

Changemakers:

Creativity and Value Creation

Rachel Kestin

Assessment 1

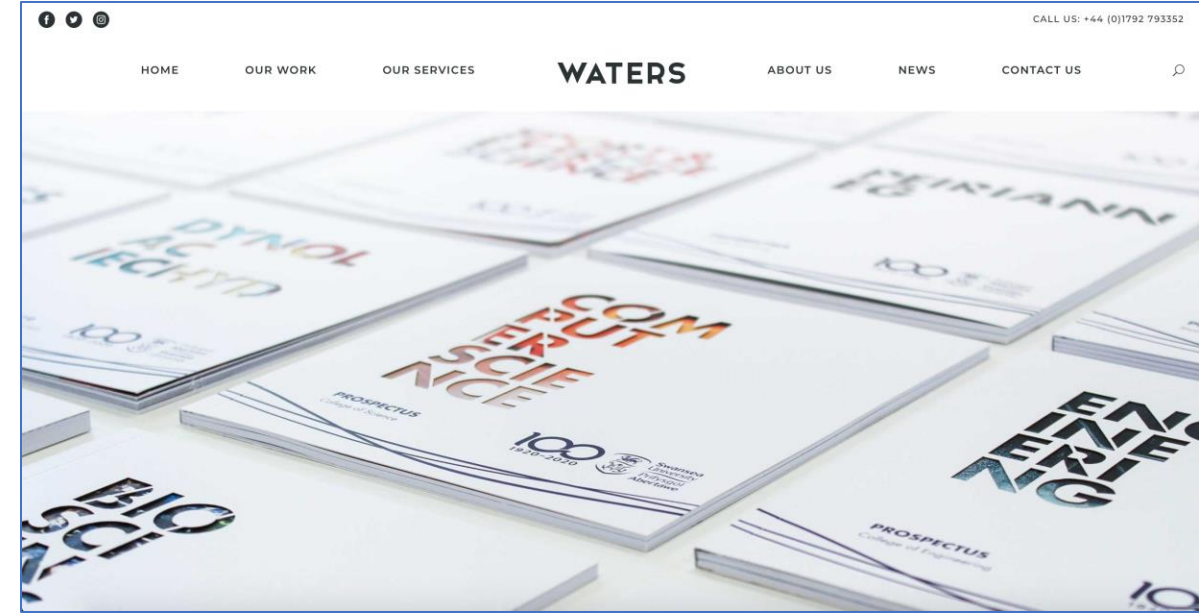
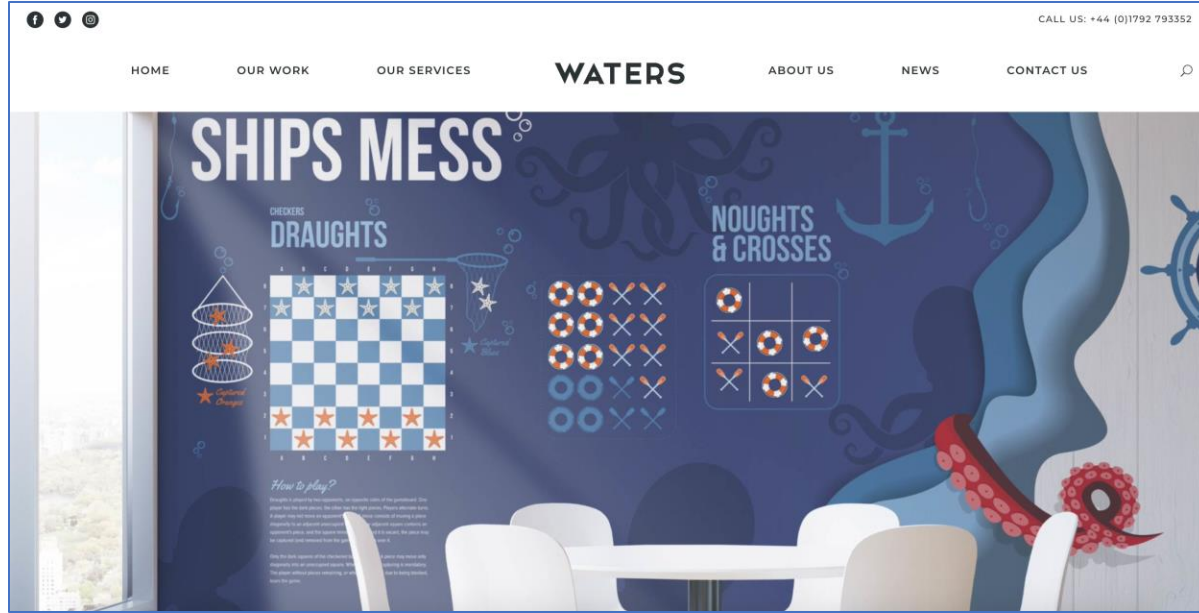
Link to my Website

<https://racheldkestin.wixsite.com/my-site>

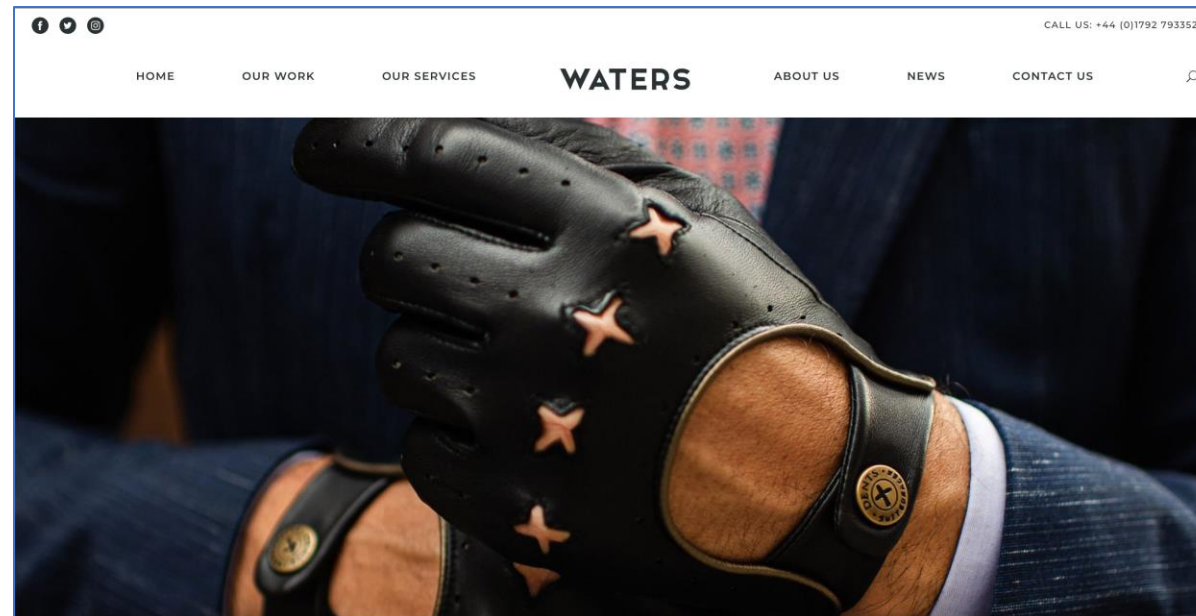
Research Pages

Website/Company Research – Waters Creative

<https://www.waters-creative.co.uk>

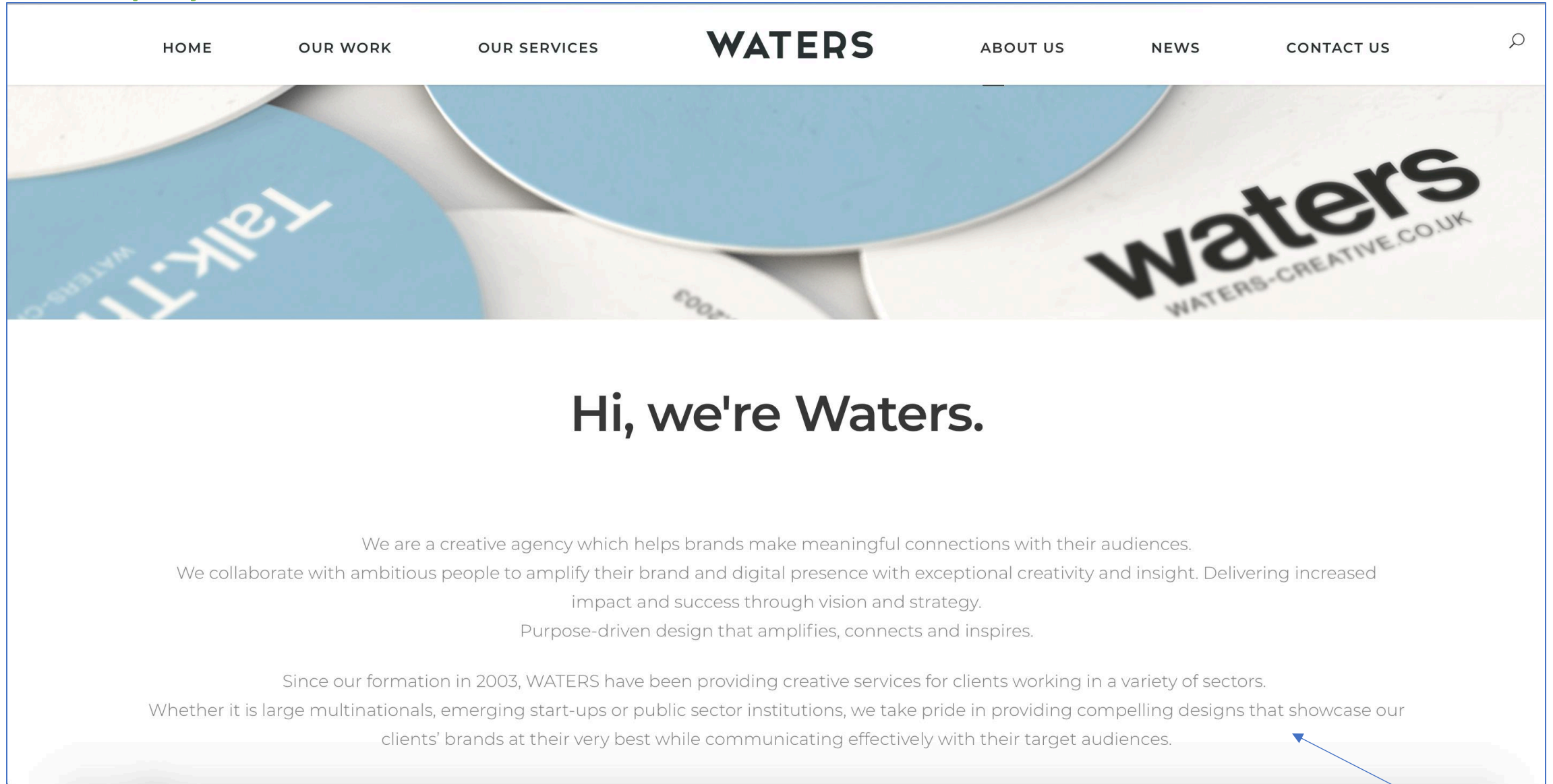


- I chose to look at Waters Swansea website as they are a local company/business.
- The 3 screen shots here are just of their home page. They have a rolling selection of images that show on a loop. These images are selections of the work they have done.
- I like how they are immediately showcasing their work.



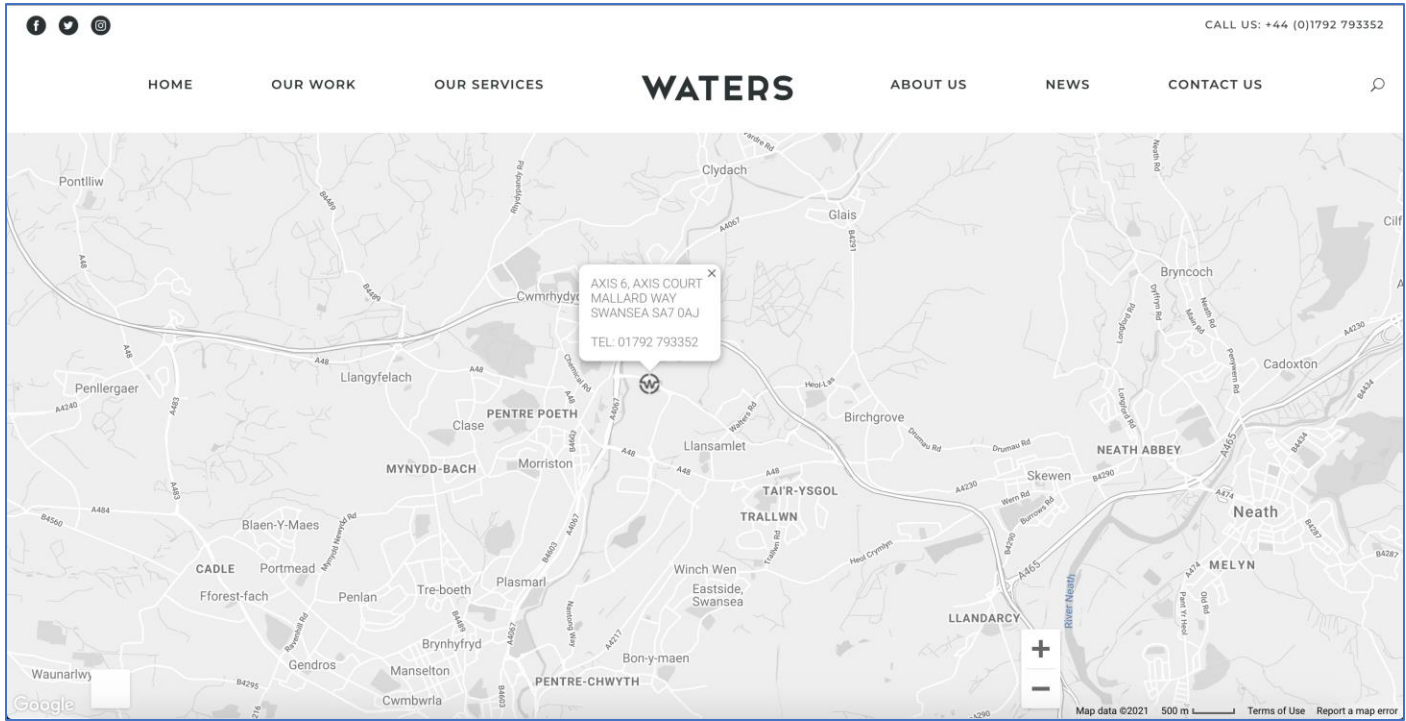
- I like the use of the white space to the top of the page.
- Everything you need to know is right there for you to see. Links to Facebook, Twitter and Instagram easily accessible and their phone number.

Website/company Research – Waters Creative



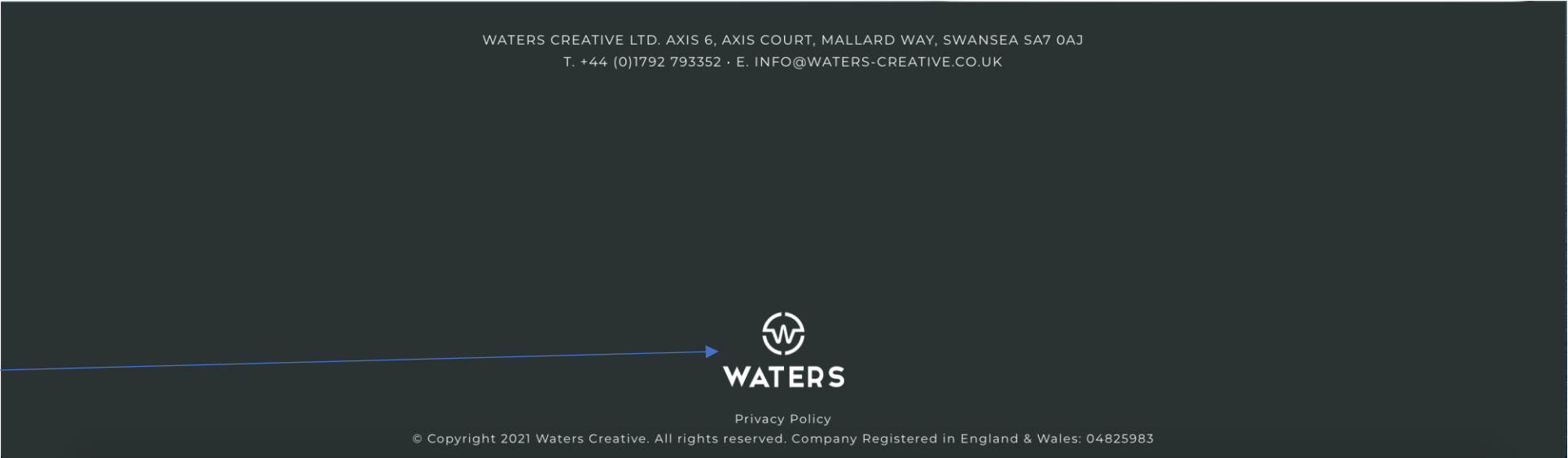
- Again, I like the use of the white space on the page. The description of the company is brief, not long winded and explains the company.
- Personally, if I had one small critique, for me the writing it quite light, maybe a little darker. Make it a little easier to read.

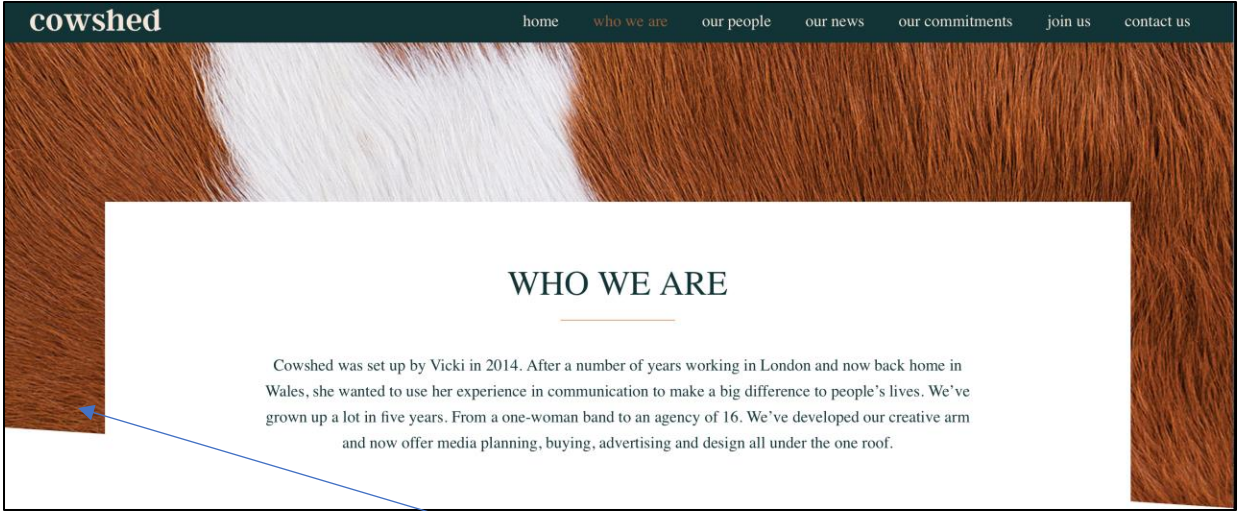
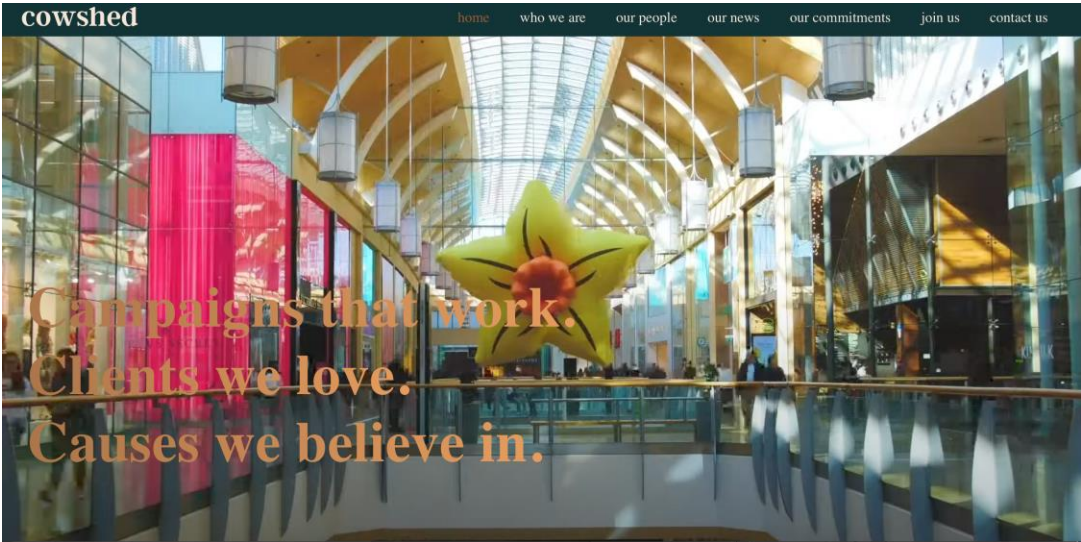
Website/Company Research – Waters Creative



- I particularly like the way they have designed their contact us page.
- The use of a map of where they are located and the surrounding area. This way you can almost navigate your way there.
- To get the full address you must click on their logo that is situated on the map. Clever as people then get to see the logo as well.
- You can zoom in or out of the map as well, so you can see exactly where they are based in Wales.

- At the very bottom of the website there is a block of dark grey, this just containing the company address, phone number and email.
- This is also where you get chance to see their logo, which is not featured much on their page.





- Cowshed Cardiff are an integrated PR, communication, design and media company in Wales.
- Created by 1 woman, now a company of 16 staff.
- There landing page on the website rotates videos of the work they have produce.
- I liked watching the video, it pulled me in before having a look on the full website.

- Love the use of cow fur as the backing design on parts of the website!
They have a jobs section on the website.

Campaigns that work	Our campaigns are built on insight and brought to life by imagination. That's why they get results, grow your reach and enhance your reputation. We deliver fully integrated campaigns, have great ideas and work hard to make sure our ideas cut through the busy market place to get you noticed.
Clients we love	Our clients come from the public sector, the third sector, and the private sector. But every one of them has a positive impact on society. That makes us proud. This means we also attract the brightest talent. Bursting with energy to use their vibrancy, creativity and passion to make a difference to our clients.
Causes we believe in	Successful campaigns do more than just drive coverage, and clicks, and conversion. They inspire people – to stop smoking, to get fitter, to buy local, to love where they live. And because we believe in every single client we work with, we're a happy bunch, proud of our work and proud of our team.

Join us

Midweight Full Stack Web Developer Wanted.

cowshed
Campaign Manager

cowshed
Campaign Officer

cowshed
Middleweight Designer

Don't see the role for you listed? We're always looking for the very best talent in the industry to join us. Where we can, we make room for the right people that will bring something extra special to the team. If that's you then please get in touch with info@wearecowshed.co.uk

Website/Company Research – Caffeine Marketing

Caffeine marketing Home Page

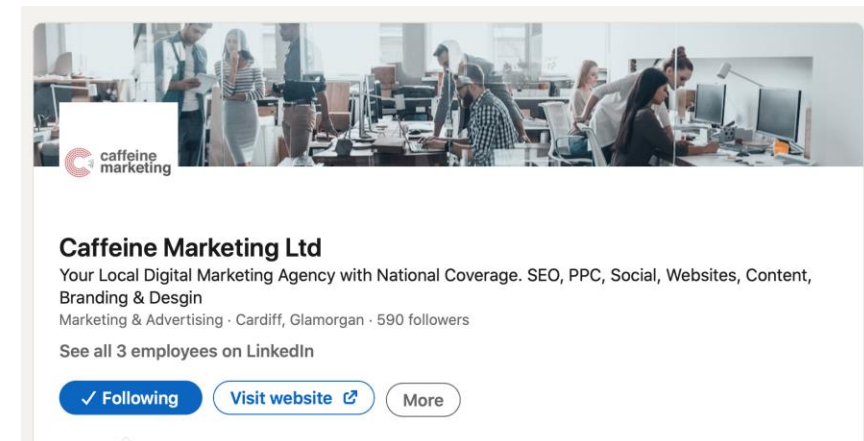


<https://www.caffeinemarketing.co.uk>

Facebook page



LinkedIn Page

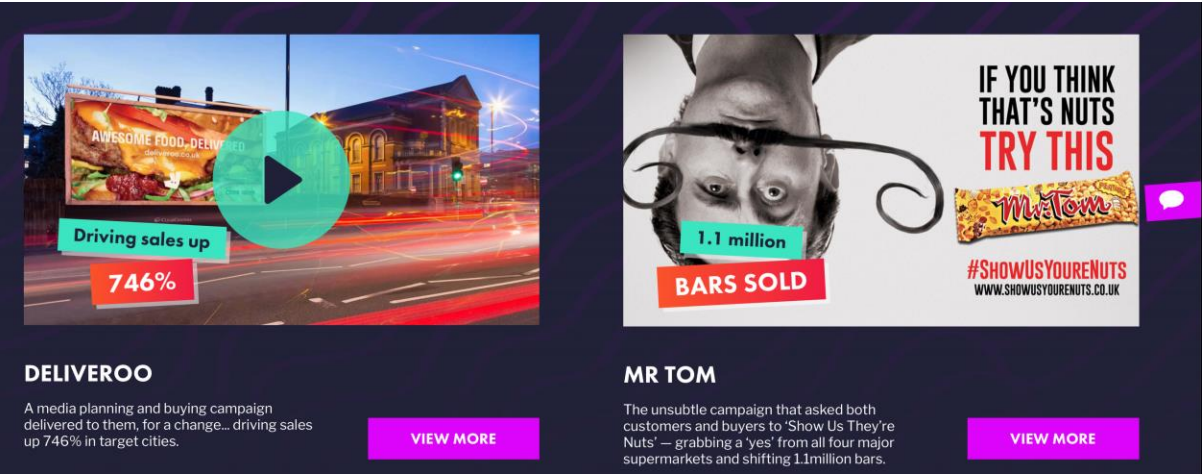


- I like looking at local Advertising/Branding companies. Gives you a feel for what companies are out there for potential work in the future.
- Caffeine Marketing are a digital marketing solutions company with offices in Swansea and all across the UK.
- There is an abundance of information on their website, including contact numbers for all branches, an online live chat service and many more.
- I must admit at first glance I am not bowled over by the design of the website. Just a little bland for my liking. The red and grey work well together but just comes off a little boring.
- Their branding is consistent though, the links from the website to Facebook, LinkedIn etc use the same imagery, fonts and logos.

S|3 Home Page



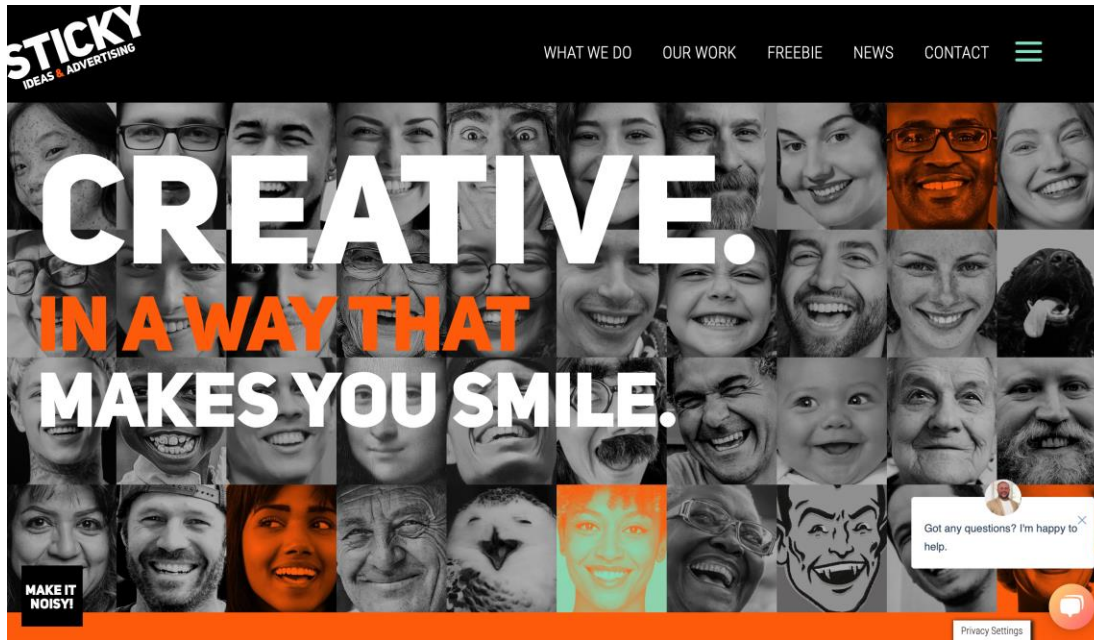
- A Cardiff based company.
- With a relatively small team of 36 people.
- S|3 Advertising website just seems all round fun! They swear, laugh, joke and just make all the content fun to read.
- They have worked with some big companies throughout the UK.
- I enjoyed looking through this website and seeing the fun way this company works.



- I absolutely love their ethos! They do not house big egos, they are all about sharing ideas and equals.



Sticky home page



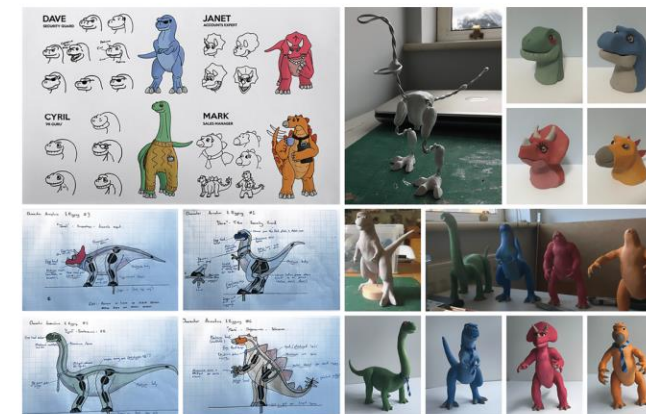
- A South Wales based company.
- Firstly I love this website! Everything from the colour schemes, the images and the humour.
- The company seem genuine and really down to earth. You get this impression straight away.
- I like that you can view the work that they have completed on their website.
- This particular work is well known for the TV ads and radio ads! Days Motor Park. You can take a look at their process and watch videos too.
- This would definitely be a company I would actively try to gain employment with.

Project example from their website – Days Motor Park.



Meet Derek, Cyril, Janet & Mark

And so our dinosaurs were born! And were then, of course, promptly hired by Day's Motorpark to be part of their onsite team to run everything from security to sales and finance to PR - a very natural next step on the career ladder, I'm sure you'd agree.



- They show a small insight to how the work was developed and produced.

Website/Company Research – Sticky Ideas & Advertising

- The company also offer a free digital review service. That's great to be able to get a free professional review of your work.

SMILES ARE FREE

... AND SO, IT TURNS OUT,
IS OUR DIGITAL REVIEW!

Yes, we now offer a free digital review. And, yes, we said FREE. It's completely no-obligation and gives you a comprehensive roundup of your digi-footprint and how much impact you're making.

Including:

- Social media roundup
- PPC review and SEO advice
- Website analysis
- Content consultancy
- Expert inbound advice

IT'S A NO BRAINER.

WE DELIVER
CRACKING CREATIVE
THAT ENGAGES
YOUR CUSTOMERS



WE GIVE A GREAT
RETURN ON
YOUR GREAT-VALUE
INVESTMENT



WE MAKE LIFE
EASIER BY BEING
THE NICEST AGENCY
TO DEAL WITH



STILL MAKING YOUR MIND UP?
THEN STAY IN TOUCH BY POPPING YOUR
NAME DOWN FOR OUR NEWSLETTER

Email *

First Name *

Last Name *

Phone Number *

Heads up, here's some necessary small print. Don't worry, it's nothing scary.

CONTACT US

MAKE IT STICKY

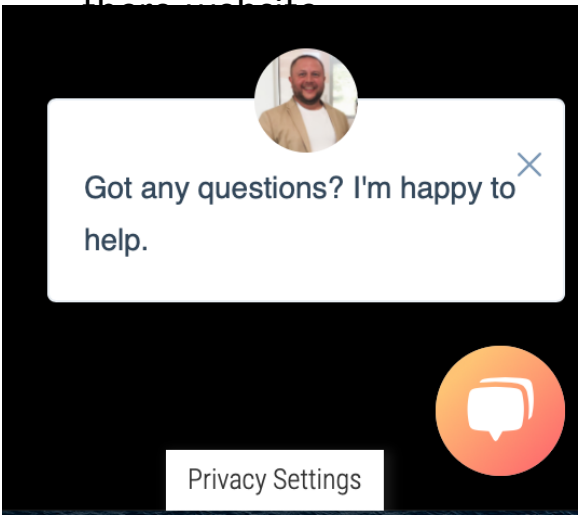
We're nice people and we love hearing about your marketing challenges and trying to crack them for you. We've got offices in South Wales and the South West, and we're always willing to travel, so let's meet up and get started. Yee-hah.

- Every image on their website is of a smiling person or just a happy mouth.
- It just automatically makes you feel happy. It is warm and inviting.

- I like that you can contact them in many ways, phone email, sign up for a call back.

- I think I signed up for a news letter as well as asking them to contact me, oops! But at least I am now on their email list!

- They also have a small chat 'Happy to help' messaging service in the corner of their website.



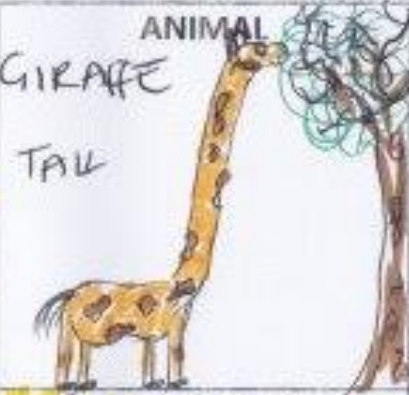
Development for my Website

Website Inspiration, how I would like to come across...

- I love yellow! I like the bright sunshine, happy feeling it gives.
- I am a bit of a perfectionist and sometimes that can be my downfall. I need to keep the preciseness but loosen up a little when it comes to my brand.
- I like to think I am a reliable person and this is how I want my identity to come across.

Metaphor Gestalt

If my brand was a it would be

COLOUR Yellow BRIGHT HAPPY	ANIMAL GIRAFFE TALL 	TYPEFACE Easy to READ! But fancy Rachel.	DRINK  BUBBLEGUM GIN + LEMONADE	ARCHITECTURE
HAIRSTYLE  NEAT, STRAIGHT AND TO THE POINT.	LANDSCAPE 	TREE BK, STRONG TALL REDWOOD. 	FRUIT PINK LADY APPLE 	SMELL TULIPS + CUT GRASS 
TRANSPORT  My CAR! RELIABLE	SHOE  CONVERSE  NIKE AIR MAX	JACKET WARM BIG COZY 	SINGER  SIA POWERFUL	ARTIST

Research Inspiration, 4 Pillars of my brand

- I want anyone who is coming to check out my socials or website to view my own work, feel they can approach me for the honest person that I am.
- I want the website to be fresh, easy to navigate and not cluttered.
- Same goes with my identity, I want it to be clear cut, easy to understand and not complicated.
- I like the idea of using just my name as my identity/brand logo.

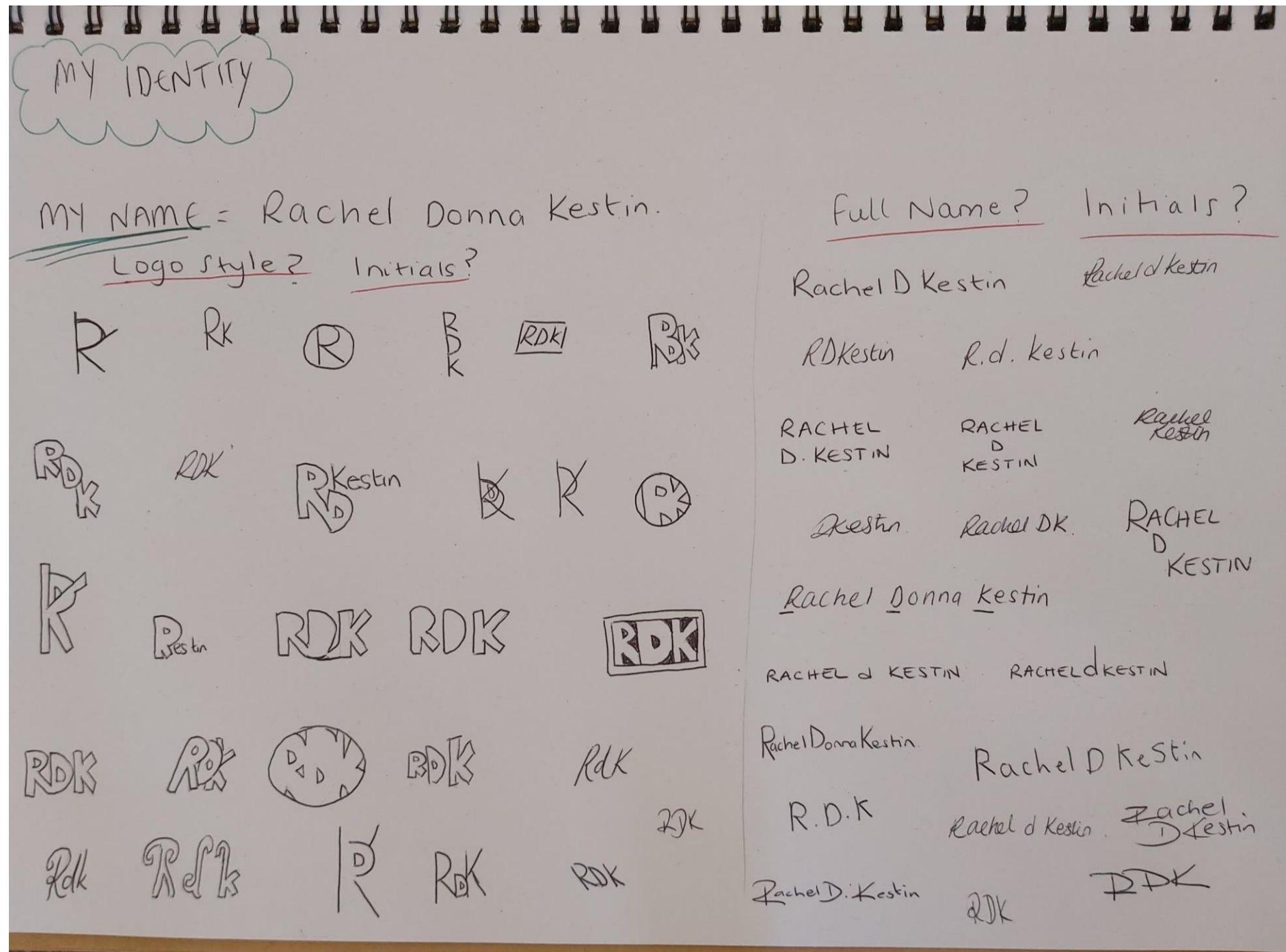
4 Pillars of Branding

Brand Name RACHEL D. KESTIN.

Narrative	Differentiation	Communication	Consistency
• Helpful - Kind • Perfectionist - Persistent • Caring - friendly • Mum • CLEAR - CONCISE • TRUE TO my WORD. • TRANSPARENT. - HONESTY.	BRIGHT COLOURS HAPPY FEELS REASONABLE PRICE	FACEBOOK INSTAGRAM WORD OF MOUTH TIKTOK SNAPCHAT.	BRIGHT FRESH UP TO DATE.

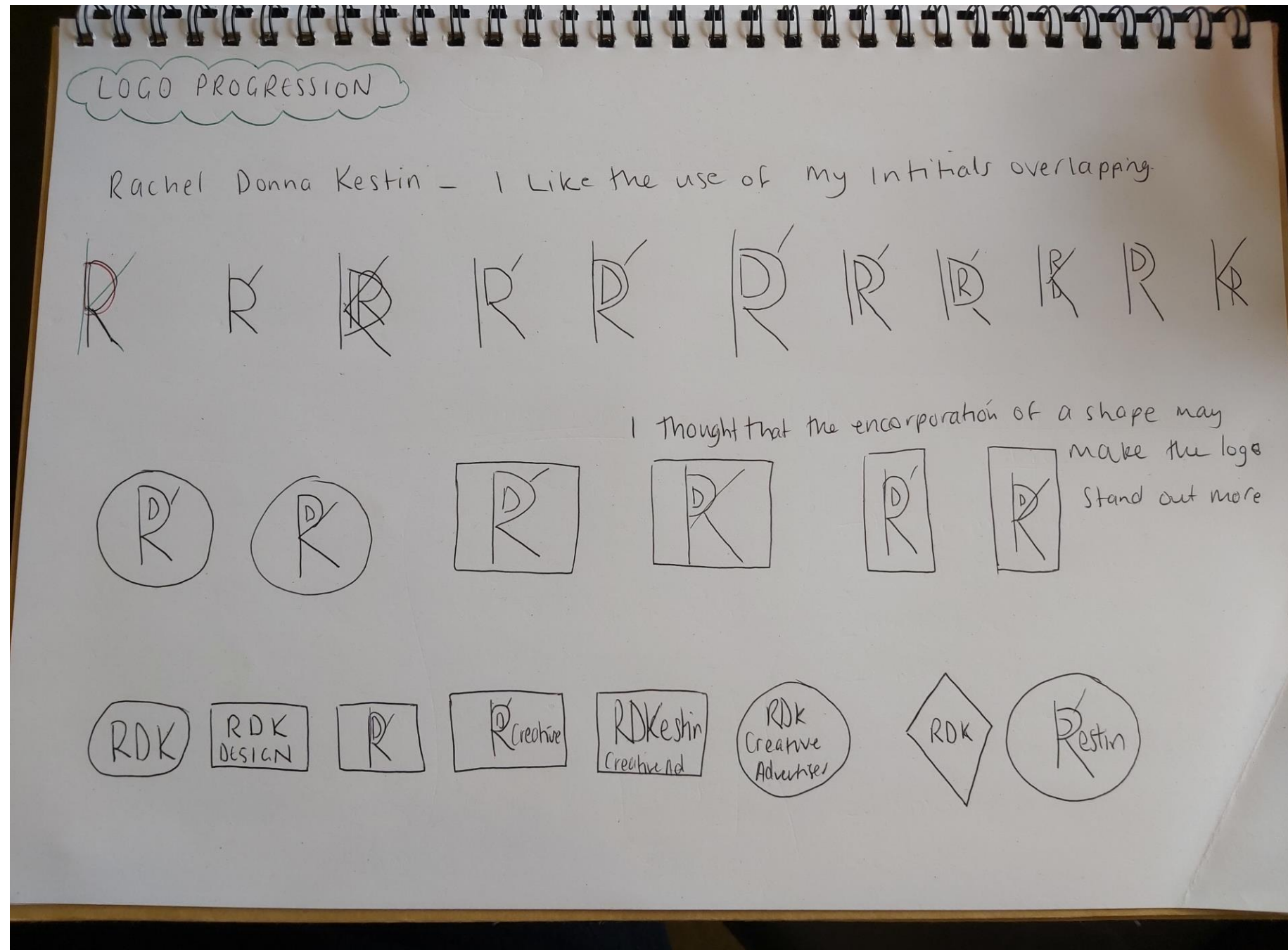
My Identify for Website

- My initial thought was to just use my name as my identity but after I started sketching and making little designs I felt that I wanted a small logo as well as the use of my name somehow.
- I want my initials to be part of my identity, RDK and the logo to represent this somehow.
- I still like the idea of using my name as well though.



My Identity - Progression

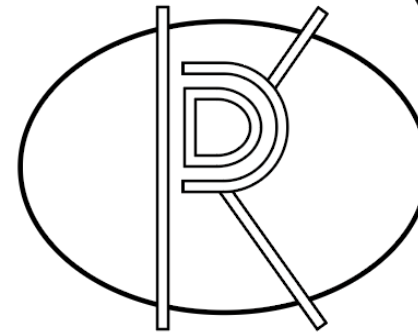
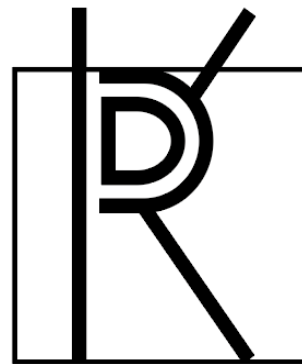
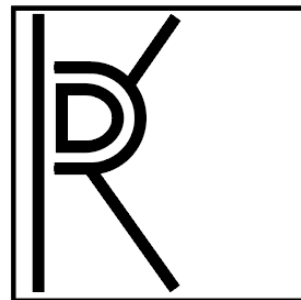
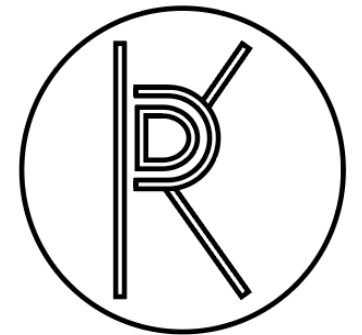
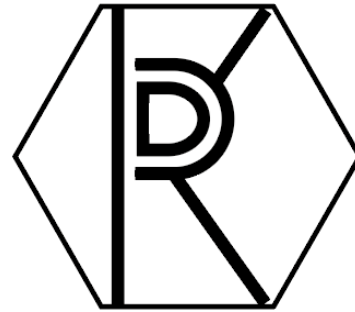
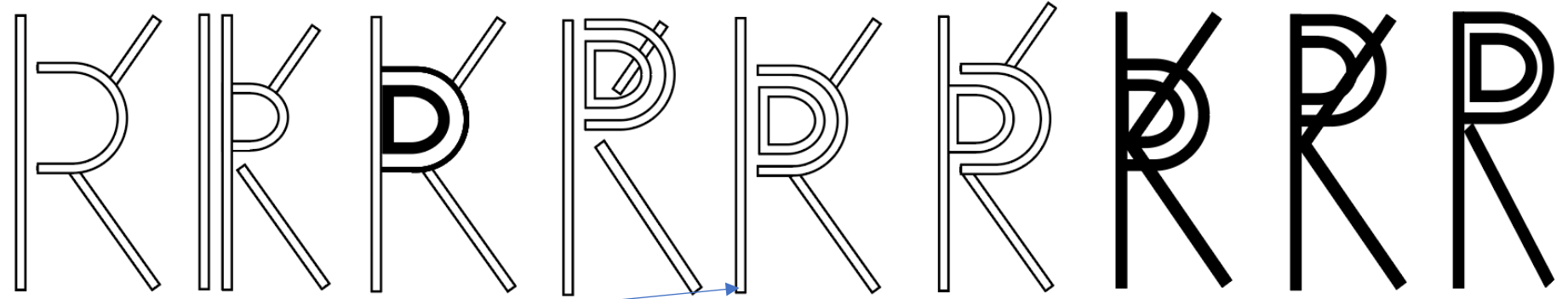
- From the previous sketches one of the logo ideas stood out to me.
- I initially was going to just use my name as my 'logo' but after doing some scamps I quite liked the idea of a small logo as well as the use of my name.
- I liked the combination of my 3 initials RDK being combined together to form a pattern.
- I experimented with them and tried encasing them in a larger shape such as a rectangle or circle for example.
- I even tried including my profession in the shape but I thought this was a little too much.
- I wanted to have something simple that accompanied my name, to make it look a little less bland.



Digital Logo Progression

Logo Progression

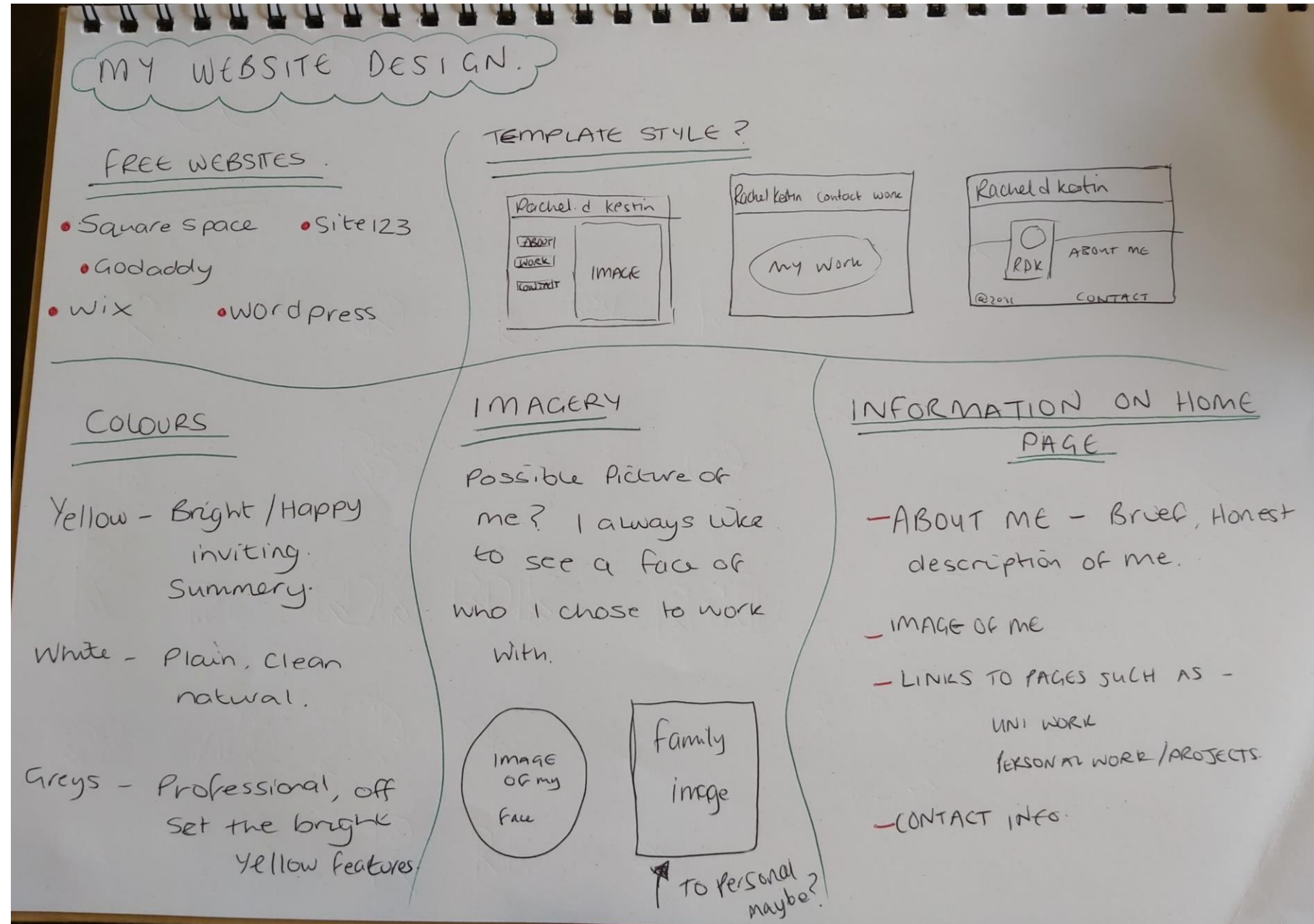
- I carried out some digital logo styles.
- Out of the designs I created on illustrator this layout of my initials was my favourite.
- I like how it all fit together neatly and felt the initials RDK could be read easily.
- It is simple and not hard to understand in my opinion.
- I wanted to encase it with a shape. I felt the round shape would work well with social media settings for images.



- My final decision for my logo was this one.

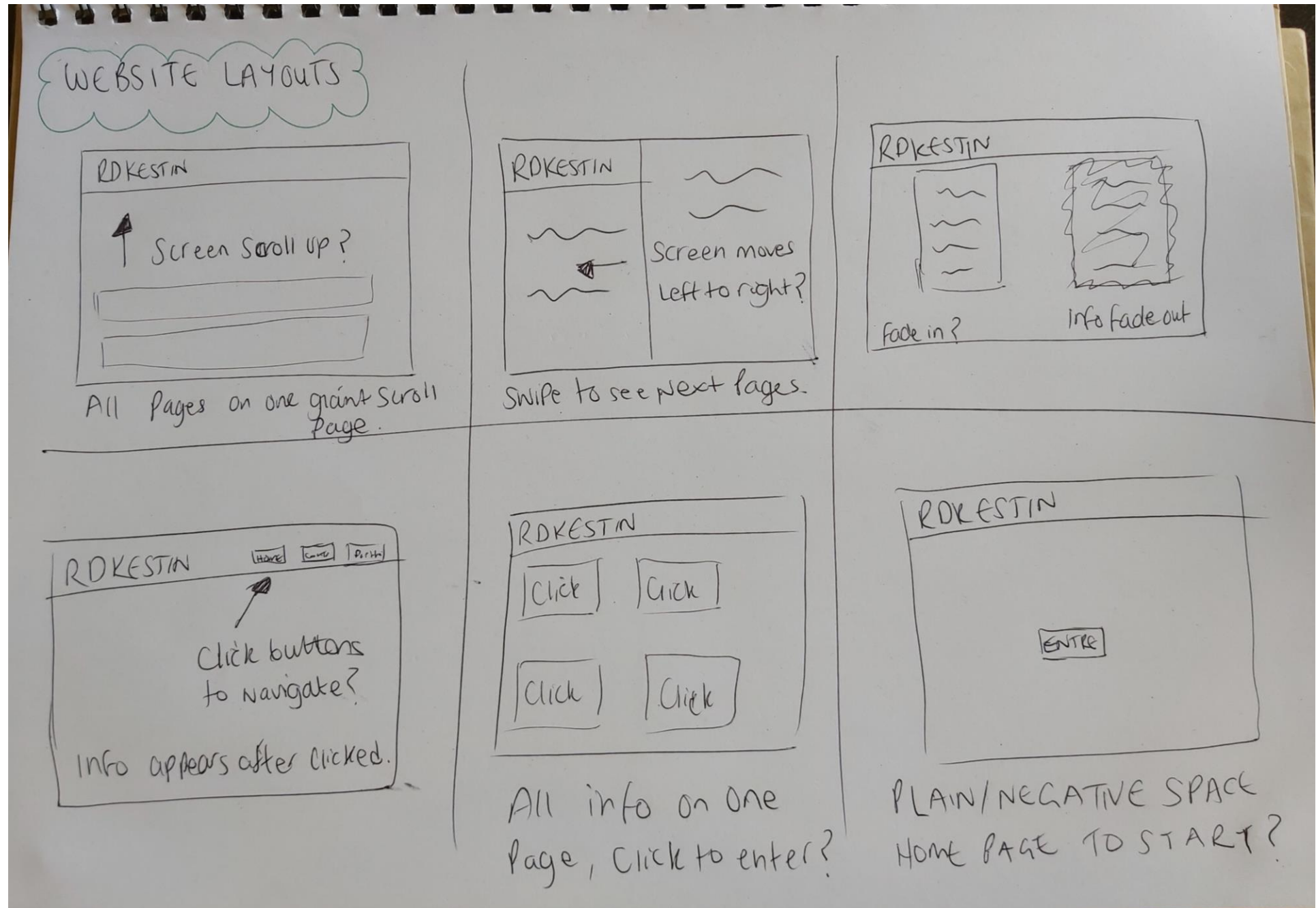
My Identity - Progression

- This page is where I wrote down some of my colour preferences, website layout styles and any other information I could think of for having on my website.
- I looked into some free website creating pages. For some reason I found WordPress quite tricky to get the hang of, so I ruled this one out.
- Wix seem fairly straight forward.
- As I am just starting out my website will look fairly empty but I wanted to be sure I put the correct pages on there for me, for the future and to build upon.
- I toyed with possibly having a picture of myself on there as well. I always like to see a person's face when I look at websites. Makes it feel like you are getting to know them a little more.



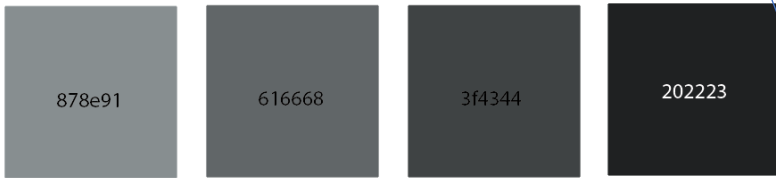
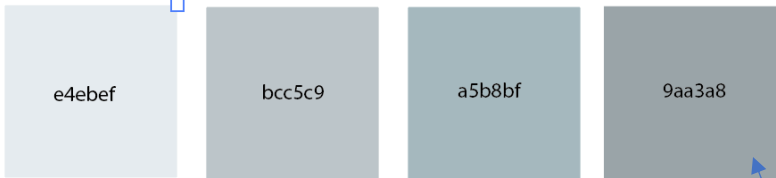
Website Layout Ideas

- I tried to sketch out some possible layouts for my website.
- It is a bit tricky to draw them as they may involve moving elements.
- I have added some notes to show what is meant.
- I like the idea of having separate pages/tabs to click.
- I would have my main home page that explains about me and what I am doing.
- Then have sub headings possibly at the top of the page to click and navigate to the individual pages, such as Portfolio, Contact me etc.



Choices of Colour Palette and Font

Colour Choices



- I knew I wanted to use a bright colour like yellow or orange.
- Yellow is my favourite colour, it just makes me feel happy and bright.
- From the colours I looked into, the yellows that are bright seemed a little too much for the website.
- I chose to go half way between, more of a mustard colour.
- As for a 2nd colour, I like the use of grey, I think it is fairly modern and would work well with the mustard.
- I didn't want to go too dark though. So again I went for a fairly light grey.

Font Choices

Rachel Donna Kestin
Luna

Too funky and bold, not the style for my website.

Rachel Donna Kestin
Minion Variable Concept

I decided against serif, it didn't seem to fit with my brand.

Rachel Donna Kestin
Source Sans Variable

I like this font, easy to read and comes with a variety of choices, bold, regular etc.

Rachel Donna Kestin
Cocogoose

I like this font but not for the use on my website. It is a bit too bold.

Rachel Donna Kestin
Louis George Cafe Bold

I like this font as the bold is not too thick. There is also options for regular and light.

Rachel Donna Kestin
Krungthep

A little to robotic and space like for a website but I like the readability.

- For my font I wanted something easy to read, with definable capitals to small caps.
- I decided that Louis George Café would be a great choice as the bold option was not too thick and in your face.
- There is a lighter option for this font as well which I felt would work well using both for Headings and Body text.

My Identity for website – Digital Progression

I wanted to keep the colour scheme consistent throughout. I chose the use of solid colour rectangles because this would fit as a background design on all my media platforms.



I liked the idea of layering the rectangles.



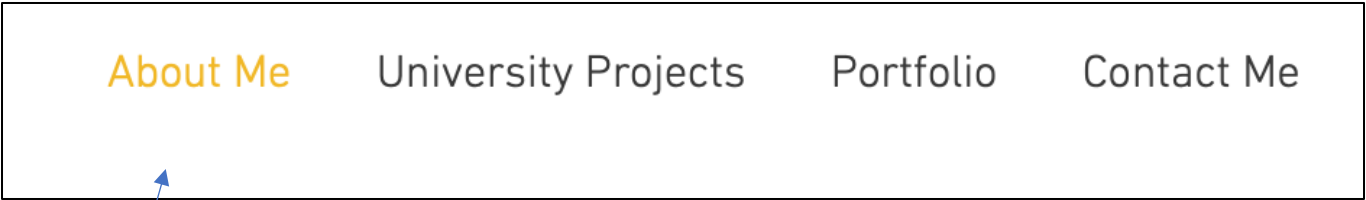
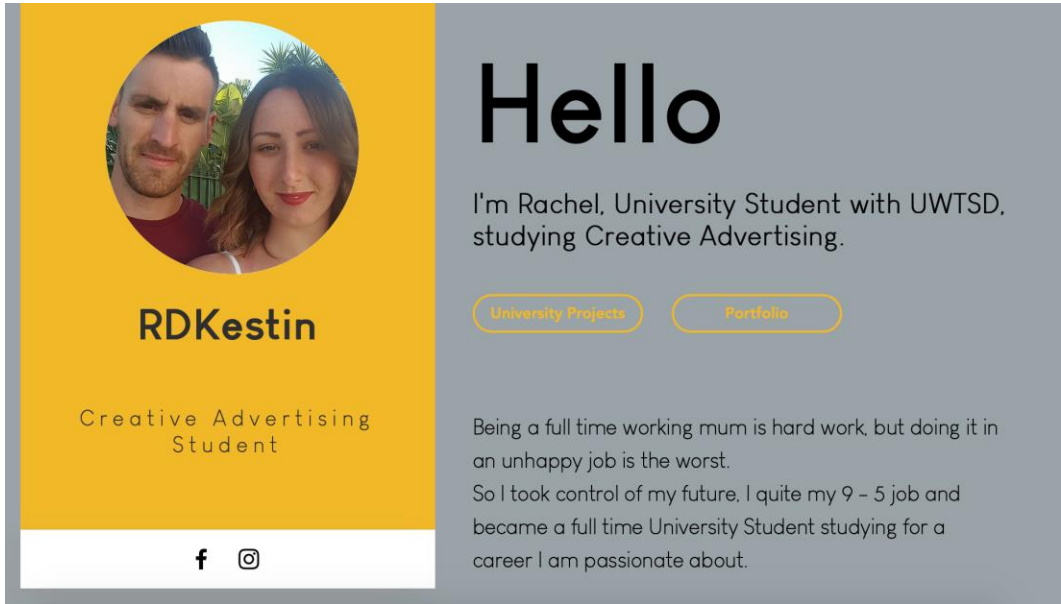
My initials combined RDK, this could be used without the use of encasing it in my brand colours. It could be a solid line or clear with a stroke lining.

I chose to put my name and Uni subject on the image. I feel this tells all that is needed to know in one place, along with my logo.



My logo is made up from the initials of my full name Rachel Donna Kestin. Combined together and placed centrally inside a circle, displayed above in the three main colours of my brand. These can be interchangeable.

Elements that are on my Website



- Consistency with font and colours.

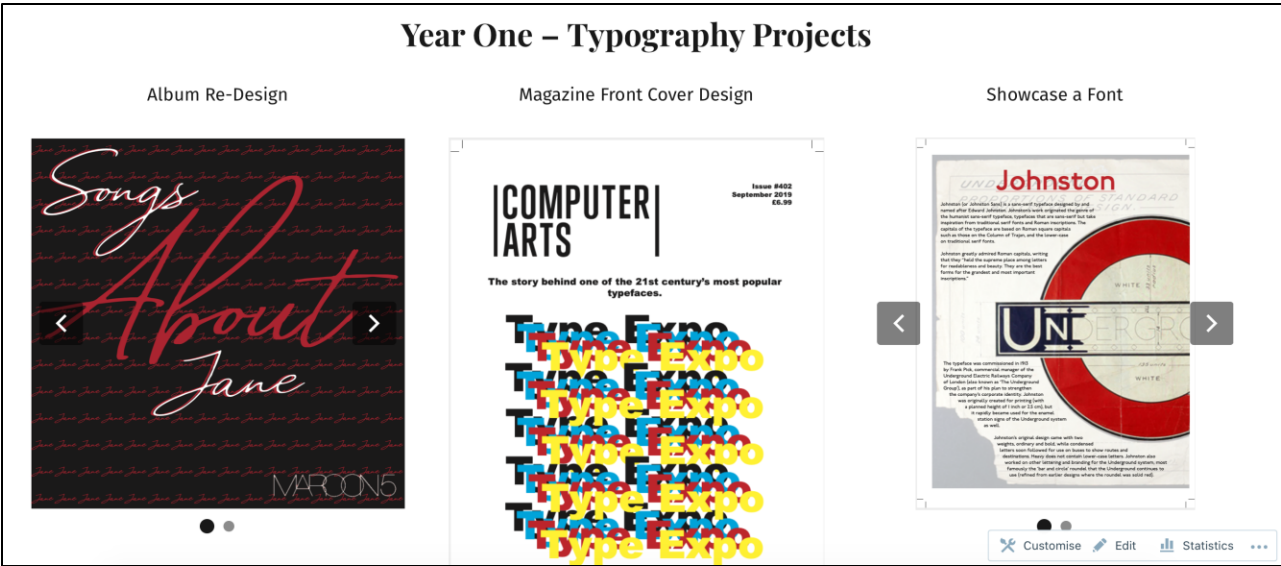


- These are some screen shots of a few elements of my home screen of my website.
- I wanted to show how the colours work together and how my logo sits along side my name.
- I also put links to my Facebook and Instagram pages on the website home page and bottom of the page with my other contact information.
- I decided to include an image of myself (and my husband in that photo). As I said previously, it is nice to see the face behind the work. For me it makes it feel more personal.
- I included a brief description of me and my journey so far as background information.

Attempt at a Word Press Page – As my website
(That didn't work out)!



- <https://racheldkestin732535896.wordpress.com>
- I am quite family orientated so decided to display an image of the most important people to me, my family!
- As part of the Online Units we had to complete, I created a WordPress page personal to me and my university work. Just a small insight as to some of the projects I have done so far.
- I only chose a select few of my pieces to show to start with as I intend to create a full website using Wix.com and display all of my work so far.
- After this attempt for the online units, I found that I just could not get my head around WordPress, I found it hard to navigate and tricky to place stuff how I wanted it displayed.



Rachel Kestin
Student at UWTSD
Tuesday, 6th April 2021

Dear Mr Zander,

I got my A grade because I persevered until the very end of the semester in my year two university journey. I did not give up on myself, lord knows I wanted to many times, but I didn't. I had to pick myself up off the floor a few times from exhaustion, dread and little will be left in me and give myself a sharp dose of reality. I started university with ambition and high hopes for my future, to better my life for the benefit of myself and my family. To be able to go out into the employment world and get the job I had worked hard for, to enjoy my career, not work because I have to but because I wanted to. I wanted a degree; I want to be able to throw my cap in the air with my peers and be able to say I achieved this through sheer determination. This feeling never changed throughout my time in university, it did become a little masked and clouded from the obstacles along the way. Antifragile thinking helped me to get my A grade that I aimed for, I lacked confidence in my abilities for a long time and used my age as an excuse for this, but I constantly challenged these feelings and have become a stronger and better person. I tried to use my age to my advantage rather than see it as a barrier for my potential.

During year two of my studies the world had to change to account for Covid. We all had to face new unknown challenges and adapt as Covid destroyed regular routines. Regardless of these new challenges I still wanted to get to the end achievement, I did not allow the changes that everyone was now facing to undo all the hard work and effort put in so far. Being given an A grade at the start of the semester made me feel that anything was possible if you just concentrate and put your mind to it. We all have to adapt and make changes throughout life at some point, so I just embraced it.

Covid, lockdown and isolation for the best part of a year made university extremely challenging. Working from home with the same four walls for months made my enthusiasm difficult to maintain. Home learning teams' calls were a challenge to begin with, it was different to what I had experienced so far, but they did get easier. I found rather than keep myself on mute during lectures, I wanted to interact more with other students and the lecturers, so I would turn on my camera and unmute myself. Putting myself out there like that was difficult but overall this helped my confidence grow in the unusual circumstances. These new conditions made me ask questions, speak openly about how my work was progressing and engage with others. It soon became not so different than being in a lecture room filled with others. It helped me make acquaintances and friends where I may not have otherwise done so.

I took all the advice I could get throughout my second year, spoke to fellow students that had been through the process I was now facing. This leading me into my final year with knowledge and understanding of what I was being asked to produce. I felt in control throughout my second year, not shadowed by pressure of workloads and looming deadlines. I made my work manageable, this allowing me to have time to think clearly and produce work to my full potential. I never missed a deadline; I balanced my home life and university successfully and achieved something I never thought possible.

I gained my A grade (Degree Classification) just like I was told I would right back on day one and my god I am proud of my accomplishment.

Kind Regards

Rachel Kestin