Assesment 1

Changemakers;
Building your Personal Brand for Sustainable Employment.

Logan Batten

ADVA5001

Logan Batten Assessment 1 changemakers: Building your personal brand for sustainable employment - dummy text for Turnitin. as it must contain 20 words to be succ essfully uploaded

Questionairs

Exercises completed in class involving questions about what I want to do after Uni

Thinking Exercise 1

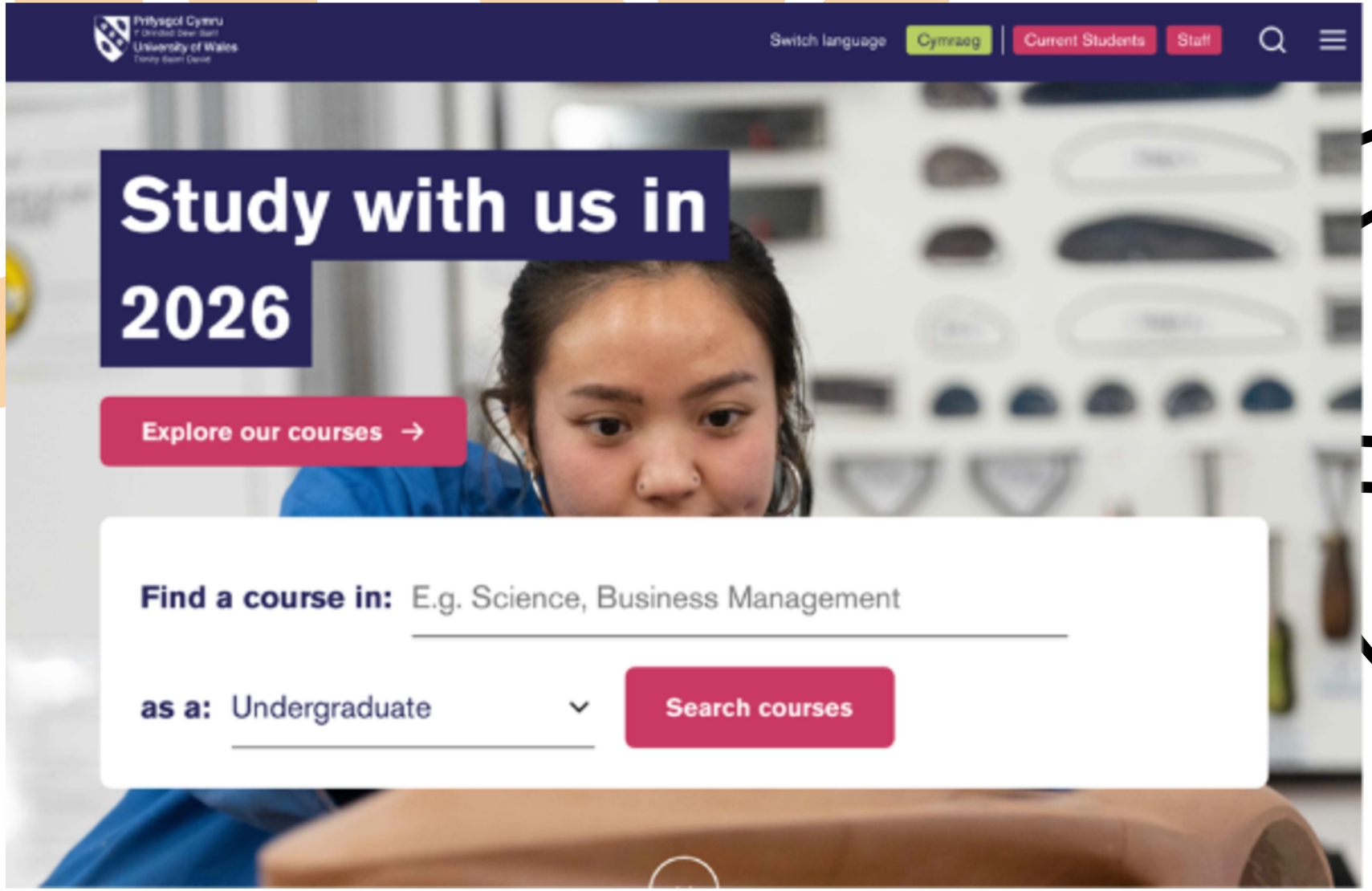
1. Who is the creative you want to be and who will you be working for? - The creative I want to become is a tattoo artist, initally renting out a space then with time owning my own parlor.
2. What work will you be doing? - The main line of work I want to pursue is tattooing, specifically designing tattoos in the American Traditional style which I am personally drawn to. I think there is a perfect opportunity to sell designs as prints and stickers on an Etsy store or website. I also want to pursue freelance illustration on the side to explore character work, I think accepting commision work on the side is very achievable.

1. Who are your dream employers/clients? - I don't have a specific dream employer/client but working with clients who's interests align with my own is ideal. A client who is genuinely interested in my work/style and communicate well with me is also ideal.
2. How will you achieve this? - To achieve this, I plan to build up a strong and diverse portfolio in my third year practise and reach out to local tattoo parlors to apply for an apprenticeship. I also plan to build a strong and consistent social media presence as well as a website for potential clients to view my work and reach out for commission.

Research

Researching different websites and anylising the elements that make them good or/and bad.

Good - UWTSD



Prossional

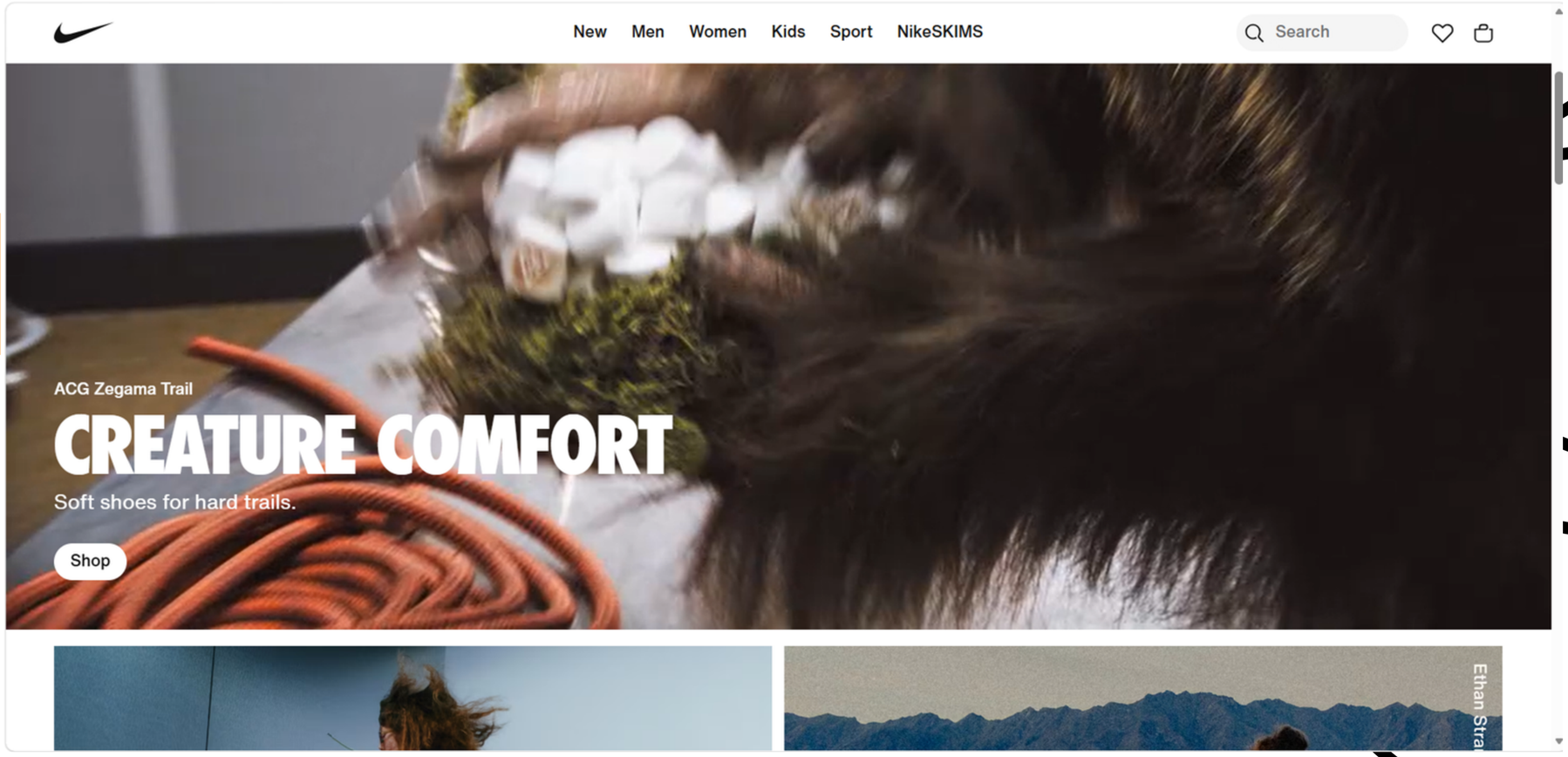
Links work

Modern look

Search fuction works

Legible

Good - Nike



Prossional

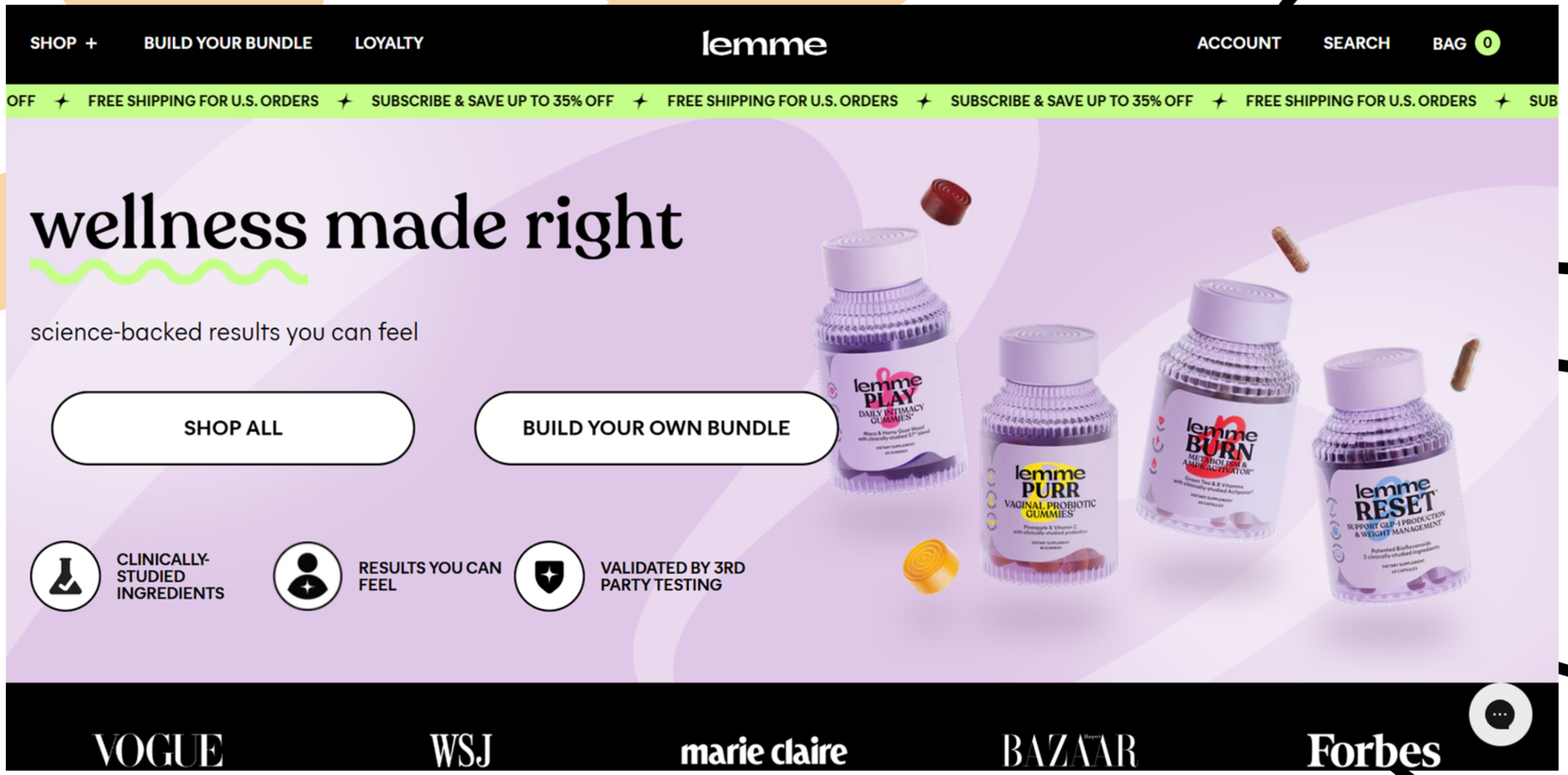
Legible

Fuctional

Easy to access

Modern design

Good - Lemme



Bold

Artistic

Functional

Captivating

Consistant

Bad - Yale School of Art



Barely legible

Messy

Visually unpleasant

Cluttered

Appears rushed

Disorganised interface

Bad -Toronto Cupcakes

TORONTO CUPCAKE

USA TARIFFS



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 celebrating a birthday, hosting a corporate event, or just craving a sweet treat, we've got the perfect cupcakes for every occasion. Order online 24/7 and enjoy fast, reliable delivery across the GTA! Delicious cupcakes made fresh for every

Lackluster

Disheartening

Visually unprofessional

Blurry images

Bad - Arngren



Barely legible

Crowded

Not mobile friendly

Poor user experience

Outdated design

Overwhelming

Bad -Berkshire Hathaway

BERKSHIRE HATHAWAY INC.
3555 Farnam Street
Omaha, NE 68131
Official Home Page

- A Message from Warren E. Buffett
- Annual & Interim Reports
  Updated November 5, 2022
- Link to SEC Filings
- Special Letters from Warren & Charlie RE:Past, Present and Future
- Links to Berkshire Subsidiary Companies
- Corporate Governance
- Sustainability
- Information Regarding Warren E. Buffett's Annual Contributions to Five Foundations
- Berkshire Activewear
- News Releases from Berkshire Hathaway and from Warren Buffett
  Updated November 18, 2022
- Annual Meeting Information
  Updated October 20, 2022
- Berkshire Hathaway Energy - 2021 Investor Presentation
- Warren Buffett's Letters to Berkshire Shareholders
  Updated February 26, 2022
- Charlie Munger's Letters to Wesco Shareholders
- Celebrating 50 Years of a Profitable Partnership
  (A commemorative book first sold at the 2015 Annual Meeting and now for sale on eBay.)
- Common Stock Information
- Facts Regarding Berkshire's 2021 Investments in Activision Common Stock

GEICO
FOR A FREE CAR INSURANCE RATE QUOTE THAT COULD SAVE YOU SUBSTANTIAL MONEY
WWW.GEICO.COM OR CALL 1-888-395-6349, 24 HOURS A DAY

you have any comments about our WEB page, you can write us at the address shown above. However, due to the limited number of personnel in our corporate office, we are unable to provide a direct response.

gal Disclaimer

pyright © 1978-2022 **Berkshire Hathaway Inc.**

Lackluster

Dishearting

Boring user experience

No images

Further Research

Comparing Web Builders

Wix



Pros:

- Free domain.
- Easy-to-use drag-and-drop. interface.
- Built-in SEO.
- 200+ App integrations available.
- Genuinely easy to use.
- Marketing and SEO tools.
- eCommerce friendly.

Cons:

- Visitor analytics not available on free or combo plans.
- Storage limits on all plans.
- You can’t change templates once your site is live.
- AI is heavily pushed.
- Often slow.

Base44



Pros:

- No coding skills needed.
- Clean, fast onboarding experience
- Great for internal tools and admin dashboards
- Visual logic editor is helpful once you learn it
- Prebuilt UI blocks help you move quickly

Cons:

- Custom design is limited – layouts feel boxed in
- Public-facing apps don’t look very polished
- Exporting or scaling up requires high-tier plans
- Usage-based credits can feel unpredictable

Sqaurespace



Pros:

- You can easily improve Squarespace SEO.
- You have access to a wide collection of themes and templates.
- Seamless ease of design. .
- Great platform for blogging.
- Support for e-commerce.
- Rich collection of tools for content creation.
- Advanced security and privacy.
- Excellent customer support.

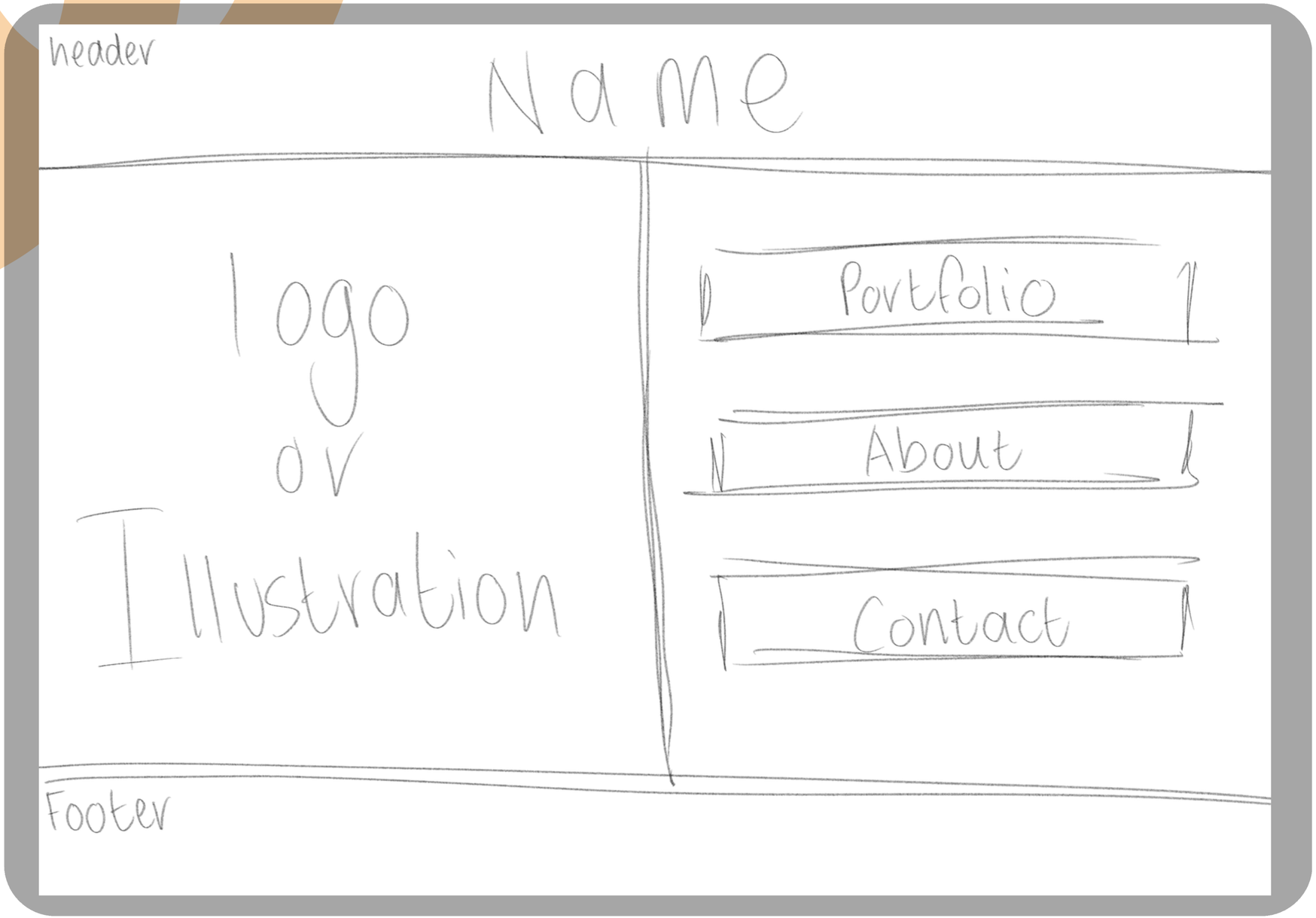
Cons:

- The use of templates may limit your design prowess.
- Less easy to customise and extend functionality (e.g. via plugins)
- The costs can quickly add up.
- The navigation may not support some complex website designs.
- Somewhat limited storefront features.

Website Plan

Rough sketches to plan out my website.

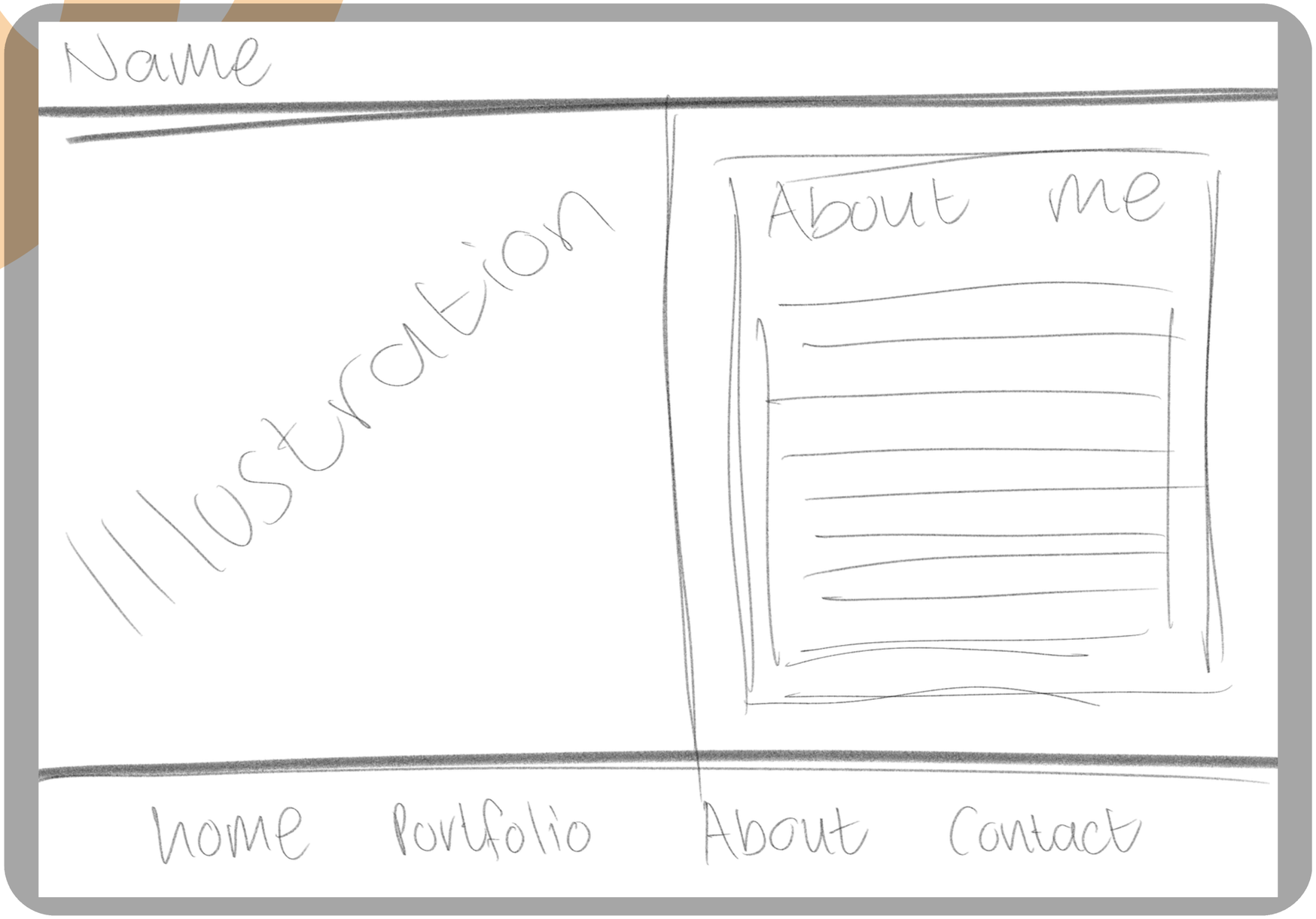
Homepage


header
Name
logo
or
Illustration
Portfolio
About
Contact
Footer

Portfolio


Name
Portfolio
Illustration
Illustration
home
Portfolio
About
Contact

About me



Contact



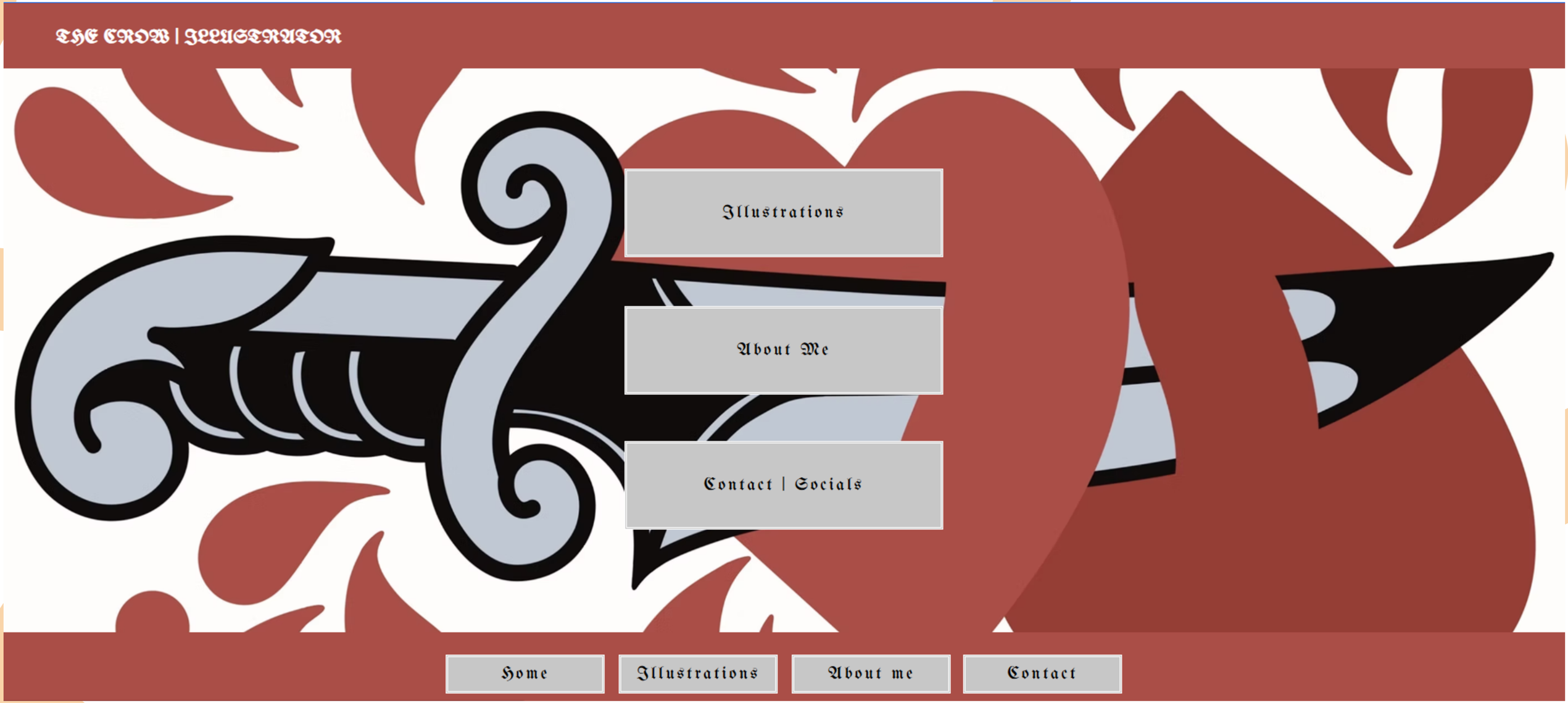
Website

Developing a professional website to act as a portfolio of my work.

I used Wix to produce my website since I have used the website builder before and I think the platoform is quite easy to navigate.
There are some elements I ended up changing compared to my intial rough sketches of the website plan. I wanted to keep the website simple so it is easy to navigate but also bold to match my art syle, including the typography. I kept to a limited colour palette and kept all the pages consistant.

https://th3cr0www.wixsite.com/thecrow

Homepage


THE CROW | ILLUSTRATOR
Illustrations
About Me
Contact | Socials
Home
Illustrations
About me
Contact

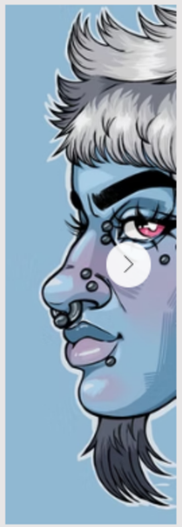
Portfolio page

THE CROW | ILLUSTRATOR

Illustrations







Home | Illustrations | About me | Contact

About me page

THE CROW | ILLUSTRATOR

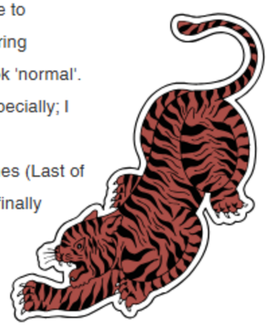


Get to know me

Greetings! I go by Crow and I am a 2nd year Illustration student studying for my Bachelor's at Swansea College of Art UWTSD. After I graduate, I plan to get an apprenticeship for tattooing whilst also doing freelance illustration and commission work on the side.

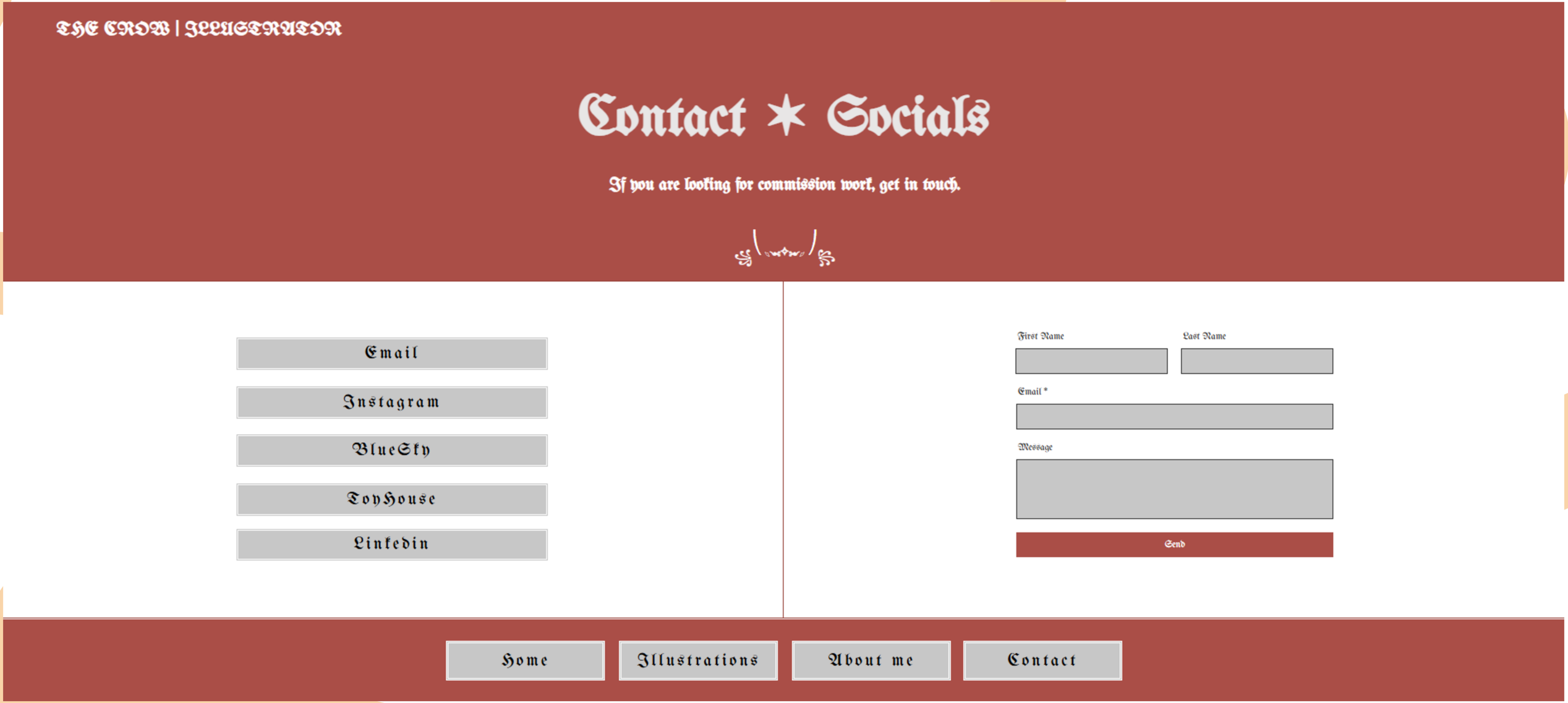
I am passionate about portrait illustrations and character work, I love to illustrate unique people, alternative people in particular. I love capturing individuality and those who are not affected by societal norms to look 'normal'. I like to illustrate characters as well, original characters aka OCs especially; I love capturing the essence of my own and other people's OCs.

My inspirations include comics/graphic novels (Preacher, video games (Last of Us, , alternative culture (music, fashion, tattoos & body mods), and finally queer art.



Home | Illustrations | About me | Contact

Contact page



Zander Letter

I got my success in my interested fields by working hard in the final 3rd year of and being sure I follow my passions so I did not fall out of love with illustration as I used to unmotivated often, which I had overcome during the final year. I also gained a lot more confidence, especially when it came to speaking with clients and presenting work.

During my final year, I had created a strong diverse tattoo portfolio and with that I secured a tattoo apprenticeship at a local tattoo parlor after graduation, I learnt the proper skills to tattoo and my knowledge of the industry strengthened by working in the environment first hand. I thoroughly enjoyed this learning process. After this apprenticeship, I bought a chair in the studio and began my career as a tattoo artist. On the side, I started to take on character commission work whenever I had the free time. These commission work was client's original characters and I charged a decent price. I also continued personal character work and portrait illustration in my free time, continuing my passion for illustration alternative unique people.

To expand my audience, I had opened up an Etsy store to sell stickers and prints, both in my tattoos style and my character work style. I sell a wide variety of designs.

To keep myself going, I make sure to take needed breaks and not over work myself so I do not burn myself out and fall into an art-block so I do not lose my passion. I continue to work on my art skills and taking on positive criticism to improve.

Student Name: Logan Batten

Student Number: 2404809

Programme of Study: Illustration (BAhons)

Module: Changemakers ADVA5001

Tutor Name: Ian Simmons