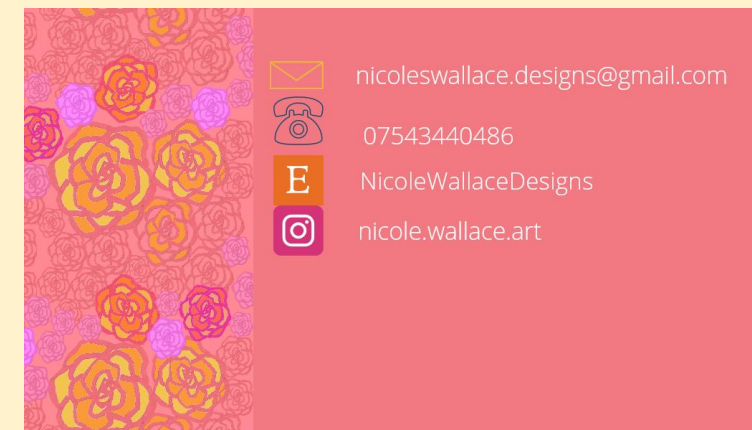
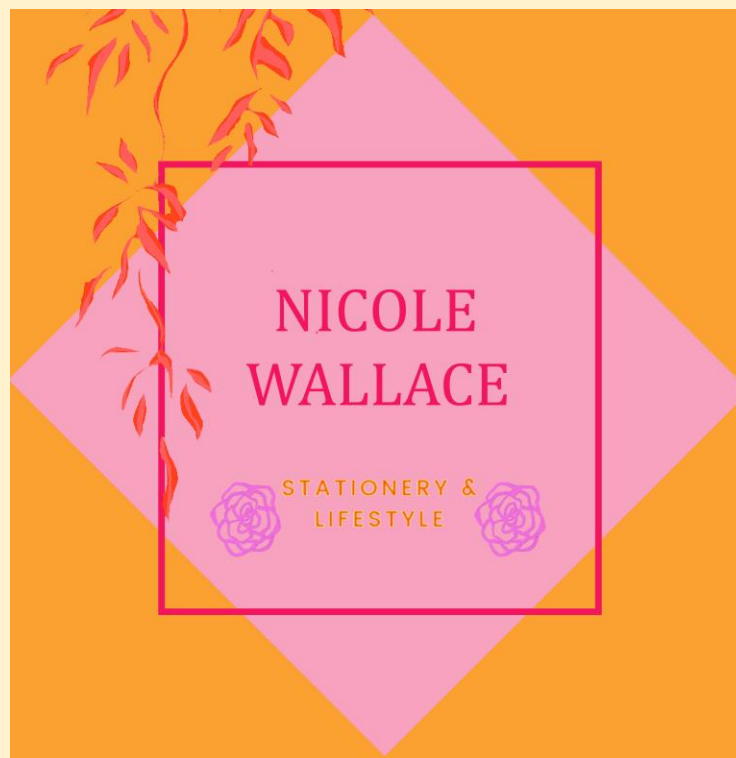
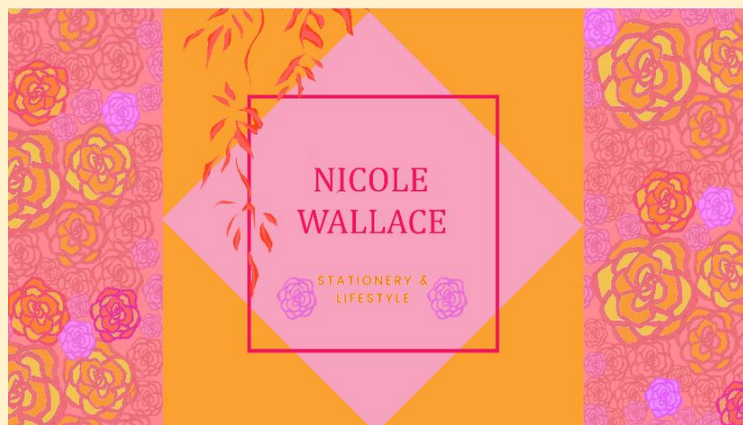
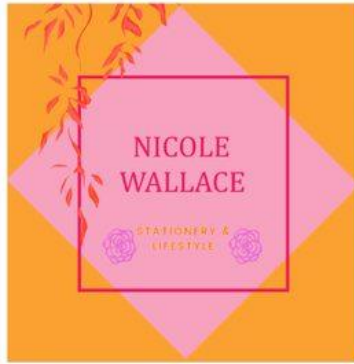


Professional Promotion

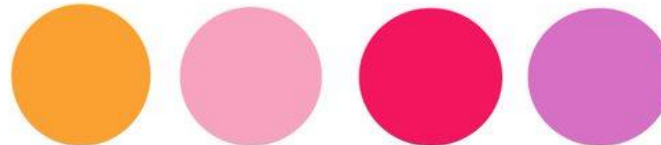
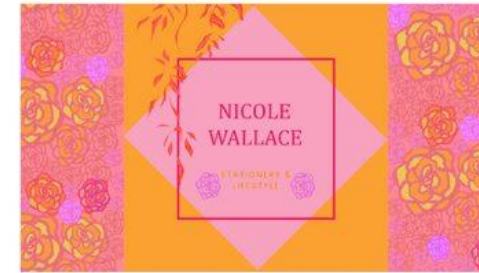
By Nicole Wallace



My Final Logo and Business Card Designs



I decided to go for a colour palette consisting of all my favourite colours. I decided on this because I know I won't become sick of using the same colours and that it would reflect part of my personality and girly style to others.



This logo was created on a website called Canva. I wanted it to be simple yet sophisticated so that it wouldn't clash too much with any future designs. However I wanted some of my style to shine through so I incorporated a girly floral into the design to give people a glimpse into what type of things I like to design.



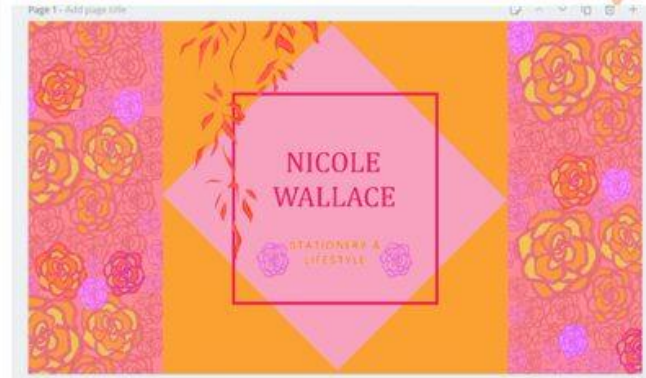
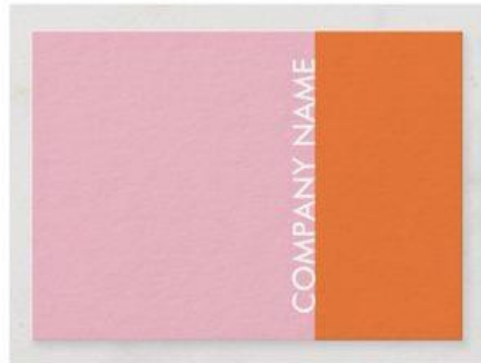
The font I used for 'Stationery & Lifestyle' is from Canva and is called 'Poppins Medium'

The font I used for my name is from photoshop and is called 'Cambria Math'

THE FONT I USED FOR MY NAME



I wanted my Business cards to have the same colour palette and logo to keep everything consistent and profesional. Keeping everything matching means that it is most likely to stay in peoples minds.



Zazzle.com



Business card template from Canva- Inspired me to use my roses motif in my business card, aswell as the pink background.



About Me



Detailed drawing style,
collage,

Specialising in
Stationery &
Lifestyle

National Wool Museum
Winner of tea towel
competition

Spoken languages:
English/ Dutch



Mobile Number
07543440486

My contact Details

Website

Email
nicoleswallace.designs@gmail.com

Etsy
NicoleWallaceDesigns

Instagram
nicole.wallace.art

Curriculum Vitae

OrangeBox

Experience

Work experience with
Liquorice Felts

2020 Picture this
Print Sale

Sewing and machine
embroidery

Olchfa
Comprehensive
School

Bronze
Duke of Edinburgh
Award



9 GCSE's A*- C

Welsh Baccalaureate
(pass)

Education and Employment

Noah's Yard
2014- Present

A Levels Llwyn Y Bryn
Art College
(Art Foundation PASS
Grade C)

Photograph of
Myself

Clear
and
well
Written

Presentation

Accurate

Works well under
Pressure

Bold Title
and
Font

Print Design

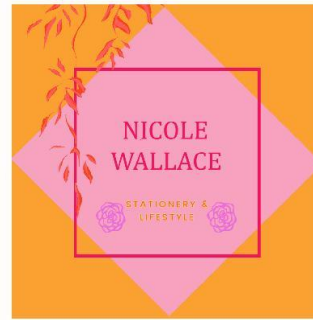
Photoshop

Moodboards



Skills

Drawing and illustration



ABOUT ME

Name: Nicole Wallace
DOB : 16/10/1997

Hi there! Nicole here, I am an illustrative stationery and lifestyle designer.

I like to draw intricate and detailed objects and combine them with paper collage. I often develop and edit my hand drawn work digitally on photoshop and put my drawings into repeat patterns for stationery or lifestyle products.

Processes that excite me are, Riso printing, lino printing, gouache painting and machine stitching.

SKILLS AND KNOWLEDGE

- Fine Line Drawing and Illustration
- Photoshop
- Machine and Hand Embroidery
- Print Design (Digital and by hand)
- Work well under pressure
- Gouache painting/ Watercolour
- Mood boards and Visualisations
- Keeping on trend

WAYS TO GET IN TOUCH:

 nicoleswallace.designs@gmail.com

 07543440486

 nicole.wallace.art

 NicoleWallaceDesigns

Address : 42 Dan Y Bryn Road, Gorseinon,
Swansea, SA4 4PB

EMPLOYMENT AND WORK EXPERIENCE

NOAH'S YARD

Bar Tender | 2015-present

LIQUORICE FELTS

Work Experience 2020



ACADEMIC BACKGROUND

UNIVERSITY OF WALES TRINITY SAINT DAVID
Surface Pattern Design and Textiles (BA), 2017- 2020

GOWER COLLEGE SWANSEA

Art Foundation Degree (pass), 2016

OLCHF A COMPREHENSIVE SCHOOL

GCSE's (9 A* -C)

DUKE OF EDINBURGH AWARD (BRONZE)

WELSH BACCALAUREATE (PASS)

EXHIBITIONS AND COLLABORATIONS

'Picture This 2020' University Print Exhibition - 2020

We organised a print sale, which we then exhibited.

St Fagan's ' Reimagining the Archive- 2019

We were asked to produce work that related to St Fagan's, this included the houses, gardens or objects within. It was then exhibited in and around St Fagan's for a couple of days. This gave me the chance to present my work to others.

Welsh National Wool Museum Competition- 2017

We had to design a tea towel based on women in the war, and I actually won the competition, which meant that my tea towel was sold in their shop and I was given a £100 gift voucher.

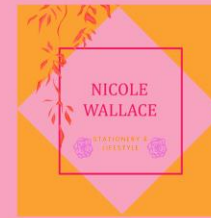
Orangebox- 2019

Our task was to design a pattern for one of their popular stools, however, we only had the option to use scraps of waste produced from their factory. This was quite a task as a lot of the larger pieces of fabric were gone before I had chosen my pieces. This made it difficult to have enough fabric to fit the pattern piece. I used my problem solving skills and put different fabrics together which worked well as a colour scheme. The final designs were then exhibited in Clerkenwell design week.

Letter to a Potential employer

18th April 2020

Mrs Amanda Del Prete
Hallmark Cards PLC,
Dawson Lane,
Dudley Hill,
Bradford,
BD4 6HN,



Dear Mrs Amanda Del Prete,

I am writing to you in regards to a potential job opportunity within your design team. I have recently graduated from UWTSD Swansea College of Art where I studied a BA in Surface Pattern Design. During my time there I have gained a lot of confidence in my abilities, and acquired a lot of skills whilst learning new techniques. This includes a greater knowledge of photoshop and how to create successful repeat patterns, different printing methods like lino cutting, and riso/ screen printing, as well as a more in depth understanding of the importance of trend forecasting and creating mood/ visualisation boards. The course enabled me to really find my own style and analyse what form of design I am best at. Towards the end of my 2nd year I realised that my most successful work was paper based, which made me come to the conclusion that stationery and lifestyle design suits me best. My favourite design process is drawing which I often edit, develop and refine on photoshop. Working for your company would really allow me to explore and express my creative skills to others, as well as provide you with designs that are relatable, personal and will leave a mark on your customers, which I know is always your aim.

In the last 3 years of University I have faced many challenging deadlines, this comes down to the fact that I was also working 3 times a week in a bar. Although I often had limited time to complete some tasks, I always got them done on time and to a high quality which I was pleased with. This highlights my reliability, organisational skills and determination which is why I think I would be a very beneficial attribute to your team. University has also forced me to become more confident when talking to others about my work and has also made me more aware of how important it is to accept and take onboard constructive criticism. Whilst taking part in a print sale/exhibition with my classmates, we all had to discuss ideas and solve problems together by working as a team and helping each other out in order for the exhibition to be successful. This has contributed to my good communication skills which is important when working within a design team like yours.

I became more aware of your brand last year when the year above me were taking part in a live brief collaborating with your company. This is part of the reason why I decided to carry on my design journey in the field of stationery and lifestyle, I became excited at the idea of designing products that can trigger people's emotions. Greeting cards and gift wrap have the ability to do just that, I would love people to have this personal connection with my work. I am so drawn to your company because of the vast amount and variety of cards you provide, each and every one being unique and different in style. Working in an environment where there are lots of different styles of work around me would definitely take me out of my comfort zone and encourage me to progress and come up with new ideas.

I would really love the opportunity to work for you as it would give me a good idea of what working with a large team is like, and would help me to understand how the stationery business works. I am very eager to learn, willing to listen, and will definitely work hard in order to meet deadlines and produce work to a high standard. If you think I would be suitable for a chance to work for your design team please get in touch. Thank you for taking the time to read my letter, if you would like to learn more about me and my work please take a look at my website and social media links below, I would also love the chance to come and visit you to show you a portfolio of my work. Thanks again and I hope to hear back from you soon,

Kind regards,

Nicole Wallace

Companies and Business' I'd like to send press packs to



I would really like to send my press pack to hallmark as I believe in their goal to leave a lasting impression and make a mark on peoples lives. I want my work to have the same effect.



As I want to continue my creative journey focusing on all things stationery and gift wrap, Paperwhales love for paper seems like the perfect company for me to work for. I love to collage different papers together and really like how sophisticated yet simple their botanical cards are. I think their style is very different to mine which I think is a good thing because I want to challenge myself to try something different.

OHH
DEER

I would love to work for this company as they sell lifestyle products as well as stationery which will allow me to work on varying shapes and sizes meaning my skills will be more adaptable in the future.. They also work with a lot of different artists and designers which I could come into contact with whilst working for them. This could help me to learn more design techniques from others and possibly help me progres on to something bigger and better.

SK▼NNY DIP

I have always loved skinny dips quirky and girly style, their use of bright bold colours and how their designs always uplift your mood and boost your confidence. I would like to create the same vibe in my own work and hopefully run a successful company like them in the future. They are very well known and could help me become more recognised in the design world.

HARRIET POPHAM

Since Harriet's first ever visit to university I have been much more driven to get my etsy store up and running. Her success and passion for design has reassured me massively that it is possible to do well going on from this course. I love her collage designs and riso prints, two of my favourite processes. I think I would really enjoy working with her as her style is detailed and playful, much like how I like to work.

Companies and Business' I'd like to send press packs to

Jacqueline
Colley

I am absaloutely in love with this designers work. She seems to be good at everything whether it be repeat patterns or prints. Her work is very detailed, which I like, and her style is very versatile, meaning I thnk it would look good on fabric, paper or even fashion. I would like to be able to learn how she does her repeats so well.

PAPIER

I would love the chance to collaborate with this company in the future as their really well known amongst stationery lovers. They colaborate with lots of independent artists and brands to help them gain more of a following and more sales. They are similar to Hallmark in that they want to create a connection with one another.

Papurchase

What I like most about this company is that they cater for everyone, young and old. They also have quite a few shops around the UK as well as a succesful online website. It is probably one of the more well known companies in the UK which means that it would look really good on my CV..

Jessica Hogarth
ILLUSTRATION
& SURFACE PATTERN DESIGN

Hogarth's style and my own are very similar in the way that we both start our designs as simple black pen illustrations on paper. and then digitally edit them on photoshop. She has sold a lot of her work through big companies like oliver bonas, thortful and scribbler. Therefore she has got a lot of experience.

COCONUT LANE
LONDON

I think my work would fit in quite well with this company as a lot of their proucts consist of the same type of colours I like to use in my work. They also sell a lot of lifestyle products that are on trend and girly which is very fitting to my latest project. They are also based in London which means that I wouldn't have to travel to far to visit home.

Where will I be Posting?

Instagram
Etsy
Wix website

What Features?

I will be including my contact details, a little paragraph about myself, a link to my portfolio, an instagram and website link, links to my artist inspirations and their instagram accounts, and a press links so that people can see what companies I have worked with.

How often will I be Posting online?

Instagram: I aim to post every 2-3 days
Etsy: new designs every 2-3 weeks
Website/Blog post - once a month

What Context?

I will be posting the progress of my final major project and any design work that I do after university. I also want to include artists that inspire and influence my work as well as photographs of my inspirations that I see when I'm out and about. I am hoping to have a few companies take me on for work experience, and will be posting what I get up to on my website.

My Plans for the future?

I want to enter a lot more competitions online to gain more experience. I also want to make sure that I keep all of my sites/ pages up to date so that people know that I am current and still interested in design. Also advertising online when I am attending/ selling my work at craft fairs or pop up exhibitions will help to promote my work and encourage people to come.

How will I maintain this content?

I am going to make sure that I always keep myself busy by either visiting places like museums, shops, beautiful scenery or any other places that will encourage ideas for design. I want to make sure that I am always designing even if it is for just half an hour a day. This will help to keep my creative juices flowing. Looking at other artists blogs and instagram pages will also help give me ideas on what to post.

Longterm

I would like to have a couple of work experience opportunities in the future which will allow me to share new processes and techniques learnt to all of my followers. Also whilst on my travels I will be documenting what I see through paper collage, paintings and drawings, meaning I will have a lot of content to share. I will continue to promote my online shop regularly which will encourage more and more sales.

ONLINE POSTING PLAN

Immediate

As my journey in university is coming to an end I have been posting a lot of the work I have been creating for my final major project. I have tried to upload atleast one piece of work a day on instagram as well as documenting my progress on my website. Once university ends I will be carrying on posting but maybe not as frequent as everyday. Maybe every 3 days instead so that I don't stress myself out too much trying to conjure up a finished design everyday. I hope to do some travelling, visiting different places around the world will give me lots of patterns and objects to draw from.

Midterm

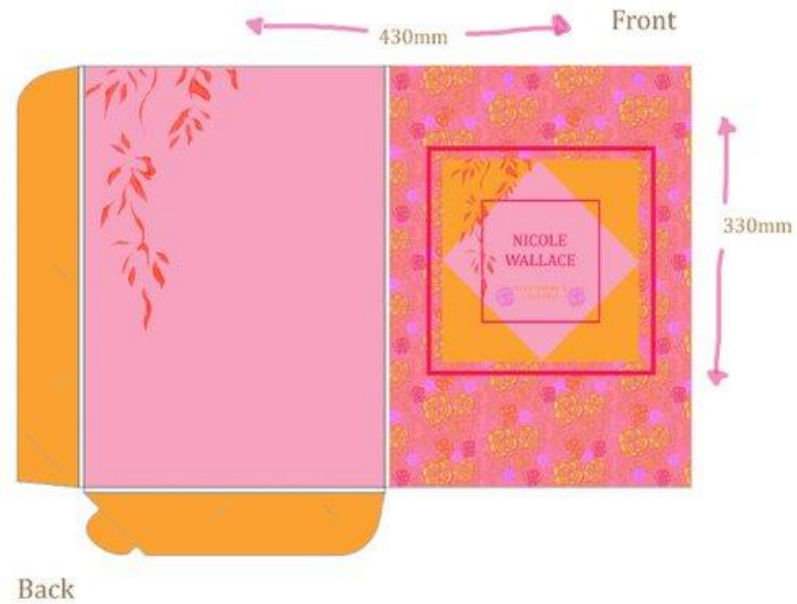
Without the guidance of teachers and the project deadlines, it will be my responsibility to design work by myself. I know this may become challenging if I have a job but I want to make sure that I atleast try to do some drawing every day before bed as it makes me feel relaxed and calm and will help to keep my instagram feed updated with fresh new posts. My plan is to have quite a few products up and running on my etsy store by then so I will be posting to my instagram regularly to advertise any new items added. This will save me from paying for advertisements.

My Press Pack Templates Design

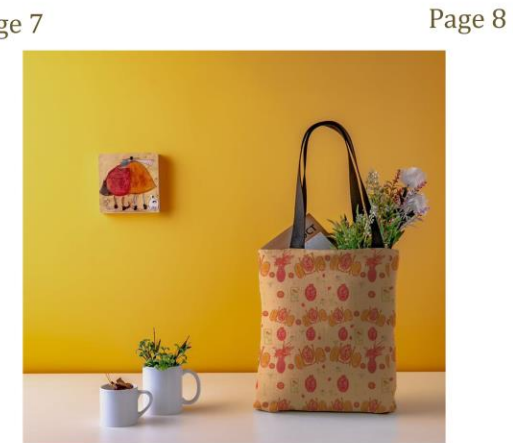
Here will be a booklet
of some of my repeat
designs and
stationery/ lifestyle product
Visualisations

Card versions of CV/
letter to potential
employer

A little Pocket for my business card
to be inserted here

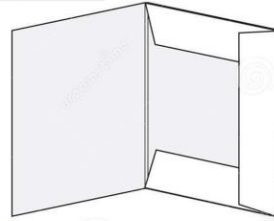


Here are the pages
That I will include in
The booklet of my
Work in my press
Pack!





Cansu Merdamert Packaging and branding studio



I wanted something quite simple for the packaging of my press pack as I wanted the main focus to be on the content inside without people getting too stressed about opening it

I also wanted to make sure that I didn't have to fold my CV and letter to potential employer so I needed my folder to be quite tall. To ensure extra neatness and to avoid creases I would have both of these in form of card rather than paper.



I like that every part of the collection is matching in terms of colour scheme and pattern, I wanted my press pack to be this consistent too.



I liked that this press pack had a little pocket in it for business cards and the idea of having a little booklet in the middle. This gave me the idea to have a booklet with some of my work inside.

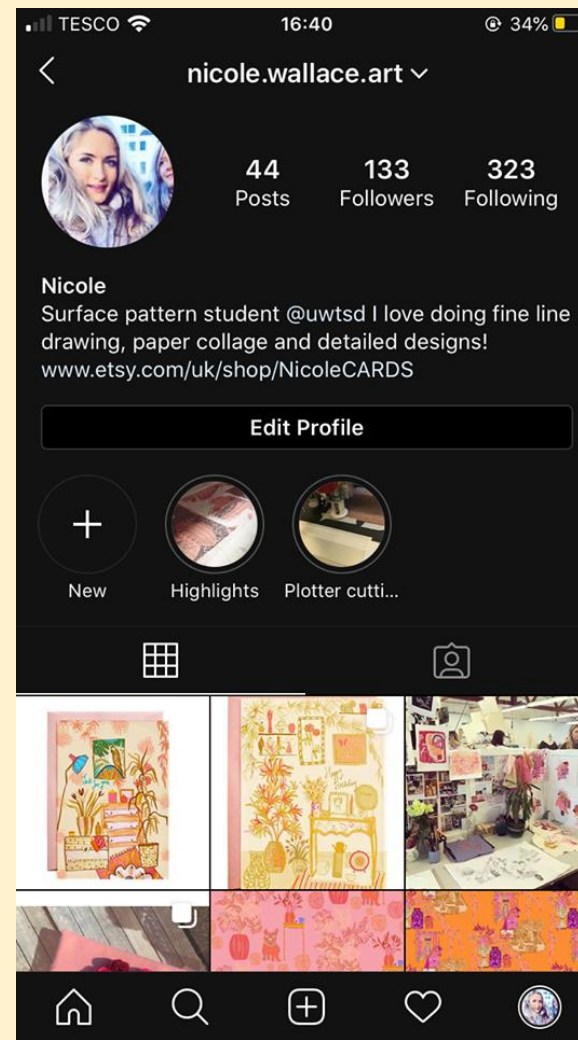
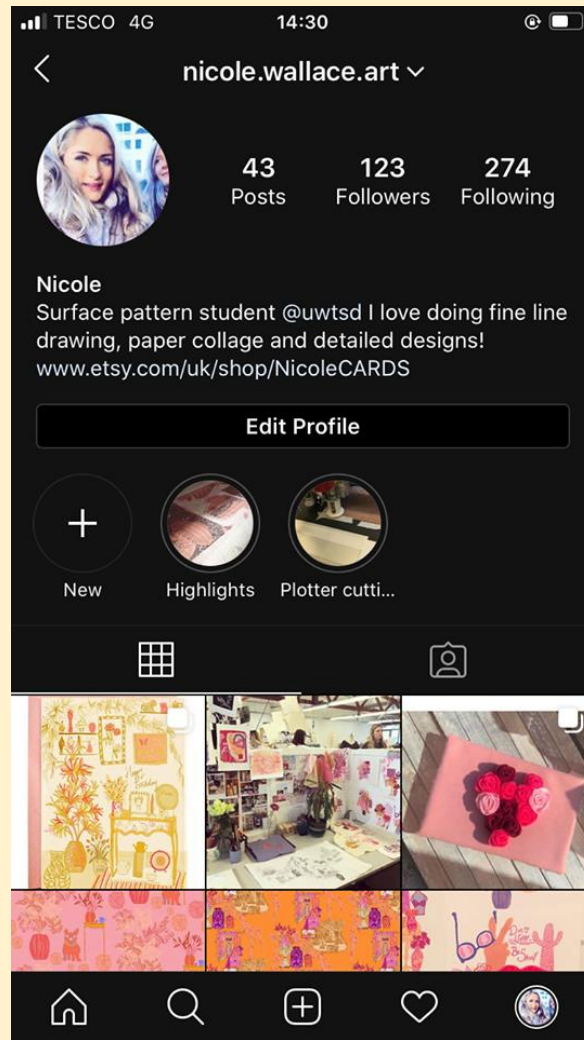
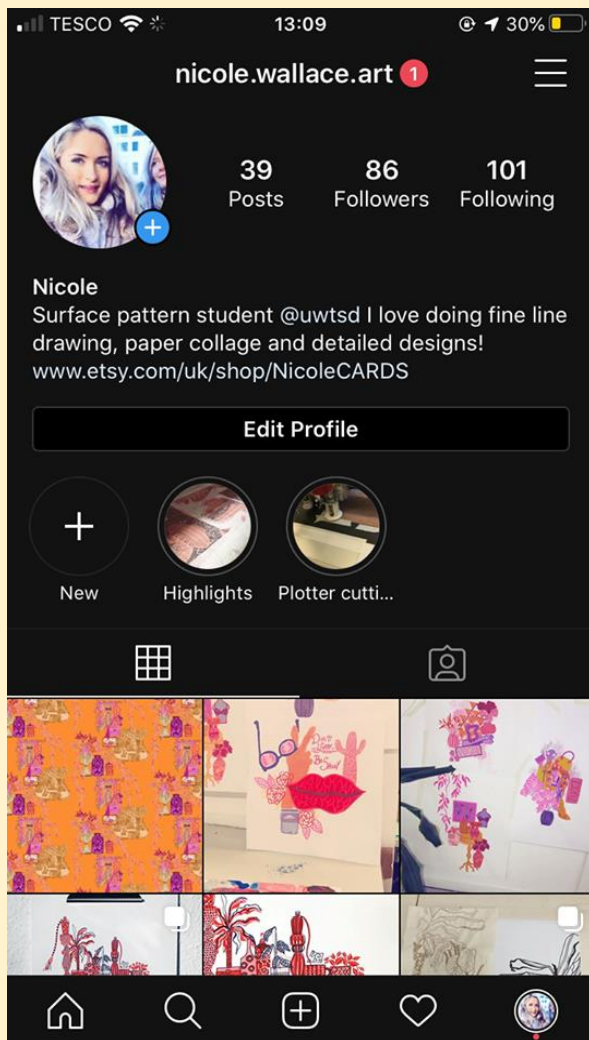


www.creativereview.co.uk



Following more people on instagram, posting more things and liking other artists' posts have helped me gain more of a following on social Media

My Online Presence

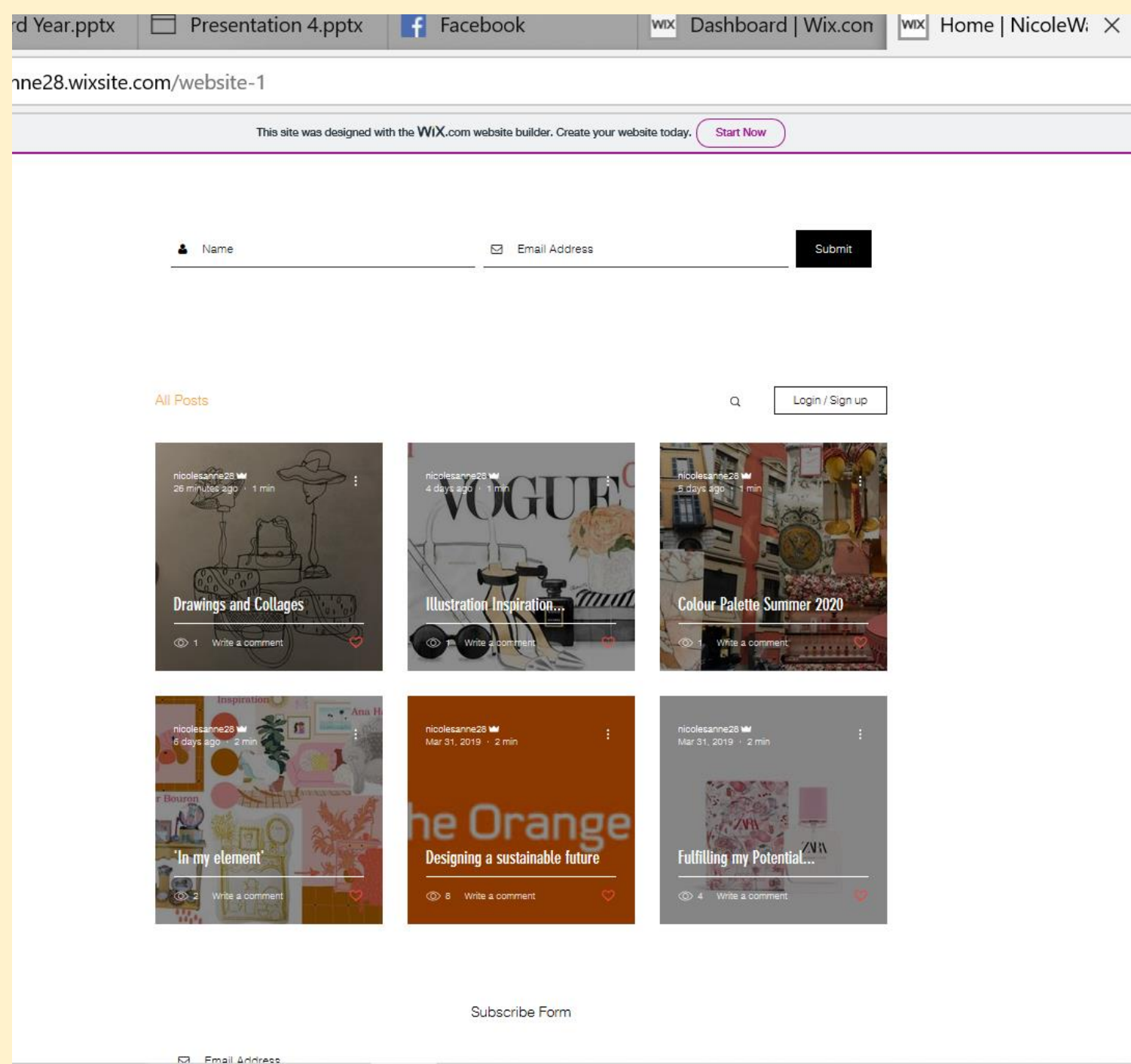


Instagram: nicole.wallace.art

<https://nicolesanne28.wixsite.com/website-1> - My website link

Etsy- NicoleWallaceDesigns

I have also been adding
Blogposts to my website
Regularly to keep it up to
date



STUDENT SELF EVALUATION FORM (UG)

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

Student Name:	Nicole Wallace	Student P Number:	1702779
Programme:	BA/MDes Surface Pattern Design		
Module:	Professional Promotion		
Module Code:	ADAD6002	Contribution to Module:	100%
Assignment Title:	Professional Promotion		

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

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

I think the colours I have chosen for my brand/ logo are very me and represent me as a person and my style of work. I am happy with my CV as I think the layout is nice and it is neat and easy to read. I think everything matches really well and I have been consistent which will help to make my work more memorable.

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

I didn't do as much research on other brands/ press pack ideas as I should have. I think this could have maybe helped make the design of my press pack more exciting, however I didn't want anything too over the top as I don't have very good resources at home.