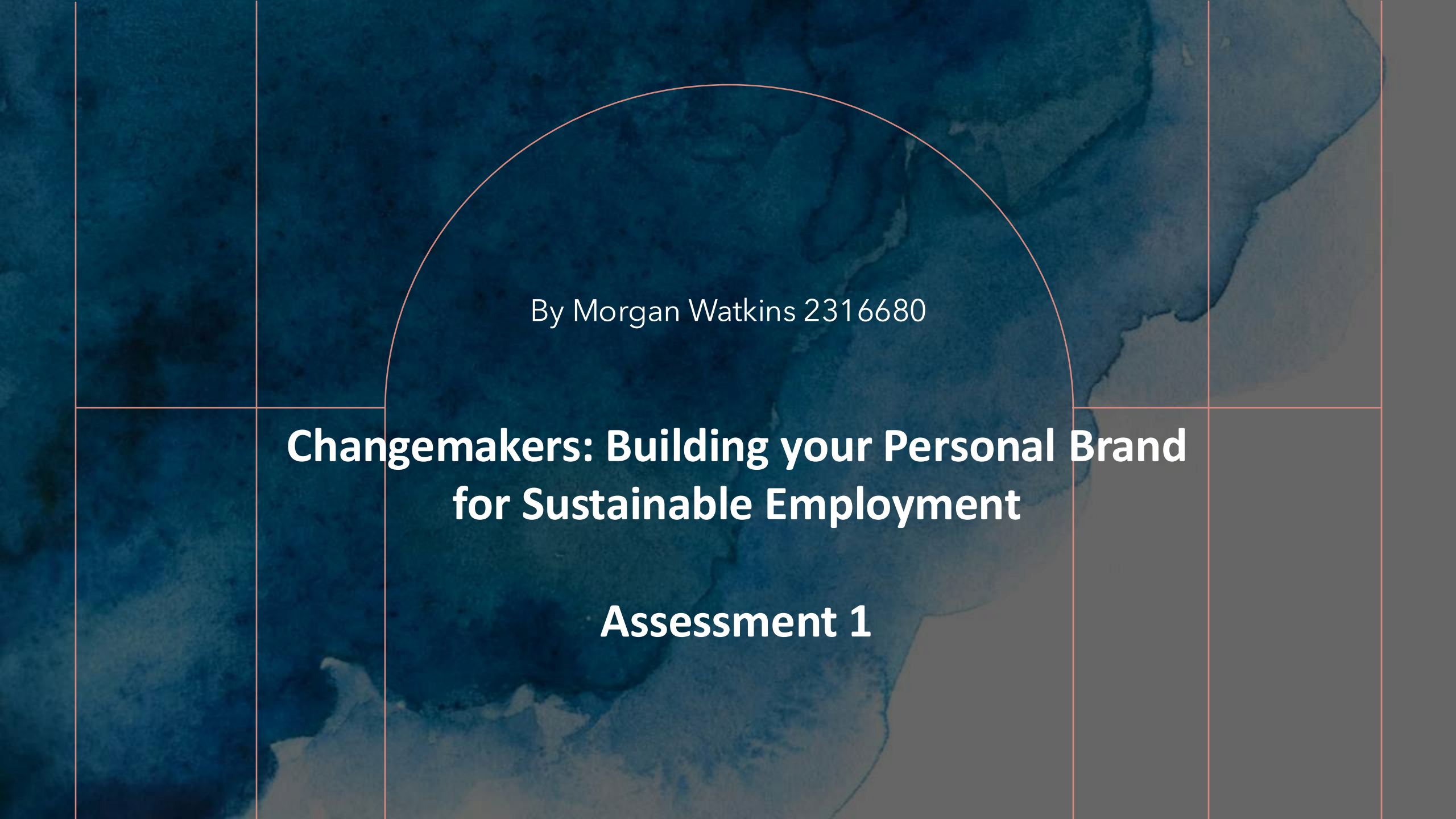




By Morgan Watkins 2316680

Changemakers: Building your Personal Brand for Sustainable Employment

Assessment 1

Contents :

- What about you?
- Website research and analysis.
- Research of web theory and practice.
- Social media research.
- Bibliography listing research sources.
- Conceptual Development.
- My website and social media.
- Zander letter.

What about you?

Who is the creative you want to be and who will you be working for?

I want to become a concept artist and work either in the video game or film industry creating concepts for environmental, character, creature, etc design. A few big companies I would like to work for include Riot Games, Blizzard Entertainment, and maybe Pixar.

What work will you be doing?

I will be creating digital concept designs for primarily environmental elements but also character and creature design.

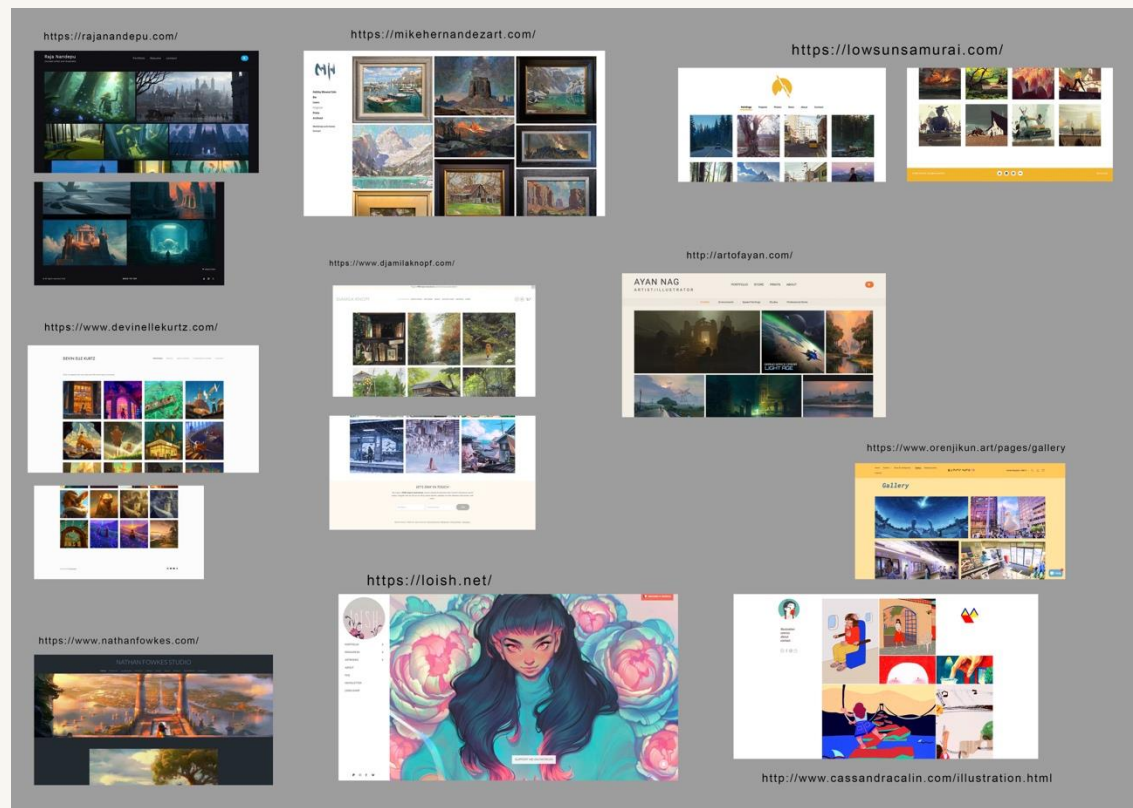
Who are your dream employers/clients?

Riot Games, FromSoftware, Blizzard Entertainment, Bethesda Studios are my main goals but I wouldn't mind some film/TV industry companies such as Pixar, Netflix, etc.

How will you achieve this?

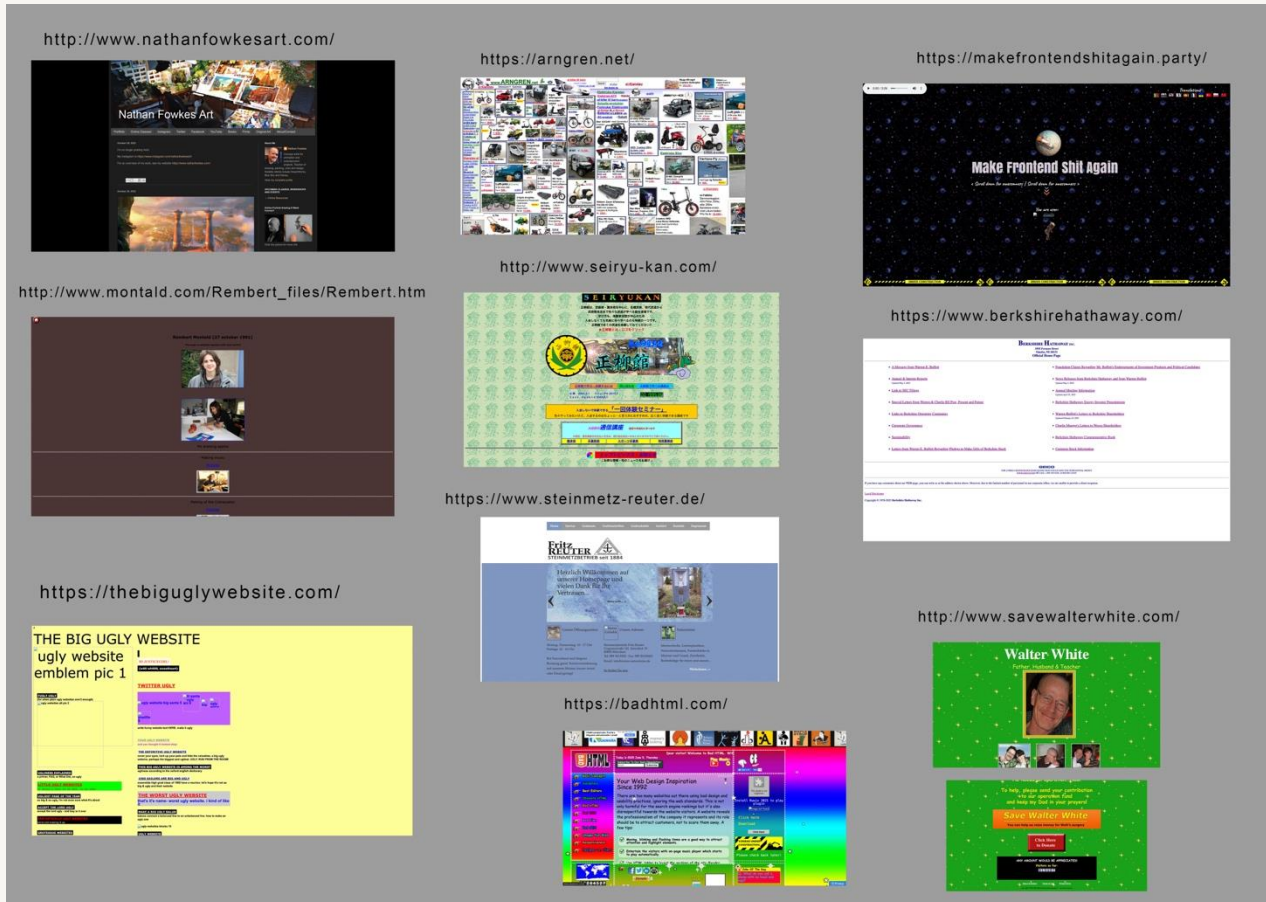
I will achieve this by continuing to create a unique art style that can help me stand out to potential employers, continuing to use industry standard software's such as Photoshop to make sure I am confident in creating artwork in this format, creating connections in the industry through social media, programs, internships, etc, and continuing to expand my knowledge of fundamentals (colour theory, composition, etc) to make sure I am knowledgeable enough to confidentially work for an employer.

Website research: Good websites



These are 10 good websites I found. I believe these websites are well structured and effective; they are clean, organized, not cluttered, and easy to navigate. They showcase their work well and in a professional manner.

Website research: Bad websites



These are examples of bad websites that I found. All of these are poorly structured and cluttered, and have poor choice in colour schemes.

Web design principles research.

Web Design Principles

1. Visual Hierarchy

- organises content so users notice most important elements first.
- Achieved through size, colour, contrast, + placement.

2. Balance

- Distributes elements evenly across page for stable layout.
- can be symmetrical (formal) or asymmetrical (dynamic).

3. Contrast

- Differentiates elements to highlight key info (e.g. light text on dark background).
- Used to improve readability + draw attention.

4. Alignment

- Ensures all elements are visually connected and organised.
- Creates a clean, professional look.

5. Consistency / Repetition

- Repeats visual elements (colours, fonts, buttons) to unify the design.
- Builds familiarity and trust with users.

6. White Space (Negative Space)

- Empty spaces that improve readability + focus.
- Prevents clutter + gives design room to breathe.

7. Proximity

- Groups related elements together (e.g. button and its label).
- Helps users scan + understand content quickly.

8. Responsiveness

- Designs must adapt to different devices (desktop, tablet, mobile).
- Achieved through flexible layouts + scalable content.

Web design theory research.

Theory

1. User-Centered Design (UCD)

- focuses on the needs, goals, + behaviours of target users.
- Involves user research and testing.

2. Usability

- Measures how easy and efficient a website is to use.
- Good usability includes intuitive navigation, clear calls to action, and fast load times.

3. Information Architecture (IA)

- organises + structures content logically.
- Includes site navigation, menus, + content categorisation.

Cute Crew

4. Accessibility

- Ensures websites can be used by everyone, including people with disabilities.
- Includes features like alt text for images, keyboard navigation, and proper colour contrast.

5. Interaction Design (IXD)

- focuses on how users interact with the interface (clicking, scrolling, etc.)
- Aims for smooth, intuitive, + satisfying interactions.

6. Typography Theory

- Involves font choice, size, spacing, + readability
- Affects both the aesthetic + usability of the site.

Cute Crew

7. Colour Theory

- Uses colour theory to convey mood, guide users, + support branding.
- Involves understanding contrast, harmony, + cultural meanings.

Social media research.

Here, I researched what social media platforms are most commonly used by creatives in the industry and why. I found this very informative when it came to choosing what platforms I would use for my own brand.

Social Media Platforms Concept Artists Use

- 1. Instagram**
why: Visual-first platform ideal for showcasing finished work, sketches, + time-lapse reels.
Audience: fans, fellow artists, recruiters, studios
features Used: Reels, carousels, stories, hashtags
- 2. ArtStation**
why: Industry-specific platform focused on portfolio-quality work.
Audience: Art directors, studios, + professionals.
features Used: Portfolios, job listings, tutorials, blogs
- 3. Twitter**
why: Share updates, WIPs, thoughts, + join art communities
Audience: Game devs, artists, + fans
features: Threads, hashtags, art challenges
- 4. Youtube**
why: Tutorials, process videos, livestreams, + art commentary.
Audience: Aspiring Artists, students, fans.
features: Long-form content, monetisation, community posts
- 5. Tiktok**
why: Short-form art processes, tips, behind-the-scenes content.
Audience: younger fans, casual viewers, other creatives
features: Time-lapses, voice overs, storytelling
- 6. LinkedIn**
why: Professional Networking + job hunting
Audience: Recruiters, HR, studio leads
features: Portfolio links, job updates, articles

Aspiring Artists + Students

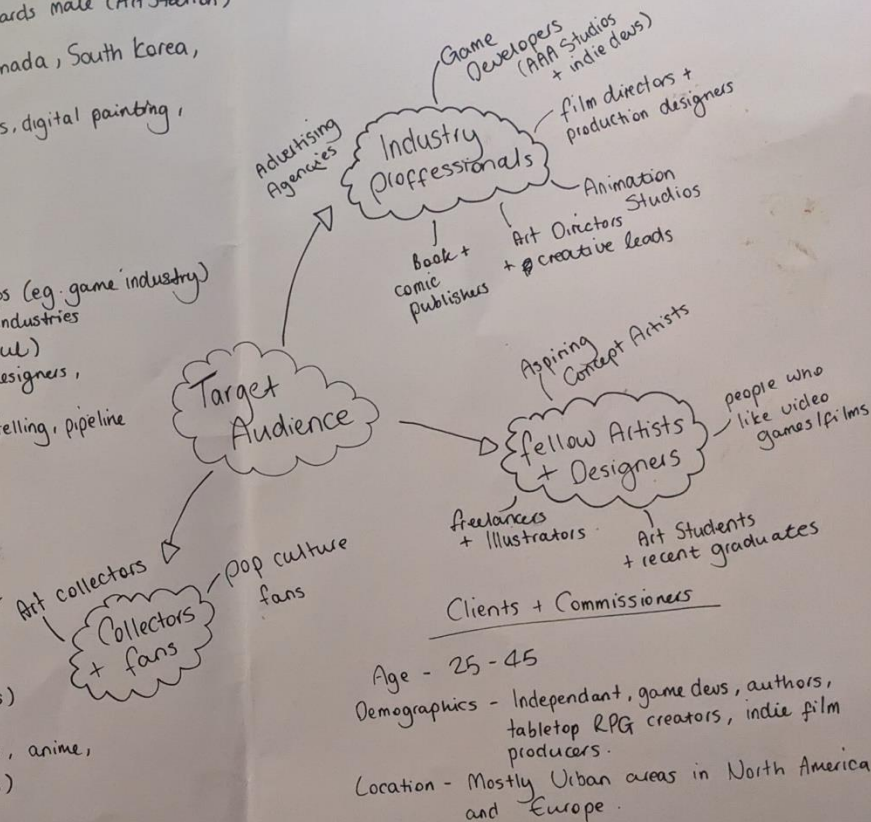
Age - 16-30
Gender - All, but some platforms lean more towards male (ArtStation)
or balanced (Insta/TikTok)
Location - Global. Major hubs inc. US, UK, Canada, South Korea,
Japan, France, Germany, Brazil.
Interests - learning techniques, following trends, digital painting,
tutorials, concept development.

Industry Professionals

Age - 25-50
Gender - All, but majority male in some studios (eg. game industry)
Location - primarily in cities with creative industries
(LA, London, Tokyo, Montreal, Seoul)
Roles - Art directors, creative leads, game designers,
animation producers.
Interests - portfolio quality, originality, storytelling, pipeline
efficiency. (use ArtStation + LinkedIn to scout)

Fans + Pop Culture Enthusiasts

Age - 15-40
Gender - Mixed; often younger + more gender
diverse.
Location - Global, often from online fandom
communities (gaming, anime, comics)
↳ discords maybe??
Interests - Concept Art from games, movies, anime,
and original characters (OCs)



General Audience Trends

Age - primarily 16-40

Gender - Mixed, with slight male lean in gaming/film; increasingly diverse

Location - Global, with strong bases in NA, EU, and Asia

Platforms - Instagram, Artstation, Twitter, Youtube, Tiktok, LinkedIn

Values - Aesthetic quality, storytelling, skill, authenticity, style evolution

Monetization - Fans support via Patreon, clients commission or hire directly.

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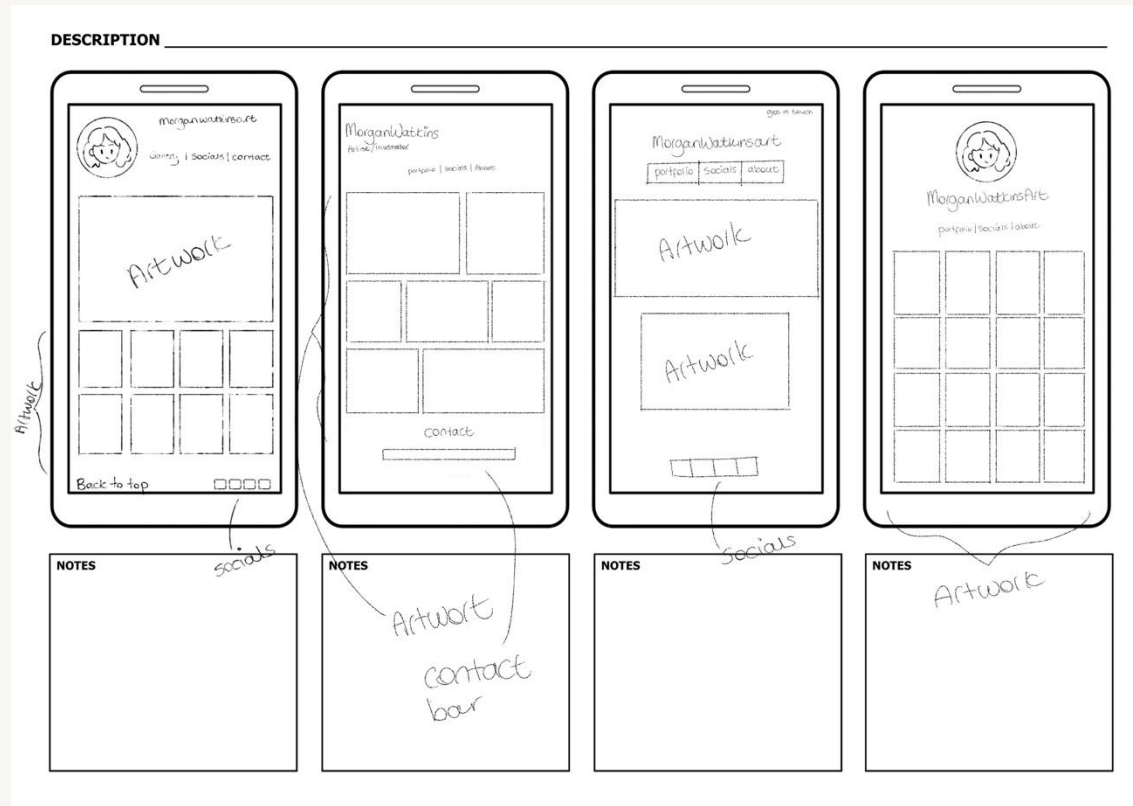
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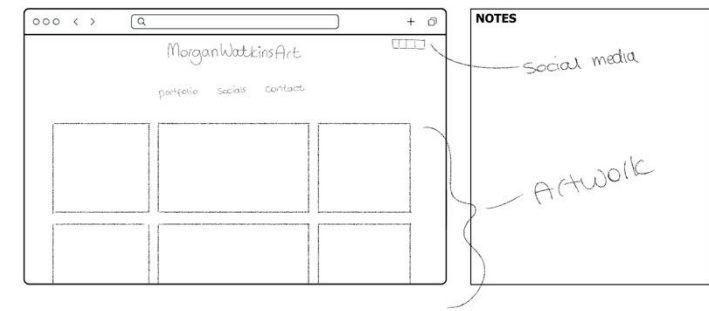
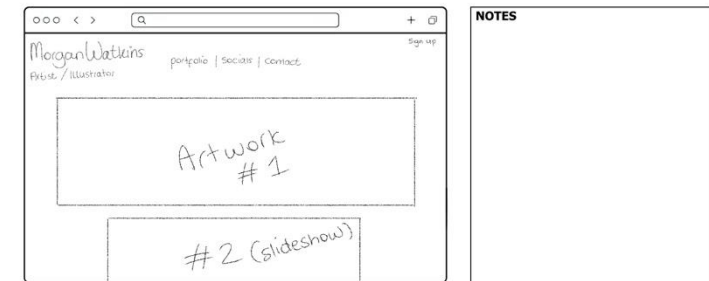
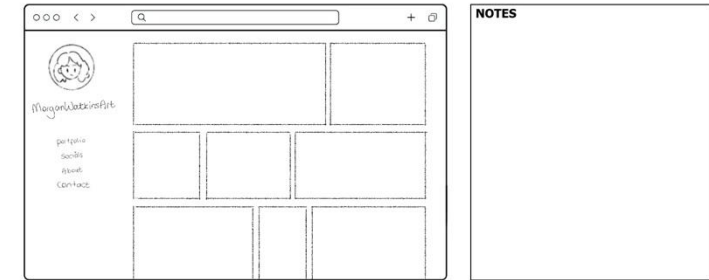
Artists

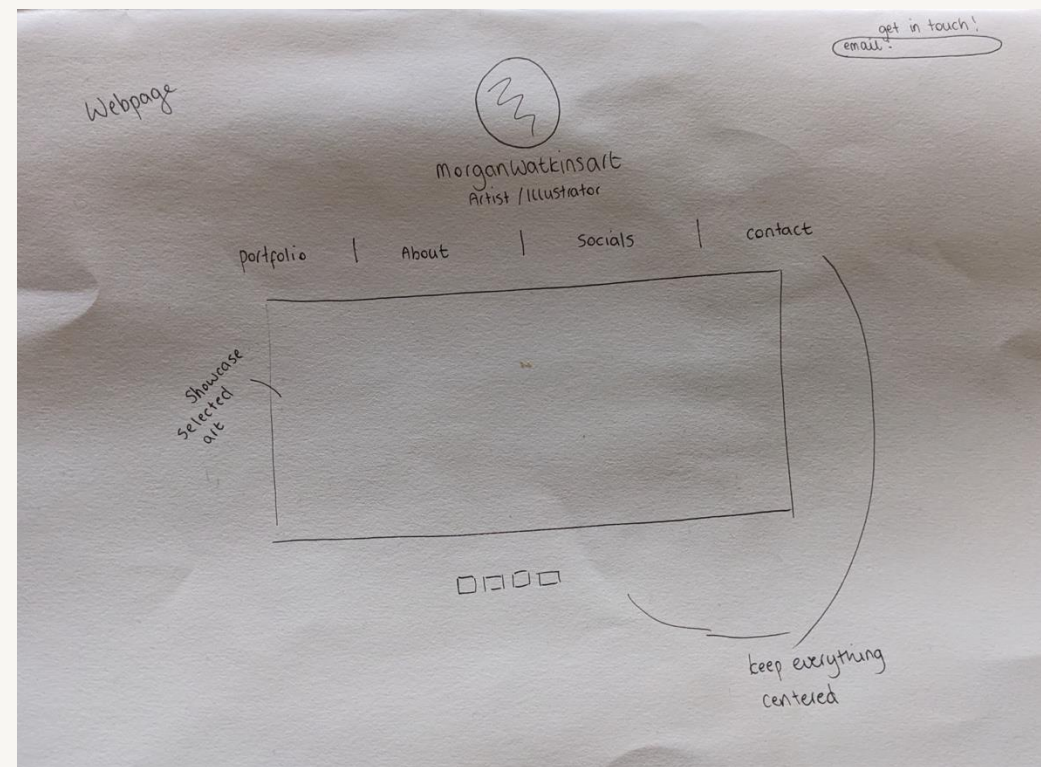
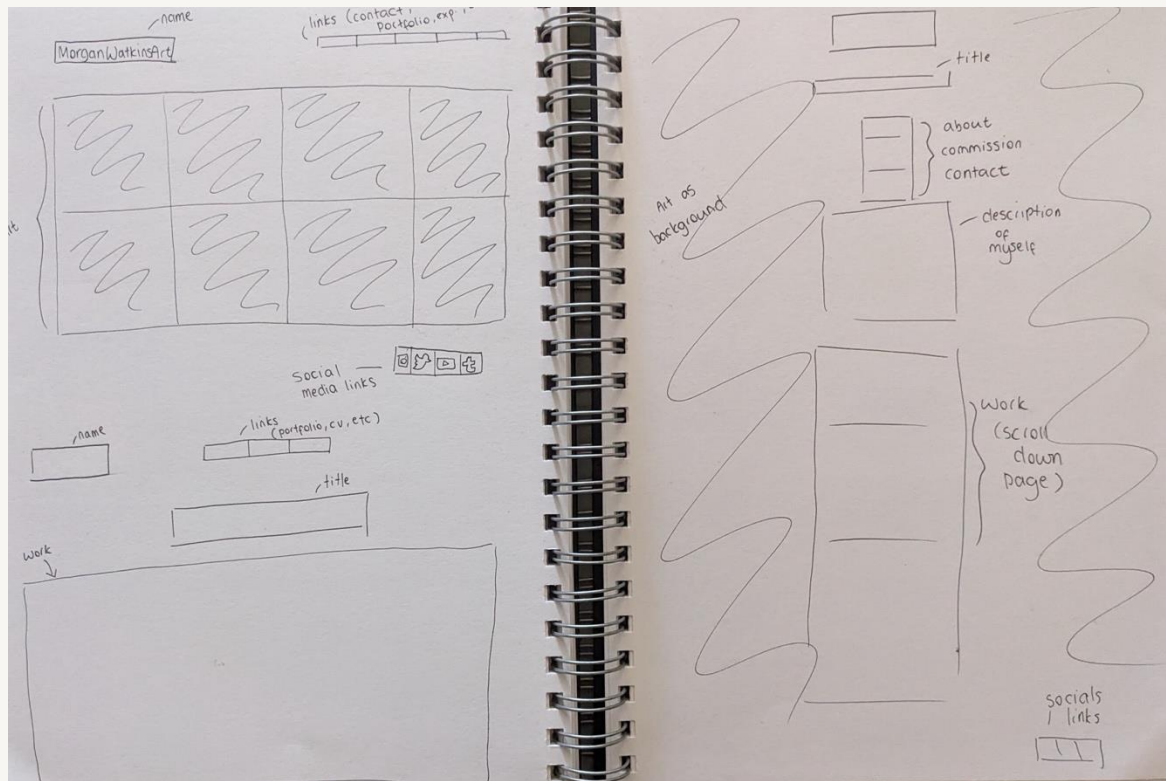
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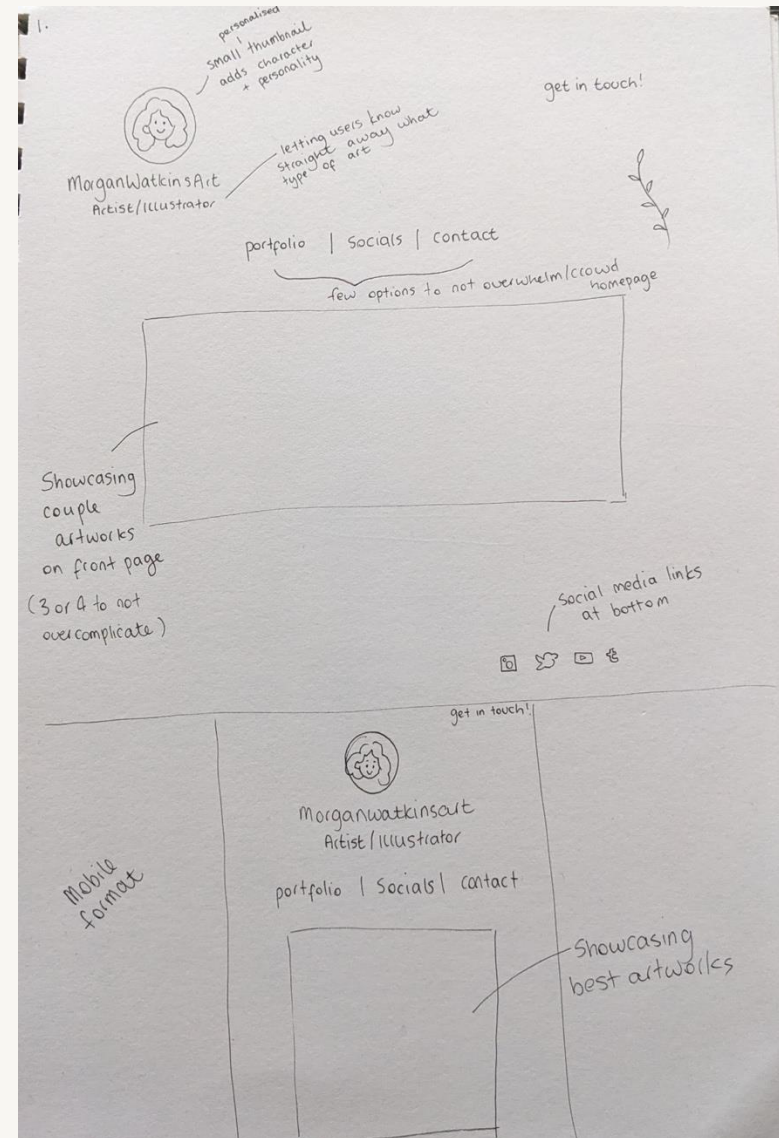
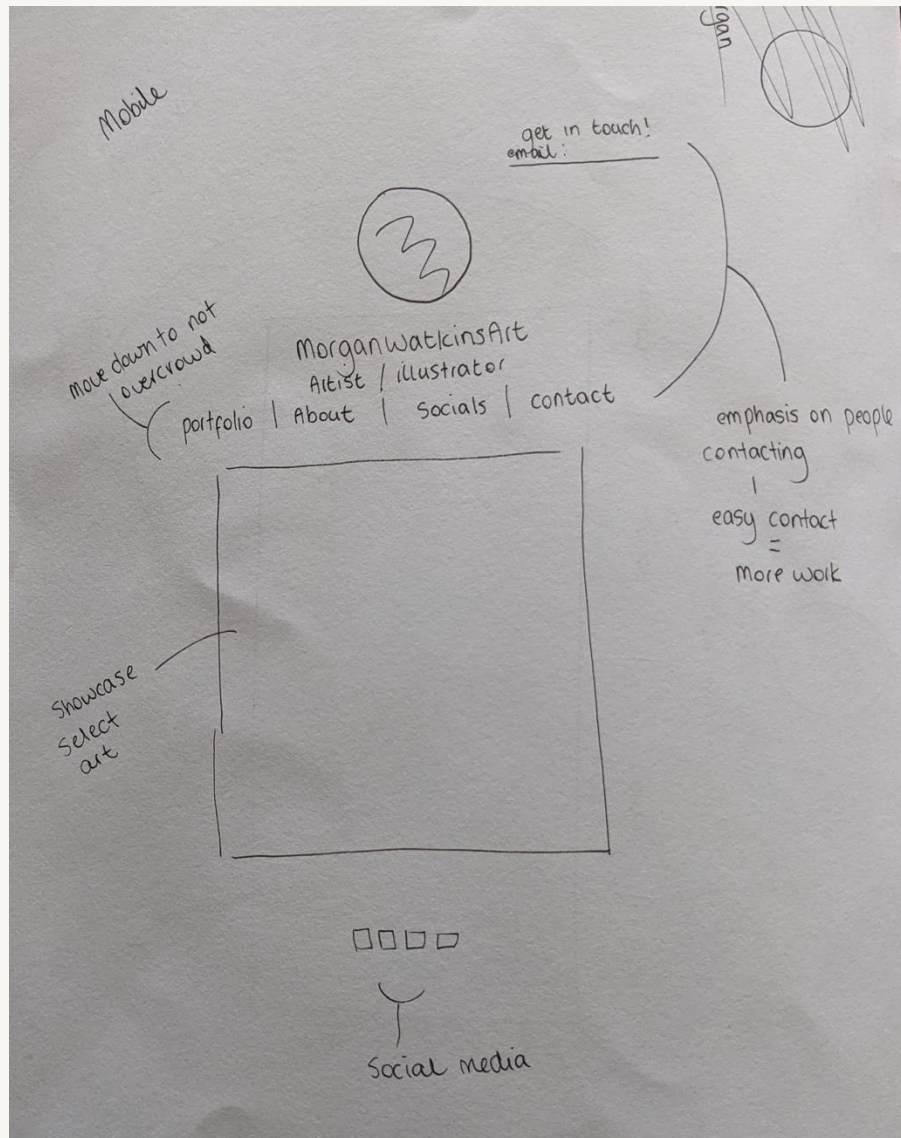
Conceptual Development.

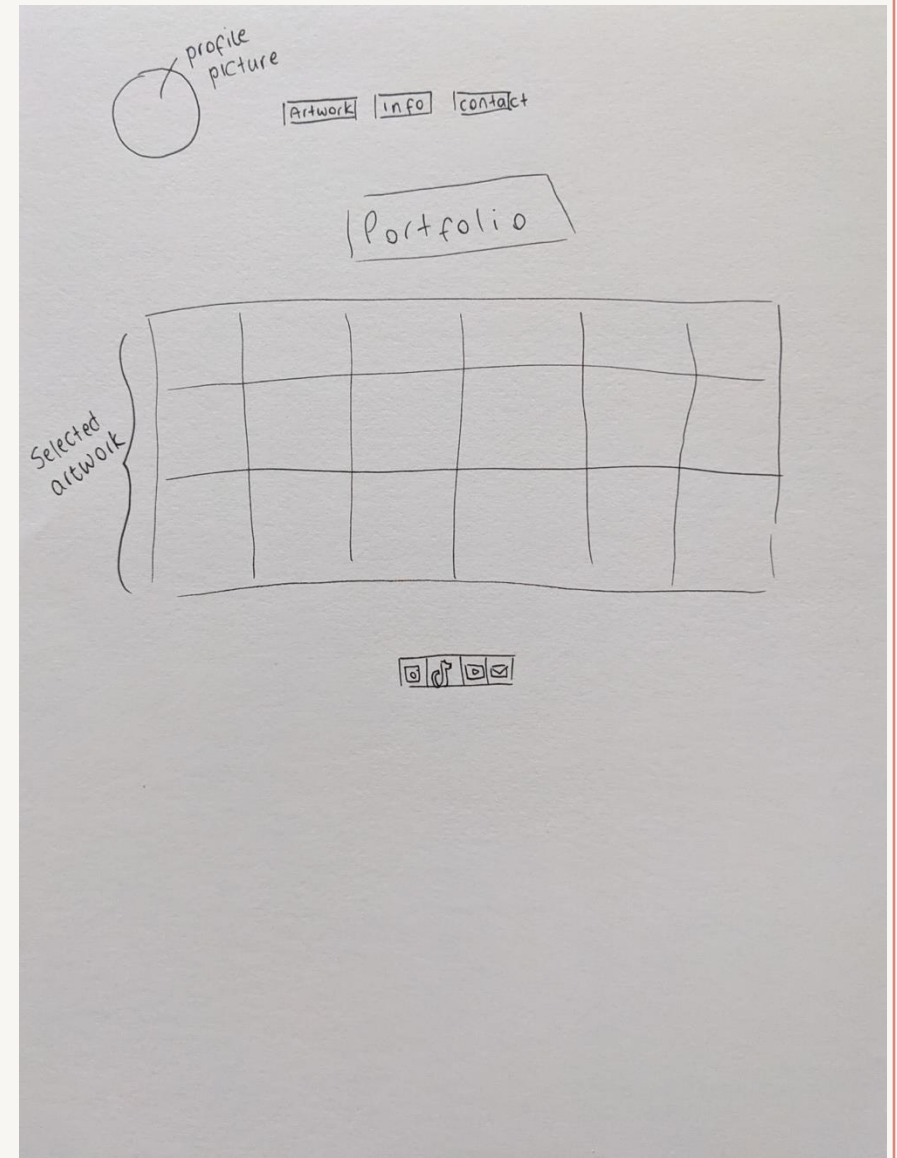
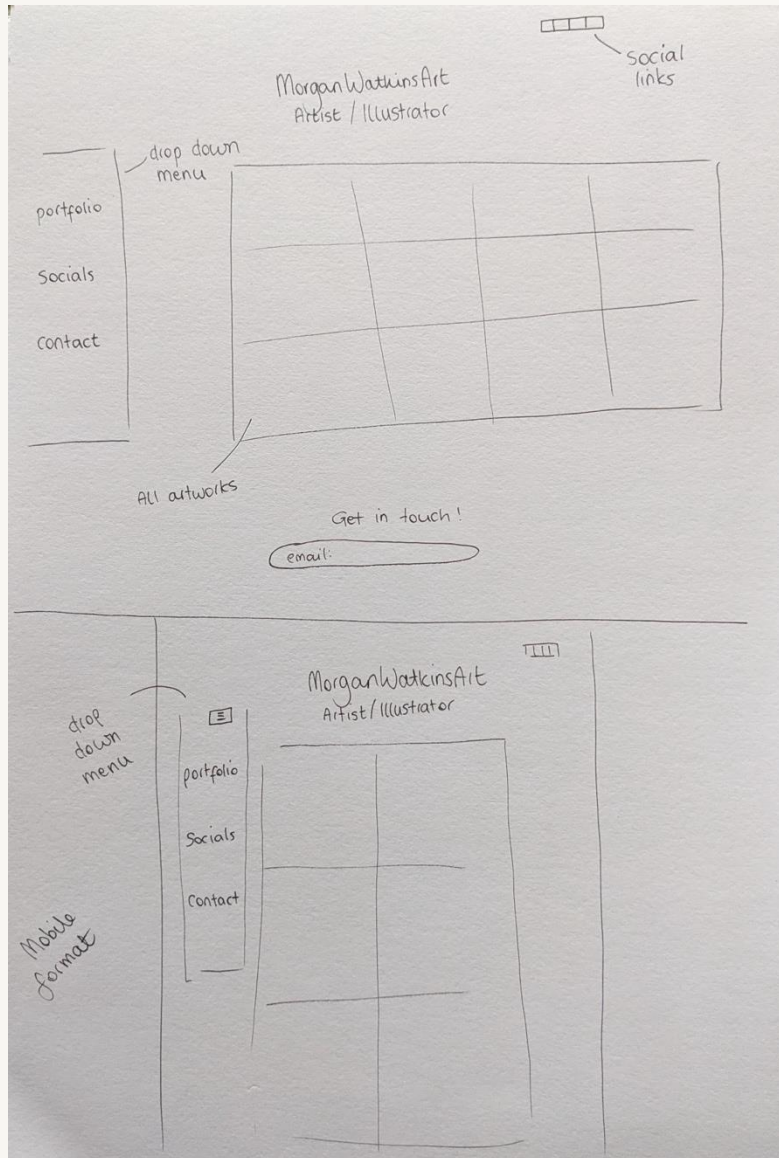


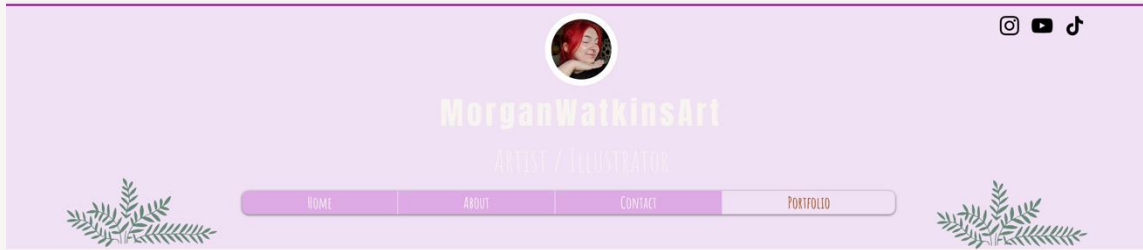
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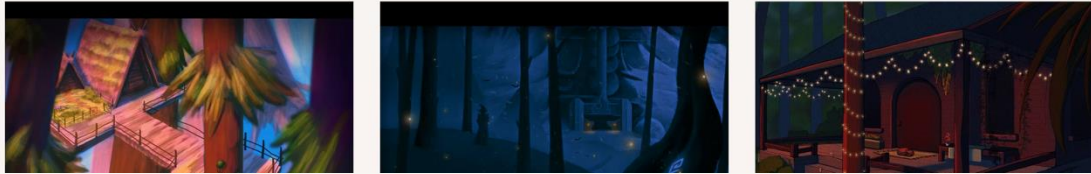








Portfolio



Get in touch

First name * Last name

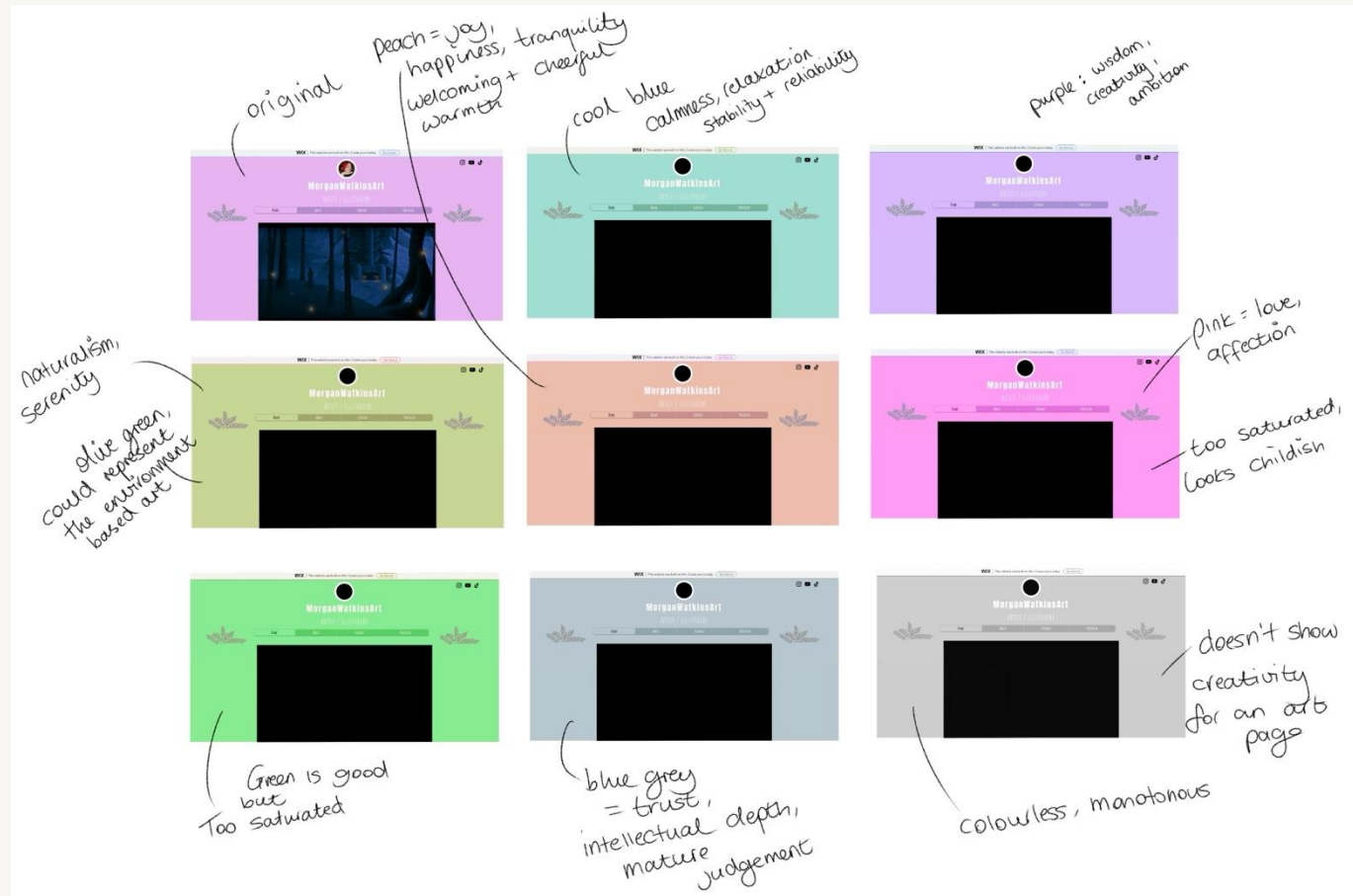
Email *

Write a message

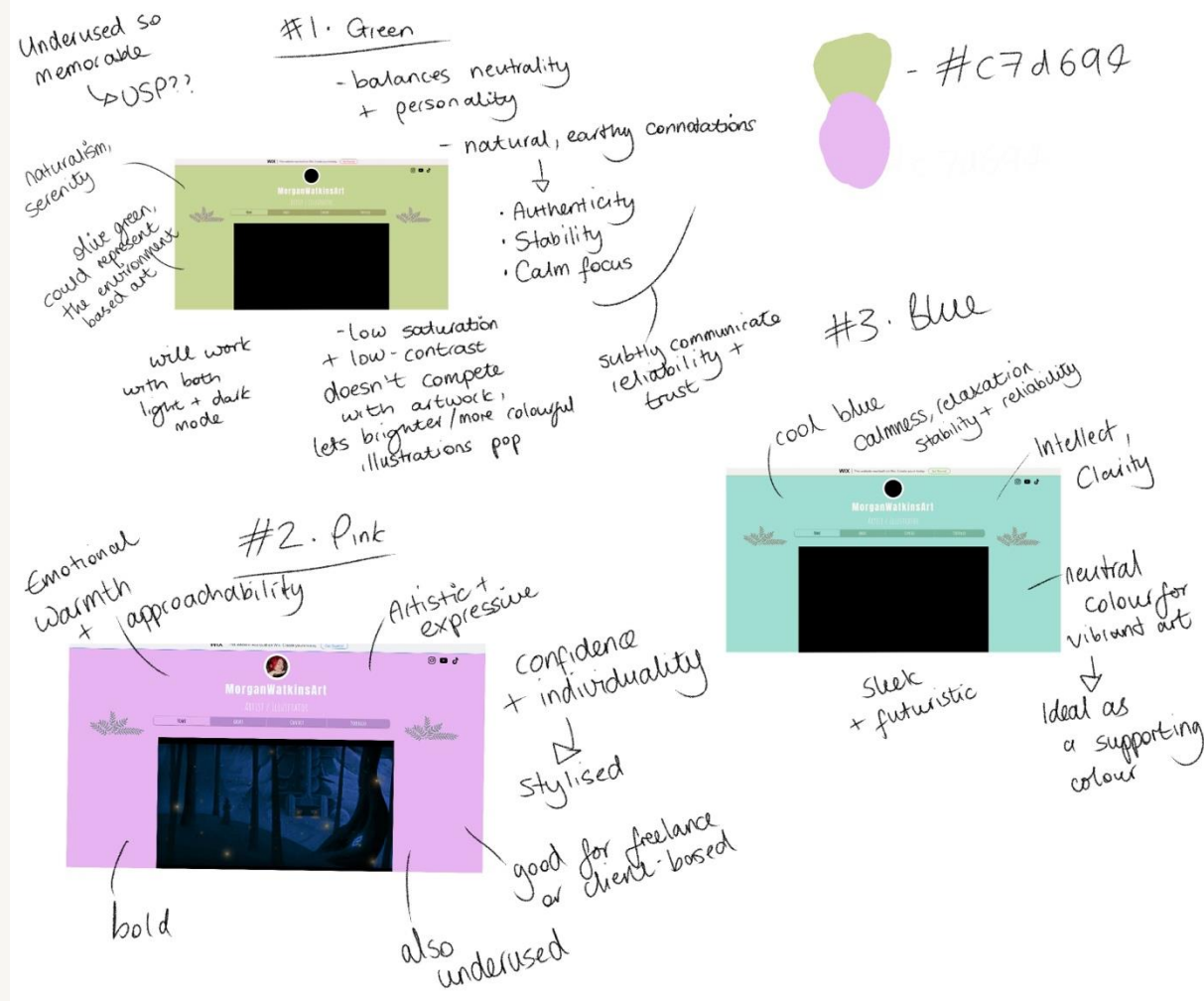


I decided to go with a layout that centered mostly everything as I like how organized it looks – rather than your eyes looking around the screen you can just look down in a straight line and all the information be there.

At first I went with a preset colour palette from Wix's design panel, however I wanted to look more into the colour as different colours portray different moods and emotions and can have a role in setting the theme for my website.

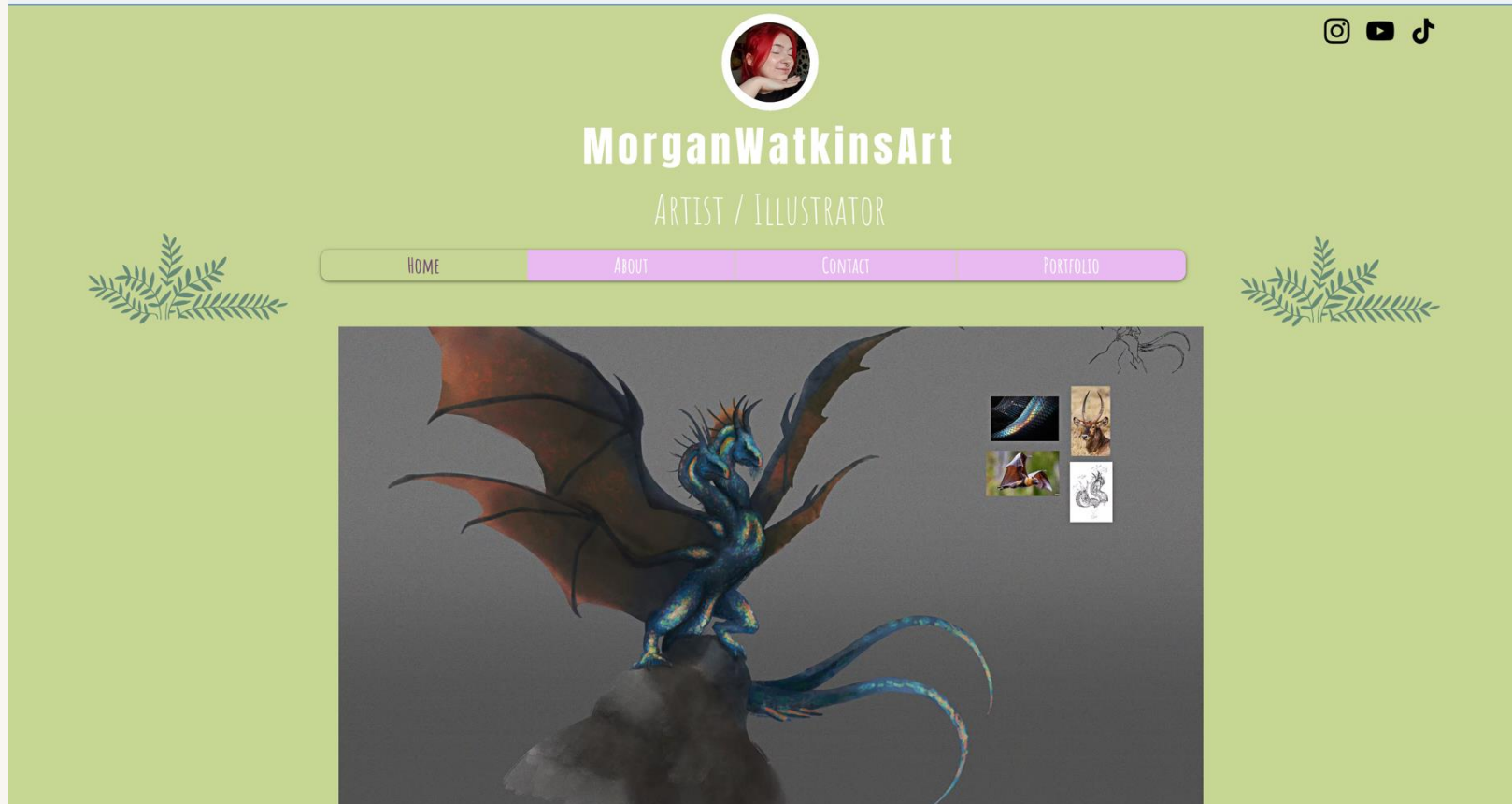


I took a screenshot of the website and changed the colour to give me options to go off.



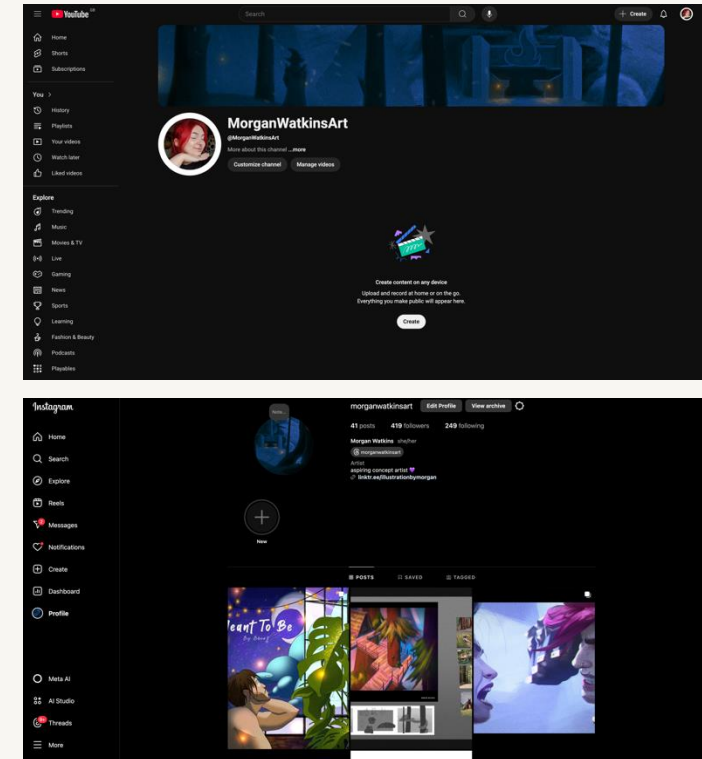
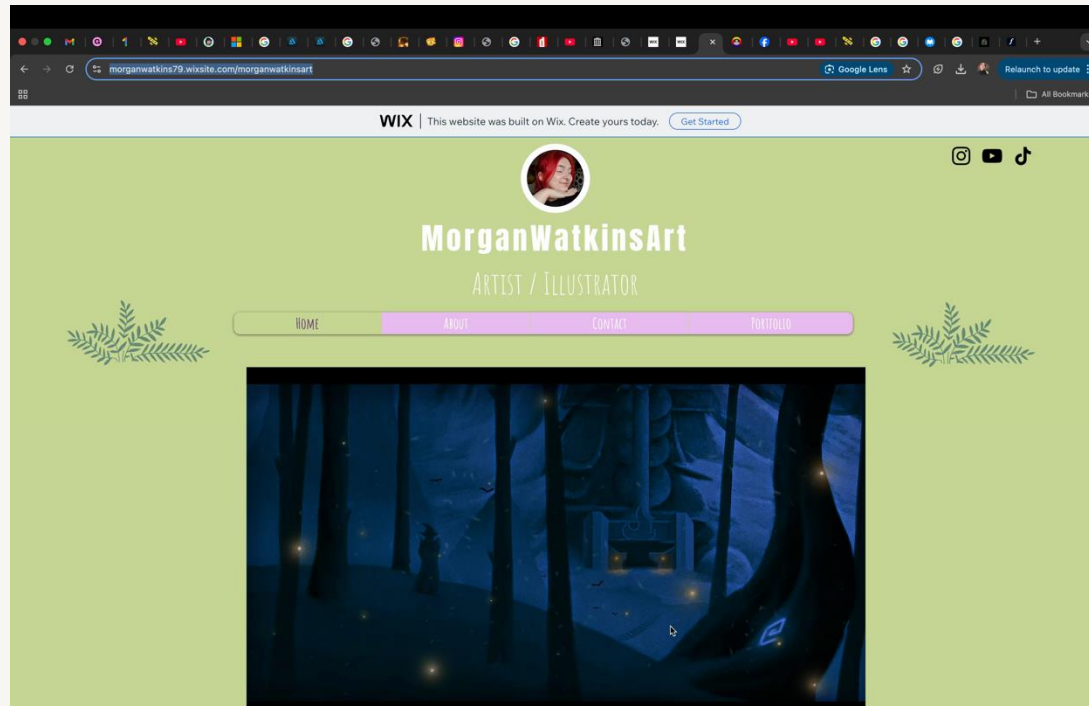
I narrowed it down to 3 colours which represented moods I wanted my brand to convey. Considering a lot of my work is environment based, I thought green would represent this well.

I also believed pink would work really well with the green chosen. Not only are they complimentary colours so naturally look good together, pink is my favourite colour so it would bring about some of my personality too.



As I wanted to mostly represent my work over my personality I chose the green as the primary colour and the pink as the secondary. I also added some of the plant art Wix had to offer just to add a little more personality and fill in some of the empty space.

My website and social media.



<https://morganwatkins79.wixsite.com/morganwatkinsart>

Zander letter

Dear Past Morgan,

I am writing to you from a place that feels like home. From a desk in the studio you've dreamed of, a huge drawing tablet display in front of me, and a nice hot cup of tea so sip on while illustrating my next project. So far you have only dreamed of this, and I'm happy to say we made it, and it's all thanks to the determination and passion you put into making it happen.

There were once days where you'd be lying in bed, excited to post your latest artwork, just to keep refreshing the page a few hours later waiting for even just one like. The days seemed slow back then, and it would have been so easy to give up there and then. It certainly would've been the easy thing to do, but you're too stubborn to take the easy way out. You kept creating, kept posting, no matter what the reach, and that's really the backbone of what made this happen.

Because of your sheer determination and dedication, the likes slowly started to go up. The more the likes and followers began to go up, the more you felt confident to reach out to fellow artists, and connections slowly began to turn to friendships. And then came the bigger fish – art directors, concept artists, senior artists, they began following your work and eventually reaching out.

You took every opportunity that came your way, every small project carved away stepping stones for your success. And on the days you felt as though you couldn't – when the social activity was slow, when your health began to make you feel as though lifting a pen was impossible, you pushed through anyways. A small post here, a couple comments there, it all adds up. A little bit is better than nothing at all, right?

Your website ended up being a huge hit, too. It allowed people to view your work in a professional, portfolio format. That was a big plus to employers looking at your work, it certainly made you stand out against some of the others. It showed them that you took the time to put effort into yourself, your work, your brand. If you were happy to put that effort into yourself, imagine what you could do for a studio. It was also a good place for aspiring artists to come and look through your projects – starting off in the exact same boots that you're in now. Looking for inspiration, reference, and an artist to look up to.

It wasn't just your hard-earned skills that opened new doors for you, though. It was how you treated people too. You didn't see other artists as competition – despite knowing your work would need to stand out from others to get into the jobs you wanted, you saw other artists' work as inspiration, something to learn from. You treated everyone you came across with compassion, wonder, and kindness, and that really paid off in the end. You didn't just make connections and acquaintances, you created life-long friendships, built on mutual respect, trust, and admiration for the other.

Morgan, I am really proud of the artist you have become. You're so close to fulfilling your dream, and you have no one to thank other than yourself. You put in the hard work, bought those art books to read through, took online classes as well as study in university, watched countless youtube videos to teach yourself the fundamentals, and reached out to so many artists for tips and feedback. You're almost there, just keep pushing.

See you soon,

Future Morgan