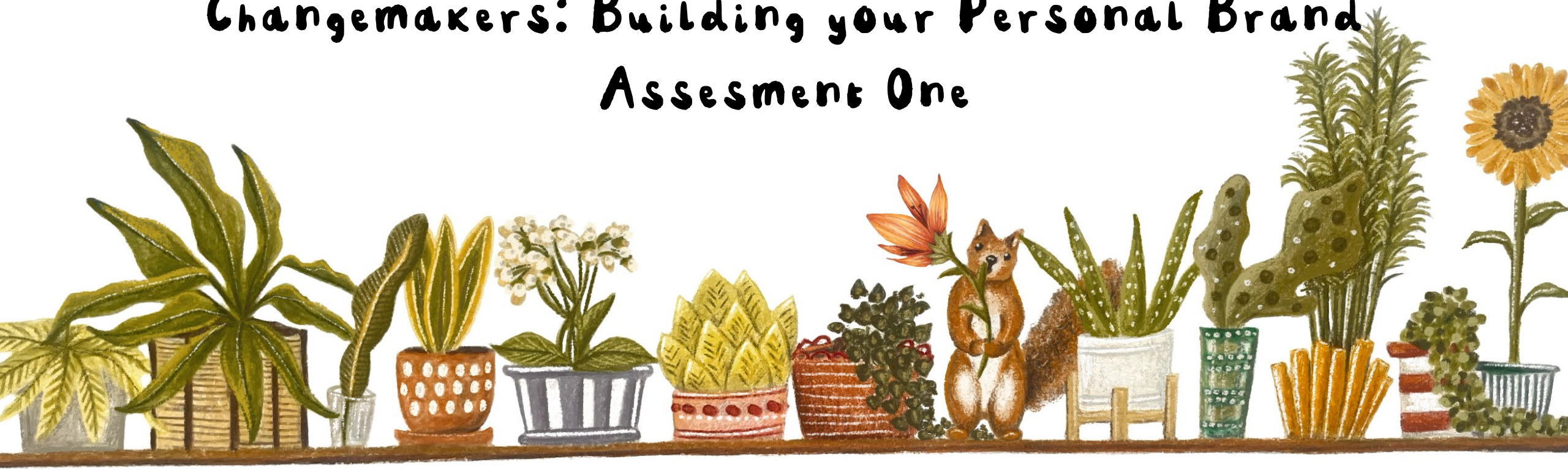
Chloe Duggan

Changemakers: Building your Personal Brand

Assesment One



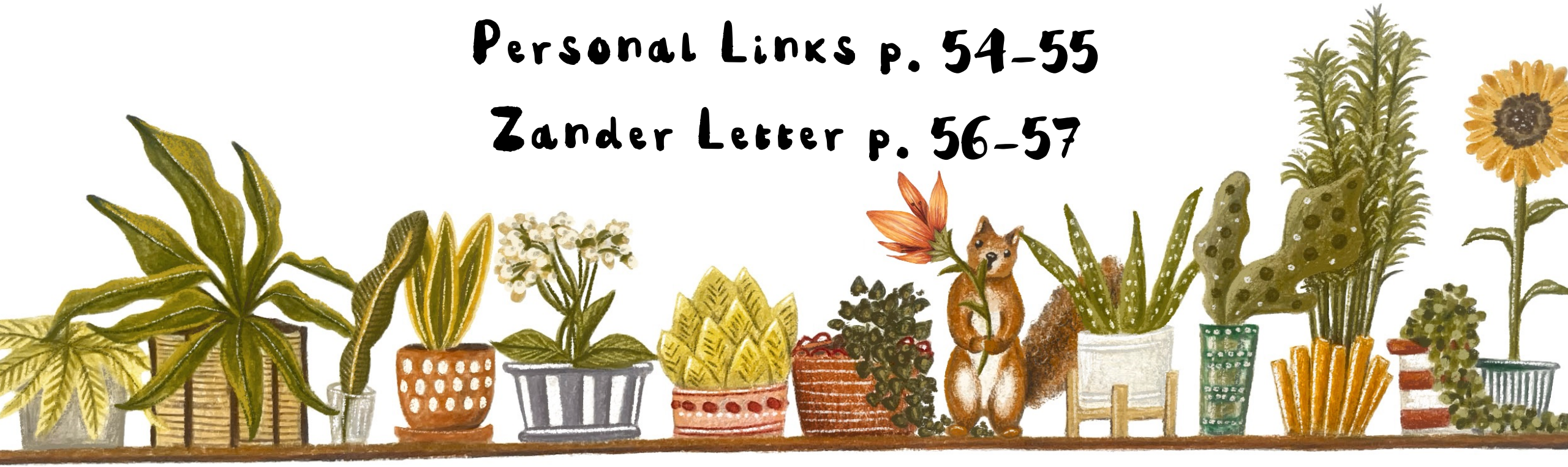
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Zander Letter p. 56-57



Research

Good Websites

https://oliverjeffers.com









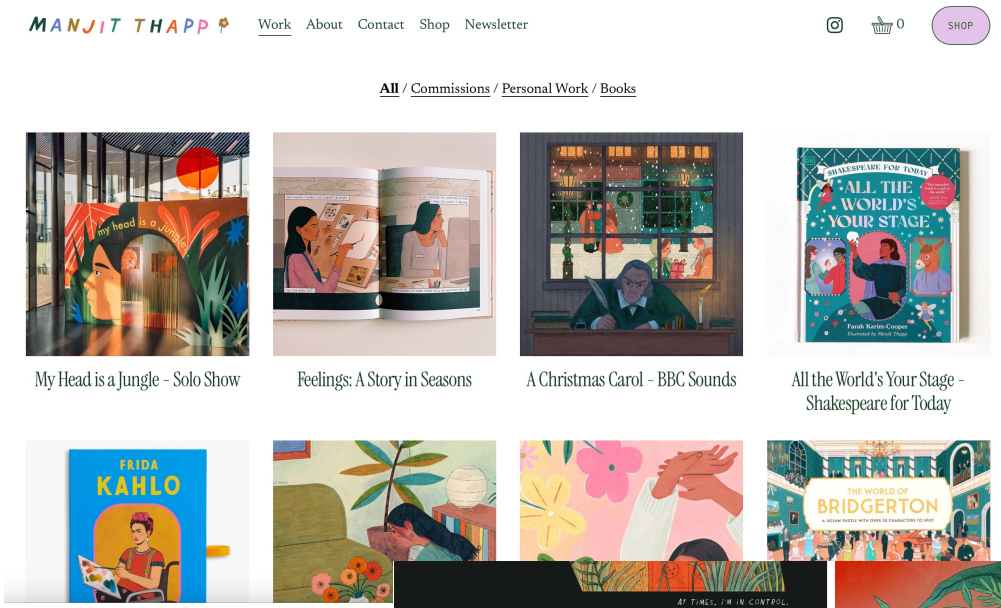
'An Illustrated World of Science' Exhibition

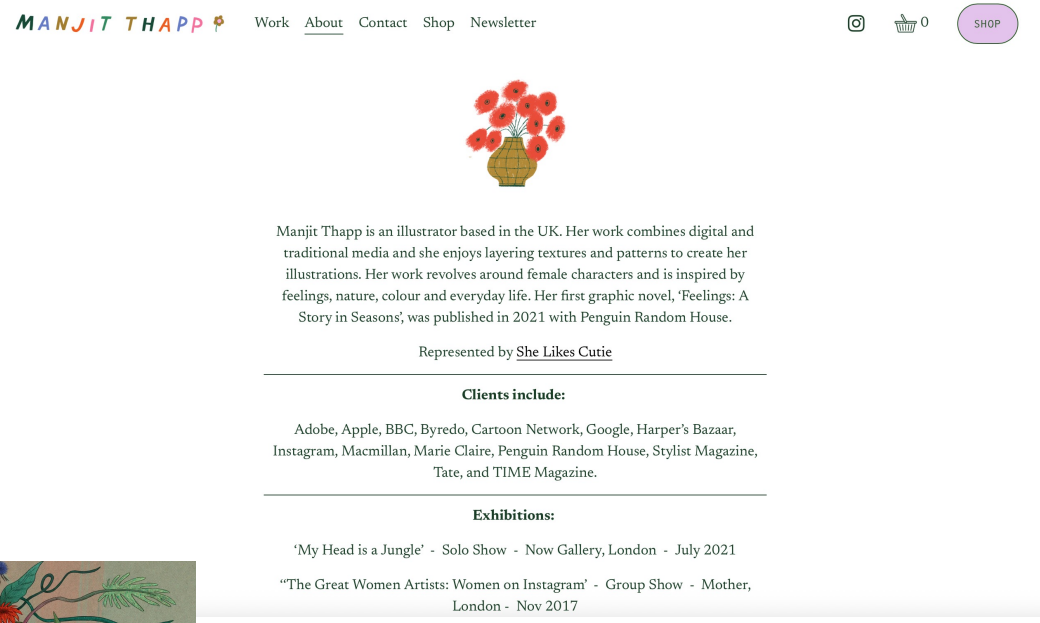


EXHIBITION

The Night in Bloom

I think this website works very well, the home page is unique and runs straight into a video of the artist working in his studio and doing mundane things with the caption ‘The world of Oliver Jeffers’ inviting the viewers to escape into his picture book world. I like how he uses photos of himself amongst his materials to create a sense of what he is like and how he fits into the narrative he builds for children's picture books. The only downside is that it takes a few seconds to load and after a talk on website statistics, the viewer makes a judgement in half a second and by 6 seconds they have read and seen enough to move on. Jeffers website uses a playful animation of a rain cloud to keep viewers hooked while waiting.



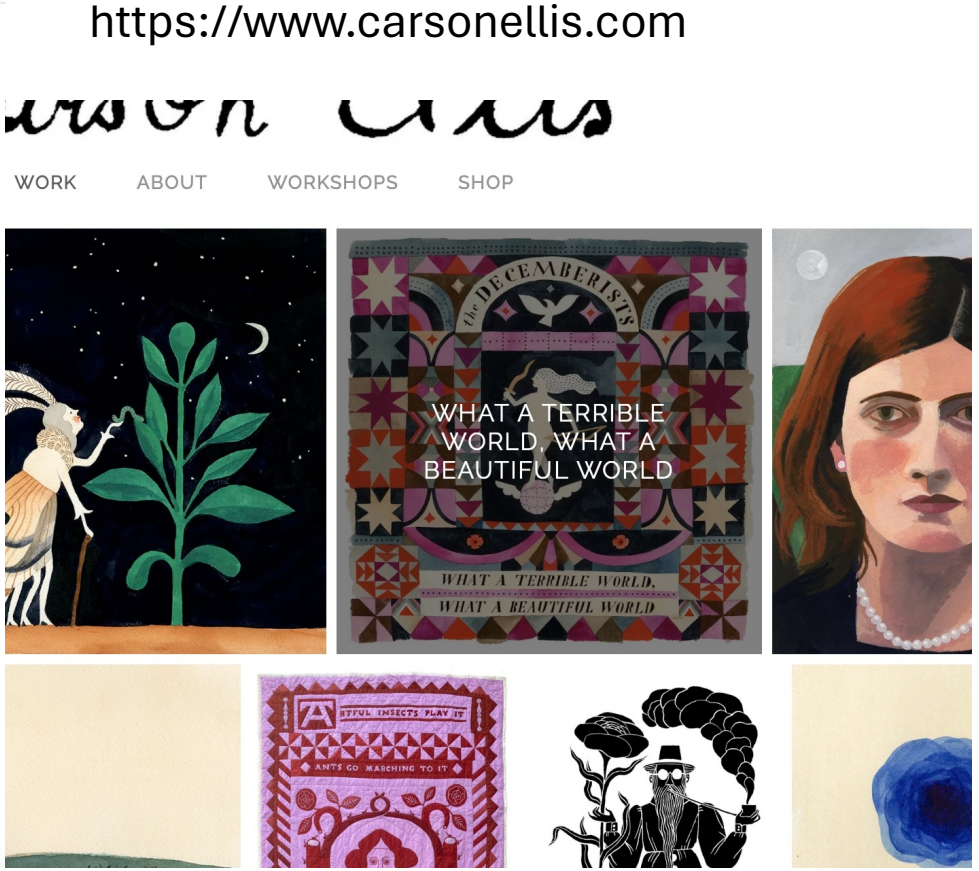


https://www.manjitthapp.co.uk

This website works well as the work is clearly displayed, and the images are large which creates a clear page and accessible viewing for any visual impairments. The artists colours and playful font are used as the heading with small spot illustrations throughout each page which keeps consistency. She has used the titles of her work for each illustration which is important for her as she has a range of work from picture books to exhibition shows. The titles show this clearly.

https://www.carsonellis.com





This website takes you straight to the gallery as the homepage which works well as the viewer can make a judgement straight away on the artwork. I think I would like to have my gallery as my home page in the beginning of my career and then as my portfolio grows, I can expand, as necessary. I like the hand drawn font of this artists name, and I think it fits in with the style of her illustrations, like an inky line. The consistency here is effective and clear. What I like about this illustrator is that some of her work seems very different however the way she displays it creates a unity between all the pieces. As my work is varied this will be essential for me to do.





Earthquake Response, Turkey



Armenia, Nagorno-Karabakh



Ukraine



Stuck in Belgrade



Gold mining in Ghana

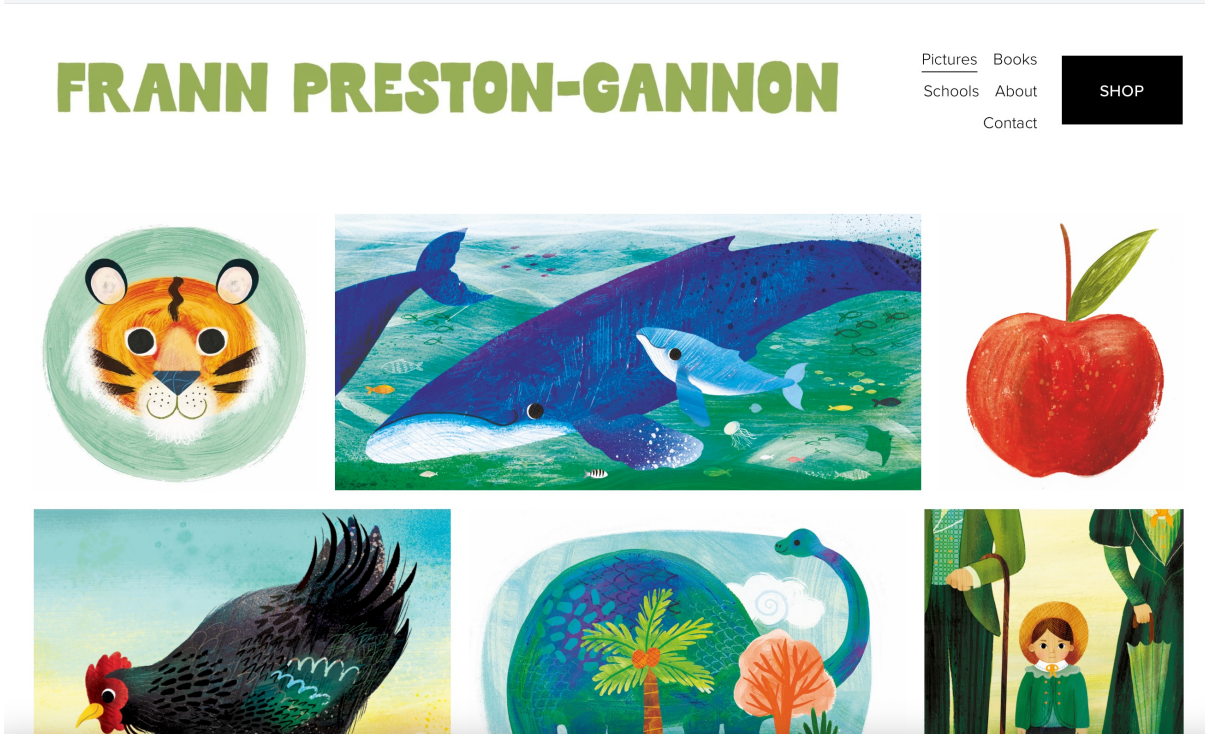


WithDraw from Afghanistan, 2014

https://www.georgebutler.org

This website is like the George Butlers, with the video as the homepage, but I think this is essential for the ethical work this artist does and gives his viewers a sense of the cause and the heart behind his mission of capturing war zones. His work is then clearly displayed in a gallery on a white background for a clean look with the titles indicating the story and location of each piece. He has also used the quill and ink style typography for his name, reflected in the style of his work. As this is a reportage illustrator, the titles are necessary to understand the concept, whereas other portfolios can use the artwork alone to showcase their style and selection of work.





https://www.frann.co.uk

Another website that takes you straight to the gallery, with a clean and clear aesthetic. I like on her about me page she has incorporated her illustrations into a photo of herself, helping viewers identify her brand and her children's picture book connections. The green font is a calming colour, and the style reinforces the playful, warm and friendly theme she has for her website. The green also matches her artwork, keeping the branding consistent throughout.

Marc Majewski

Work About Contact Instagram Shop








https://www.marc-majewski.com

Marc Majewski

Work About Contact Instagram Shop

Marc Majewski is an award-winning illustrator, picture book maker and Art Director.

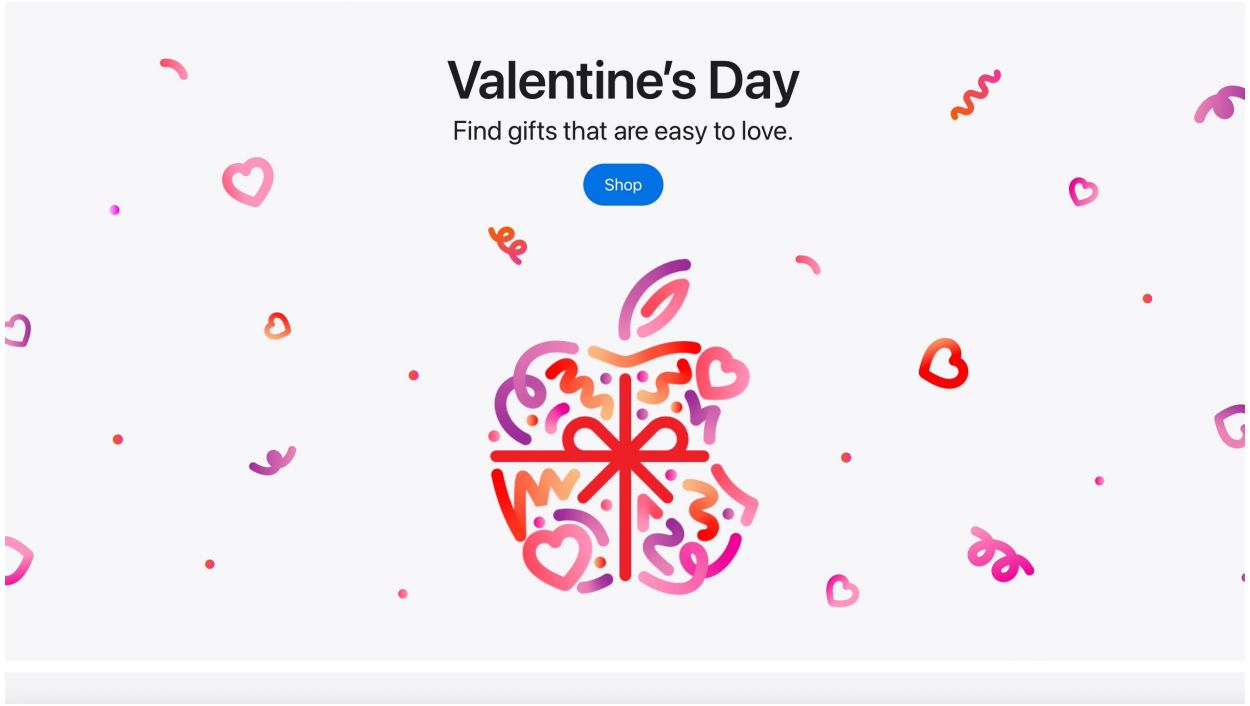
He has written and illustrated several books, one of which is *Butterfly Child*, published in 2022 by HarperCollins and translated into more than ten languages. Using mostly paint or ink to create his illustrations, Marc's style is characterized by sweeping strokes and bright colors. His work has been featured in many exhibitions around the world, including the Bologna Children's Book Fair Illustrators Exhibition and the Society of Illustrators The Original Art, as well as in newspapers such as *The New York Times* and *The Telegraph*.

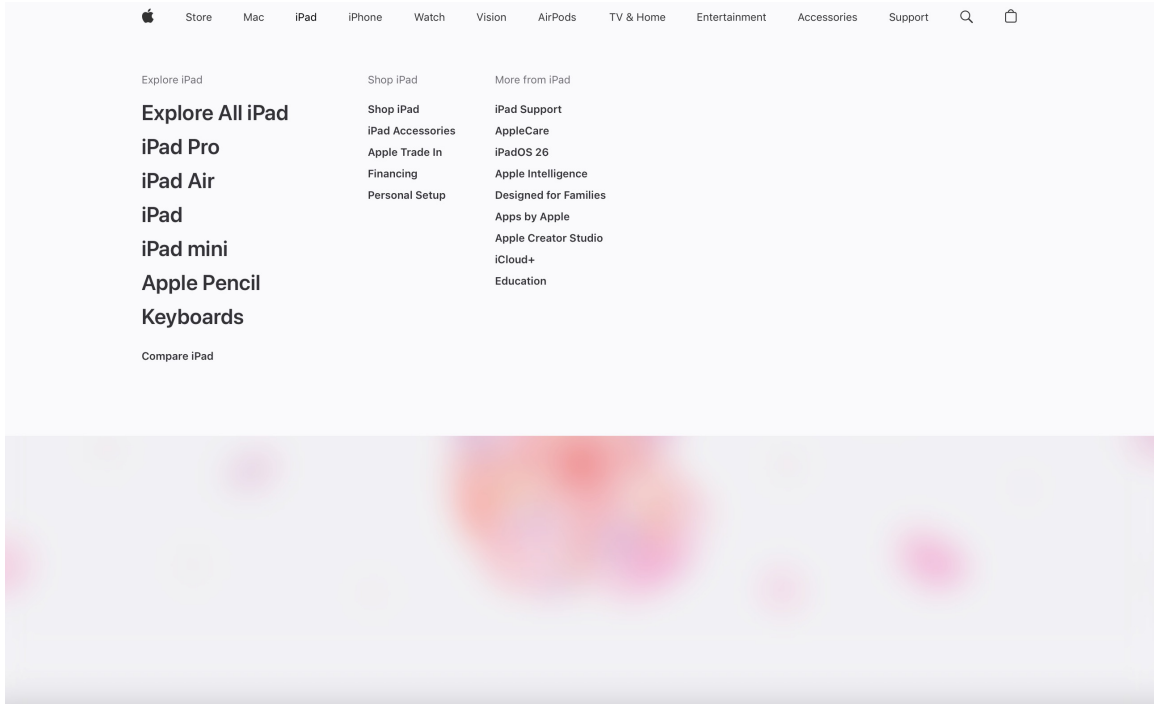
In 2024, he received The New York Times/New York Public Library Best Illustrated Children's Books award for his illustrations of *As Edward Imagined*.

Marc lives and works in Berlin.



This artist has a clear and clean set up for his gallery, taking it straight to that page when entering. He also connects his Instagram as a separate page, and the photo of him in his studio on the about me page creates a connection with the viewers. I have also noticed that all the artists pages I like have used hand drawn typography for their logo and used their full name as their domain name.

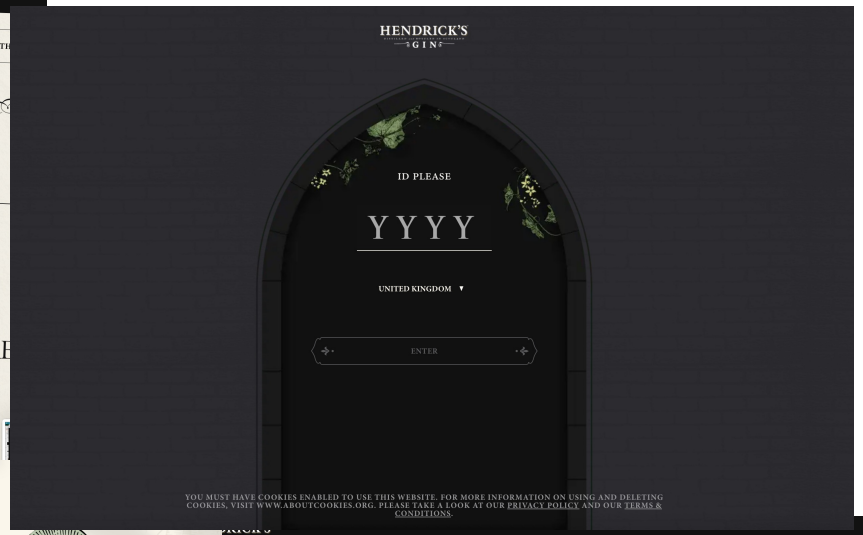




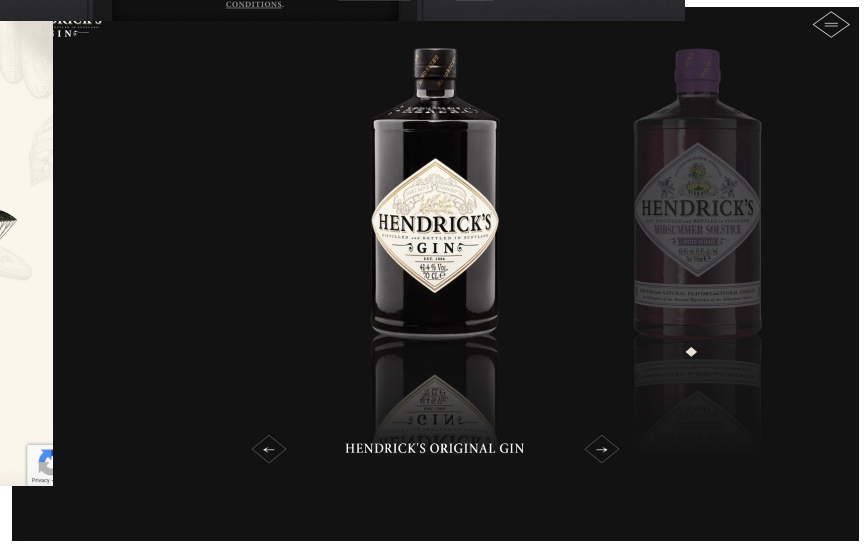
https://www.apple.com/uk/

Looking at other companies rather than illustrators to see effective website designs, I like the professional and orderly layout of the apple website, with animated elements that load quickly. With this being a technology website, there design needs to reflect that, and focus on the products which I think it does successfully and is easy to navigate. The minimal colour palette highlights the professionalism of the company, while staying creative.





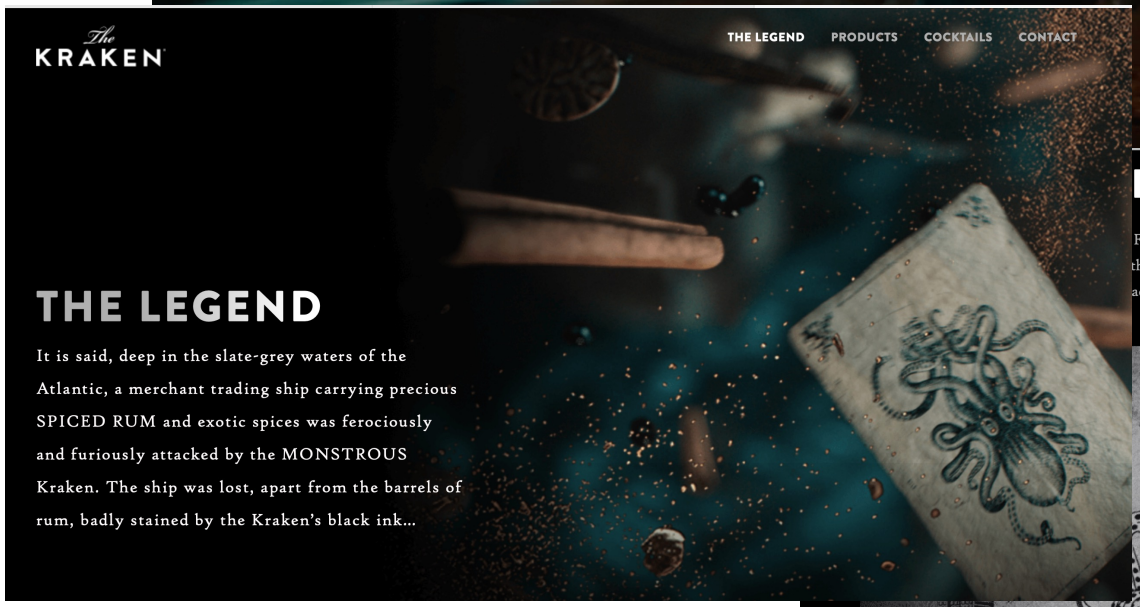


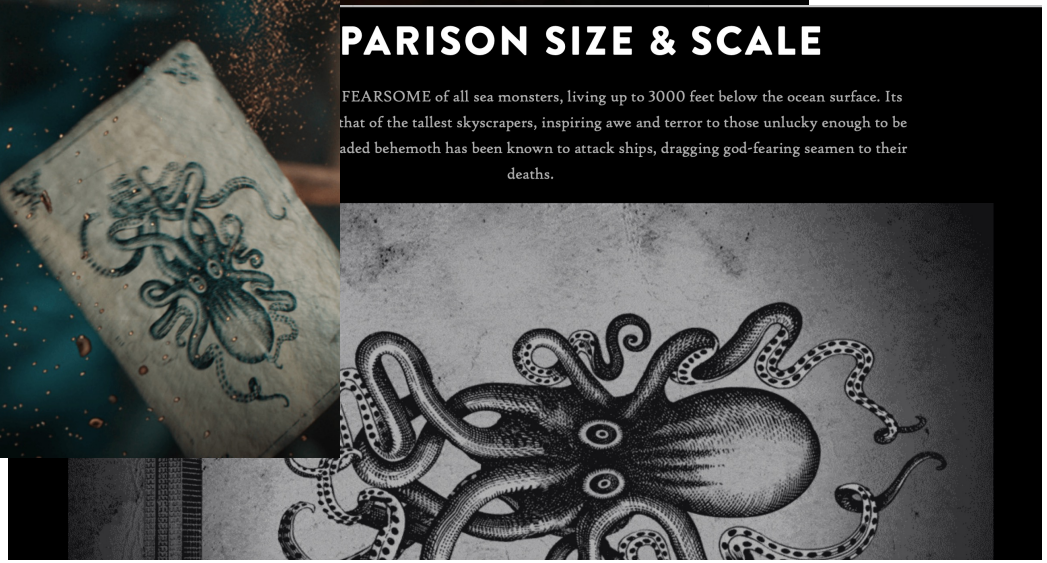


https://hendricksgin.com/uk/

On of my favourite brands is Hendrix Gin, and their website maintains the consistency they have throughout their packaging, advertisements and promotions. The website keeps the dark colours of the gin bottle contrasted against the cream/ green of the cucumber, and they use animated illustrations throughout to keep viewers engaged. By using quirky elements for the boring aspects such as entering your age for the alcohol, have been done in a=n interactive way to keep people engaged.

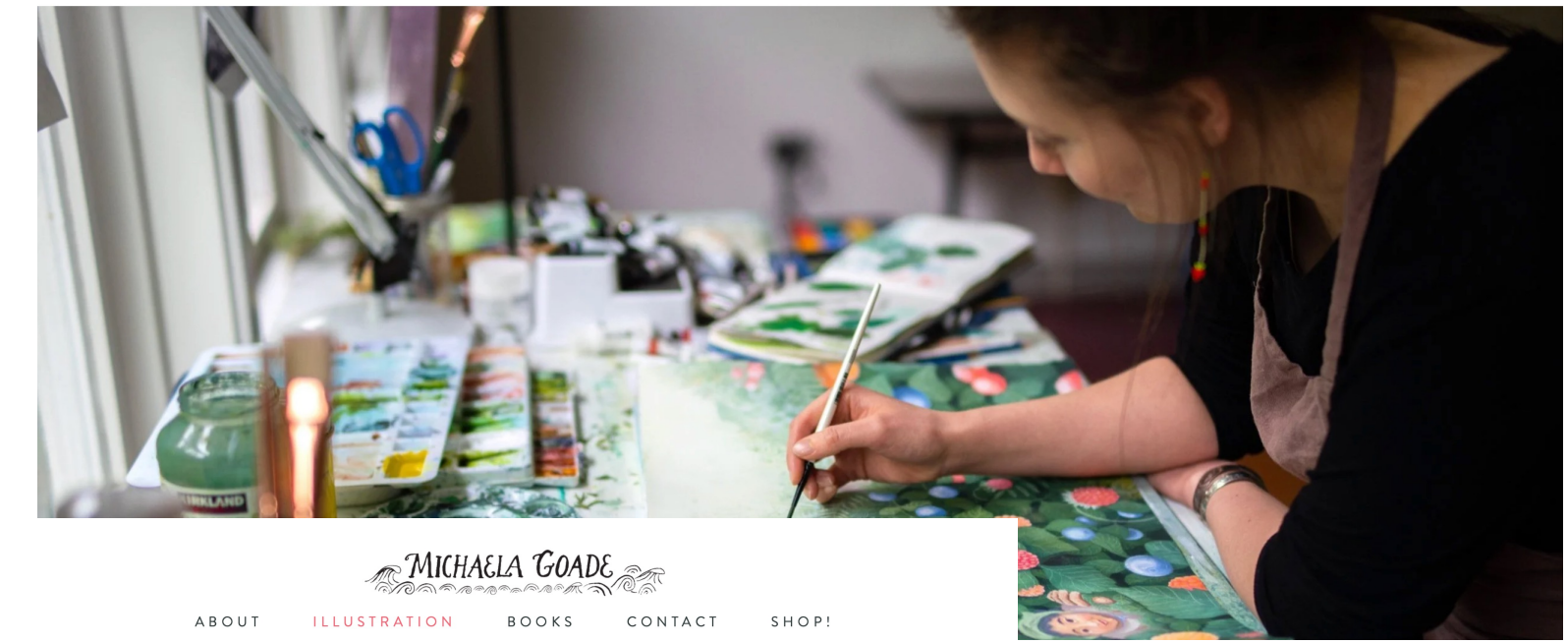






https://global.krakenrum.com

Another iconic brand is the Kraken Rum, and their website maintains the story that creates their branding about a mythological creature of the sea. The websites homepage is a film that shows craftsmanship and a high budget, and you can navigate easily through the pages. They also have a cocktail section which feels personal to the viewer as that is something that can give them inspiration. They also have detailed about pages, with lots of imagery so you can skim read it and understand the message.

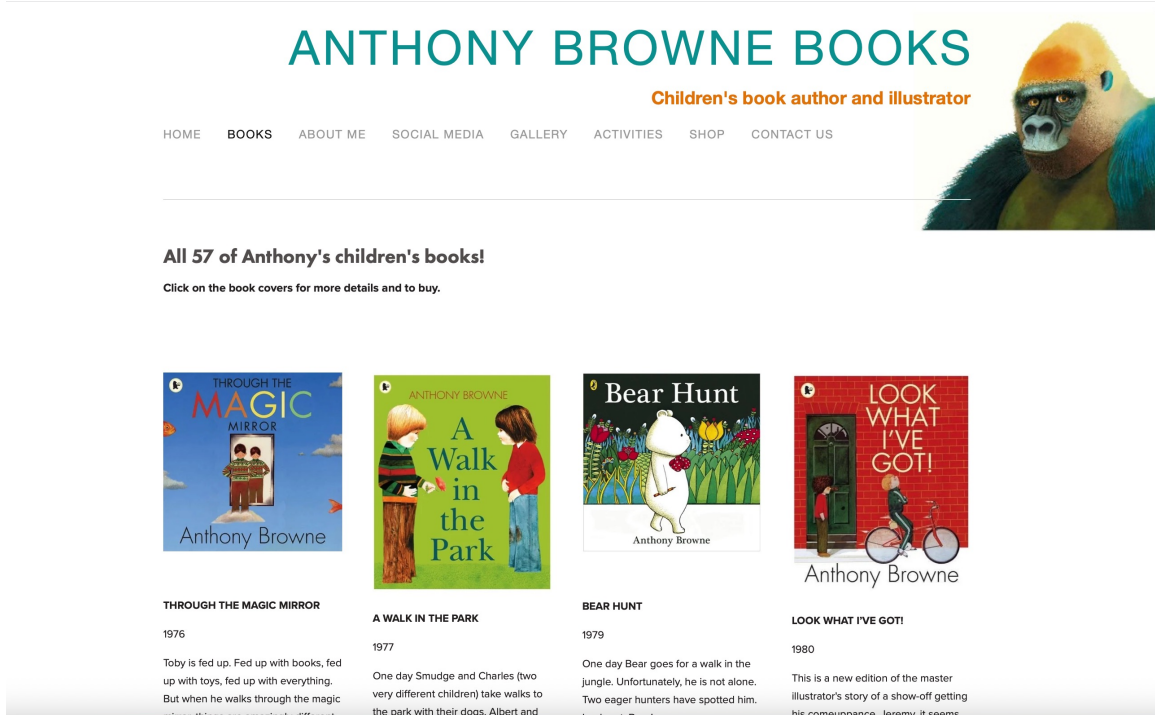


https://www.michaelagoade.com

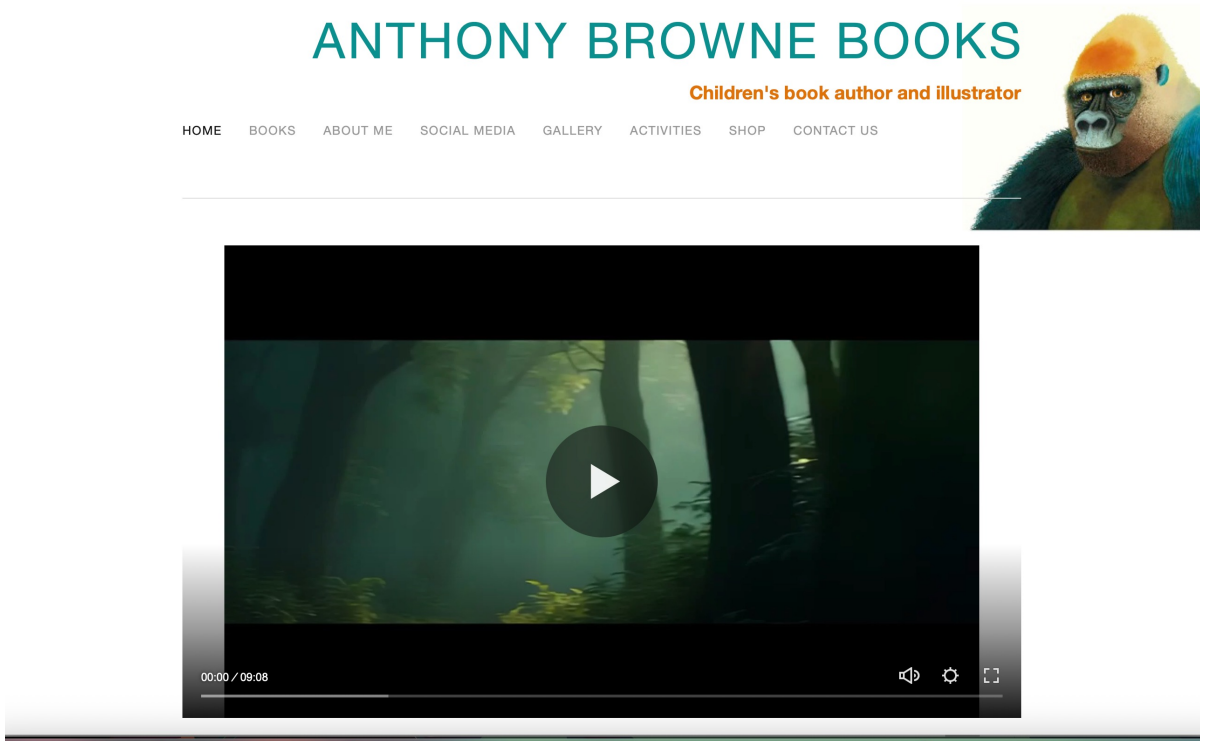
This illustrator has a small decorative illustration around her name and handwritten font, which appears to be line drawings of waves, immediately a water/seaside connection that is seen throughout their work. Her homepage shows her at her desk doing her work, in aa creative environment, which is great for viewers to be able to connect with the artist.

Poor Websites

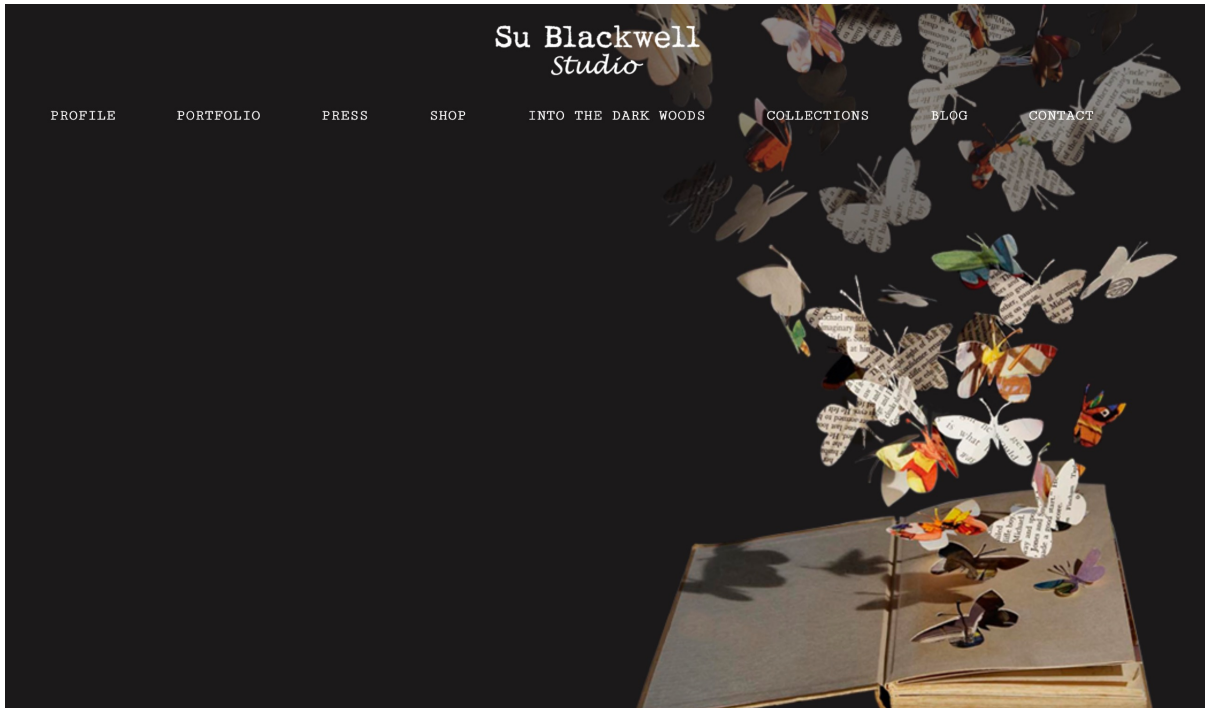
Although a prominent figure in the children's picture book industry, I felt this illustrator's website did not grab my attention and there doesn't seem to be much branding other than the gorilla, which is often seen in his work. The font is also generic and feels more corporate than it does children's book illustrator. There was also a video but no context and didn't have its own section or title.



https://www.anthonybrownebooks.com



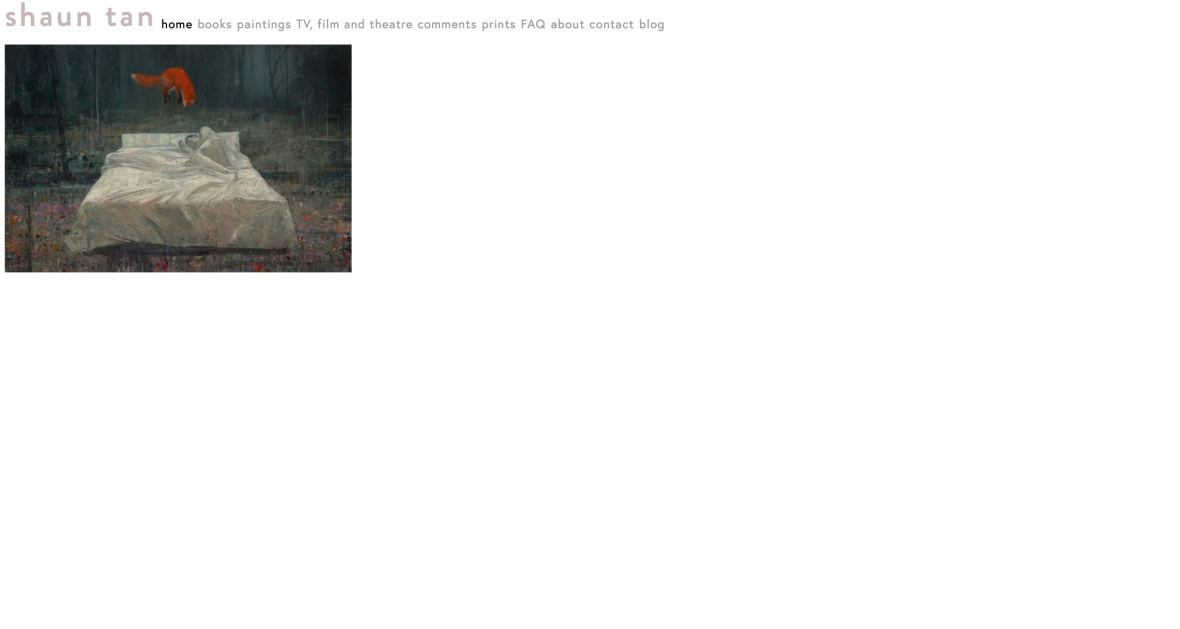
https://sublackwell.co.uk

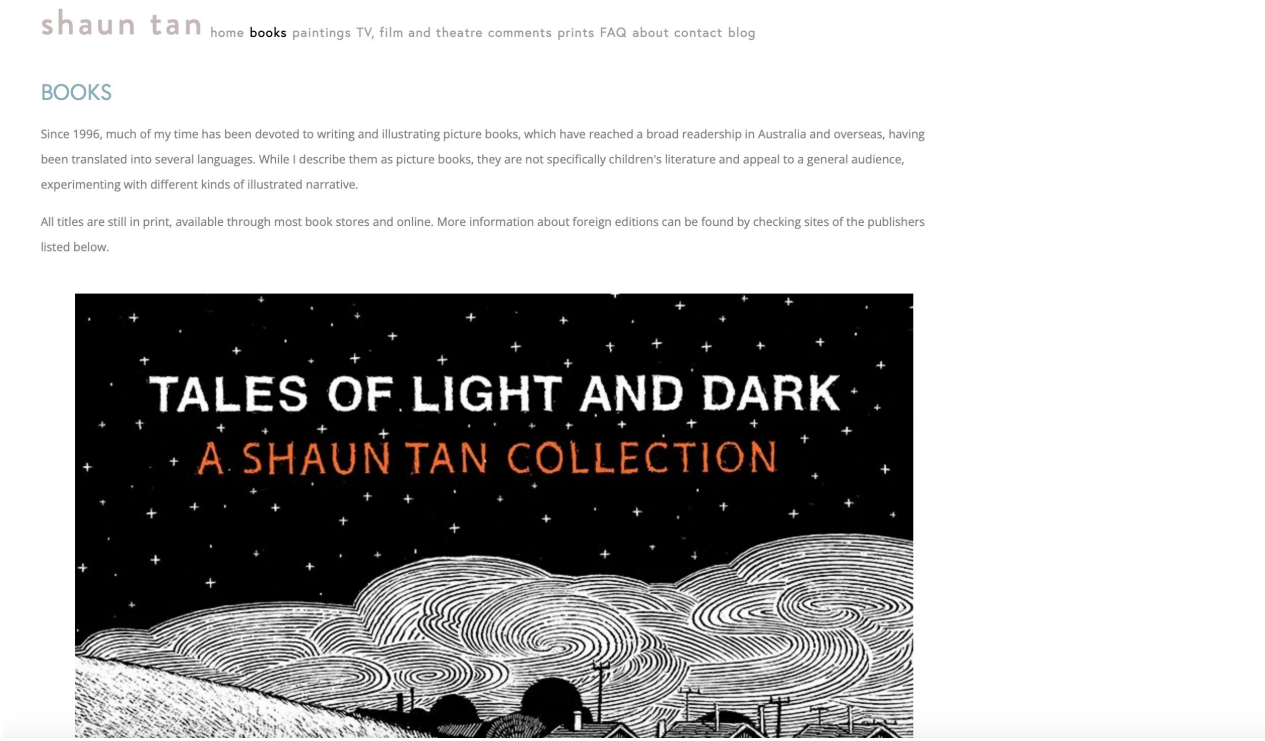




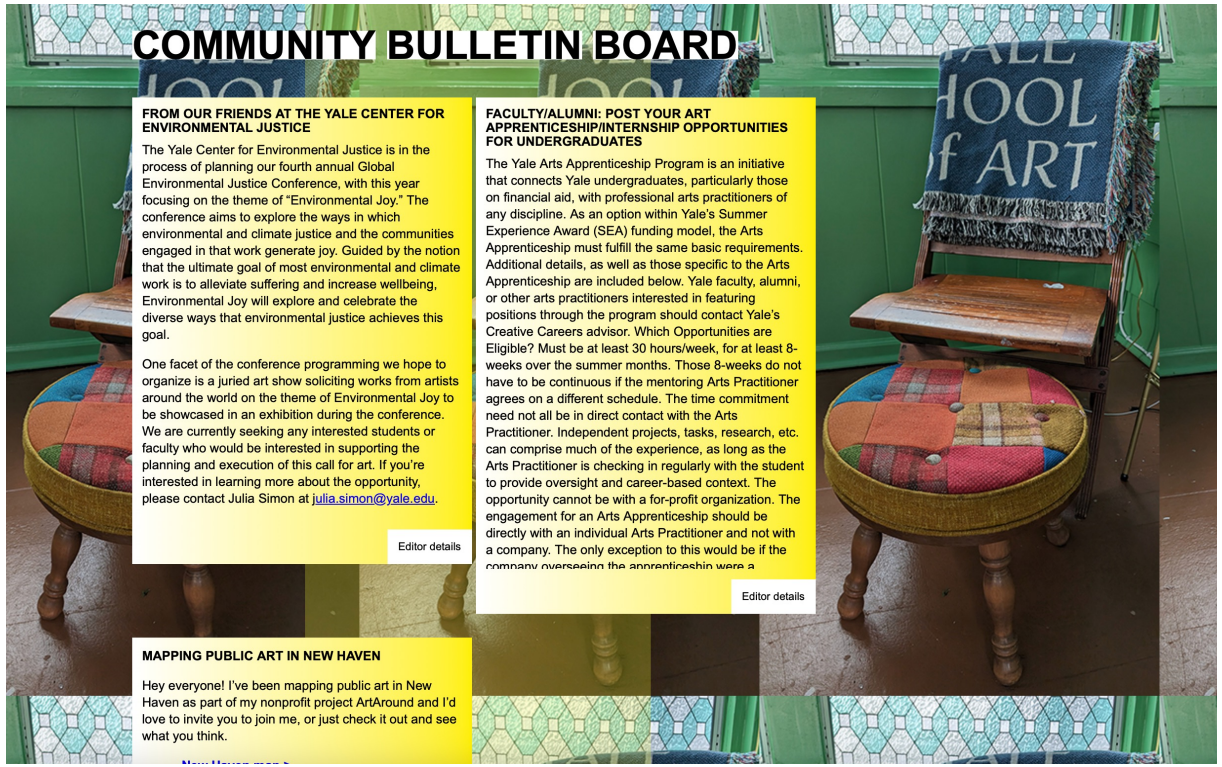
I thought this website had good elements such as the minimalism of the home page; however the image was blurry with it being so large on my desktop, which immediately gave me the impression of a website that lacked attention to detail. I also thought the navigation was confusing and had a portfolio section separate to some of her other work, which if I took the time to look through would have made sense however with a limited amount of time for viewers to read the work, this was not effective.

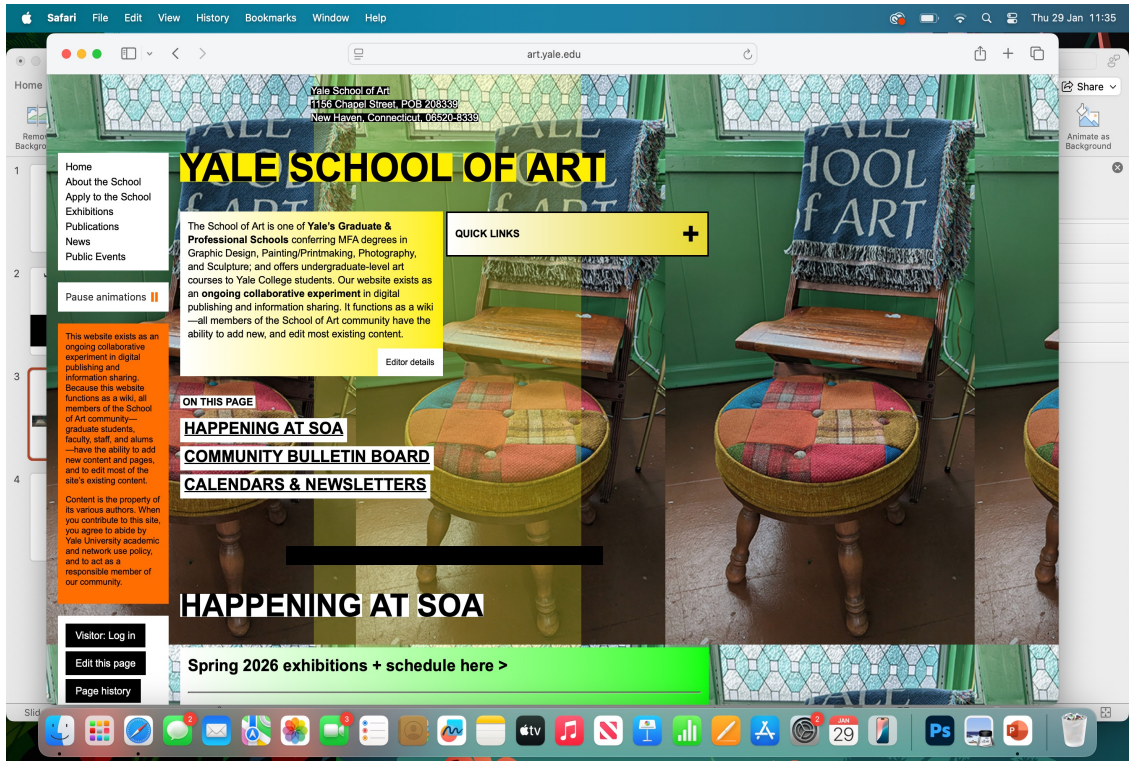
https://www.shauntan.net





Another prominent figure in the publishing industry, yet I thought their website was poor, as I was immediately taken to a blank white screen with a small image in the top left corner, almost as if it couldn't load properly on my computer. I also thought the text of his name was quite small and not eye catching, as well as the contrast between his text and background being too similar, and hard to read. He also uses a lot of text for each of his illustrations, which is great for students to be inspired by however as viewers often scan text, it might have been more effective to have some key points.





https://www.art.yale.edu

This university website does not have an aesthetic design, using colours that don't complement each other as well as text boxes around the text, making the background image feel out of place and have no context to the purpose of the website. There is also an old technology feel to it that I don't think is intentional, and could do with a contemporary touch, especially with it being a university and having young, new talent. It also hard to understand and navigate, with blogs being on the homepage unlabelled and information all over the place.





https://www.juliadonaldson.co.uk

Well known illustrator Julia Donaldson's website had a clear indication of her children's picture book world; however, I felt it lacked branding and consistent colour palettes and did not have a professional feel to it. However, it looks intentional that she has went for a scrap book collage theme, which makes it stand out from how playful and friendly it is to the more modern websites. Her navigation system is also unique and instead of text at the top, she has images in a mind map structure around the picture of herself in the middle.

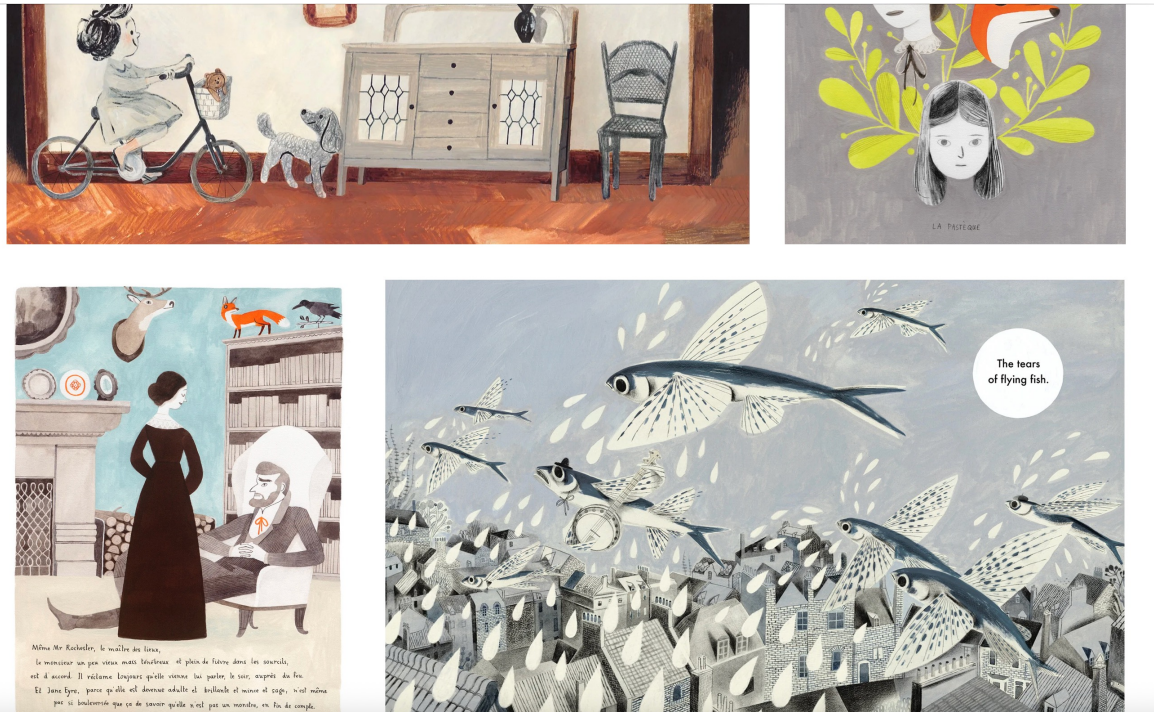
ISABELLE ARSENAULT
ILLUSTRATION

Books Illustration LEPORELLO About FAQ English

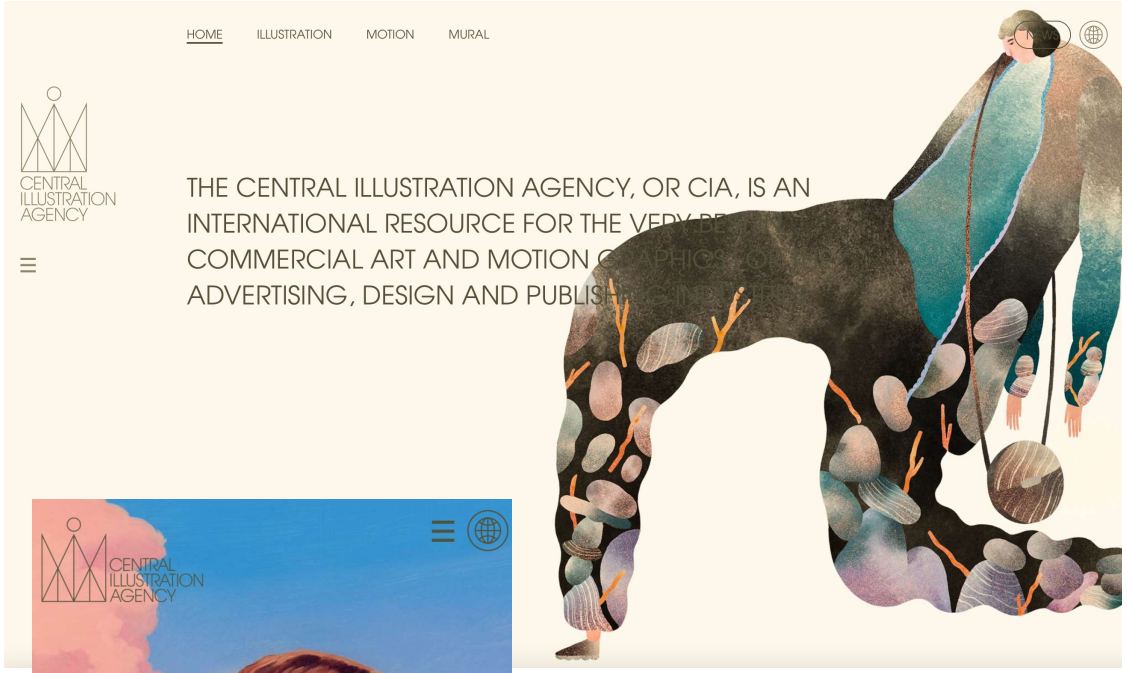
https://www.isabellearsenault.com

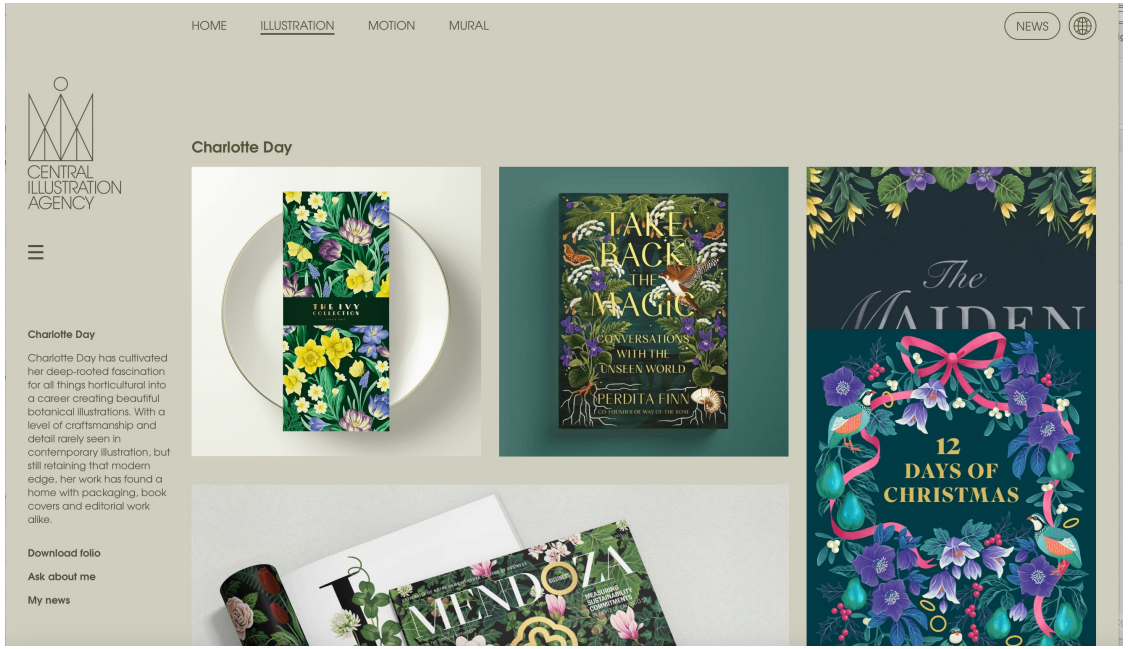
Children's Books

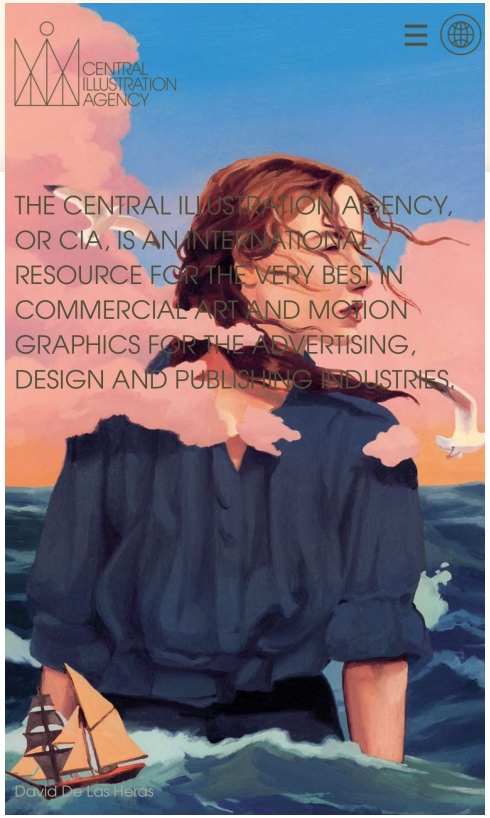




On of my favourite illustrators, Isabelle Arsenault displayed a beautiful portfolio of work under the page title illustration, which showed a range of her work, however her homepage, my initial reaction was that it was slightly messy, and the coloured box around the text of the button did not look like a good design. It also was unclear the difference between the children's picture book link and the illustration link. I think the hand drawn typography of her name perfectly fits her style of artwork, and some consistency with this font might have been more of a smooth transition between pages.





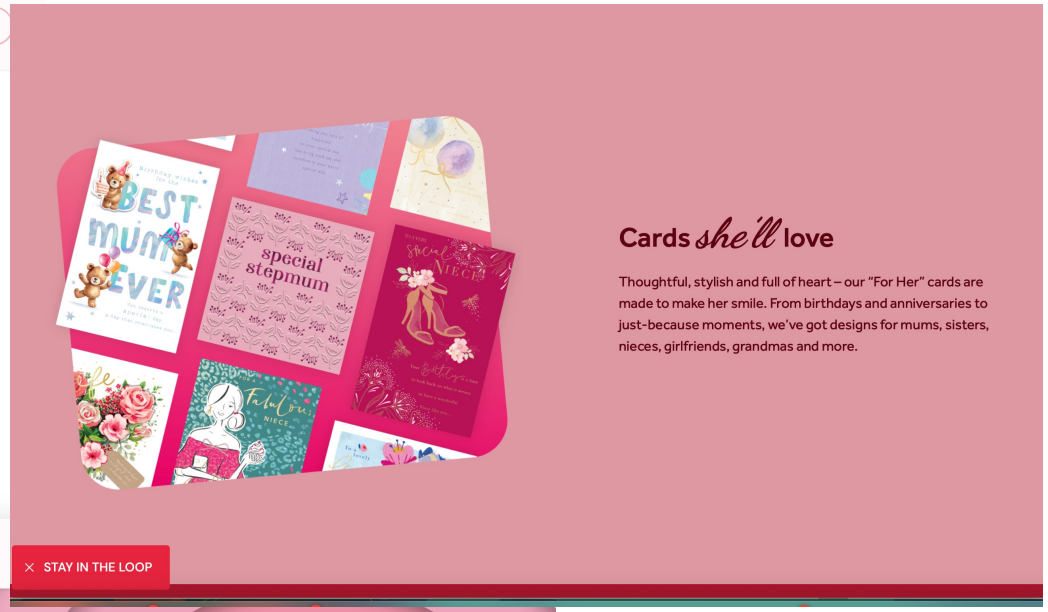


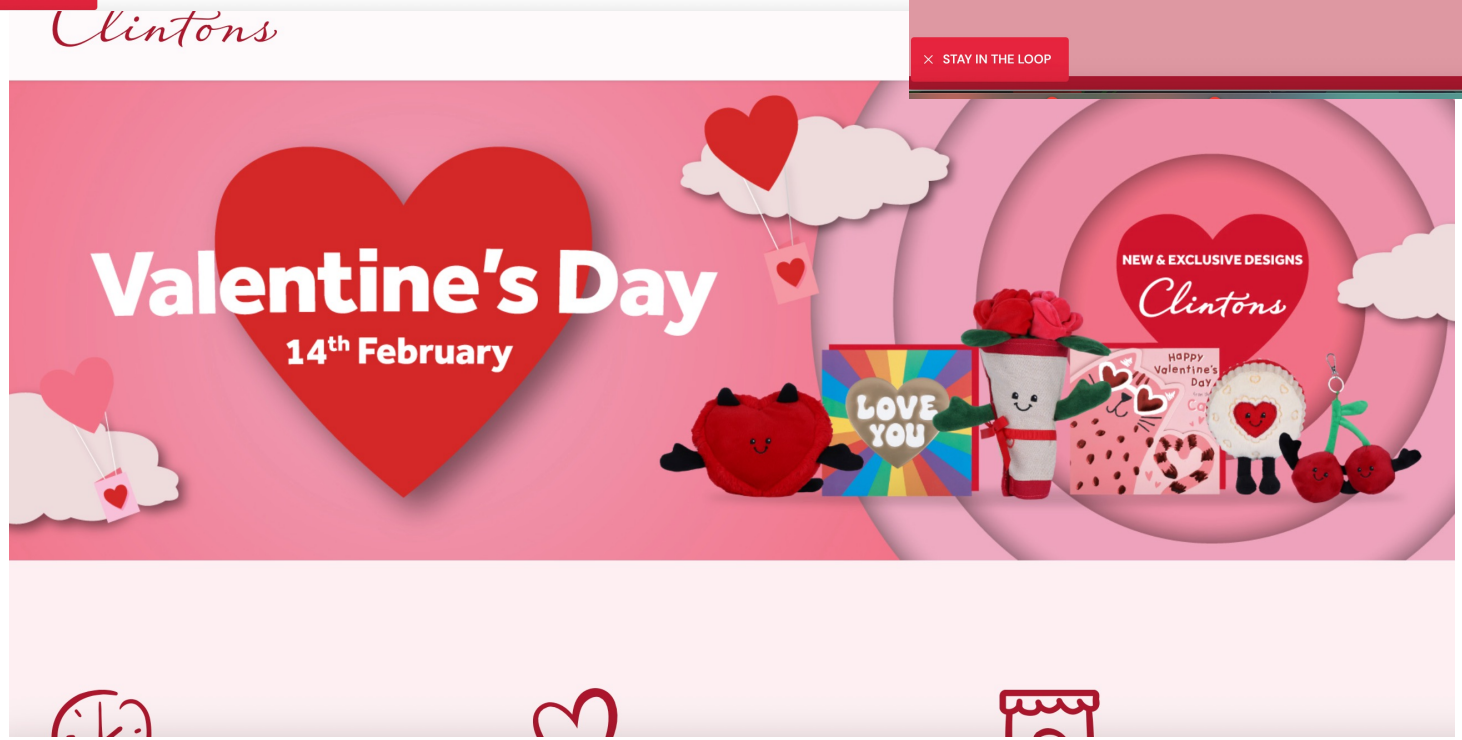
https://centralillustration.com

This agency's website showcased some of the stunning artwork by their illustrators that came up on a loop, however when I viewed it on my mobile phone, I couldn't read the text on the homepage as the artwork was the same colour in some parts. I love the use of the logo however as the button for the homepage, and the clear use of the navigation pages.

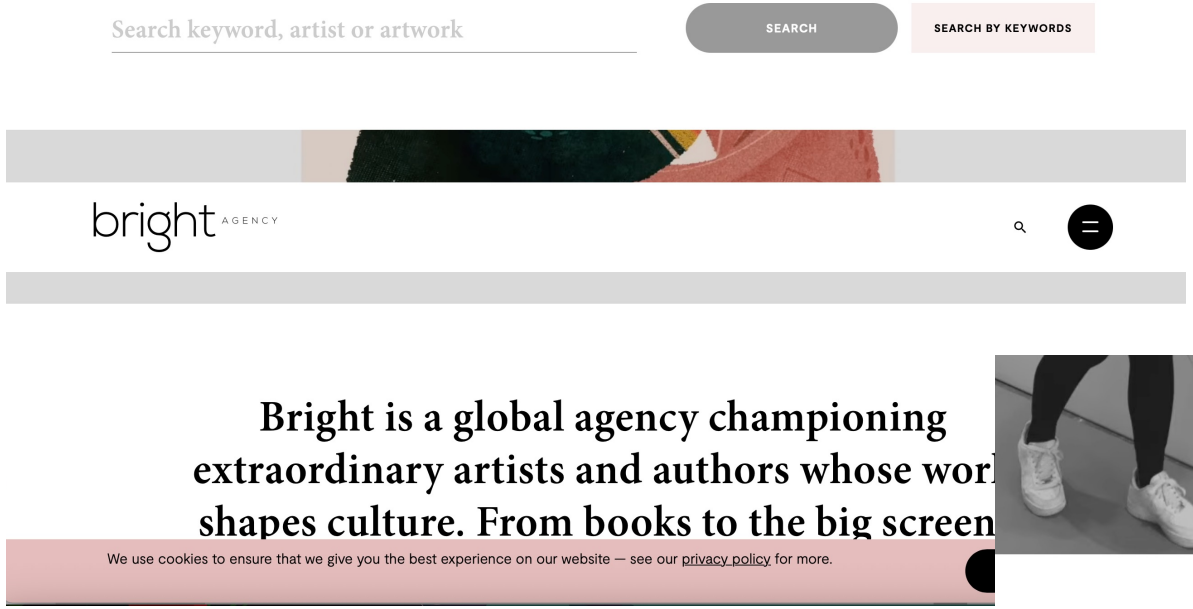
https://clintonscards.co.uk







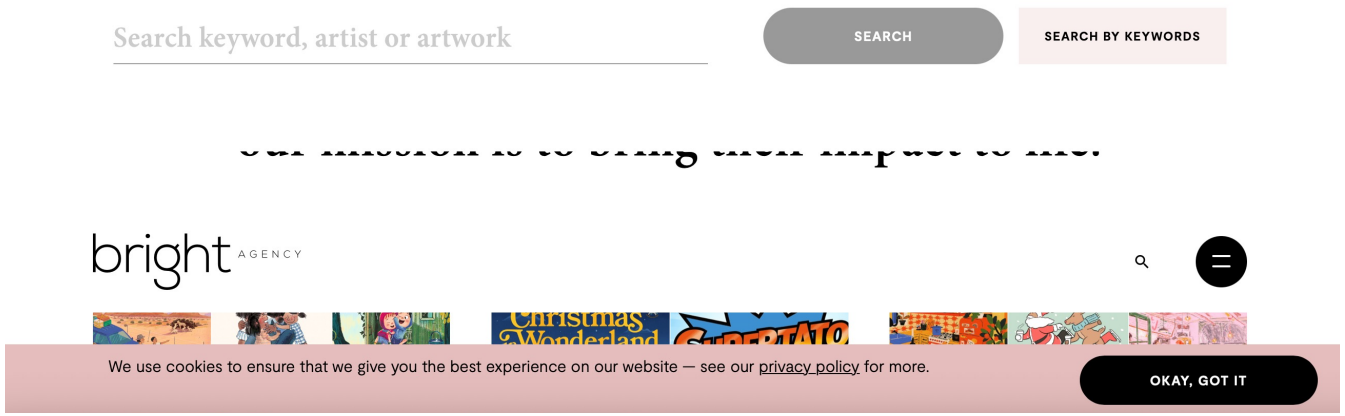
I found the Clintons website confusing, and when I tried to find cards to purchase, I struggled to find the right section to be in. As this is the main purpose of this website, viewers not being able to do so means it is a poor design. The colours and branding are great and consistent but without me being able to use it properly means I will not become a buyer.

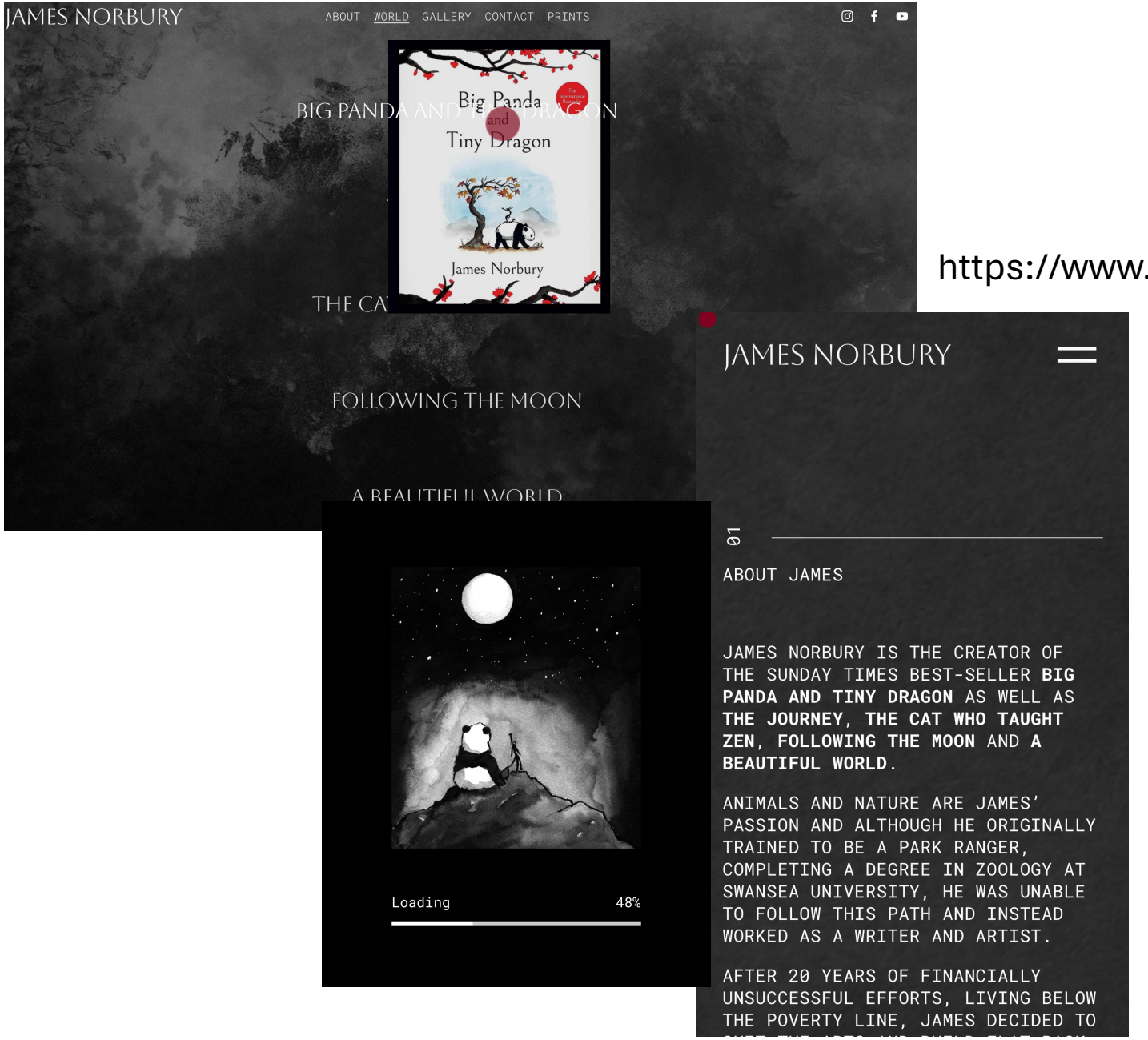


https://thebrightagency.com/uk



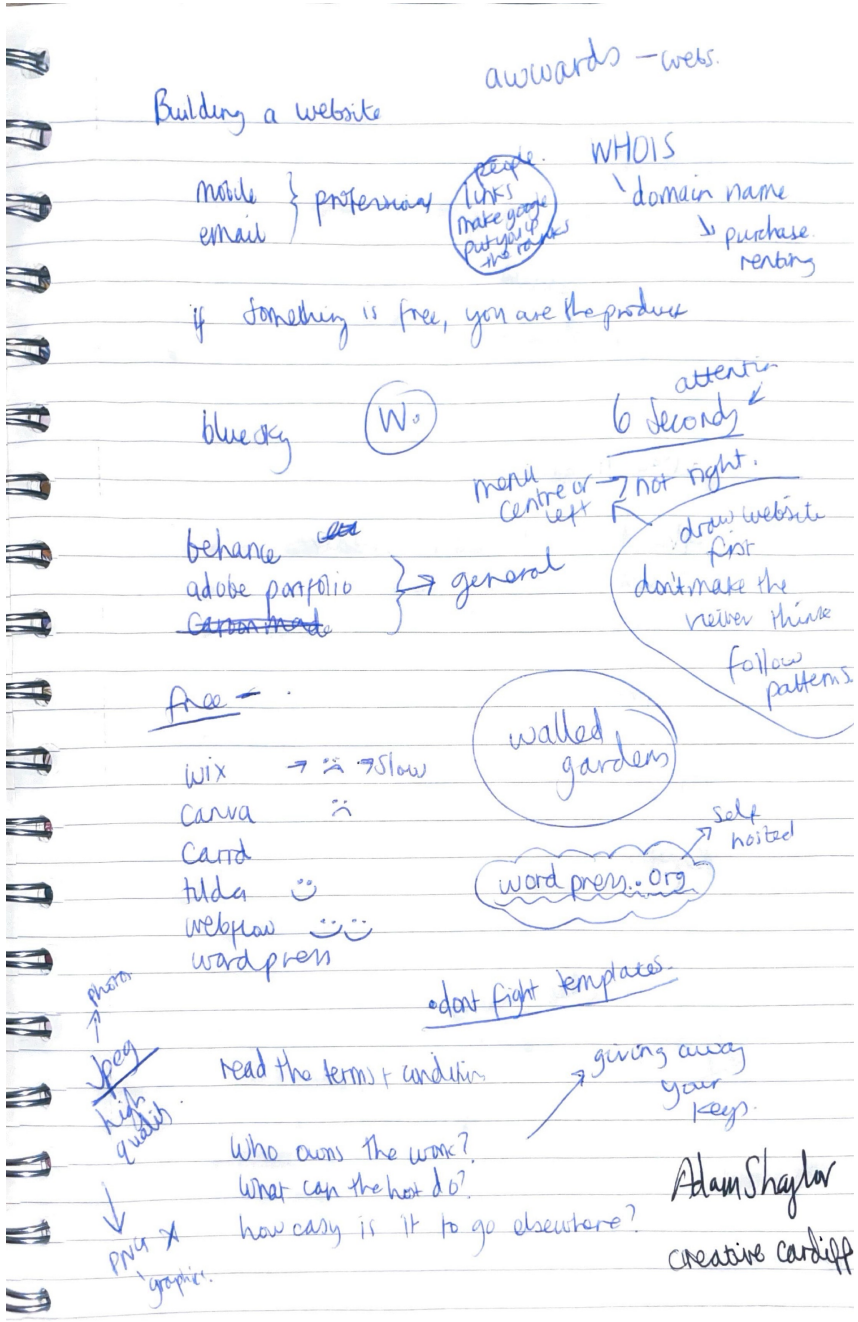
I also thought the bright agency website had a poor design, and when entering the homepage, I link section for a search toolbar popped up and blocked my view of the website. Every time I scrolled, the pop up followed which meant I quickly gave up and left. I also thought the website didn't give much context to what it was, like the central agency does.





https://www.jamesnorbury.com

This website was very well designed however I was having some issues with the loading times, and the navigation. I thought the illustrator's brand was well represented with the colour scheme and the splash of red, but my cursor changes do a giant red dot which was hard to move around and slow to click on links. Using capital letters for his about pages also made the text hard to read and did not feel warm and inviting, like his books do.



Web Design Research

Making notes on a talk by Adam Shaylor on web design theory, paying attention to which web builders will be suitable for me and my level of skill and budget. I took his advice to not fight the templates provided for the web builders as this would cause issues ahead.

Audience Statistics

5.3 billion internet users worldwide
96% of adults in the UK are internet users
meaning expectations for my website include;

-Fast loading times
-Mobile compatibility- 65% web traffic from mobiles
-Clear navigation
-Visual hierarchy

Users typically decide whether to stay on a website in 5-10 seconds

- Ensure homepage/ navigation page is eye catching.
- No waiting times for videos/ high resolution images.

Most users don't read web pages fully, they scan them

-Not to have long text, instead key points/key words.
- Large text and headings, clear sections
-illustrations used as anchors

My audience

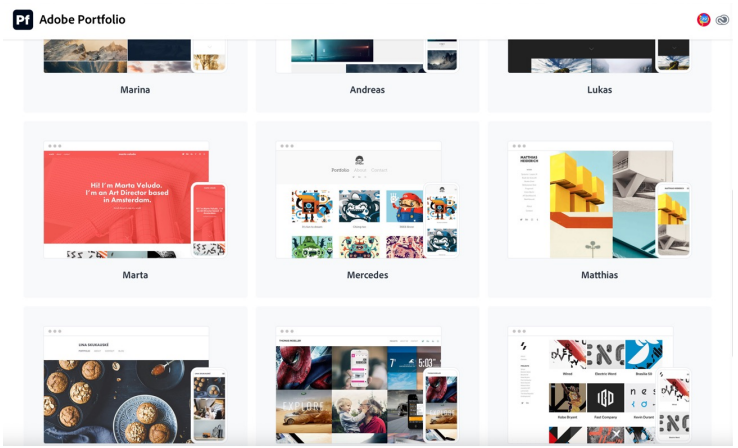
-Art and design students (16-25)
-Creative industry audience
-Employers/ agencies/ teachers for portfolio reviews.

Reader accessibility
Colourblind/visual impairment

-Strong colour contrast
-Readable typography

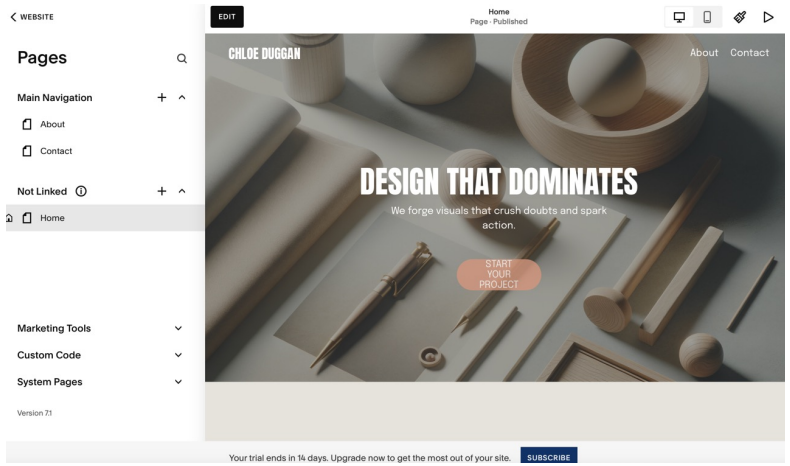
Web Builders

Adobe Portfolio



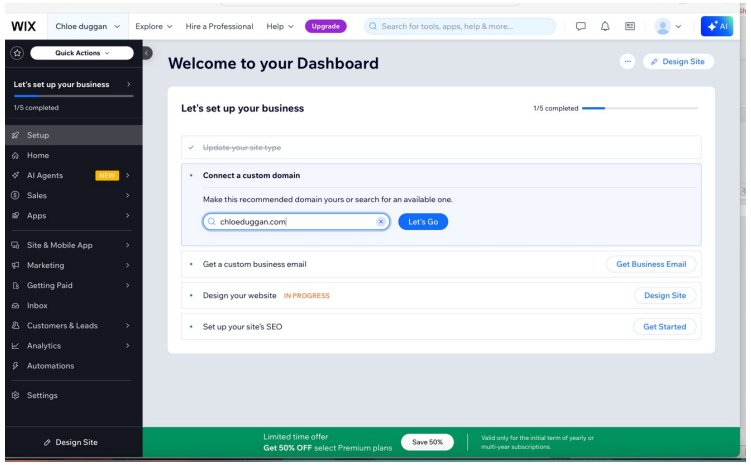
My preferred builder- I have used this in the past so familiar with navigating it and is free to me as a student. I also like the domain name I can have my name with .portfolio on the end which is clear and informative.

Squarespace



I did not enjoy the experience of this website; it had limited options for making the website different to the template and made me subscribe and pay to change many of the design elements as well as publish it.

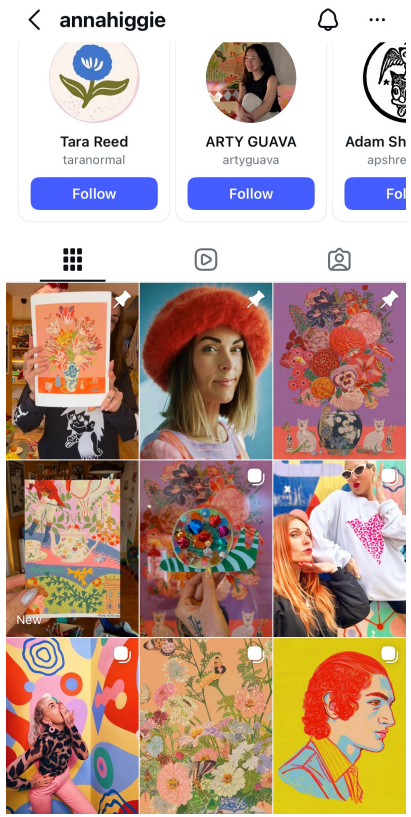
Wix

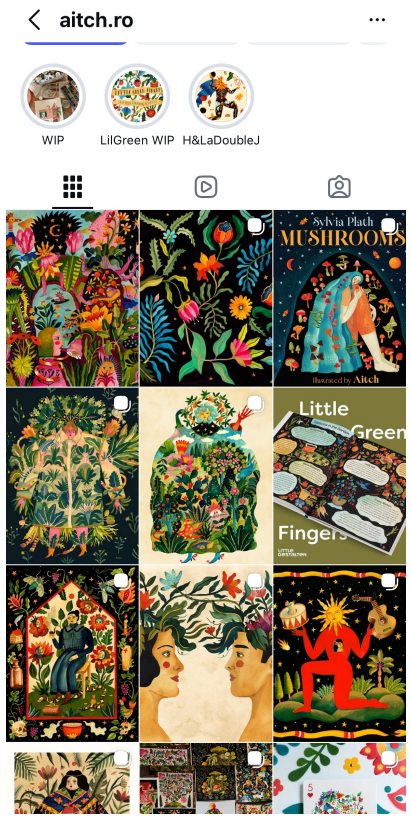


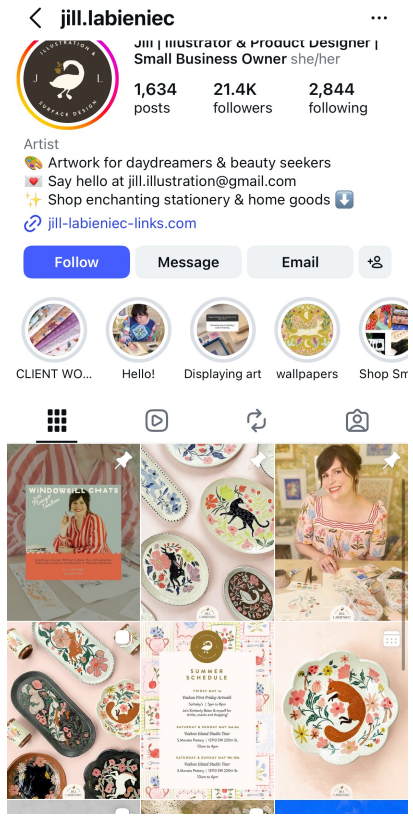
I experimented with this web builder and noticed a lot of AI generating tools. I don't have as much freedom as adobe portfolio, but it was easier to change layout/ colours etc. It also made me consider my domain name and if I wanted to purchase this separately and link it up.

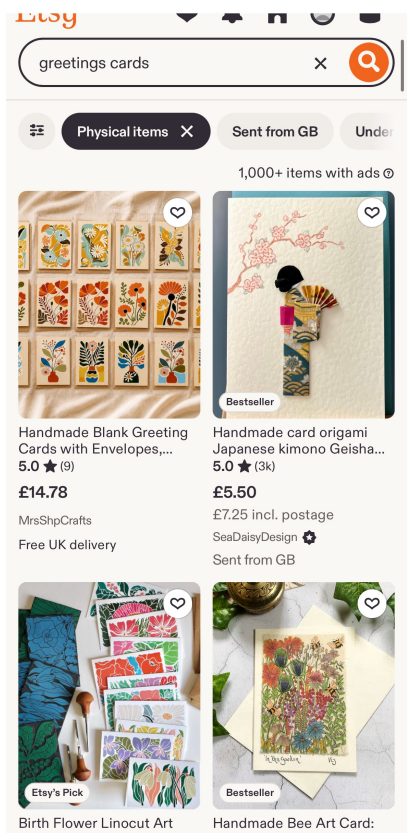
Social Media Research

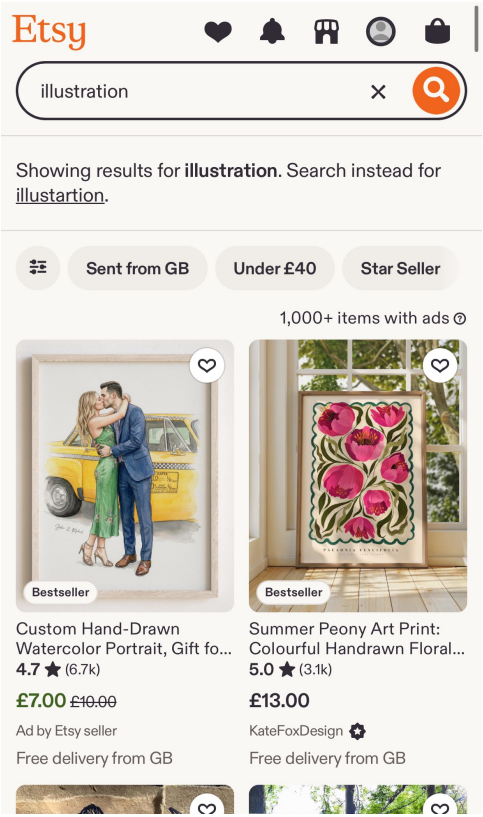
My target audience for my portfolio is agencies, potential employers in the design field as well as other creatives. My target audience if I was to create my own business and become a sole trader selling my illustrations as prints, stickers, greetings cards and decorative items would be anywhere ranging from young children for sticker books/colouring in books, and then 18-60 for home décor/ gift wrap and greetings cards, mainly female.











Social media that my audience and illustrators use;

-**Behance**- platform to showcase my portfolio, as well as my processes and projects- more in depth than a website portfolio and can connect with people in the industry

-LinkedIn- Professional networking for employers/ clients. Can include links to my portfolio

-Instagram- A lot of my audience use this for inspiration and to purchase items as well as connecting with artists and showing videos of my processes to create more of a personality to my branding.

-Etsy- As I would like to start selling my work as prints and as greetings cards and gift wrap, this website is perfect for me to create my own shop and sell my work, with it having a handmade motto and a large audience for buyers wanting decorative artistic items.

Art Stalls- Although not social media, this is a great opportunity for me to make contacts and sell my work to real people that I connect with. I would need to get liability insurance and register my interest, as well as prepare items to sell.

-Pinterest- Pinterest is another website I could use to promote my illustrations as users search for things they are interested in and can create mood boards, potentially coming across some of my work.



Development

What about you?

Who is the creative you want to be and who will you be working for? → can only do this if happy within. → bring happiness to the world.

- I want to make a difference and leave the word in a better place – connecting to the earth / protect the earth
- I want to help animals – WWF?
- Influence others to access their imagination – childrens picturebooks? – penguin?
- I want to feel fulfilled before I want to make money
- tell stories

What work will you be doing?

freelance illustrator
picture books
endangered species series?

Who are your dream employers/clients?

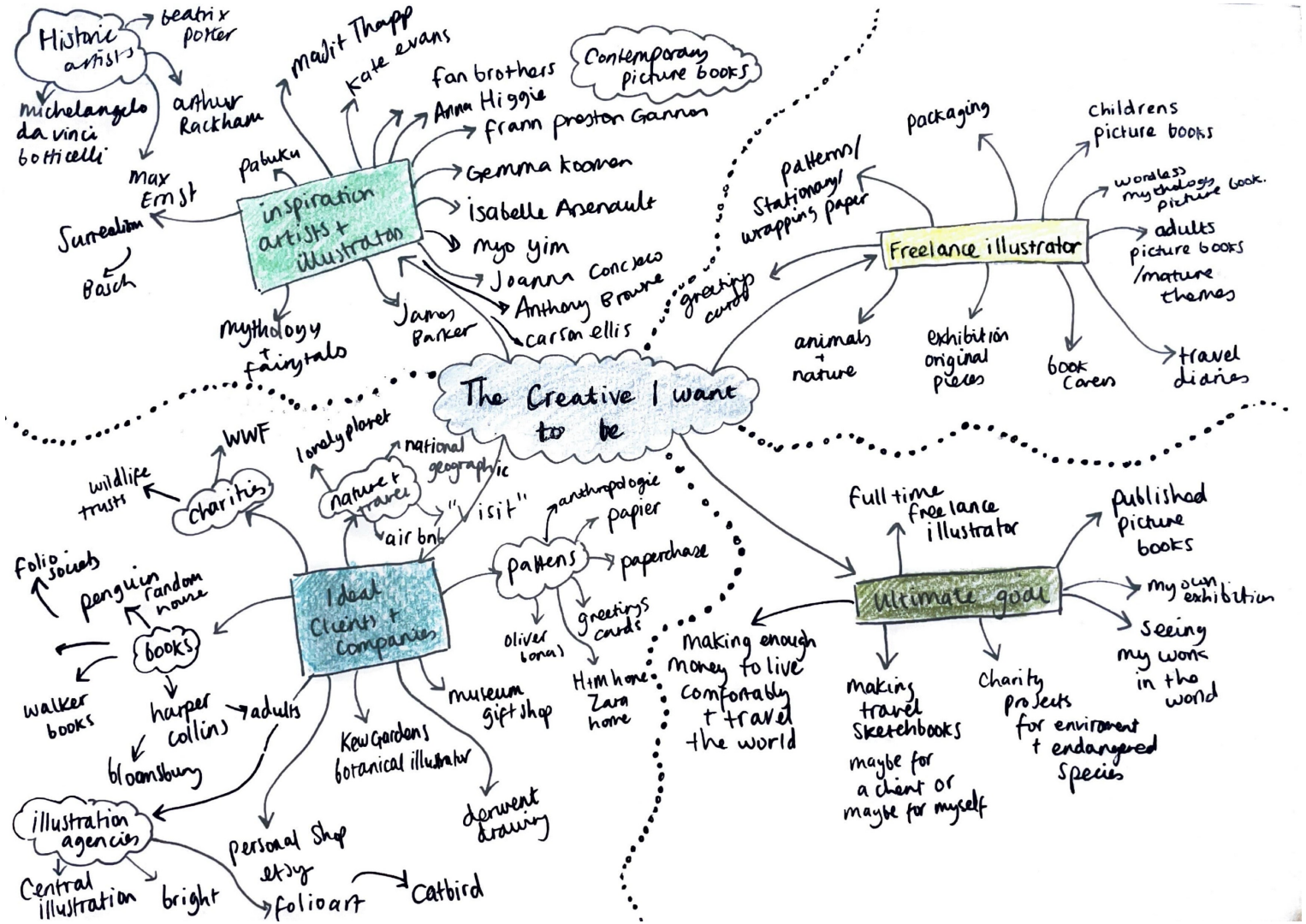
penguin
WWF

How will you achieve this?

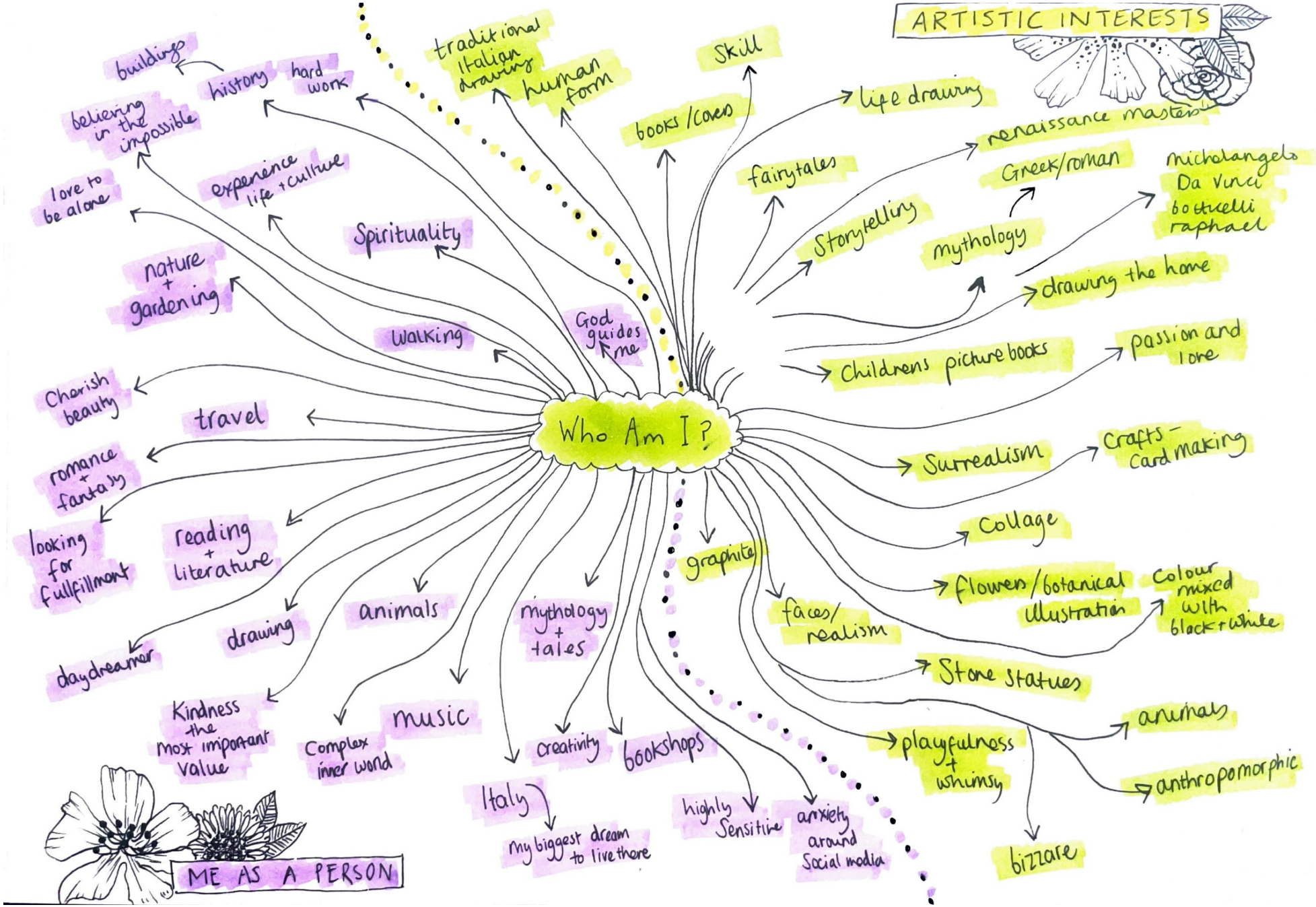
working my hardest everyday
research + practice
find fulfilment / happiness
& put myself out there

Notes:

I would like to work for myself.

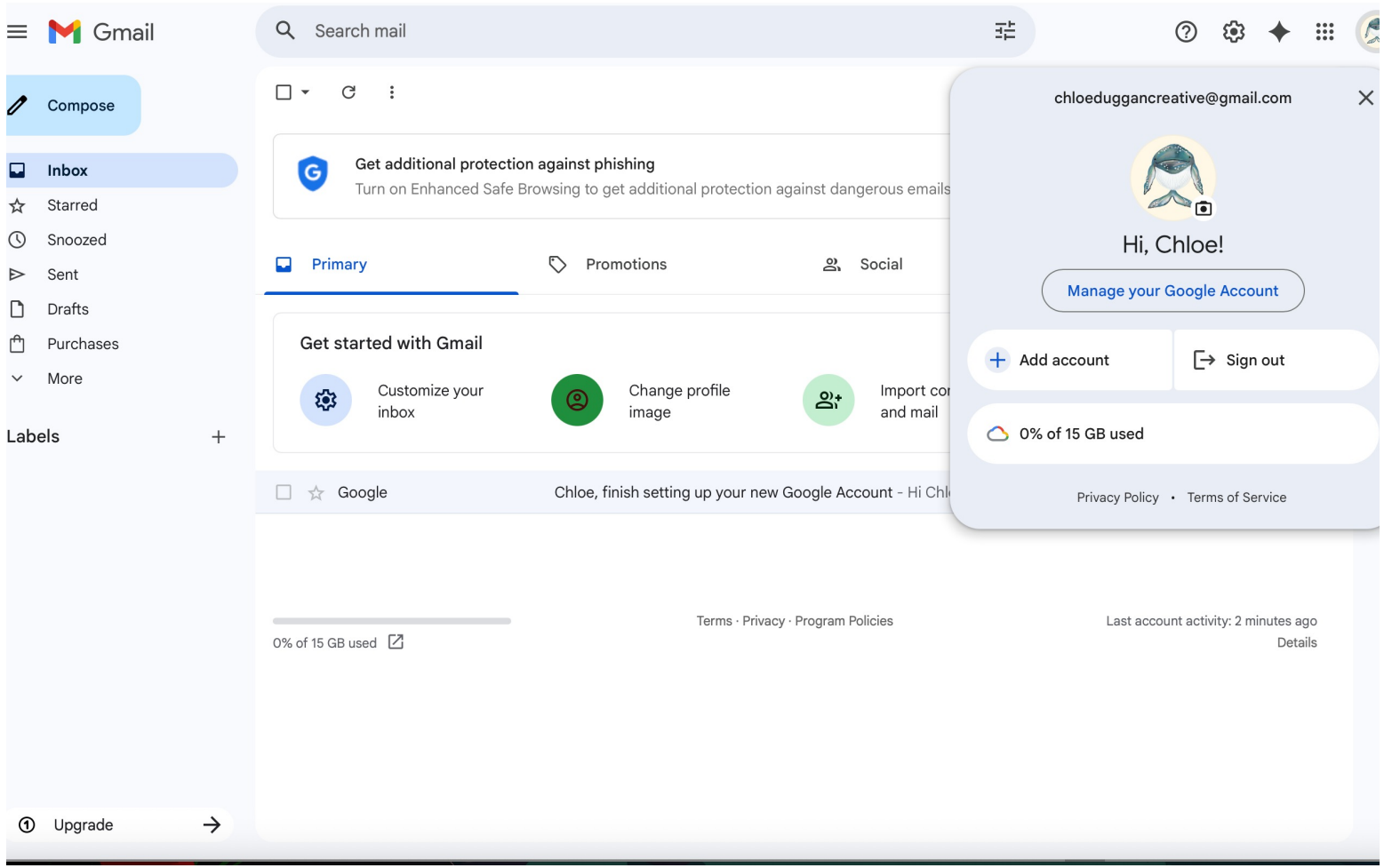


Thinking about what I want to do after graduation and beyond, as well as identifying me as a person to help me create my brand



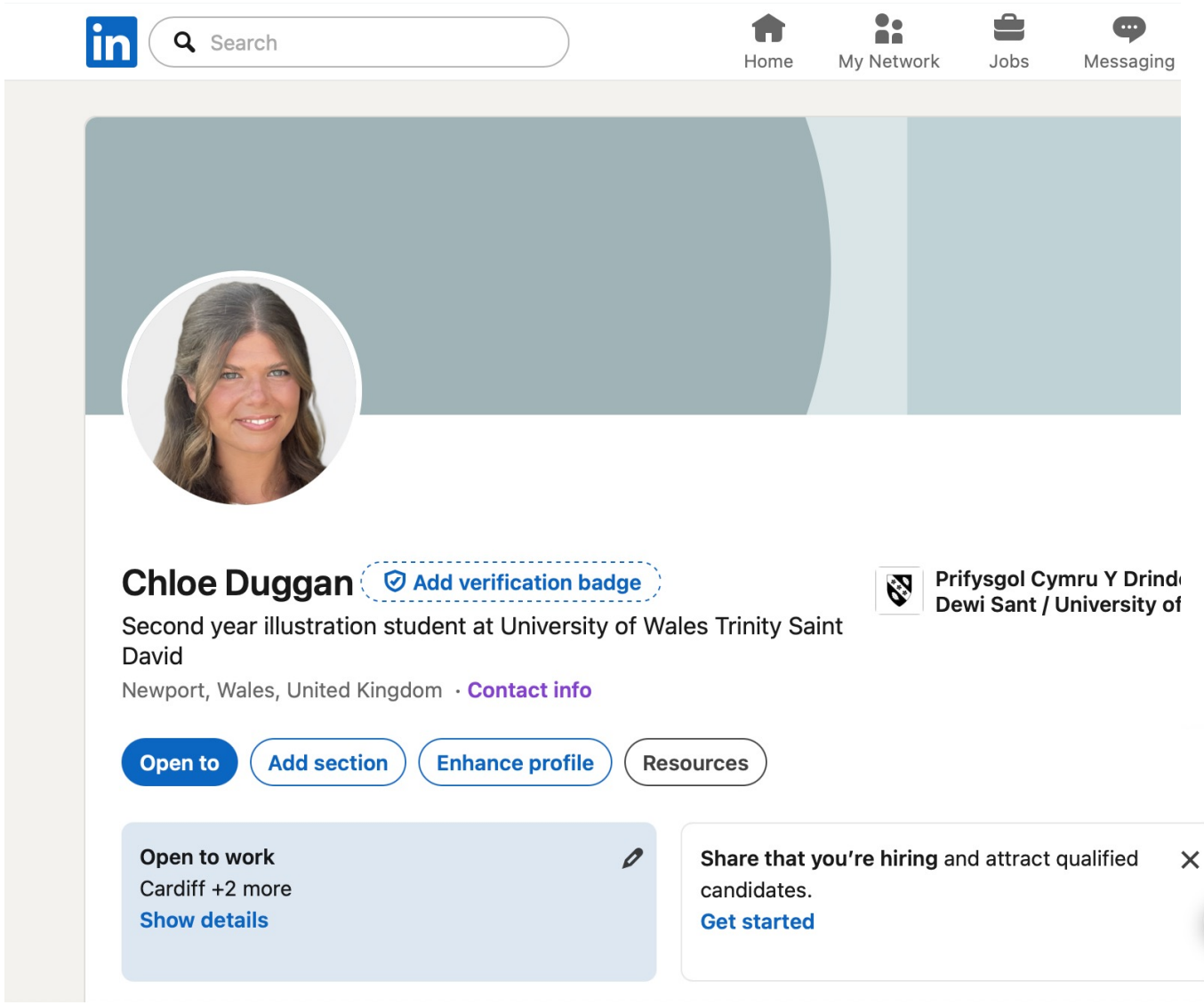
I am struggling with finding a direction for myself, unsure of what I want to do after graduation, and what industry I would like to work in, as I enjoy all aspects of this course so much, I find it hard to focus on one route and instead have a scattered selection of work from all different projects. I created a mind map to work out who I am as a person to help me decide.

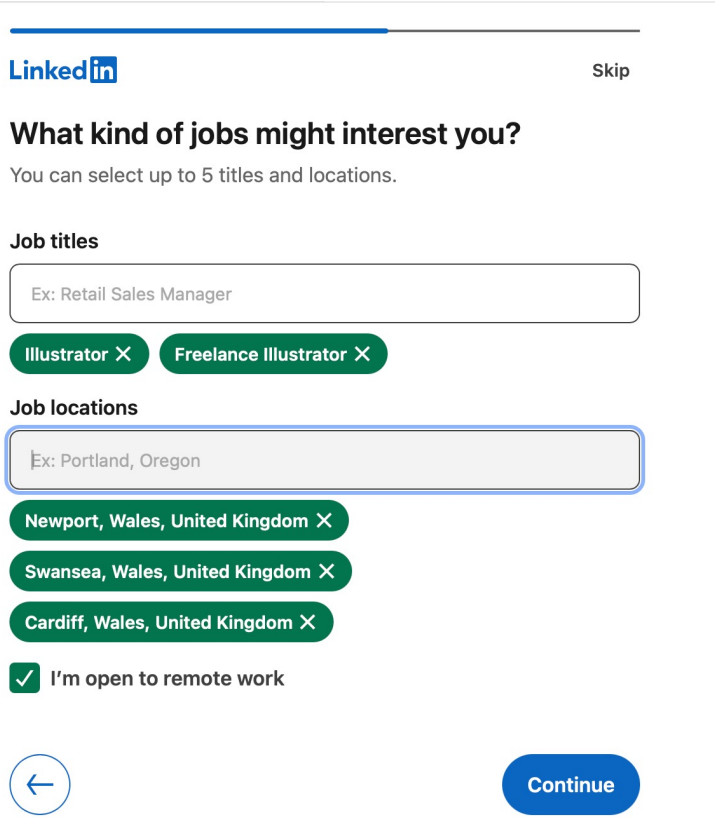
Professional Email



I created my professional email account on Gmail for contacting and for my website, keeping the name simple, professional and easy to understand. I also added my profile photo as my whale character to instantly show my branding and children's picture book focus.

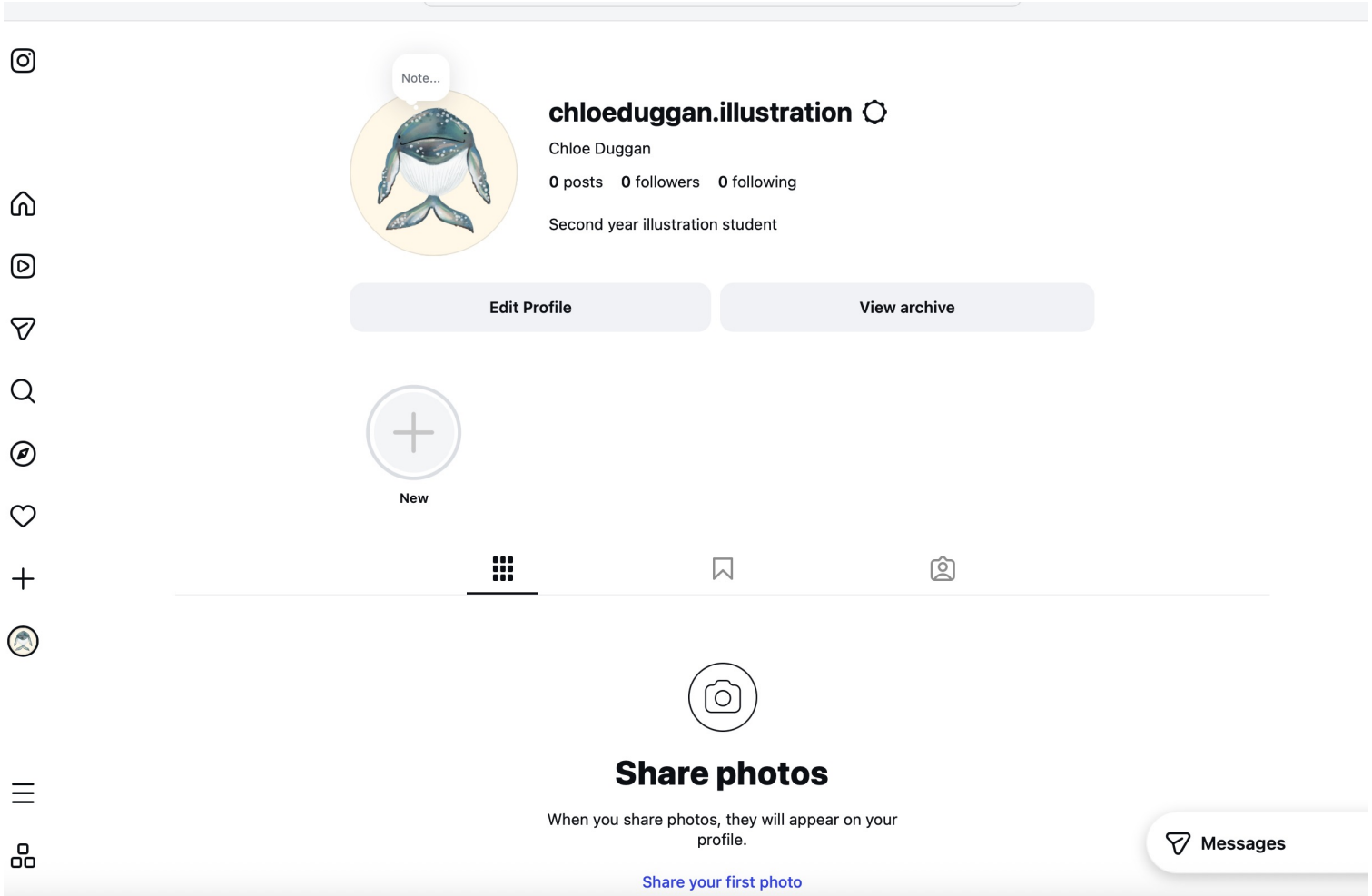
LinkedIn





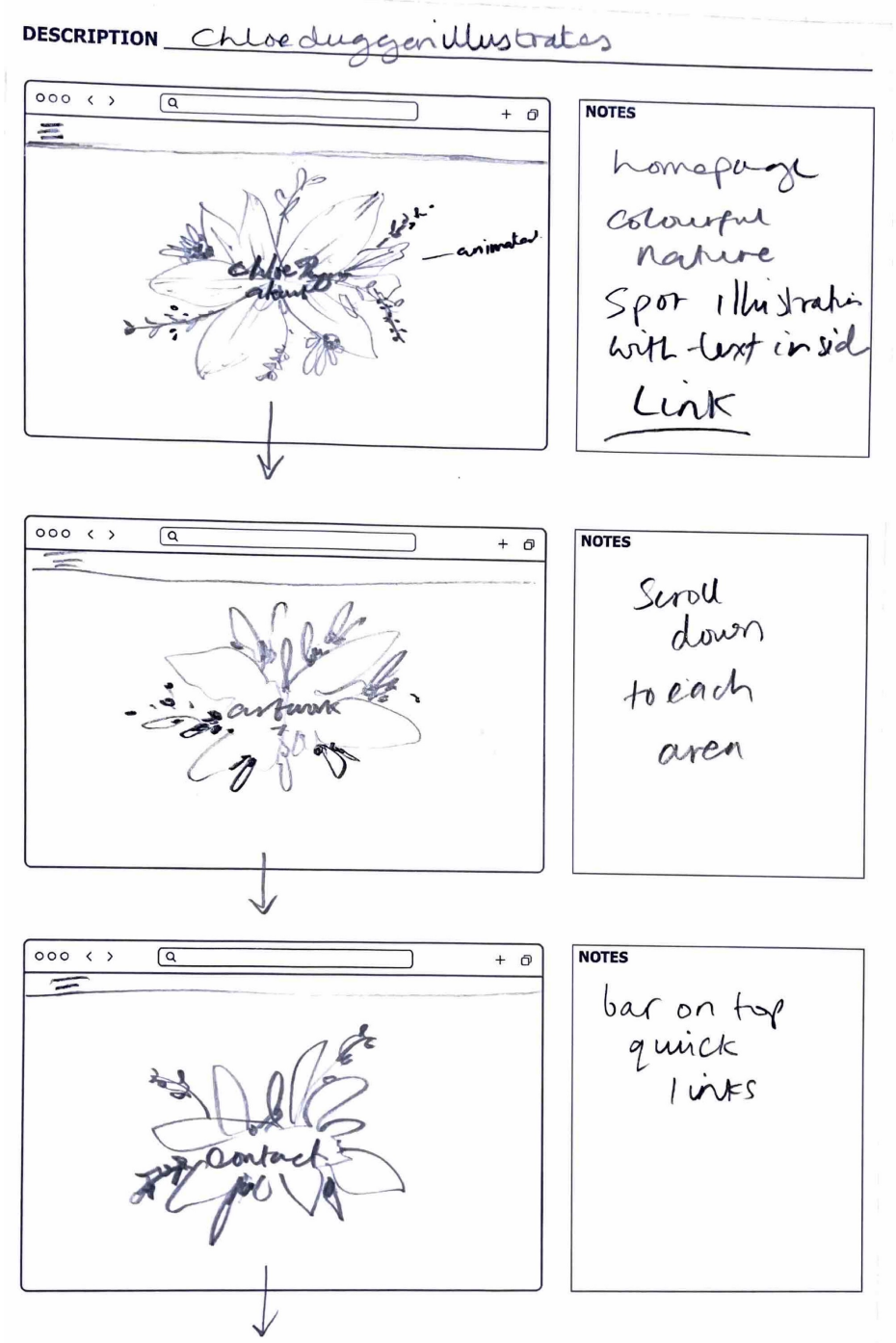
I also created a linked in account so that I could connect with employers and see what jobs are available, entering my details and what my interests were so I could tailor my searches . I also added a professional head shot as well as my university details and a link to my website and email.

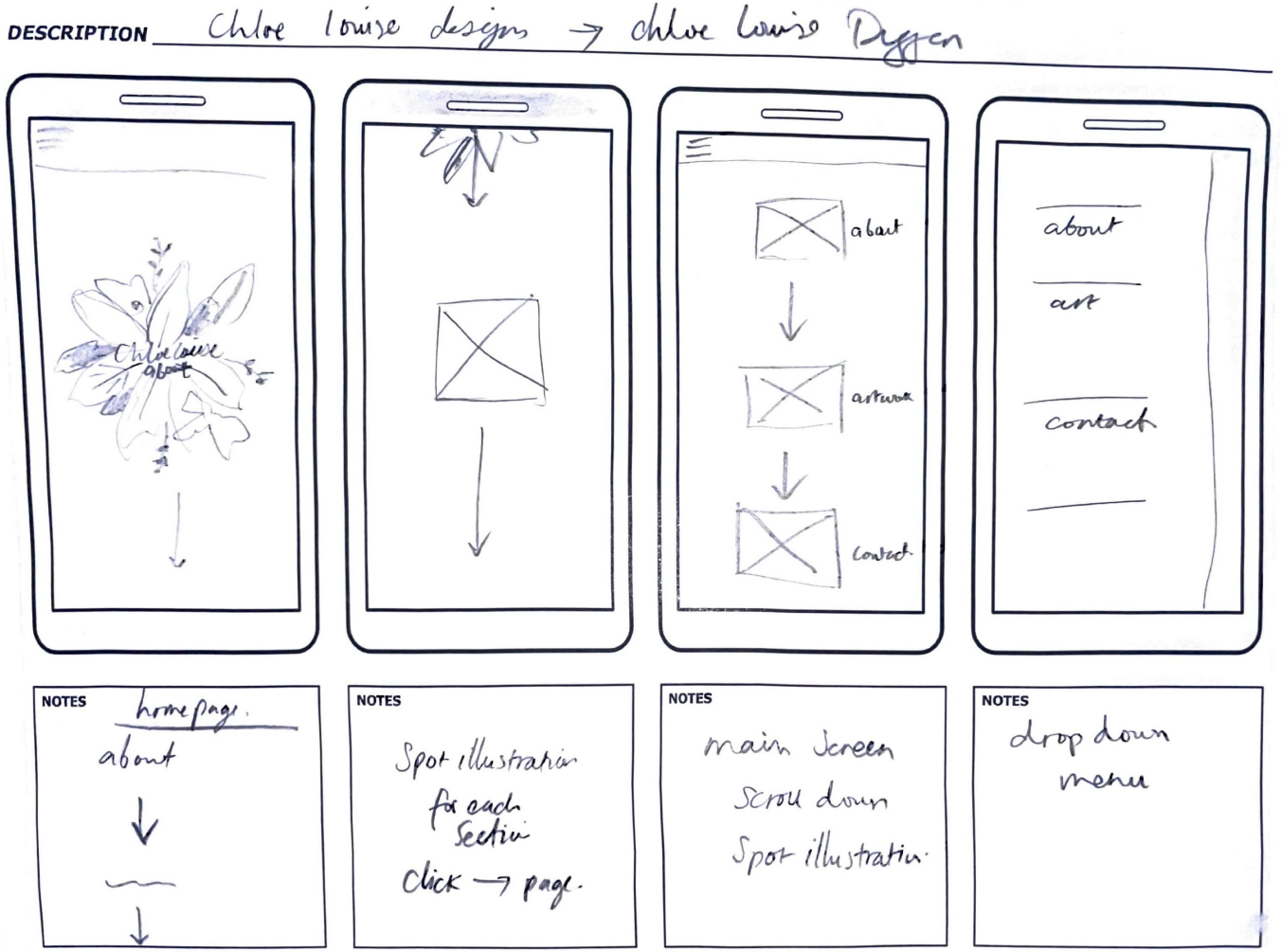
Instagram



Creating my Instagram account, keeping the name professional and so that people can understand what my page is before looking. I also used my whale character for consistency and to show my children's picture book passions. I made a short bio in the introduction to show I was a student. This is something that I will build over time, as I have some anxiety and lack confidence when it comes to social media and so will begin small with my fellow art students and use this platform to follow my favourite illustrators for inspiration.

Website

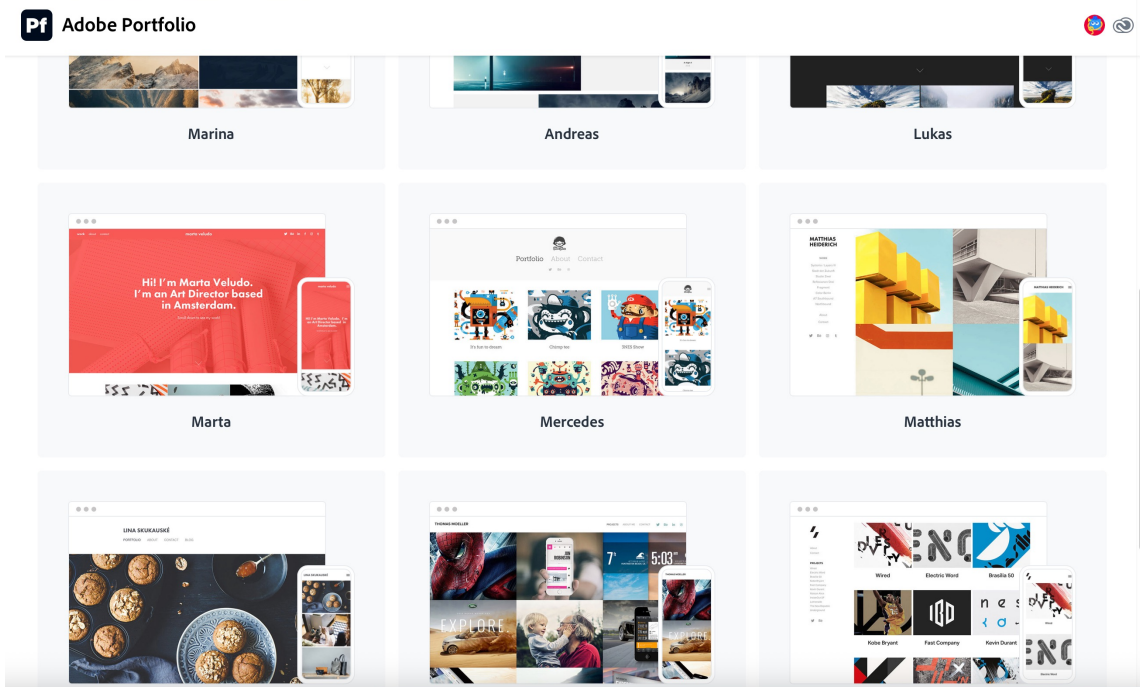


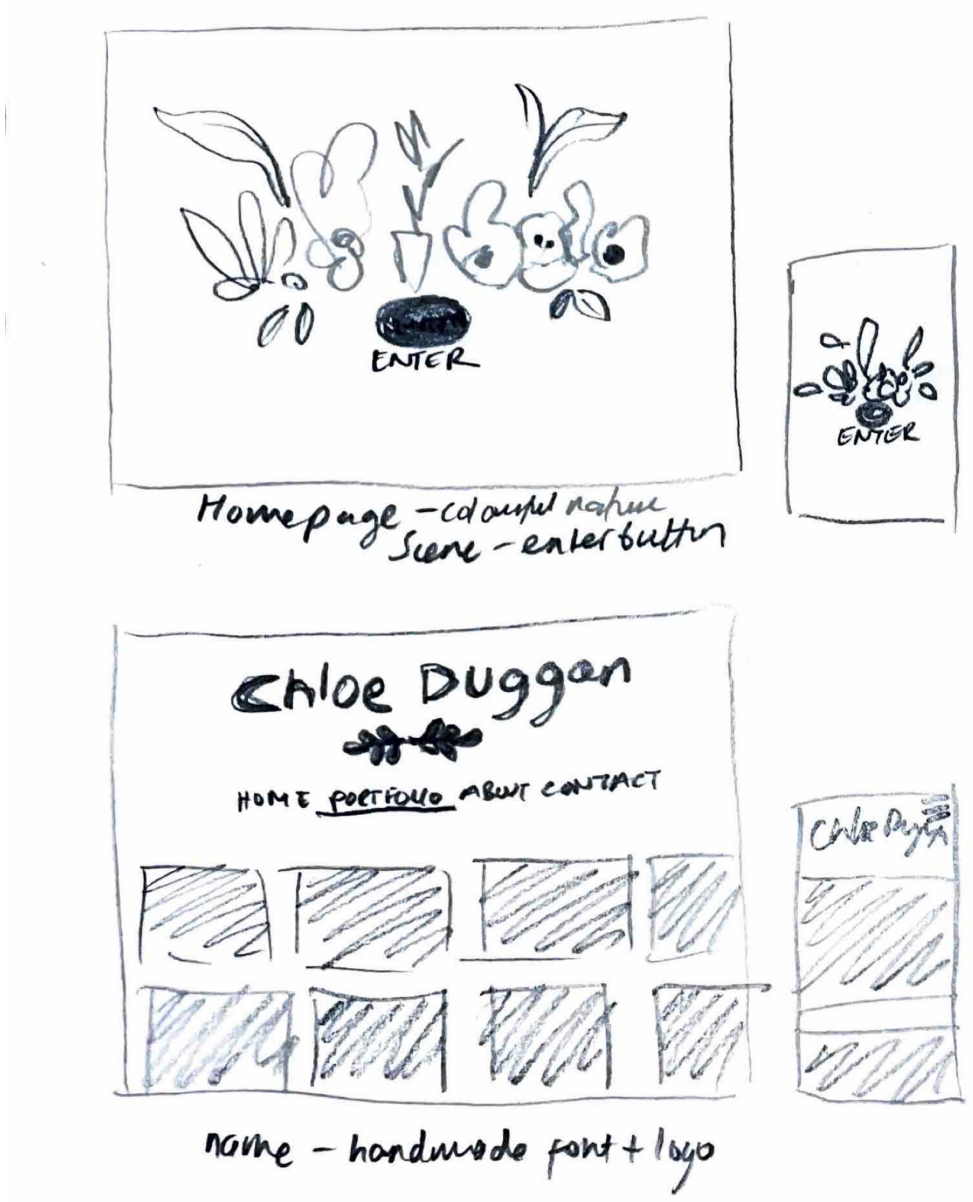


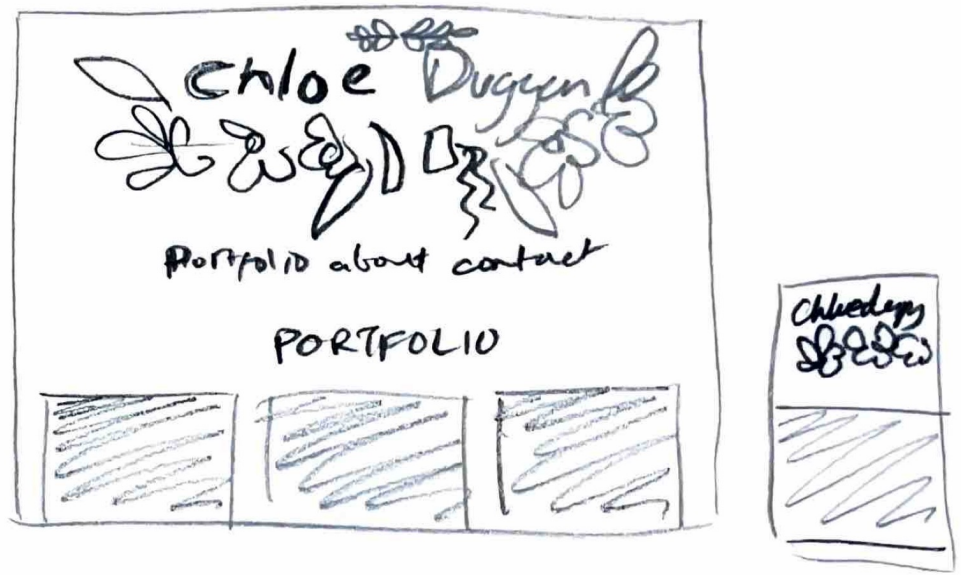
Making Scamps for the design of my website, inspired by some of the artists I have looked at.

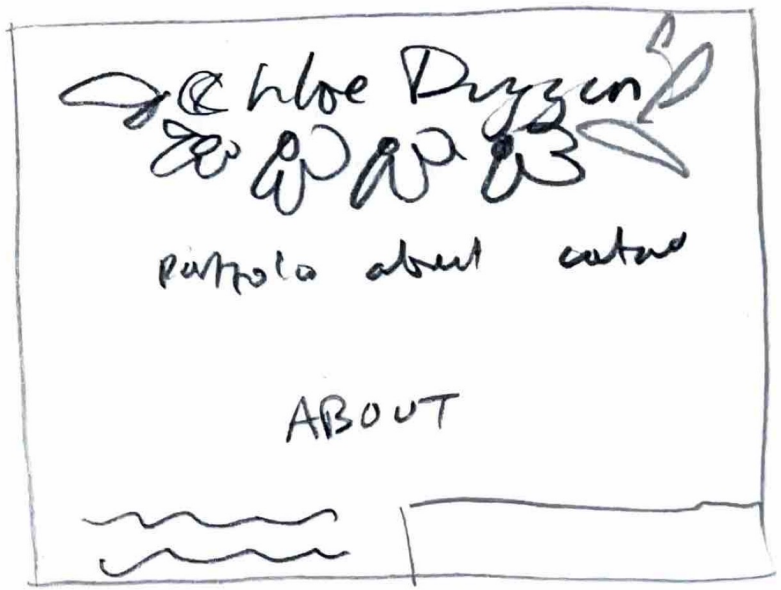
Adobe Portfolio

After experimenting on adobe portfolio with their templates, I have designed my own visual based upon one of the templates they have and like the simple aesthetic of illustrators such as Marc Majewski and Carson Ellis. I designed how my illustration s and branding could work with this and thought about having a button as the homepage.



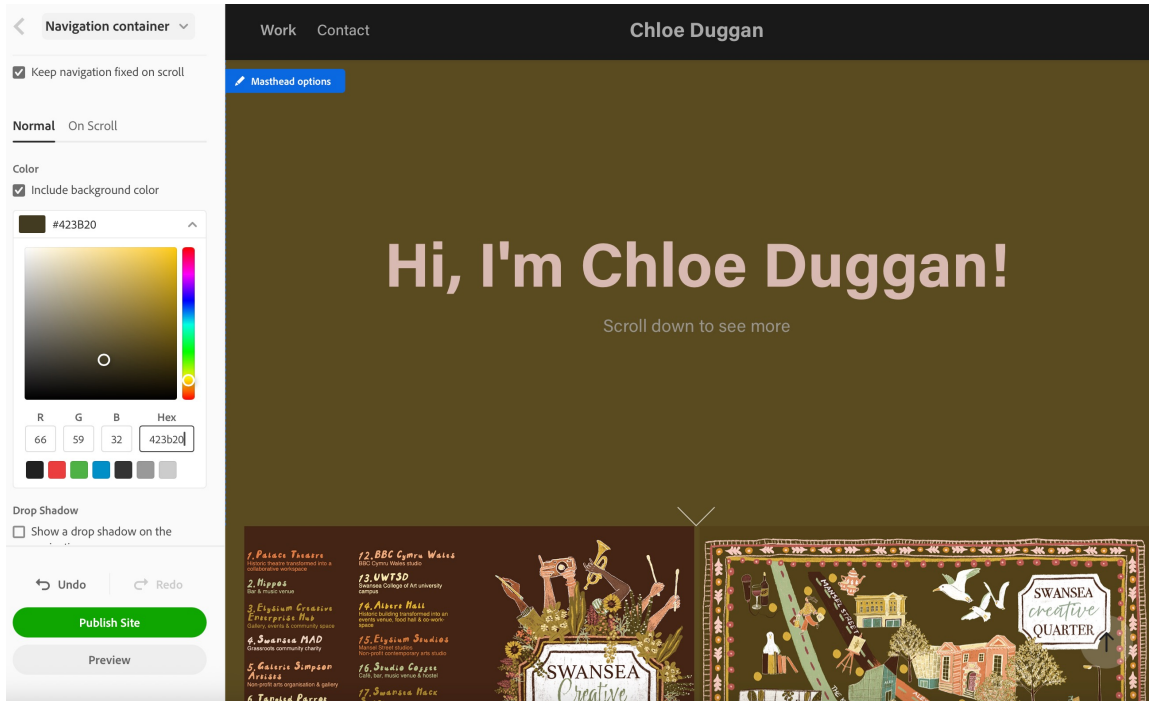


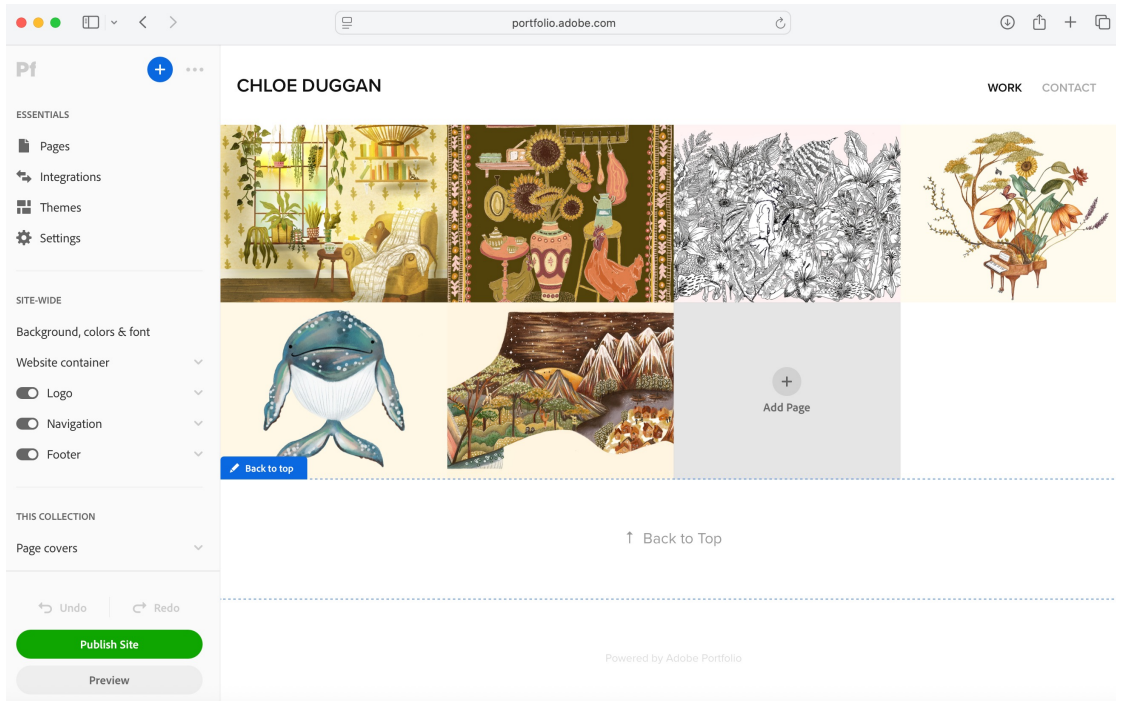






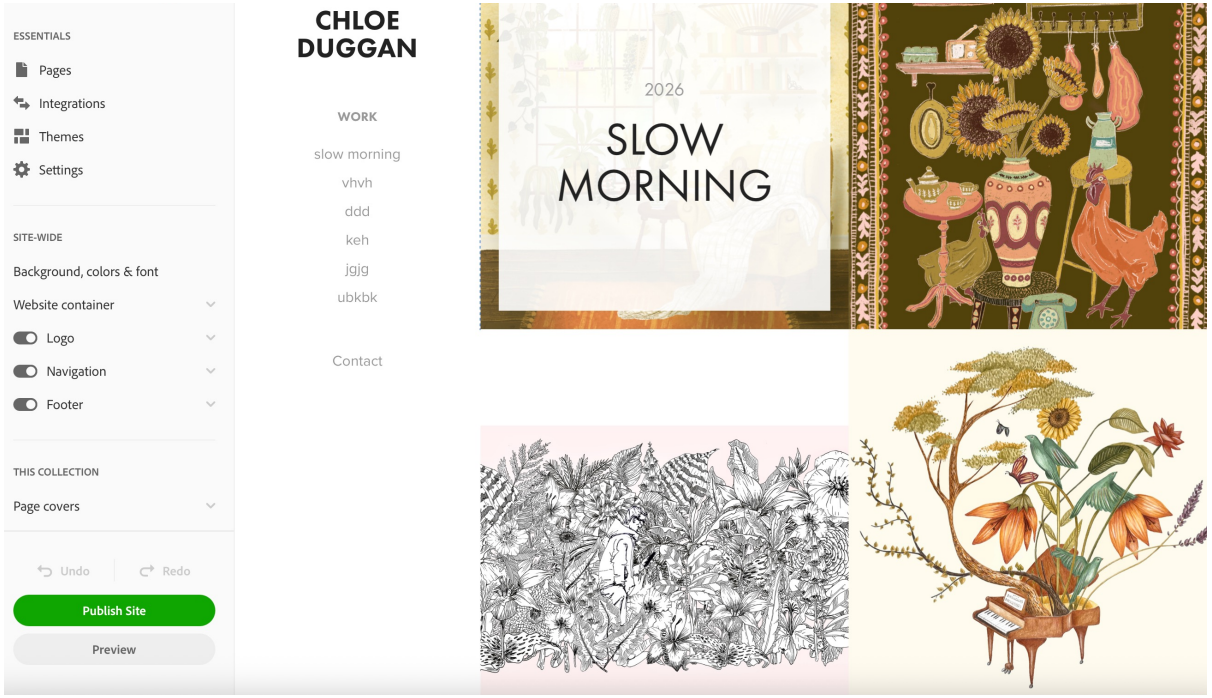
Deciding whether to have a home page or take you straight to the portfolio as first impressions are made quickly, and I want viewers to see my art straight away.



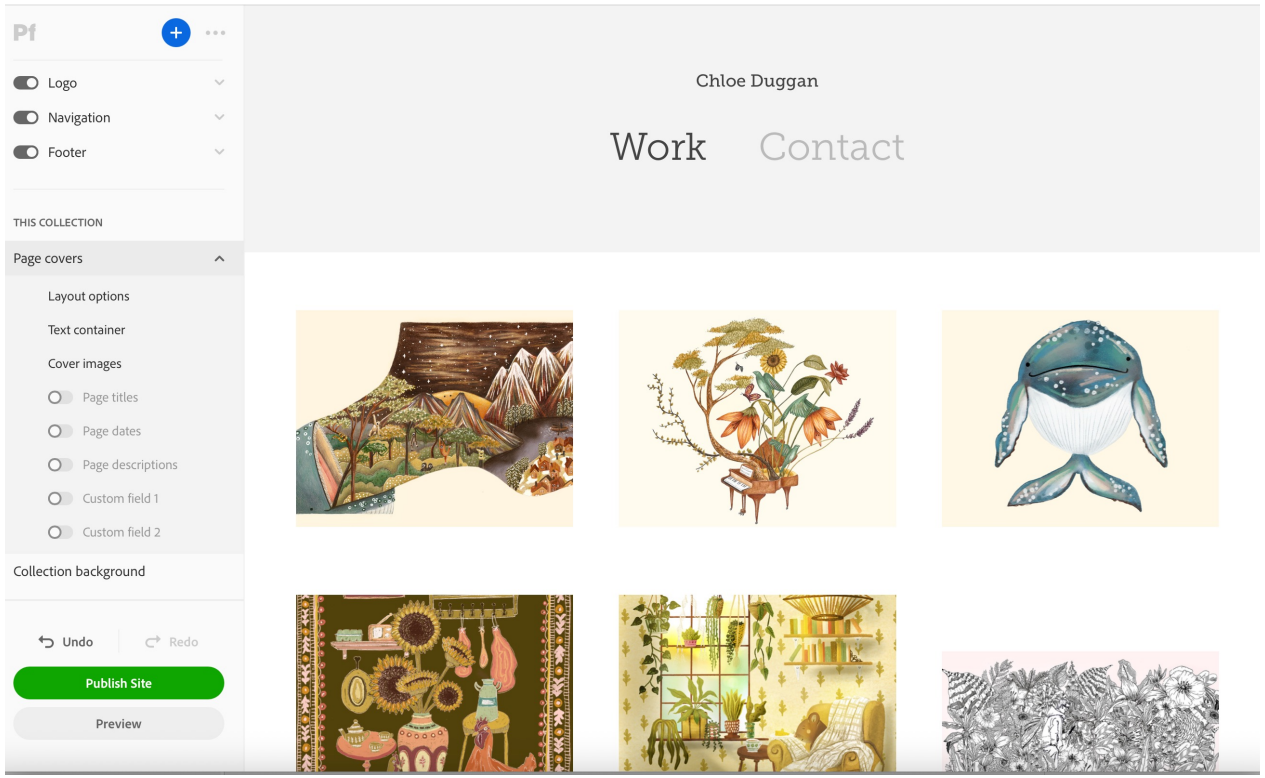


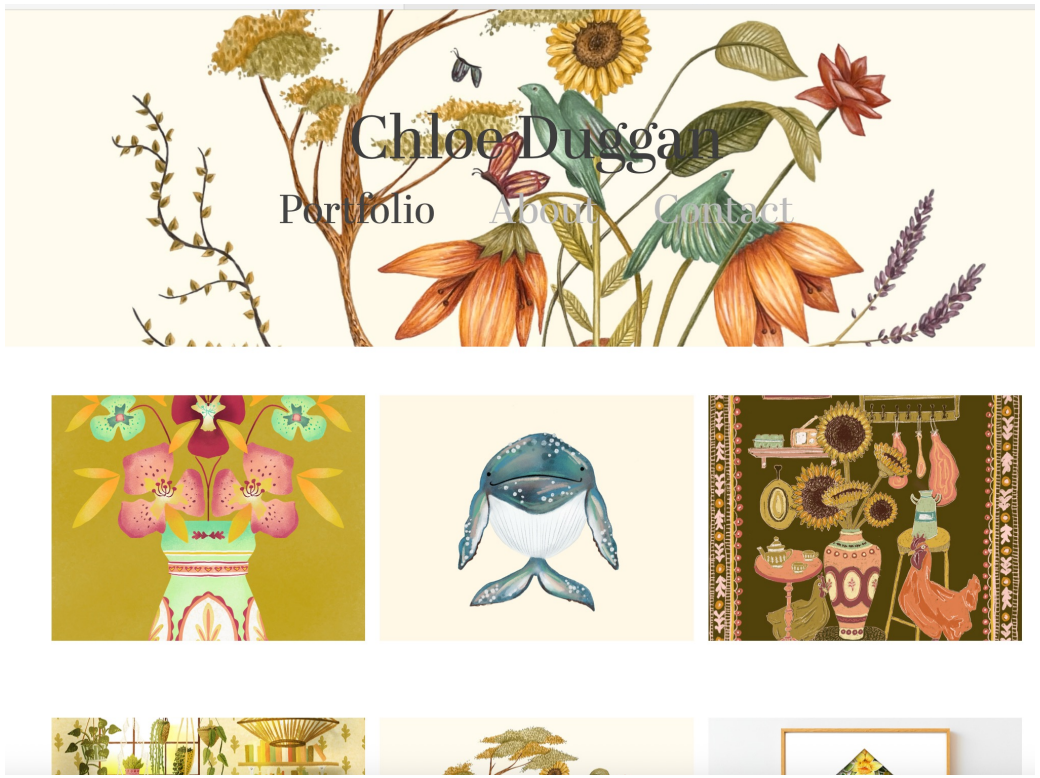
I experimented with the different templates to see which one suited me best, and as I am still developing my personal style, I explored different colour palettes from different pieces of work I have done. I like the pastel colours against the dark background on the left, like the work I did for Swansea creative quarter map, and I think the dark colours gives it a cinematic feel, however I don't think it matches my other pieces of illustration so I would like to keep the portfolio neutral and then showcase all my art.





Testing layout and composition, the larger photos of my work on the left are a great way to showcase detail instantly and matching it with the cream background that I often use in my work. As my whale seems to be my mascot character for my branding I made sure to include him at the beginning. I also tested having images appear of the titles when hovering over images, however this is something I find frustrating when scrolling a website and wanting to look at the work but it disappearing when hovering.

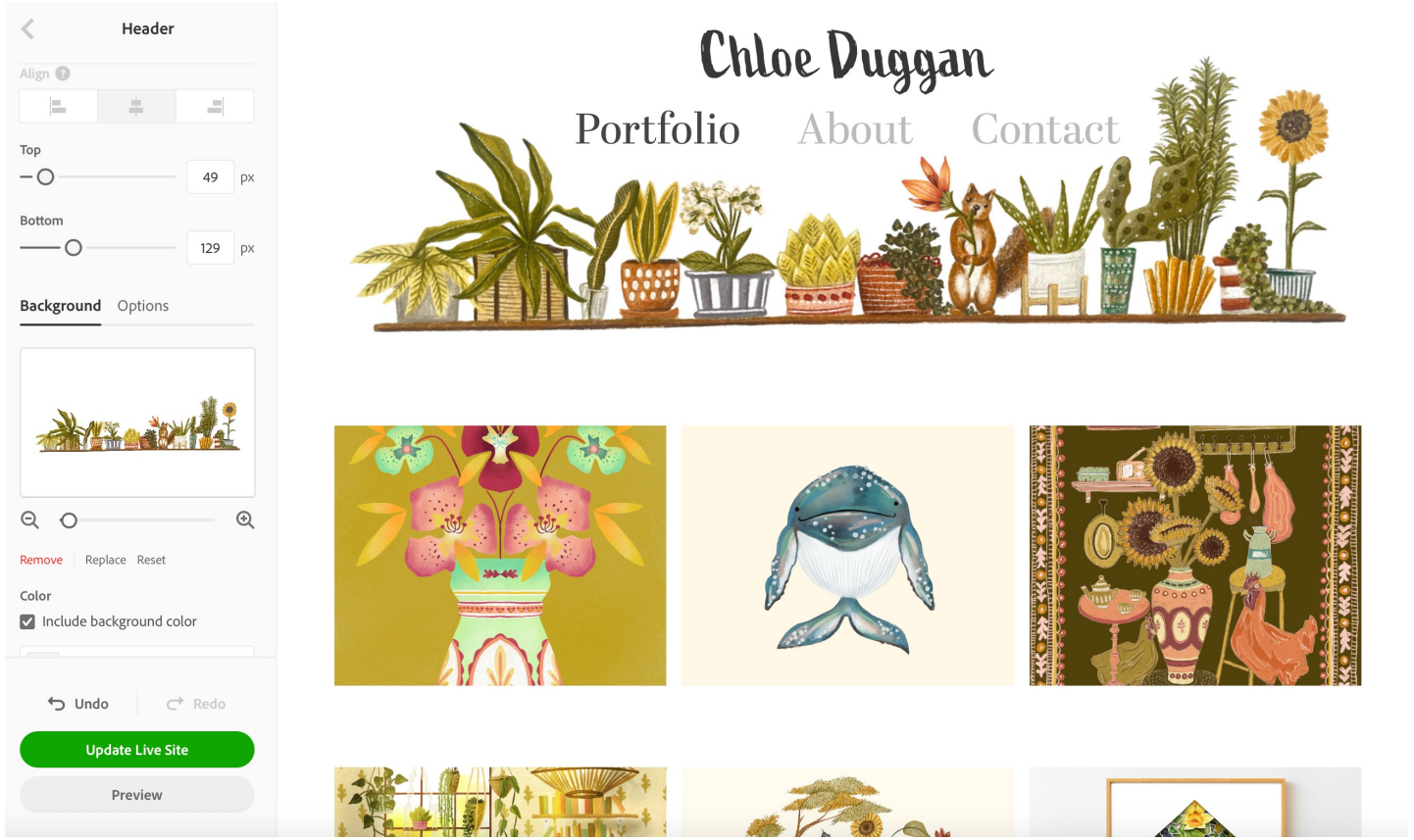




I decided my favourite template was the Mercedes, and I liked how the header, logo and navigation were all central top area and the work had gaps between each one. I think it shows a clean and professional portfolio that is symmetrical and neutral. It also means that my range of work can be displayed clearly and not get lost in the background or design of the website. I explored making a header illustration however this one does not work as you cannot read the text.

As my work is focused on nature and wildlife, and I have a healthy obsession for plants, I thought it would be an aesthetic decorative element for my website to have this under the logo to instantly introduce some nature to the page. I used coloured pencils to show the scratchy delicate style of my line work.





Working with the template, I uploaded my header illustration and adjusted the dimensions, so it fit below the navigation and logo. I think it looks like my creative style as well as being professional and have a clear layout. The plants purposely rise as the text ends, making them interact with each part of the website and look deliberate.

Chloe duggan

Chloe ABC

CHLOE DUGG

CHLOE D





chloe duggan



chloe duggan

Chloe Duggan



chloe duggan



Chloe Duggan

chloe duggan

CHLOE DUGGAN

I wanted my own font for my name title, as many of the illustrators I have looked at have done this, making their name there branding. Using Procreate I experimented with typography, looking at handwriting styles as well as fun, bold styles with nature amongst it.

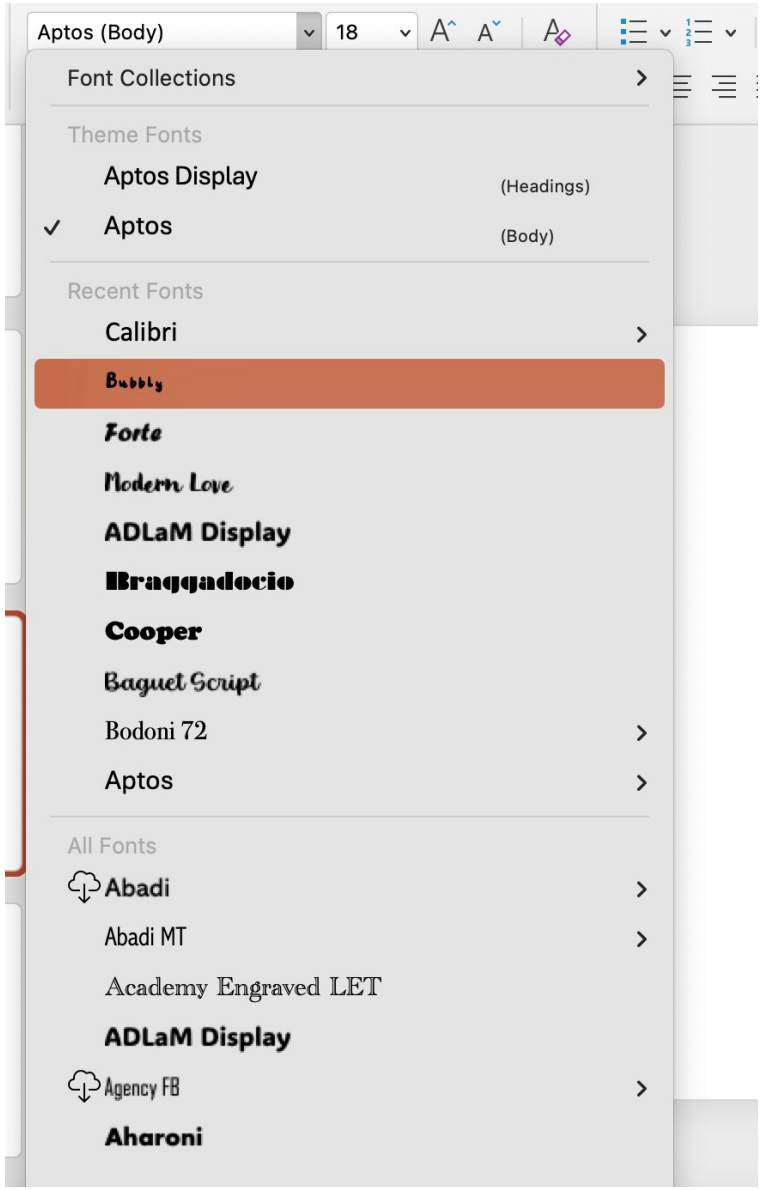




Having natural elements come out of the letter reinforce my nature theme and adding a colour of earthy greens compliment the style. For the initial designing of my font, I will begin with black and then can change this as my branding develops.









Bubbly

I decided on this fun, childlike font where the letters were not in line with each other and seemed perfect for my children's picture book style. I created and made this into a font on calligraphr, downloading it onto my computer so I can use this on various software's, which will mean that when making my children's picture books I can use this font for the text on InDesign.

For my logo and name on my website, I wanted it to have the scratchy pencil texture that I use In my work so traced over the font on procreate with a dark brown/black pencil brush. I often use this symbol in my work to suggest a leaf, so I made this logo to have above my name that can act as a button and a suggestion of my nature inspired work. I did this in the same style. I also tried to layer this over my initial illustration of the plants for my header of the website.





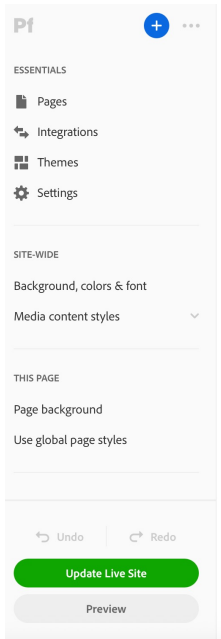
Chloe Duggan

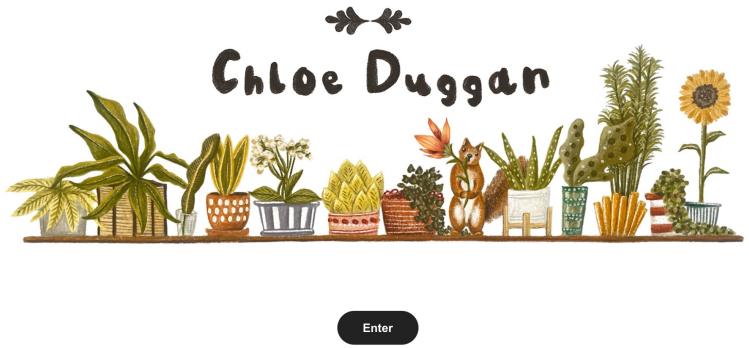


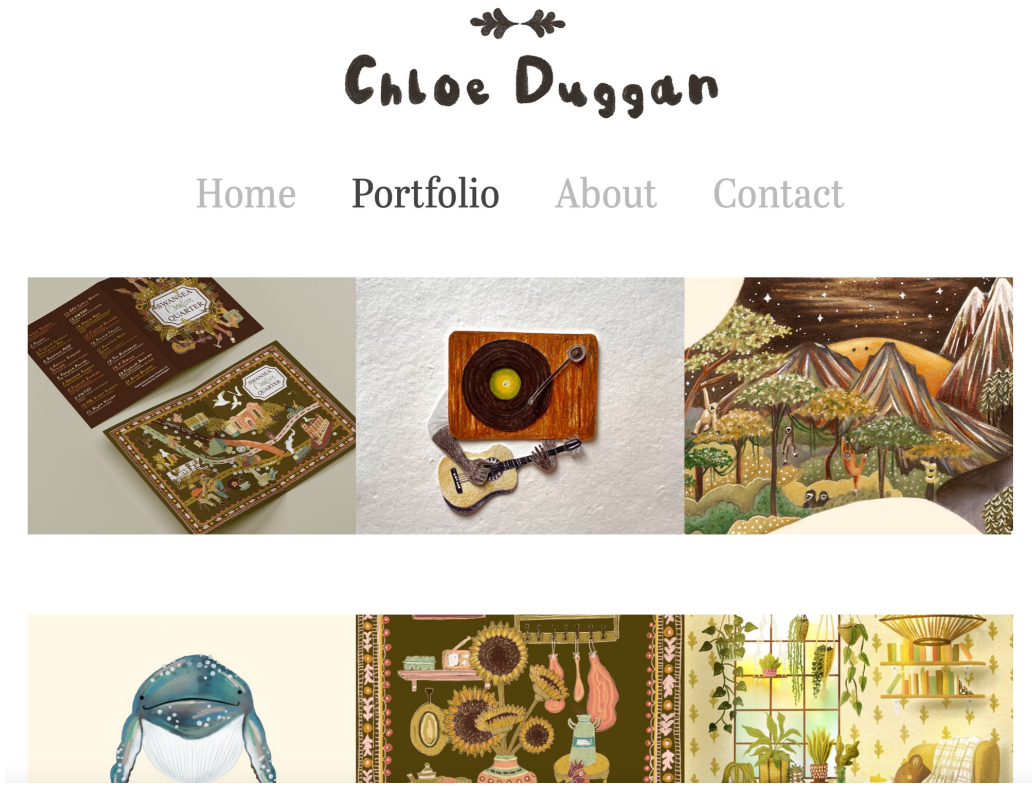




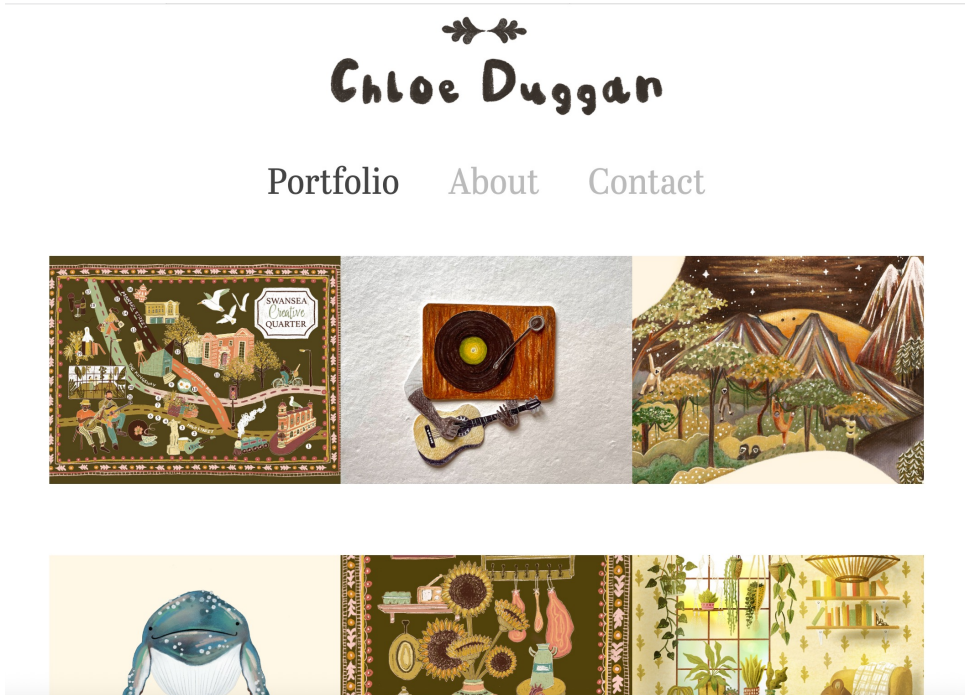
When I added this into my website it worked well on the computer, however when I looked at the mobile phone view, the logo and background overlapped and had the white text box around it, which did not look professional, and as a lot of my audience will be viewing from a mobile this needed to look as well designed as the desktop version.

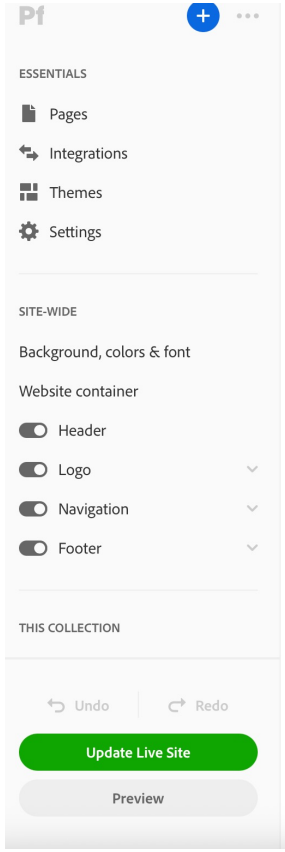






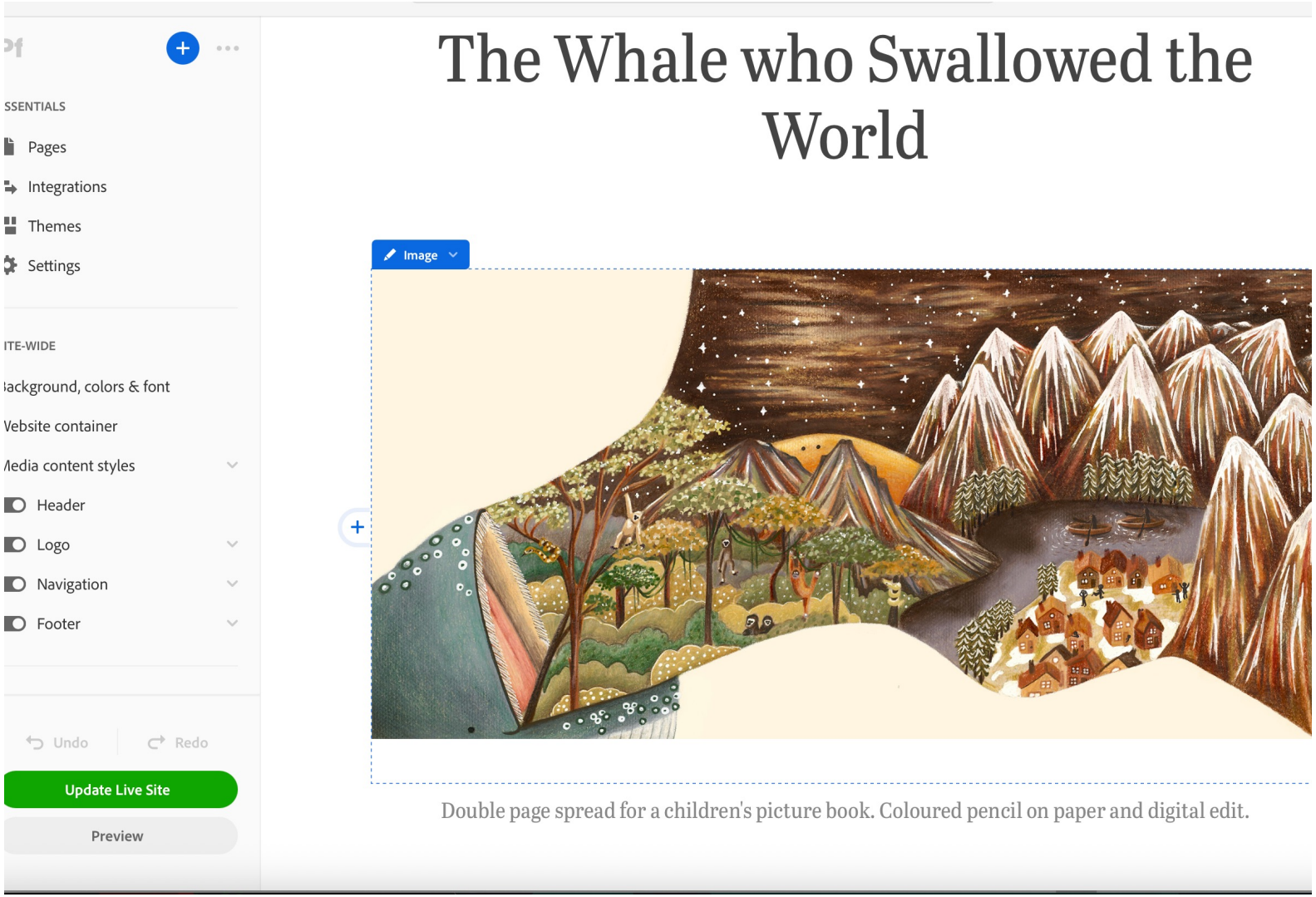
I tested having the illustration and logo as a homepage where viewers would click the enter button to get to my portfolio. This was good as I got display my nature theme straight away and for viewers to ‘enter my world’ like George Butlers website, however the downside was that, as I have limited time to grip my audience it meant less time they would look at my portfolio. It also meant that every time I clicked on the logo to go back to the main page it took me to this page.







I made the decision to take away the illustration so that both my desktop and mobile version looked professional and used my portfolio as the homepage. I used my font and logo for my name as well as the navigation in a readable font. I reordered my portfolio, so they were in an effective order, starting with a strong piece, and ending with one too, keeping symmetry in some of my minimal designs against the darker colours.



For each of my pages I gave my work a title and a short description so that when sending off to agencies for review, they can see my process and materials used and how I work as a student.



Portfolio About Contact

About me...



Hello,

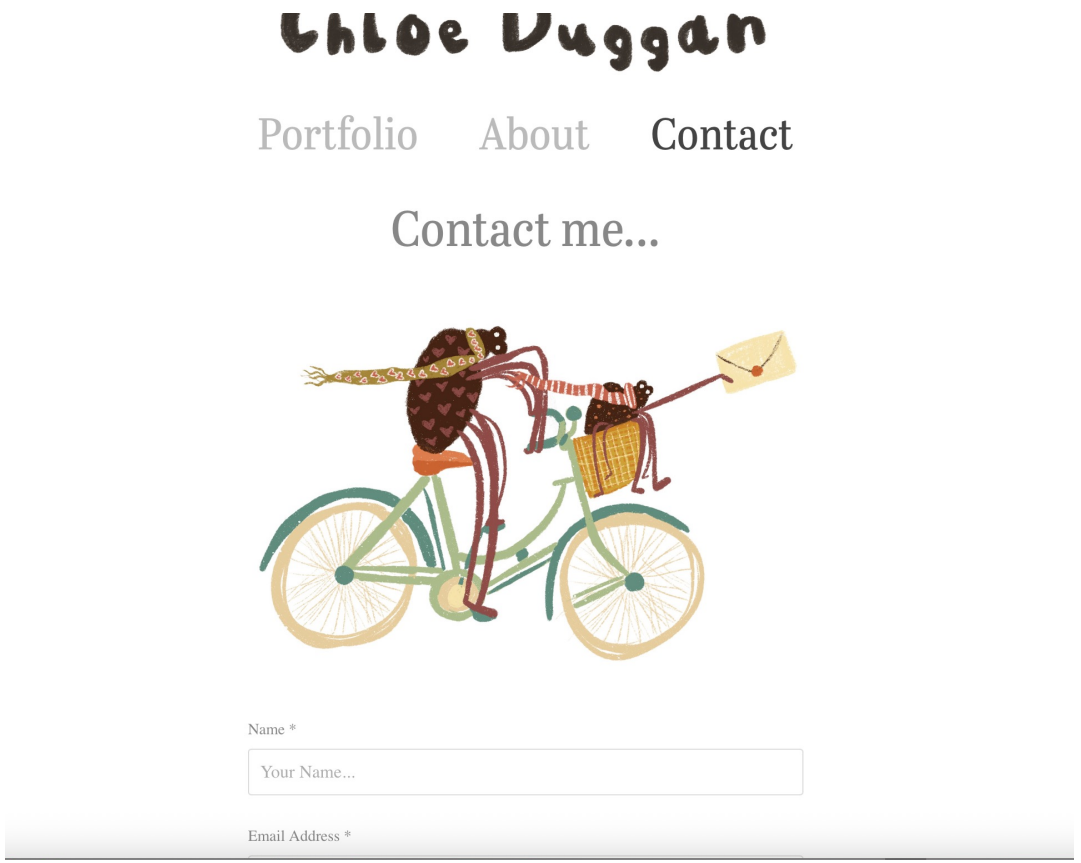
I am a second-year illustration student at Swansea College of Art, currently developing a portfolio focused on narrative and picture book illustration.

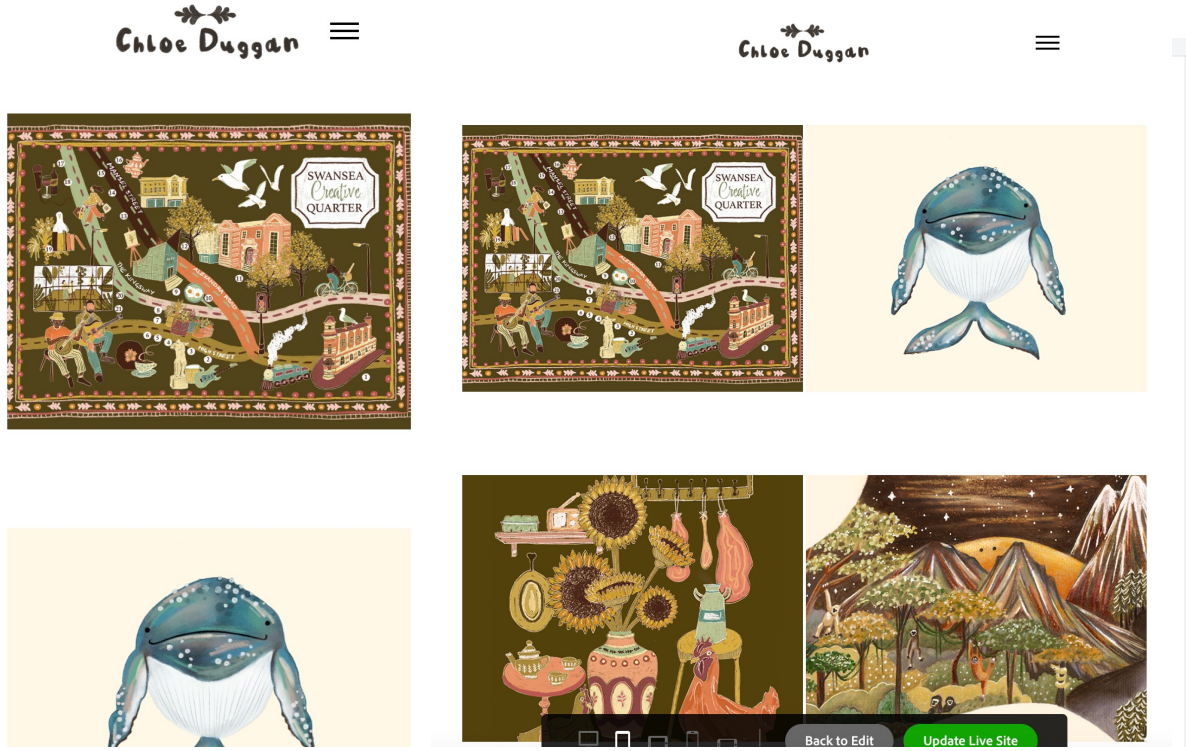
Nature sits at the heart of my work, capturing small, observed moments and reimagining them into new worlds. I work traditionally as well as digitally and love to explore hands on techniques such as collage, and paper cutting.

I added an about me page, using a hand drawn illustration of myself to reinforce the children's picture book style and create the warm, friendly character in the sketchy pencil texture.

I also added a contact me page, and continued with the illustrations using a funny, picture book style drawing of spiders on a bike with. A letter to suggest that this is how I get my messages.

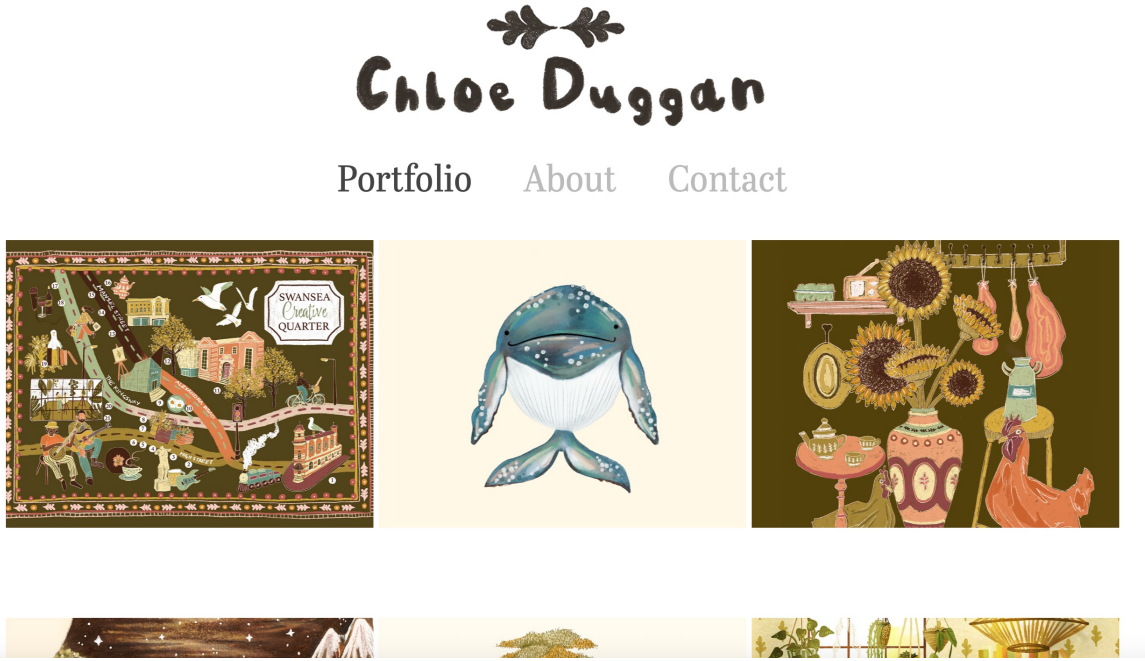






Mobile phone

Ipad



Laptop/desktop

Making sure the website works for its layout and composition throughout all forms of technology. I am happy with the result of my portfolio that I will continue to edit going into third year.



Personal Links

Website: www.chloeduggan.myportfolio.com

Email: chloeduggancreative@gmail.com

Instagram: @chloedugganillustration

LinkedIn: www.linkedin.com/in/chloe-duggan-475103407



Zander Letter

Dear Chloe,

Congratulations- you have just graduated from your illustration degree with a first. Your dedication has been reflected in this achievement, earned through hard work, determination, and your willingness to overcome your weaknesses.

In your first year, you were eager to learn and grow, approaching everything with an open mind. You embraced new challenges and explored different ways of working, quickly understanding the commitment required at university level. Although you enjoyed the experience, anxiety often lingered beneath the surface, threatening to hold you back. Despite this, you consistently chose to say yes when you wanted to say no- such as your study trip to China, where you stood on stage in front of hundreds of people and presented your work to professionals.

In your second year, you developed more than ever before, both as an artist and as a person. You began to visualise your future as an illustrator. Anxiety was present more than ever, and at times your greatest challenge was yourself. You faced external pressures from family and friends questioning your path- how you would make a living, and, as a mature student, when you would settle down. Yet you chose to trust yourself and your journey, believing in your ability to succeed as an illustrator and graduate with not only a first, but meaningful opportunities.

During the summer before your third year, you travelled and volunteered, using the time to experiment, research, and refine your artistic style. Inspiration from these trips strengthened your portfolio and personal sketchbooks, preparing you to enter your final year with confidence. Your third year became your most exciting yet. Where anxiety had once held you back from attending the Bologna Book Fair, this time you walked in prepared and determined. You brought your portfolio, handed out business cards, attended reviews with agencies and publishers, and most importantly, improved from last year.

Alongside your studies, you committed yourself to meaningful work, contributing to local charity projects and building your CV. These efforts led to opportunities working with WWF on a conservation project and developing your practice through the King's Trust, where you began building your freelance illustration business. Now, you graduate with not only a first-class degree, but a strong portfolio, your children's picture book work with an interested publisher and agency, and the foundations to launch your own business. Most importantly, you are using your work to support environmental causes and make a difference.

You have worked tirelessly towards your dream life, accepting both the challenges and the rewards of the journey, knowing that failure is good, and inevitable, and provides you with the platform to improve. You will fail for the rest of your life, but if you dedicate as much effort as you know you can, you will never fail yourself.

I look forward to seeing you soon.

Your future self.