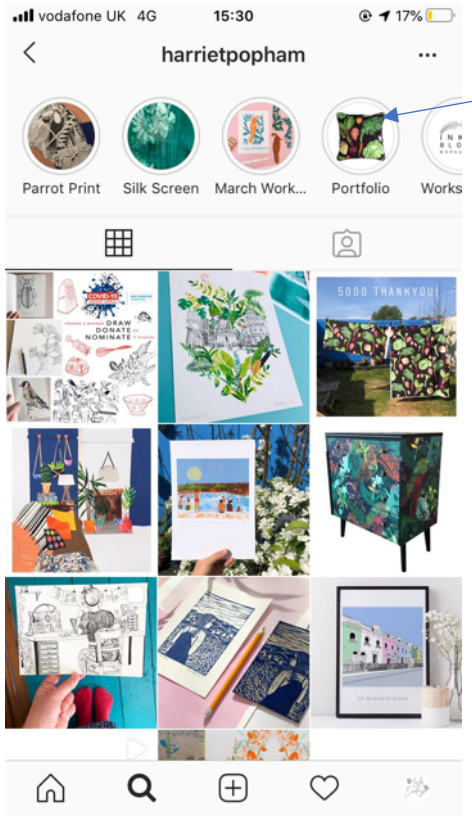




Posting Plan – Case study.
Understanding how to post.

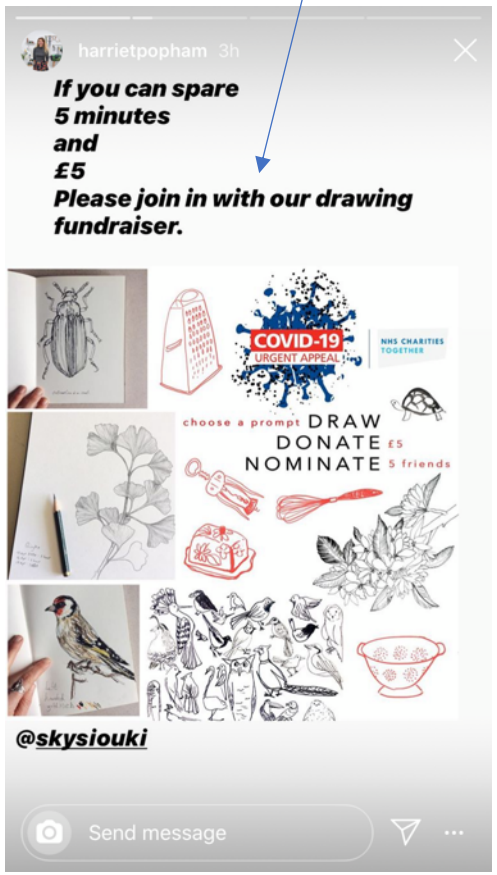
Using videos is a great way to get engagement but also an interesting look in for viewers they get to see the artist producing the work it also potentially gets viewers stop by take a second and watch





A range of highlights almost act as a miny portfolio

Actively using stories to promote other selling activity

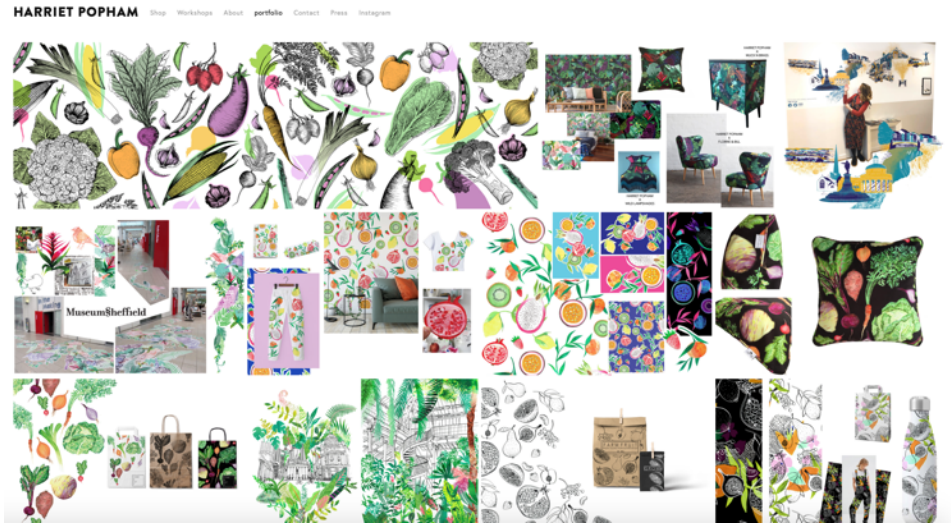


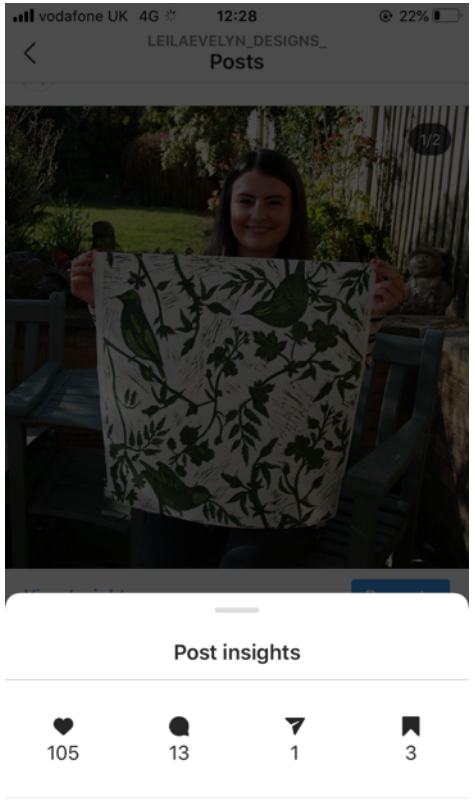
Engagement on Instagram is key most of the designers and free lancers I follow keep extremely up to date with their online profiling.

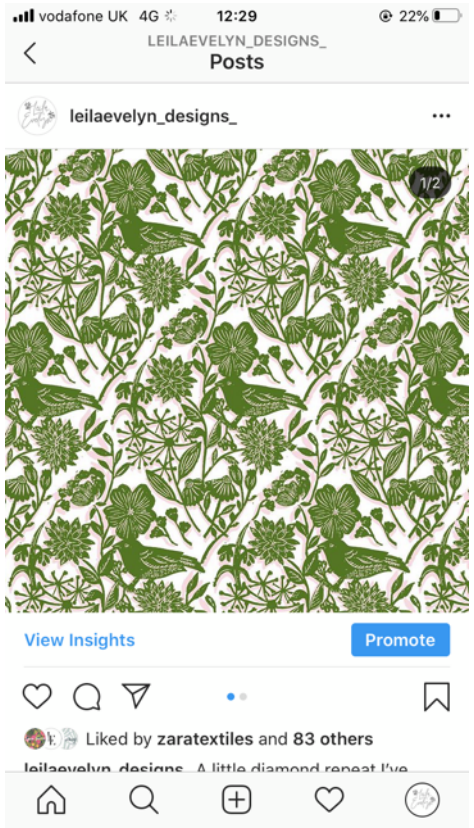
Harriet Popham is a great example she posts daily stories and content. She engages through using stories asking her audience questions which is vital for the algorithm. She posts lots of work that is finished but also shows her development which again gains lots of interest and is something I'm trying to do to get positive engagement and attention. I've noticed that Harriet also engages with a lot her followers by replying to comments sharing their posts on her story which again all supports the alogrithm

These posts then almost immediately move to sales as she will direct viewers to her webpage or Direct Messaging.

Her Instagram and website work extremely well together they are both extremely professional and show the variety of her styles/ skills.

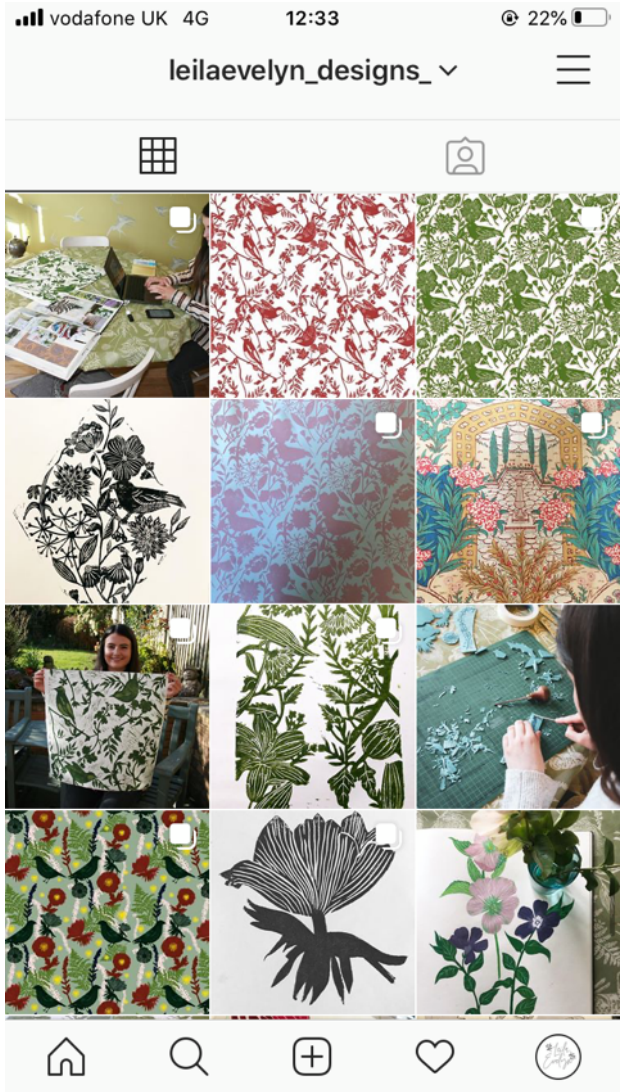


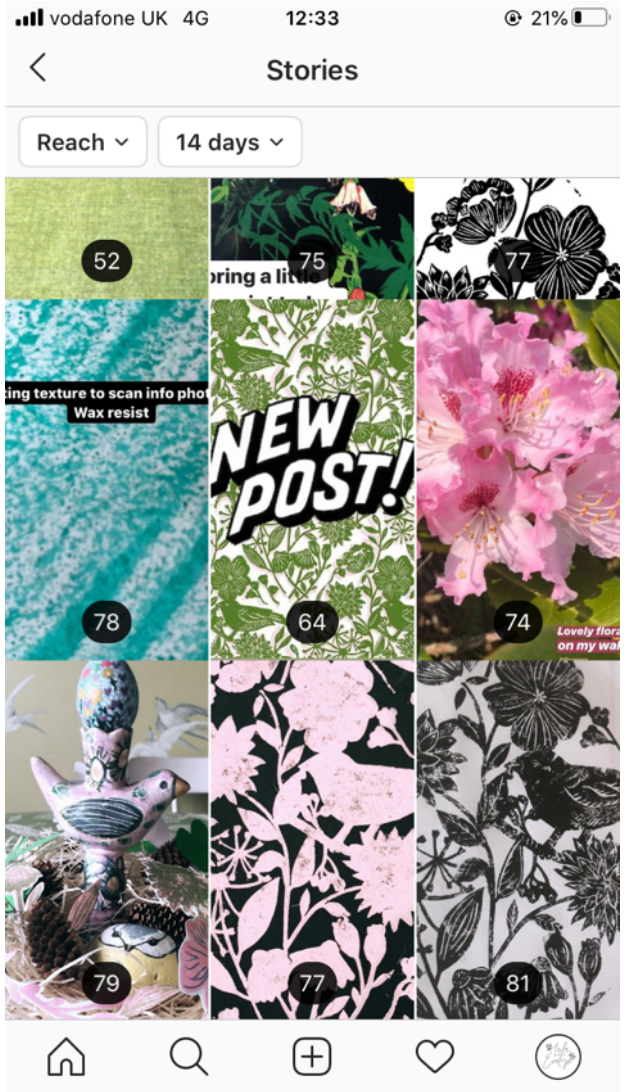




Viewing insights is really interesting as it allows me to see my audience and what people like and save. It helps me to design and understand commerciality and what people like.

Posting Plan.
Since the 20/02/20 I have been posting between 3-4 Instagram photos a week including regularly updating my story. I had 229 followers and have been gaining increasingly more since I've become more active. By actively using stories to share 'New Posts' and develop interest.





Website inspiration

HARRIET POPHAM Shop Workshops About portfolio Contact Press Instagram

All Bespoke Fabric Prints Workshops


Hope the Cat // A4 Print
£20.00


Gratitude Print / A4
from £5.00


Bristol Print
£25.00


St Paul's, London // A4 Print
£20.00


London from Parliament Hill, Hampstead Heath // A4 // A3 Print
from £20.00


Gina & Moo A4 Print
£20.00


Cyclists and Shadows
£20.00


Parliament Hill Lido // A4 print
£20.00


Kew Gardens Print / A4 / A3
from £20.00


A3 Full Scene Personal Illustration
from £150.00


A4 House Portrait
from £85.00


Personalised Portraits A5
£85.00

Polly

Foodr small business design shop instagram twitter contact portfolio

SUNDAY, 13 OCTOBER 2019
HOMEMADE SPAGHETTI AND MEATBALLS WITH GARLIC BREAD




Illustrator type person, making the fun things. I also really like food.

Tip me a coffee?

923 followers VIA BLOGLOVIN'
keep up

FEATURED POST

My Best of Leeds



RECENT WORK

Mid-century Eccentric

Inspiration is eclectic but often domestic. Early English ceramics, early to mid centrury fine art prints, a host of printed ephemera and objet d 'art, as well as curios from the natural world inspire me; creating unlikely alliances which surprise and delight.

SERIOUSLY DECORATIVE

Voynich Dandies

Spring/Summer 2017

A decorative and dandyish design to enhance your home.

Based on a combination of Staffordshire 'flatbacks' and stylised drawings of flowers inspired by the marvelous and mysterious medieval Voynich manuscript.

Hand printed onto both acid free Canaletto paper and pure linen to create limited edition prints and soft furnishings.

Linoleum print block 43cm X 43cm approx.



Fancy Dog

Spring/Summer 2017

A dog that should definitely be allowed on the sofa!

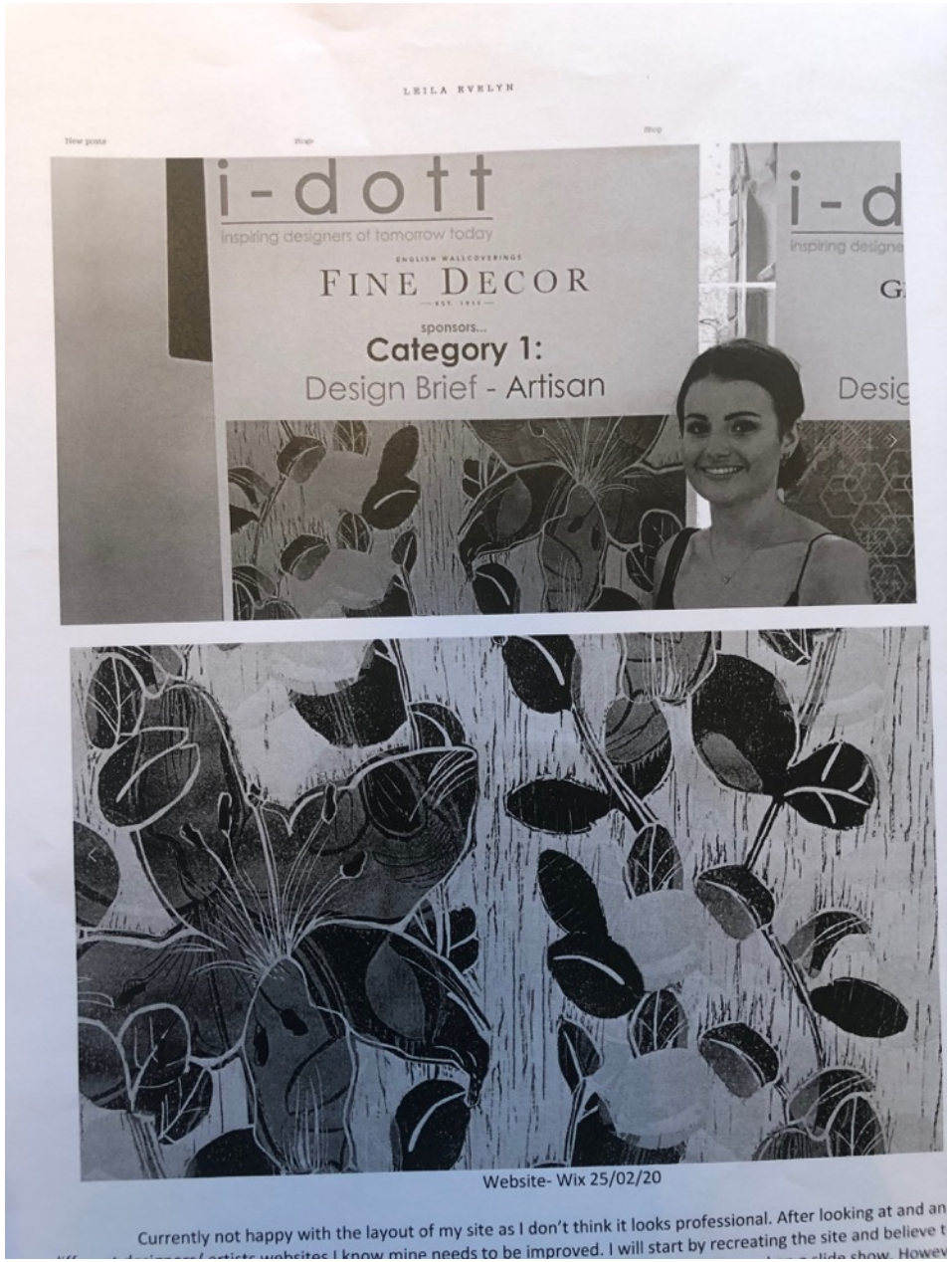
Another homage to the delights of working class Victorian ornaments.
This charming fellow cuts a dash set against a patterned background of my own invention.

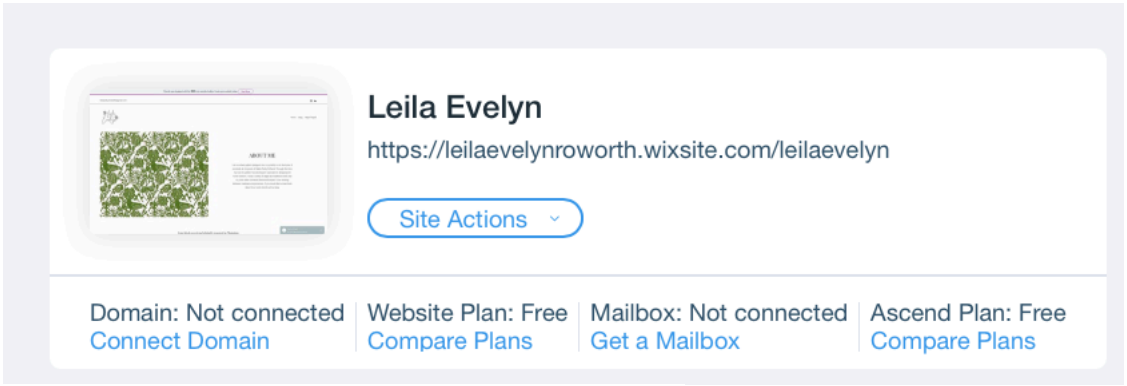
A two part, two colour lino print.

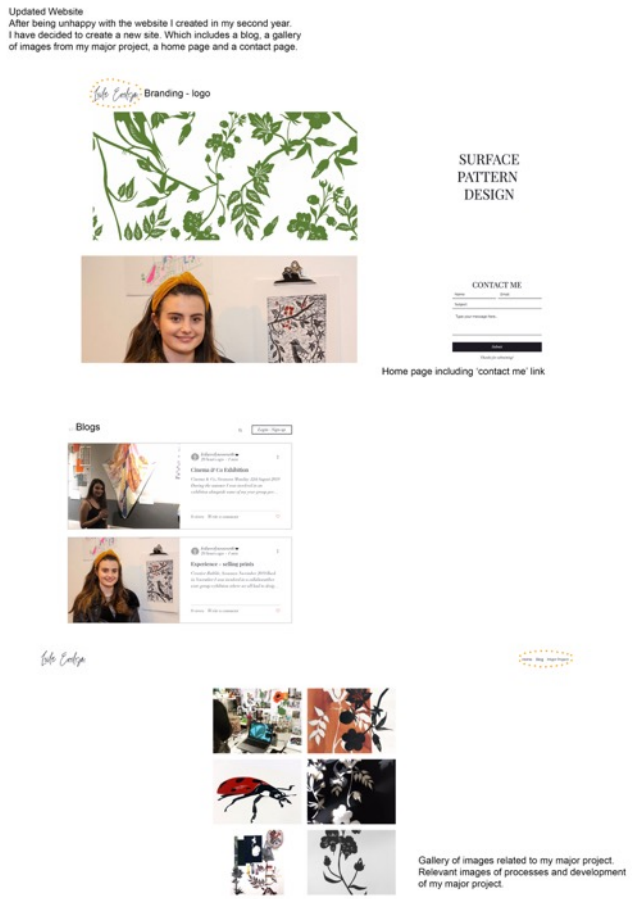
To be an edition on Canaletto paper as well as hand printed cushions on natural pure Russian Linen.

Linoleum print block 43cm X 43cm approx.





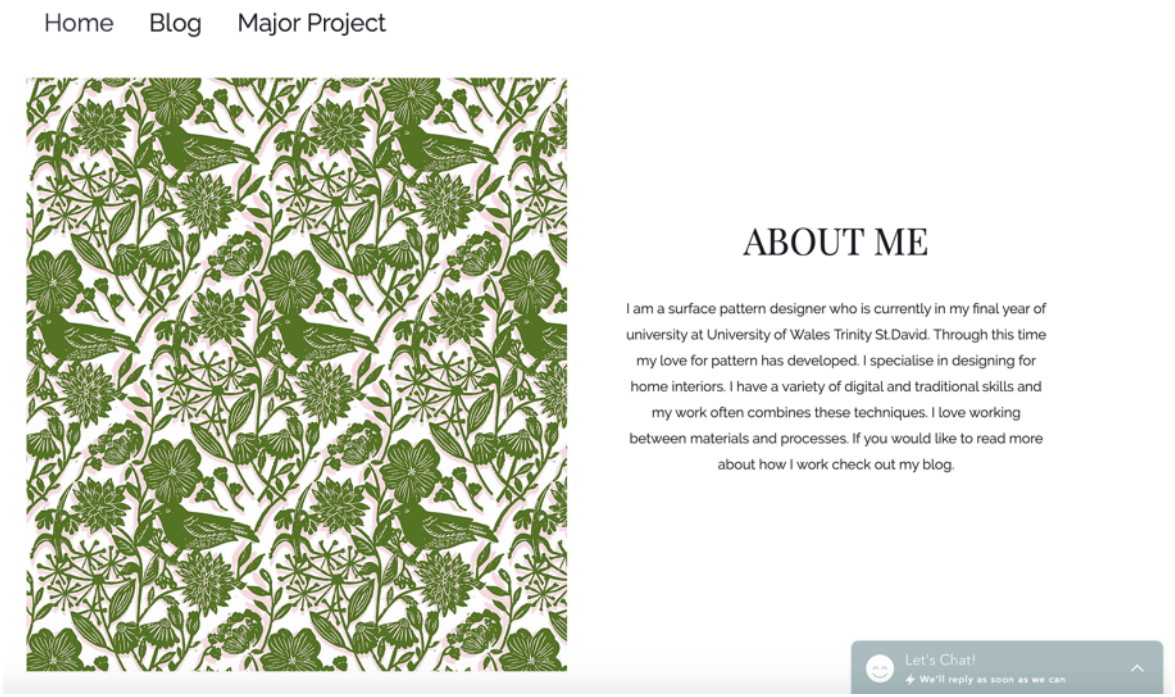


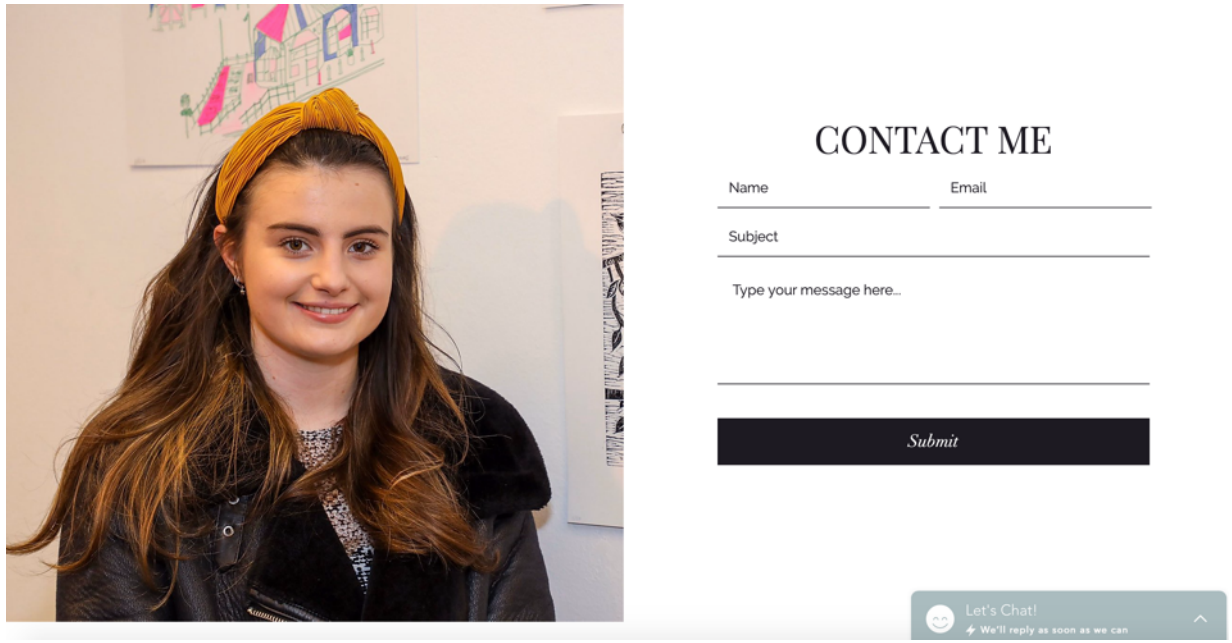


Link to website –

https://leilaevelynroworth.wixsite.com/leilaevelyn

Home page of website 3 navigation buttons:
Home, Blog, Major project





I thought it was important to include a contact me area on the home page of my website. When researching I've seen that most designers and artists follow the same practice and include their "about me" and "contact me" on their initial page.

All Posts

Login / Sign up



leilaevelynroworth
6 days ago · 2 min

How to create a diamond repeat

I had been wanting to create a diamond repeat system for a while. I created mine by carving lino and relief printing then creating a repeat system and colour...

4 views Write a comment

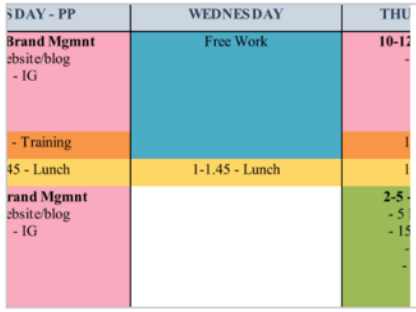


leilaevelynroworth
Mar 31 · 2 min

How to print at home ?

Part of my design identity is relief printing and screen printing. These are the areas I have been passionate about during my time at university. Usually I h...

6 views Write a comment



leilaevelynroworth
Mar 31 · 2 min

How to embrace challenges and time manage when working from home

During my last semester of University and my Major Project I have faced some difficulty due to COVID-19. Unfortunately for the safety of students and staff m...

3 views Write a comment



leilaevelynroworth
Mar 19 · 1 min

Major Project

My aim for my major project is to produce a

leilaevelynroworth · 6 days ago · 2 min read

How to create a diamond repeat

I had been wanting to create a diamond repeat system for a while. I created mine by carving lino and relief printing then creating a repeat system and colour ways in photoshop.

Firstly I began by drawing out the size of the diamond on graph paper to match the scale of my lino block to be as large as possible. Then I drew a rough design using a pencil I incorporated imagery such as flowers and birds. The diamond repeat system works really well because it already gives rhythm and composition to the print. It works like a half drop when printed together so is easy to manipulate and edit in Photoshop using layers.



Blog posts
I have been regularly trying to update my Instagram, Linkedin and website throughout to create more engagement. Using blog posts is something I would like to continue. I have also been considering setting up a YouTube to house online workshops or “How to’s?”

FORAGING IN THE GARDEN COLLECTION

Feed on website that is regularly updated with content and work. Using this page of my website like an online portfolio has been really helpful.



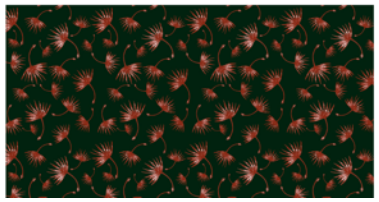
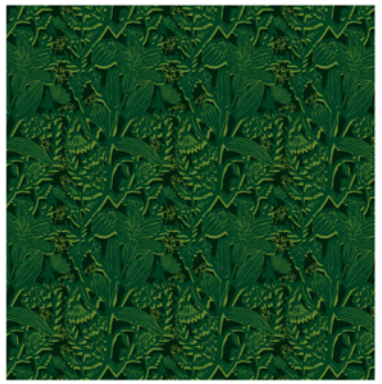


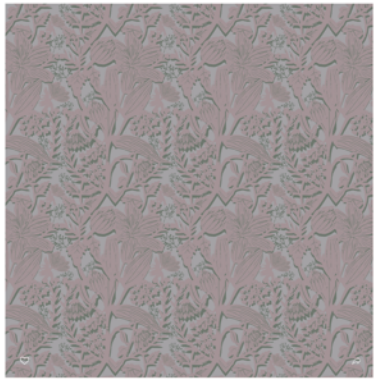
















Press pack research

I like the way this sample in sent could this be an interesting sleeve for samples once inside the press pack to keep them protected







All designs have appealing colour palettes. Using colour makes them joyful to see and could potentially be the reason the pack is looked through by an employer. Strongly going to consider design, composition and colouration when creating a press pack.







Polly uses hand made stamps to add a personal touch to her envelopes when sending samples or products.



Although these are larger and a box design I think the use of pattern here is really successful and I like how pattern is used on the inside of pack too creating a strong brand identity.

Although this isn't a press pack I think using lino stamps could add a personal touch when sending letters & CVs.









Again with these pack ideas its clear to see how bursts of colour are used carefully and it makes them look more interesting.



This is interesting because it opens up and then Inside there is quite a lot of space for samples. I like the use df the sticker at the front a good place to add exrtra branding material.





Research companies that produce / print business card, look books, leaflets & stickers



Instantprint – was great to see and feel the quality and finishes of their products. I particularly liked the velvet lamination card it had a luxurious feel to it.



Vista print - the embossed business card felt really special but I'm unsure about the paper quality of the other cards. However I do like the stickers and think they'd be good as extra branding material for the press packs and to add to any samples to ensure my name is attached to any work sent.

Moo press pack researching quality and choice of products

This area of the pack is really easy to use/ navigate due to the way the pack has been designed each product type has an allocated slot that it fits into perfectly and looks very professional.







The press pack came efficiently and was perfect size through the door. I have decided I want to work on a leaflet like product similar to this as it can easily be posted and is self contained.

This is the pack when it is fully opened, the pack is made of good quality card which is really durable. It's really helpful that all products are secure by either slits, folds or tabs. Going forward I am aiming to create something which can securely hold the relevant materials.

I think the foil works really well on the business cards. I intend to use this but possibly in gold. It adds another tactile element to the card but also adds a luxurious feel.

I particularly like the products and services Moo provide. The stickers are of good quality. These would look great with my logo inside and could be extra branding material for the back of samples. On the press pack itself to.









It was great to see and feel the different printing qualities they provide for post cards. After visiting new designers last year a few of the exhibitors used these with their designs on. I think its a really nice way of giving a print but needs to be reinforced with a logo also.

Exploring business card ideas





Examples









I think these are really successful, the use of gold foil for printing really makes the name stand out especially when the branding / logo is raised too. I really like the bottom right ‘spot gloss’ printing technique. The name stands out but also gives the card another tactile quality.

Considering designs for business cards









Final design business card front & back



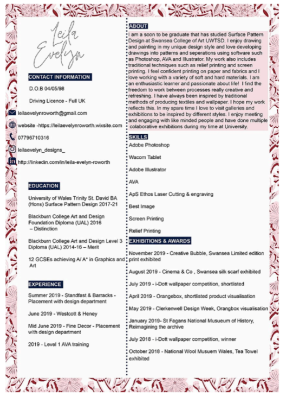
Lino bird hero print chosen as final design for business card. I've made my logo gold with the intention of the printing process on the card being shiny gold foil

Logo with gold foil added in Photoshop, you can't fully see the shine of foil but that is the intention



The back of the business card contains all the relevant information to contact me or view my work on social media platforms. I have used the same design on the back but reduced the opacity. I think it just brings the card together rather than just a plain back.

Website updates



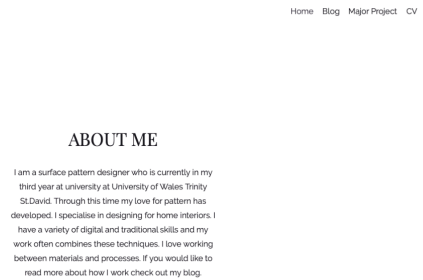
Added a link at the top of my page called CV which takes the viewer directly to my CV





Added a slide through portfolio to the bottom of my website in Major Project that I'll continue to update





Lino block carved and digitally repeated in Photoshop



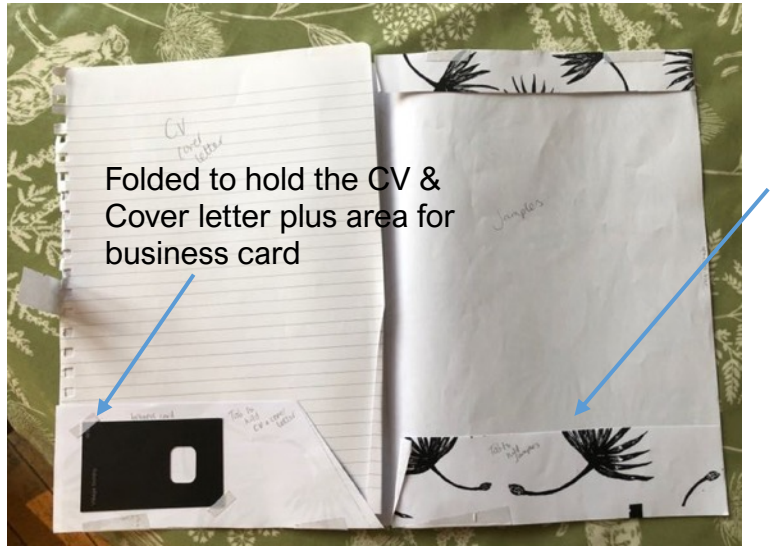
Added and changed the front page of website. This I think should grow and change regularly with new imagery and designs to keep it fresh and engage viewers.

Press pack designing and planning – rough drafts



Idea 1

Folded sleeve with tab to close



Folded to hold the CV & Cover letter plus area for business card

Folded top & bottom edge to hold samples



Idea 2

Area to hold CV , samples & letter including personal profile & statement

Laser cut front (see design in next slide)

Sufficient space for business card and branding

Once I laid out these plans and worked out spacing and composition I then measured and created nets in Adobe Illustrator for the purpose of laser cutting which follows on the next slide. The design is a sleeve A4 in size once folded correctly which is perfect flor posting to potential employers as it would fit through a letter box in a safety envelope.

Laser cut design file for press pack



Firstly I worked with my lino cut pieces and placed them into a composition and then digitally repeated in Photoshop to create rhythm within the tile. With this design I'm amazing to remove all white areas and black areas attach to the surrounding boarder of the press pack which will be made out of strong card.



Laser cut design file I created this in illustrator for the purpose of laser cutting. I've purposely limited the detail not including cuts within the leaves or much of the birds bodies so that it remains strong.



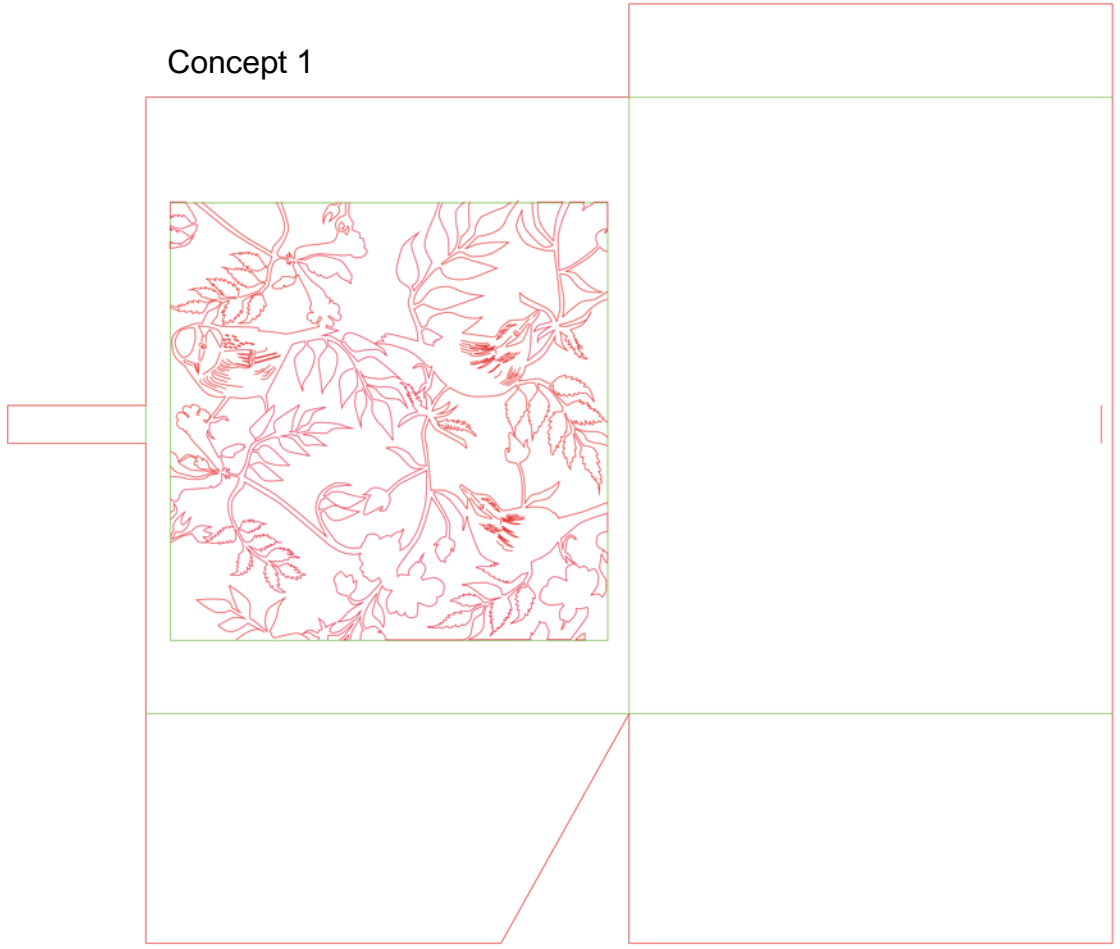
Final file ready to be laser cut

Laser maps for press packs 1&2

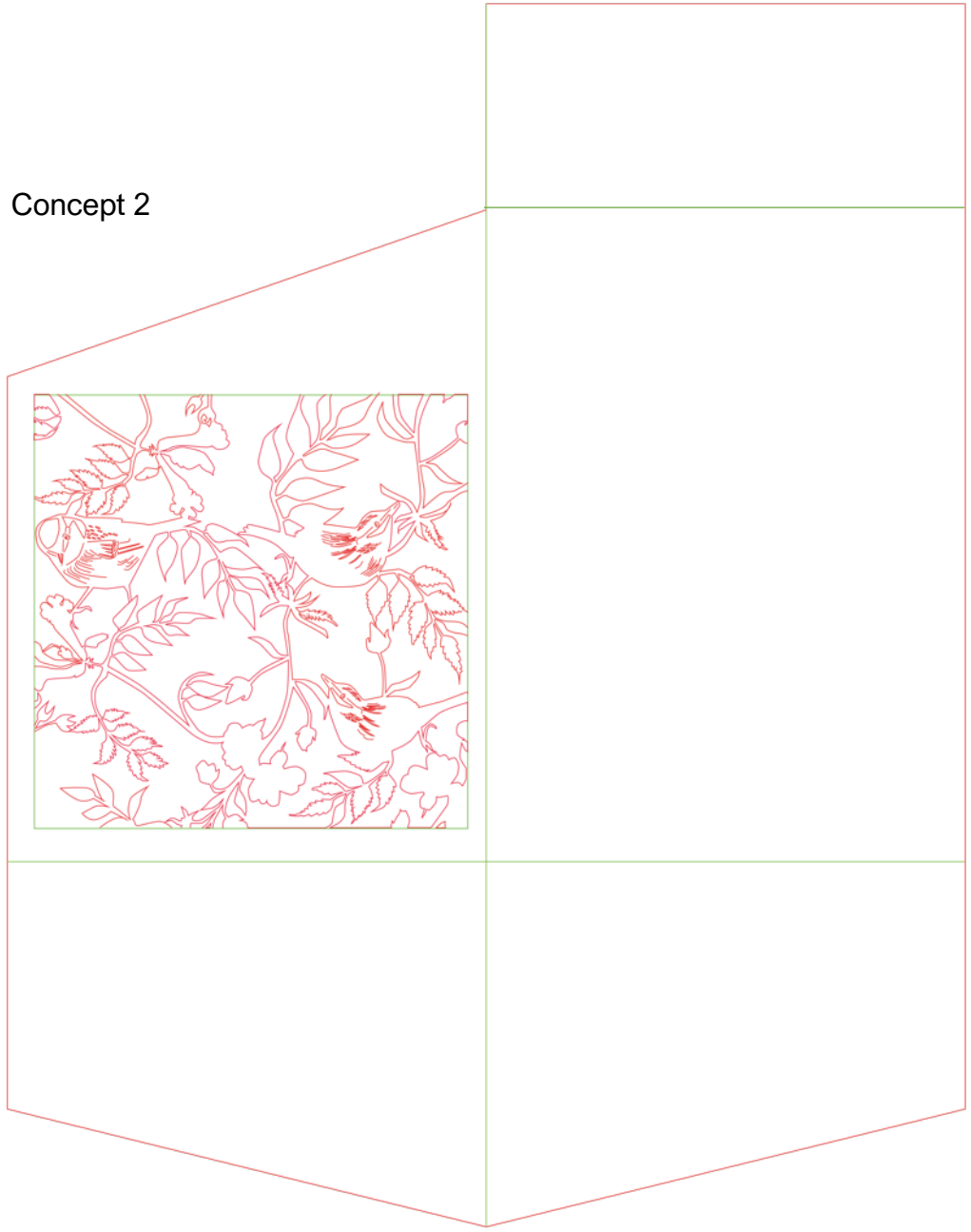
Red areas = cut lines

Green Areas = fold lines

Concept 1



Concept 2



Example of concept 1 and how it would work together

This area folds down to secure CV, Cover Letter & Samples

A4 – enough space here to hold CV , Cover Letter & Samples

Tab made to close and seal press pack





Leila Evelyn

CONTACT INFORMATION

D.O.B 04/05/98

Driving Licence - Full UK

leilaevelynroworth@gmail.com

website -https://leilaevelynroworth.wixsite.com

07796710316

leilaevelyn_designs_

http://linkedin.com/in/leila-evelyn-roworth

EDUCATION

University of Wales Trinity St. David BA (Hons) Surface Pattern Design 2017-21

Blackburn College Art and Design Foundation Diploma (UAL) 2016 – Distinction

Blackburn College Art and Design Level 3 Diploma (UAL) 2014-16 – Merit

12 GCSEs achieving A/ A* in Graphics and Art

EXPERIENCE

Summer 2019 - Standfast & Barracks - Placement with design department

June 2019 - Westcott & Heney

Mid June 2019 - Fine Decor - Placement with design department

2019 - Level 1 AVA training

ABOUT

I am a soon to be graduate that has studied Surface Pattern Design at Swansea College of Art UWTSD. I enjoy drawing and painting in my unique design style and love developing drawings into patterns and seperations using software such as Photoshop, AVA and Illustrator. My work also includes traditional techniques such as relief printing and screen printing. I feel confident printing on paper and fabrics and I love working with a variety of soft and hard materials. I am an enthusiastic learner and passionate about life! I find the freedom to work between processes really creative and refreshing. I have always been inspired by traditional methods of producing textiles and wallpaper. I hope my work reflects this. In my spare time I love to visit galleries and exhibitions to be inspired by different styles. I enjoy meeting and engaging with like minded people and have done multiple colaborative exhibitions during my time at University.

SKILLS

Adobe Photoshop

Wacom Tablet

Adobe Illustrator

AVA

ApS Ethos Laser Cutting & engraving

Best Image

Screen Printing

Relief Printing

EXHIBITIONS & AWARDS

November 2019 - Creative Bubble, Swansea Limited edition print exhibited

August 2019 - Cinema & Co , Swansea silk scarf exhibited

July 2019 - i-Dott wallpaper competition, shortlisted

April 2019 - Orangebox, shortlisted product visualisation

May 2019 - Clerkenwell Design Week, Orangbox visualisation

January 2019- St Fagans National Musueum of History, Reimagining the archive

July 2018 - i-Dott wallpaper competition, winner

October 2018 - National Wool Musuem Wales, Tea Towel exhibited



43 Chapel Street
Brinscall,
Chorley,
Lancashire,
PR6 8QD
leilaevelynroworth@gmail.com

Dear Joanna,

I am writing this letter to enquire about gaining experience within your company. I am graduating university in July 2020.

I am a Surface Pattern Design student at University of Wales Trinity St.David specialising in textiles for interiors including wallpaper design. My skillset is varied and dynamic and I love to combine traditional techniques such as screen printing and relief printing with my digital skillset. Combining techniques really adds to my design aesthetic and love working between processes when creating designs. I enjoy generating hand drawn artwork that can be developed into patterns suitable for wallpaper. I feel my style could be valued within your company and would love to be a part of your team. I am able to create repeat patterns by hand and digitally with good knowledge of Adobe Photoshop, Illustrator and Level 1 training in AVA.

I have previously had experience with interiors brands such as Westcott & Heney and Fine Décor who design wallpaper in house for high street brands such as Next. Last summer I completed a placement at Standfast & Barracks fabric printing company which I believe has matured me as a designer and helped my commercial print design ability and knowledge for the interiors industry. As a graduate I completely understand that I am not a perfect designer but I'm eager to learn new skills and hopefully share ideas. I am very determined to learn and develop as an individual and add value to your established company.

I would love the opportunity to have a personal meeting with you to share my portfolio, ideas and ambitions. This will allow you to see my strengths and prove that I am capable. I am very much looking forward to hearing back from you.

Thank you for your time,

Leila Evelyn Roworth.

This area folds up once folded up It will add support to the front of pack but also I've designed enough space for a business card to be attached on the inside



Slit to hold tab and keep press pack closed

Leila Evelyn

This area folds up to secure CV, Cover Letter & Samples

Example of concept 2 and how it would work together

This area folds down to secure CV, Cover Letter & Samples

Front of press pack laser cut on the inside space for branding





43 Chapel Street
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A4 – enough space here to hold CV , Cover Letter & Samples



Leila Evelyn

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12 GCSEs achieving A/ A* in Graphics and Art

EXPERIENCE

Summer 2019 - Standfast & Barracks - Placement with design department

June 2019 - Westcott & Heney

Mid June 2019 - Fine Decor - Placement with design department

2019 - Level 1 AVA training

ABOUT

I am a soon to be graduate that has studied Surface Pattern Design at Swansea College of Art UWTSD. I enjoy drawing and painting in my unique design style and love developing drawings into patterns and seperations using software such as Photoshop, AVA and Illustrator. My work also includes traditional techniques such as relief printing and screen printing. I feel confident printing on paper and fabrics and I love working with a variety of soft and hard materials. I am an enthusiastic learner and passionate about life! I find the freedom to work between processes really creative and refreshing. I have always been inspired by traditional methods of producing textiles and wallpaper. I hope my work reflects this. In my spare time I love to visit galleries and exhibitions to be inspired by different styles. I enjoy meeting and engaging with like minded people and have done multiple colaborative exhibitions during my time at University.

SKILLS

Adobe Photoshop

Wacom Tablet

Adobe Illustrator

AVA

ApS Ethos Laser Cutting & engraving

Best Image

Screen Printing

Relief Printing

EXHIBITIONS & AWARDS

November 2019 - Creative Bubble, Swansea Limited edition print exhibited

August 2019 - Cinema & Co , Swansea silk scarf exhibited

July 2019 - i-Dott wallpaper competition, shortlisted

April 2019 - Orangebox, shortlisted product visualisation

May 2019 - Clerkenwell Design Week, Orangbox visualisation

January 2019- St Fagans National Musueum of History, Reimagining the archive

July 2018 - i-Dott wallpaper competition, winner

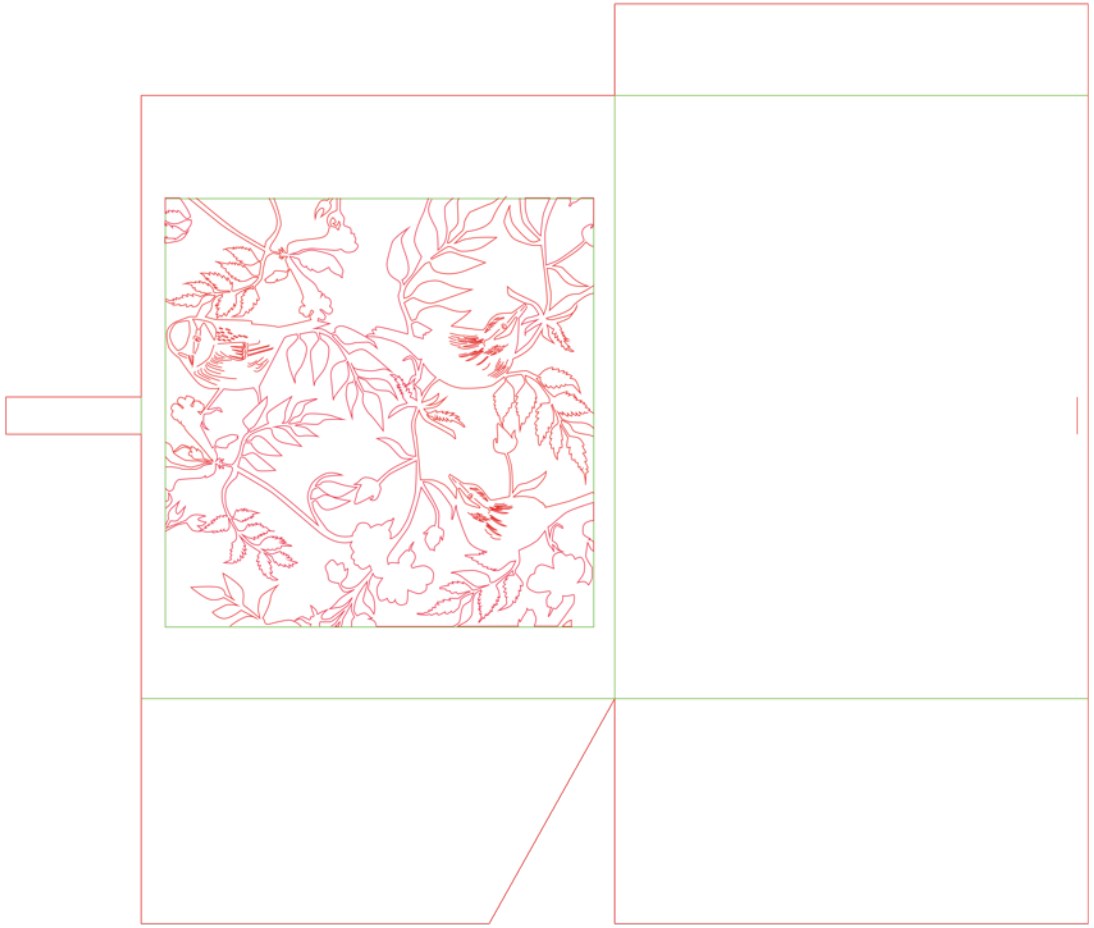
October 2018 - National Wool Musuem Wales, Tea Towel exhibited

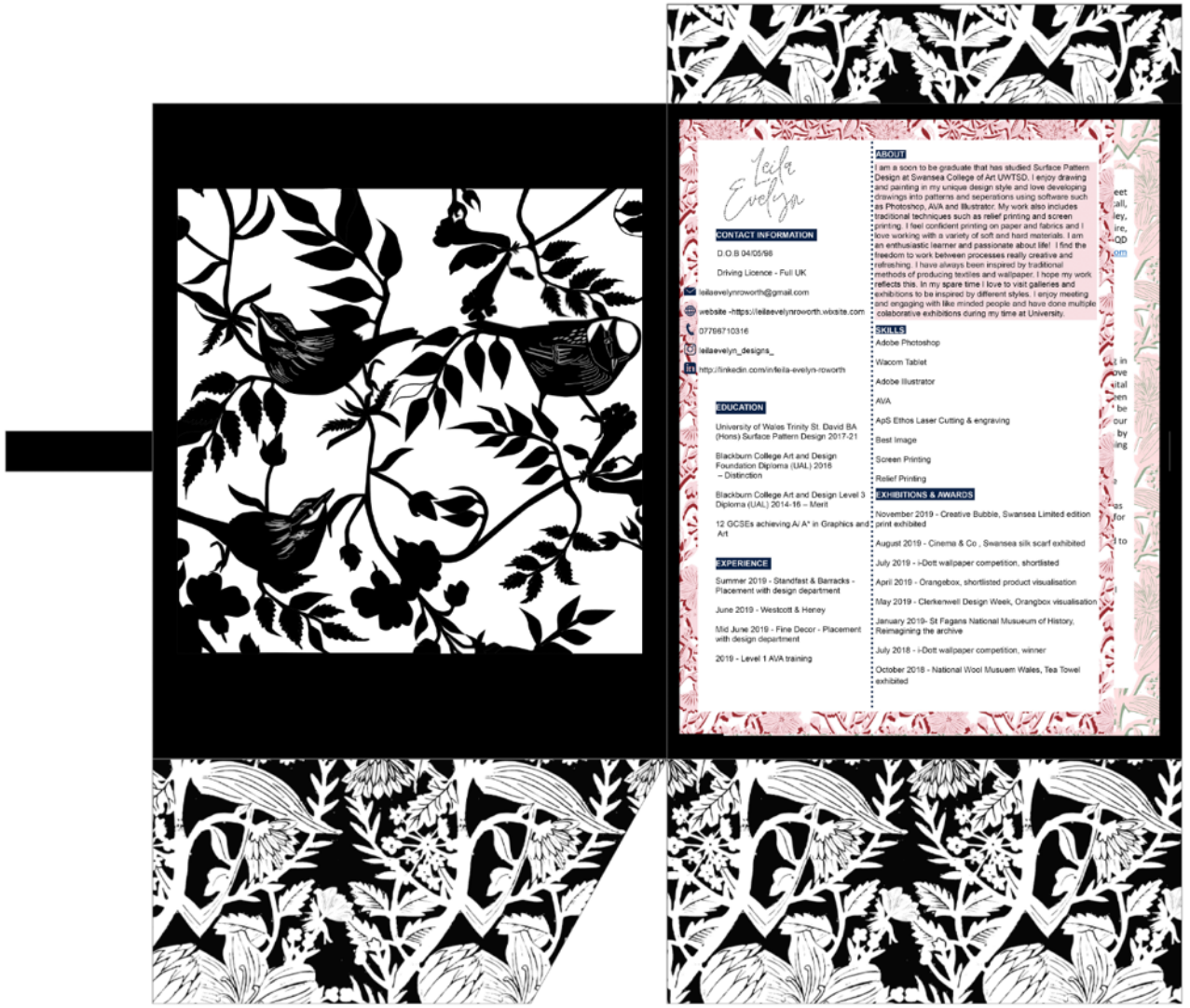


This area folds up once folded up It will add support to the front of pack but also I've designed enough space for a business card to be attached on the inside

This area folds up to secure CV, Cover Letter & Samples

Concept 1





For my final press pack design I've decided to go with concept 1 as it works well together and can hold all the necessary samples and letters. It will be made of of strong black card and laser cut. I have also made a digital powerpoint which is a digital means to seeing the press pack.

Inside the press pack, folds that are pattered to show further design skills. A business card attached to a tab. A sticker with gold foil to add to branding. An enclosed letter and CV



Front of press pack laser cut detail to see through to samples, CV and cover letter.
Also a gold foil logo placed at bottom right and tab that folds into a slit on the back of press pack

