

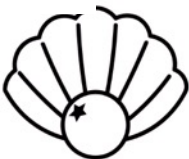
PROFESSIONAL PROMOTION

FIVE PEOPLE/BRANDS THAT INSPIRE ME

Wey
& Yak

HARRIET POPHAM




Saturday
BY MEGAN ELLABY


orla
kiely


KITTY McCALL

No. 1 LUCY & YAK

ETHICAL CLOTHING BRAND

Our Story



Where it began

Lucy & Yak began life down under in New Zealand, after Chris and I decided to quit our jobs and travel across the world. Here, we spent hours sewing on the beach, making tobacco pouches from old clothes which we sold to travellers. They loved them and we still get messages from people saying they met someone with one of our pouches.

Then

After traveling for a few years, we eventually went back to the UK. Here, we bought a van and we named it 'Yak'. We lived in the Yak and sold vintage clothing from it to get by, which is when we realised we had an eye for fashion. So one rainy night, we decided our next trip would be to search for a manufacturer to create the designs we had in our heads... dungarees!



Lucy & Yak

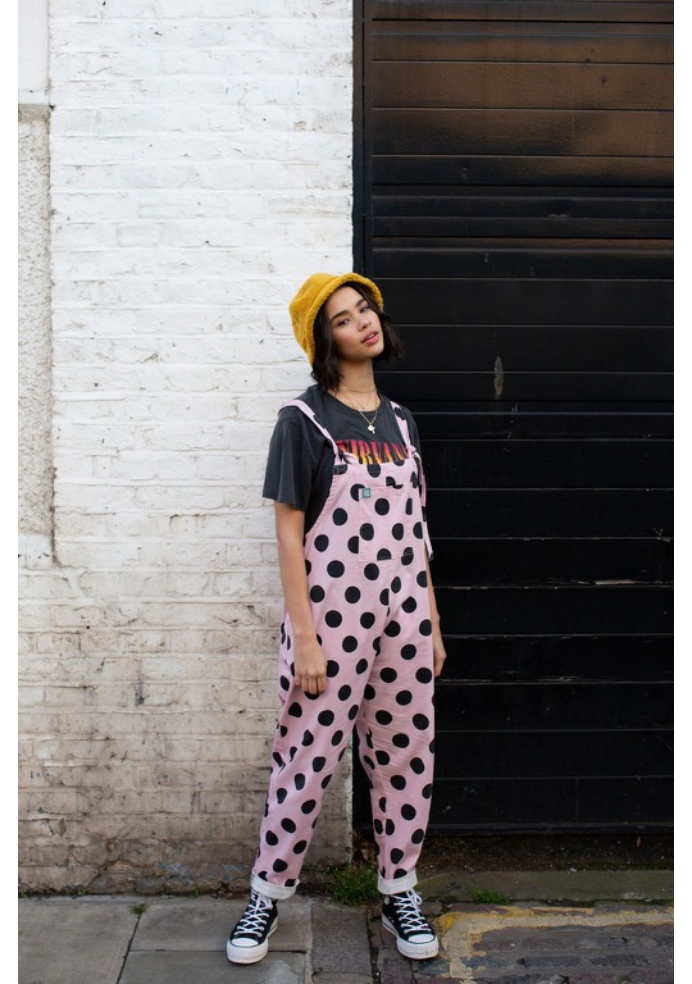
WHY DO THEY INSPIRE ME?

- All of their garments are handmade and ethically produced.
- It started off with two people and a business idea, they started out small and quickly grew into a much bigger business. I started following the brand a few years ago and I have gradually seen their increase in popularity. This has proven to me that you can start a business with limited funds, all it takes is hard work and determination.
- They produce modern and trendy styles which I myself own a few of their garments, I would love to produce my own clothing brand in the future taking inspiration from their bold and wacky prints.
- On their website the models that advertise the clothing are all shapes and sizes, race and gender, I really admire their emphasis on the importance of diversity.



HOW WOULD I DESCRIBE LUCY AND YAK?

- Contemporary
- Sustainable
- Trendy
- Courageous
- Fun-loving
- Youthful
- Bold
- Innovative



WHAT DO THEY DO?

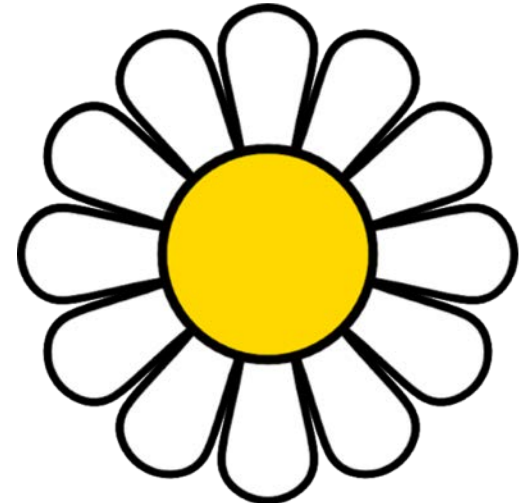
- Produce modern and stylish clothing which is eco friendly and ethically produced at an affordable price.
- pledge to always provide their staff with the minimum wage and treat them with care and respect.

WHERE DO THEY DO IT?

- They have a flagship store in Brighton but all of the clothing is made in a factory in India, Rajasthan.

WHO DO THEY WORK WITH?

- 13 employees in the UK and 30 employees working for the factory in India.



WHAT IS MY PERCEPTION OF THE BRAND AND WHY?

- My impression of the brand is very positive, I think they are a fantastic role model for the younger generation with their promotion of eco friendly fashion, we need more small businesses like Lucy and Yak to encourage people to think before they buy.
- My positivity for this small business has come from my own experience in purchasing their clothing. They produce garments to a very high quality and I find myself constantly looking on their website for more.
- The Layout of their website and social media accounts are very professional and there is a consistency between the colour palette and style of these platforms. In addition to this they are regularly posting new merchandise which keeps the audience interested.



No. 2 SATURDAY

MEGAN ELLABY

About



Hey there Saturday girls and welcome to our world.

Saturday by Megan Ellaby launched back in October 2018, with a capsule collection of five limited edition knits, made from the finest merino wool and designed right here in the UK by me, Megan Ellaby. We have since added more knitwear to our crew and are super excited to introduce our brand new Core Collection of Saturday T-Shirts.

The Back Story

The name Saturday by Megan Ellaby stems from being in education or in full time “office” work and how I would desperately wish for the weekend to come around so I could wear whatever the heck I wanted. I want our Saturday girl (you) to look forward to the weekend so she can wear her Saturday pieces and style them up in her own signature way. Each piece has been designed with my love of colour and my love for having fun with fashion without compromising on quality.

Each piece was designed to last and last so please do take care of your piece and wash it with love using these steps right [here](#).

I hope you love your Saturday knit's and tee's as much as I do. It's been a long ole process and one I've poured my heart in to and I cannot wait to see what you go for and of course how you style it. Be sure to follow us over on Instagram [@Saturday_ByMeganEllaby](#) and tag us in any snaps you may take.

You can follow more of the journey [here](#).

Enjoy and big love

x M

Saturday
BY MEGAN ELLABY

WHY DO THEY INSPIRE ME?

- Megan Ellaby is true to herself, her brand identity fully reflects her personality and sense of style.
- She has more than one successful business.
- All of the clothing is designed in the UK and by Megan herself.
- She is a strong and independent woman.
- She is not afraid to advertise clothing which is not to everyone's taste, her collections are bold and daring with her choice of colour and print. This is also a strong representation of her personality.
- I aspire to have a business with a very similar style to hers in the future.



HOW WOULD I DESCRIBE MEGAN ELLABY?

- Confident
- Self Assured
- Trend Setter
- Empowering
- Independent
- Individualistic
- Quirky
- Brave



WHAT DO THEY DO?

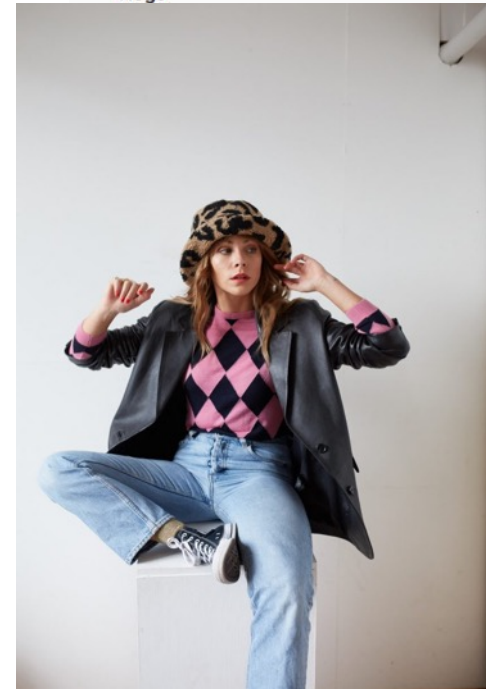
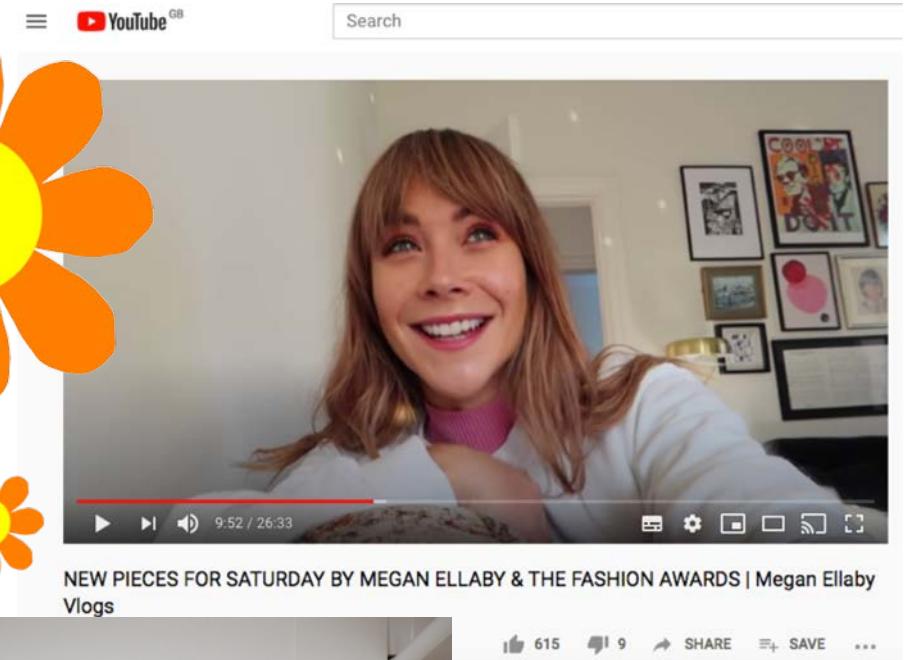
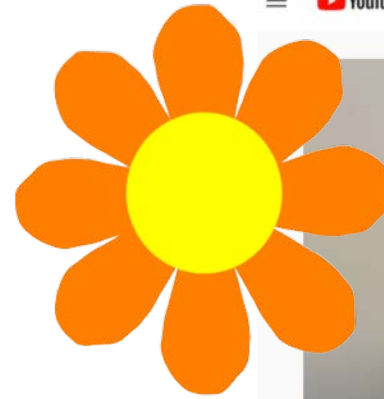
- Runs her current business called Saturday
- Youtuber
- Fashion and lifestyle blogger
- Designs the clothing for her brand

WHERE DO THEY DO IT?

- United Kingdom
- Studio

HOW DO THEY PROMOTE THEIR WORK?

- Website
- Blog
- Youtube
- Instagram



WHAT IS MY PERCEPTION OF THE BRAND AND WHY?

- Heavily influenced by colour and print this is reflected from the garments but also the back drops the garments are photographed in.
- The target audience for the brand is aimed at a younger generation, I get this feeling from the bold statements within her collection this would not be as appealing to older generations.
- Megan Ellaby models the clothing collection on the Saturday website this emphasizes that she is the brand identity, and the whole brand is based off of Megan Ellaby. As there are no other models featured on the website there is further emphasis on Megan being self employed.



No. 3 HARRIET POPHAM



Harriet Popham is a multi disciplinary illustrator based in Somerset. Her work is informed by travel, and often driven by the desire to capture a place and a moment in time. It is also possible to see the influence of her home county, her families farming background and the joys of finding inspiration in your own back yard.

Trained in printed textiles and embroidery, her background in furnishing fabrics and traditional printing techniques, tangibly informs her art, exploring the relationship between pattern, surface and colour.

As well as constantly developing her personal practice and creating prints. Harriet has worked on the following client projects..

- Mercure Hotels - 5 metre wide feature wall design featuring local landmarks
- Harper Collins - 'The Great British Cake Off' Colouring Book
- Harper Collins - 'The Great British Flower Show' Colouring Book
- Sheffield Museum - 40 sq metre floor vinyl for their Millennium Gallery Walkway connecting the John Ruskin exhibition rooms.
- Smithsonian - 'Karl's New Beak' Childrens Science Book.
- Storey Publishing - 'Vegetable Gardening Wisdom' Guide to Gardening Book.
- Holiday Inn - Feature Wall Design
- Brazier Coffee Roasters - 5 illustrations for coffee labels
- Collaborations with furniture makers such as Florrie & Bill & Muck 'N' Brass



See full Portfolio [HERE](#)

Shop Prints [HERE](#)

Commissions and Collaborations welcome. Get in touch - contact@harrietpopham.com

HARRIET POPHAM

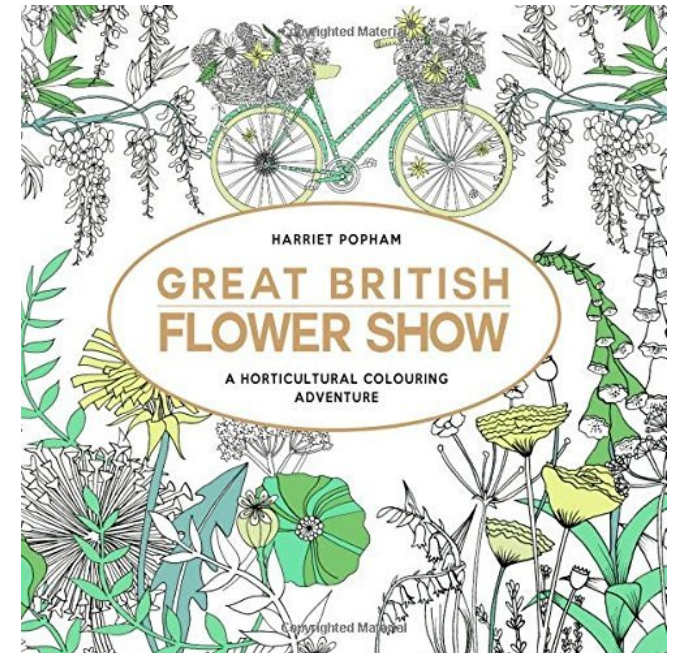
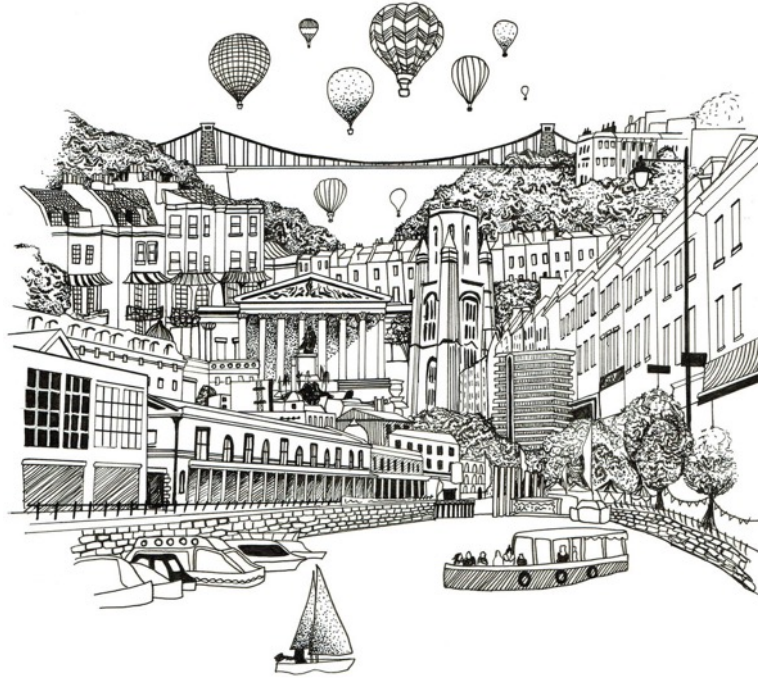
WHY DO THEY INSPIRE ME?

- Harriet has completed the exact same course as me and is now very successful this has proven to me that success is in my reach and inspired me to work hard and push myself.
- She works completely independently with no help from employees.
- Harriet's success whilst living in a small county has shown that you do not need to move to a major city in order to be successful in the design industry.
- She has taken part in numerous fayres and competitions since completing her degree in Surface Pattern Design this shows her determination to succeed, this is something I really admire about her and aspire to do myself.
- Harriet frequently promotes herself across multiple social media platforms this is partly the reason why she is so successful as a business. With continuous promotion Harriet is becoming even more well known as a result her business is expanding.



HOW WOULD I DESCRIBE HARRIET POPHAM?

- Determined
- Conscientious
- Ambitious
- Fearless
- Talented
- Multiskilled
- Approachable
- Cool-headed
- Optimistic



WHAT DO THEY DO?

- Illustration
- Printed textile
- Embroidery
- Runs an independent business
- Soft Furnishings
- Runs workshops

WHERE DO THEY DO IT?

- Somerset, England
- Studio
- Works from home

WHO DO THEY WORK WITH?

- Works alone
- Sometimes collaborates with others eg. Heather Fox



WHAT IS MY PERCEPTION OF HARRIET POPHAM AND WHY?

- She is a very bubbly and friendly person this is a very good trait to have in the creative industry because it shows she is approachable. I have this perception of Harriet because I have first-hand experience of meeting her.
- Harriet is a very confident individual, she is not afraid to put herself out there, this has been highlighted with the various competitions she has entered and talks given.
- She is motivated to try new things and further develop her skills and techniques, throughout her social media platforms she can be seen trying out a range of new processes. She has announced that she is going back to university this shows her drive to learn.



No. 4 ORLA KIELY



About us

Orla Kiely OBE founded her business in 1995 to realise her dream of bringing modern mid century inspired pattern, a hint of 1960's cool and the comforting nostalgia for the time into everyday 21st century life. Based on her 3 deep rooted passions of colour, pattern and good design, the personality and creative mark of the brand were rooted, following the simple philosophy that the fun, bold and graphic style Orla so adores, can bring joy and smiles to many.

These strong, minimalised patterns became the signature and it was through a small range of practical and eye catching bags designed with functionality in mind that style was established. Since then, the collections have grown, full of print and colour, always playful in approach and often with a sense of humour integral to Orla's style. Everyday elements such as flowers, plant life, animals, cutlery and crockery are refined into simple motifs before being constructed into the very orderly and rhythmic repeats that allows the charm and personality to shine.

How these patterns make us feel is often commented on and they have been referred to as "Happy prints that make you smile!" It is an emotional reaction that can never be measured, but the idea that a print can make you happy without even noticing, is everything we enjoy about our process, reflecting the love we invest in all our products however big or small. It is this integrity we hold close, with a desire and mission to design and make timeless products that are continually loved by our friends around the world.



WHY DO THEY INSPIRE ME?

- Orla Kiely is known worldwide and her prints are recognizable to all regardless of whether you know the name. This is a very hard thing to achieve which is why I admire the brand so much.
- Orla Kiely combines both contemporary and traditional elements together this is something I am really drawn to. It is very difficult to produce prints which are modern and incorporate retro motifs and I think Orla Kiely has perfected this, which is why the brand is such a success.
- The brand has been successfully running since 1995, this is a massive accomplishment as it can be a challenge to keep audiences interested for such a long period of time. This shows that Orla Kiely is producing products which are timeless. I aspire to have a successful career in this industry for as long as Orla Kiely, it is something I look up to.
- Orla Kiely has brought her own passion for the 1960s, colour, pattern and good design and created a brand which incorporates all of these passions together.



HOW WOULD I DESCRIBE ORLA KIELY?

- Playful
- Timeless
- Fun
- Unique
- Vibrant
- Self-assured
- Intelligent
- Highly successful
- Queen of prints
- Diverse



WHAT DO THEY DO?

- Fashion Designer
- Interiors
- Lifestyle
- Runs her own business

WHERE DO THEY DO IT?

- South London
- Studio

WHO DO THEY WORK WITH?

- Employees



WHAT IS MY PERCEPTION OF ORLA KIELY AND WHY?

- Orla Kiely is a staple in anyones wardrobe because all of the pieces are timeless and will never go out of fashion. This is because Orla uses both modern and traditional influences to inspire her work.
- Orla Kiely is highly successful, this has been established by the longevity of the brand.
- Orla Kiely is self assured and has a very clear brand identity, this has been achieved through consistency in terms of colour palette and imagery.
- The brand is very diverse in terms of the type of products sold. I regularly see the brand in stores but in different departments, this shows that Orla Kiely's prints are versatile and can be applied to any product.



No. 5 KITTY MCCALL

Catherine Nice, also known as Kitty McCall, is a graphic print designer with over 14 years experience in the creative industry. Her signature images play with colour, overlaid pattern and shape. Her clients include Accor Hotels, Häagen-Dazs, Simon & Schuster, Wild at Art, Estee Lauder, Vitra. Catherine lives and works in Folkestone and is part of the Creative foundation's community of artists + creative businesses located in the area.

Selected Press:

Elle Decoration, House Beautiful, Grand Designs Magazine, Period Living, Sunday Express, Sunday Times Style, Grazia, You Magazine, Mollie Makes, Design Sponge.

About



Kitty McCall
KITTY MCCALL

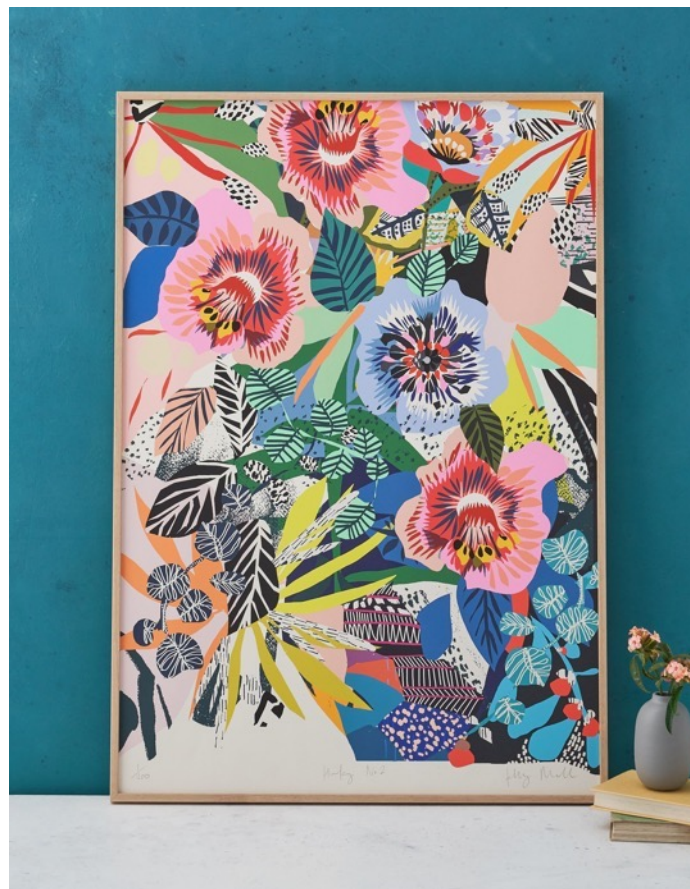
WHY DO THEY INSPIRE ME?

- She is a very established designer and has worked with a multitude of well known companies such as Estee Lauder, Elle decoration, Grazia and Haagen-dazs.
- Her designs are very versatile and can be applied to a range of different products.
- Her designs are vivid, eye catching and carry a vast amount of energy this is something I hope to achieve within my own work.
- Her style is very distinct and I can instantly recognize one of her products.
- All of her social media platforms are extremely professional and sleek.
- She has 14 years experience within the creative industry, she is very confident in her own practice which is why she is a perfect artist to look at for inspiration.



HOW WOULD I DESCRIBE KITTY MCCALL?

- Modern
- Daring
- Energetic
- Professional
- Consistent
- Driven
- Versatile



WHAT DO THEY DO?

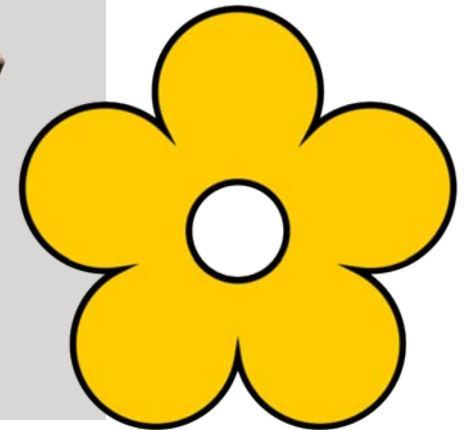
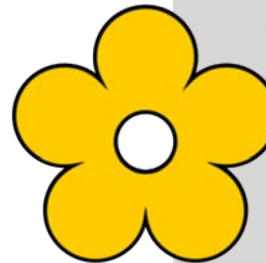
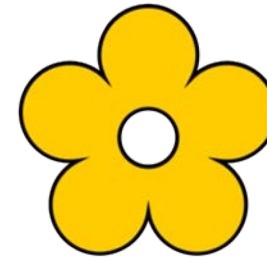
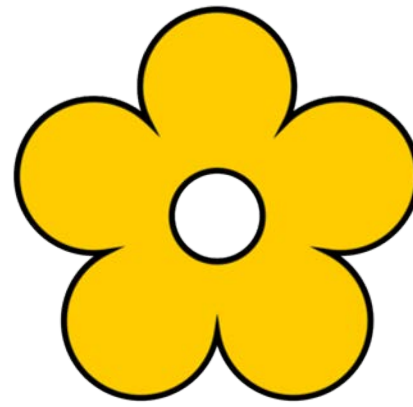
- Lifestyle
- Interiors
- Soft furnishings
- Print design
- Runs her own business

WHERE DO THEY DO IT?

- Folkestone
- Studio

HOW DO THEY PROMOTE THEIR WORK?

- Website
- Instagram
- Facebook
- Not on the Hightstreet
- Twitter



WHAT IS MY PERCEPTION OF KITTY MCCALL AND WHY?

- Kitty McCall is well respected within the creative industry because she has collaborated with various highly established companies.
- Kitty McCall is very intelligent, this perception is based off of the 14 years experience she has in the creative industry. She must have accumulated a huge amount of knowledge throughout those years.
- Business minded, she has been successful in the industry for a long period of time and she owns her own business.
- She is Cheerful, bubbly and has a lust for life. Her vivid use of colour and bold imagery within her work gives a good indication into her personality, likes and dislikes.



VISION FOR MY OWN BRAND

STYLE

- Trendy but quirky
- Colourful
- Heavily printed
- Distinguishable
- Contemporary



TARGET AUDIENCE

Younger generation
(aged 20 +)

WHAT WOULD I SELL?

Fashion and lifestyle
products



WHERE?

My own Studio like
Harriet Popham

All products designed
and manufactured in the
United Kingdom

Sold worldwide

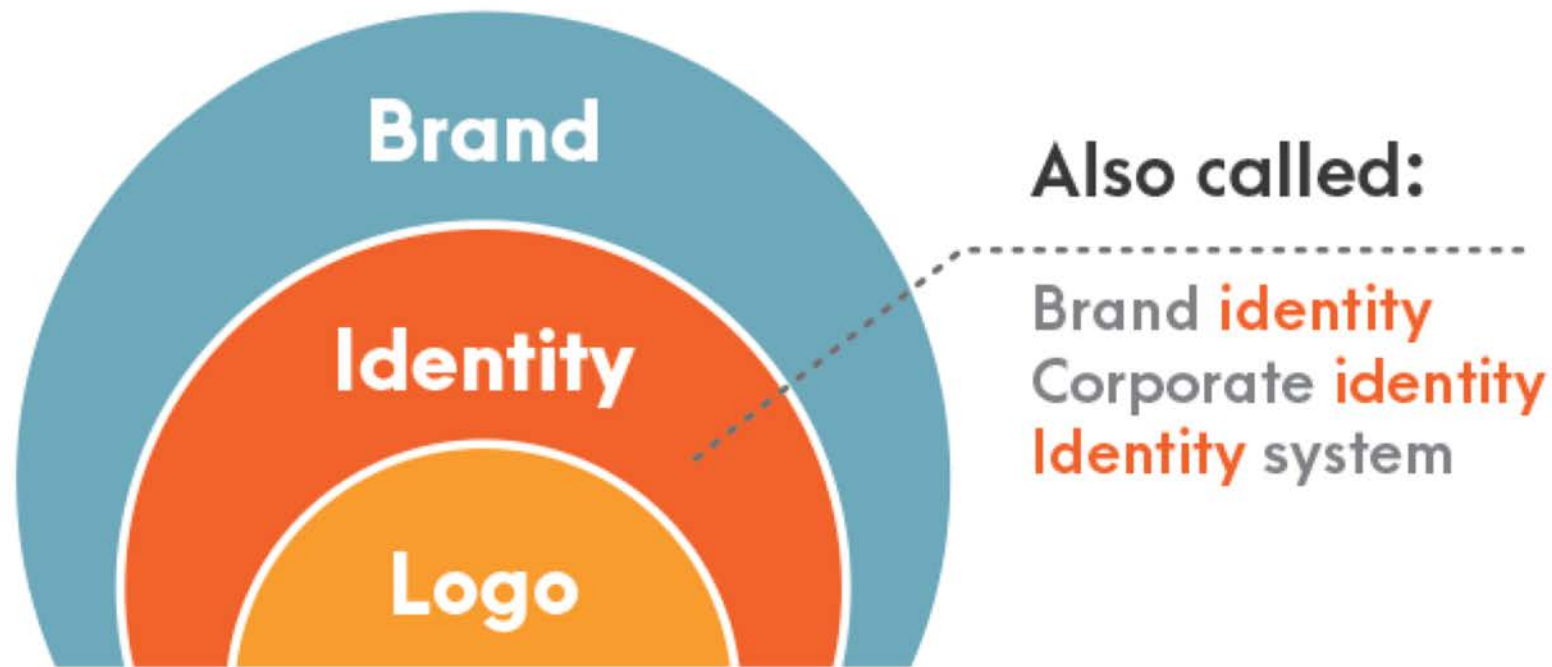


WHO WITH?

Design Team

I am the business
owner and head
designer like
Megan Ellaby

THE DEVELOPMENT OF MY BRAND IDENTITY AND BUSINESS CARDS



HOW TO CREATE A BRAND IDENTITY?

THINGS TO CONSIDER:

- **FONT**
has to reflect the designer and their work but also must be recognisable to the target audience.
- **COLOUR PALETTE**
must be eye catching to the audience but also memorable for the target audience.
- **STYLE**
Gives the designer an identity and gives the audience an idea of their work.
- **IMAGERY**
Some Imagery of the designers work would be an effective way of portraying the designers style and creative abilities.
- **TARGET AUDIENCE**
It is important to consider who the target audience is to ensure that your brand identity fits the right aesthetic.
- **BRAND NAME**
has to be professional but also have an element which is personal to the designer, this is essential in building a design identity.



RESEARCH

How to Develop a Unique (& Memorable) Brand Identity in 2020



Written by Kathryn Wheeler
@kathrynwh4



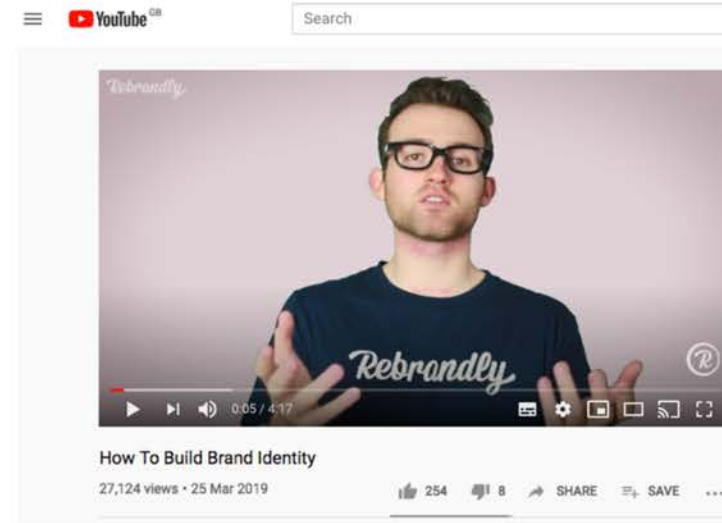
What is brand identity?

A brand identity is made up of what your brand says, what your values are, how you communicate your product, and what you want people to feel when they interact it. Essentially, your brand identity is the personality of your business and a promise to your customers.



How to Create a Brand Identity

1. Research your audience, value proposition, and competition.
2. Design the logo and a template for it.
3. Integrate language you can use to connect, advertise, and embody on social media.
4. Know what to avoid.
5. Monitor your brand to maintain its brand identity.



<https://www.youtube.com/watch?v=Me3MLxGDpX>



How to Use Alexa ▼ Marketing Resou

1) Research Your Audience

Think deeply about the type of customers you want to serve. If you don't know who you're marketing to, your attempts to grow your business may be unsuccessful.

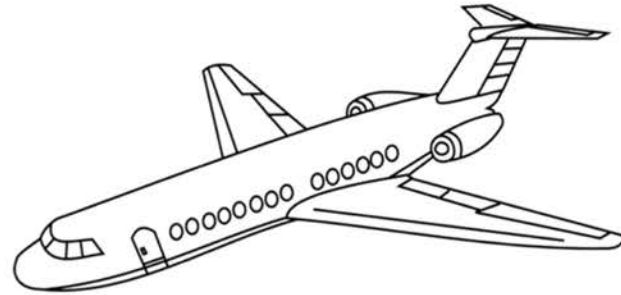
Conducting research with Alexa's tools can give you powerful insights into your current or potential audience. Alexa's [Audience Overlap tool](#) helps you understand where your target customers get information and inspiration and where they purchase products and services. It also provides information about their demographics, so you can better understand what this audience looks like and how they find you.

WHO ARE MY AUDIENCE?



PRINT COMPANIES
FASHION INDUSTRY
MAGAZINES

INTEREST IN FASHION
BOLD AND BUBBLY
SOCIAL MEDIA SAVVY
ALWAYS ON THE GO
CREATIVE
QUIRKY



CREATIVE LOGO EXAMPLES



Colour Palette
and graphic style
suggests modern
and Trendy homes
for sale

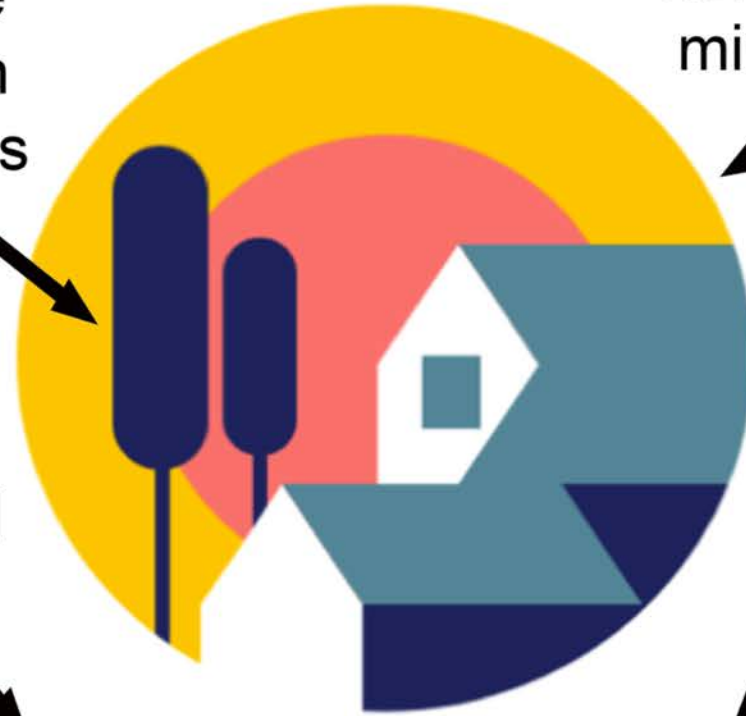
Strong and
vibrant colour palette
minimal colours (4)

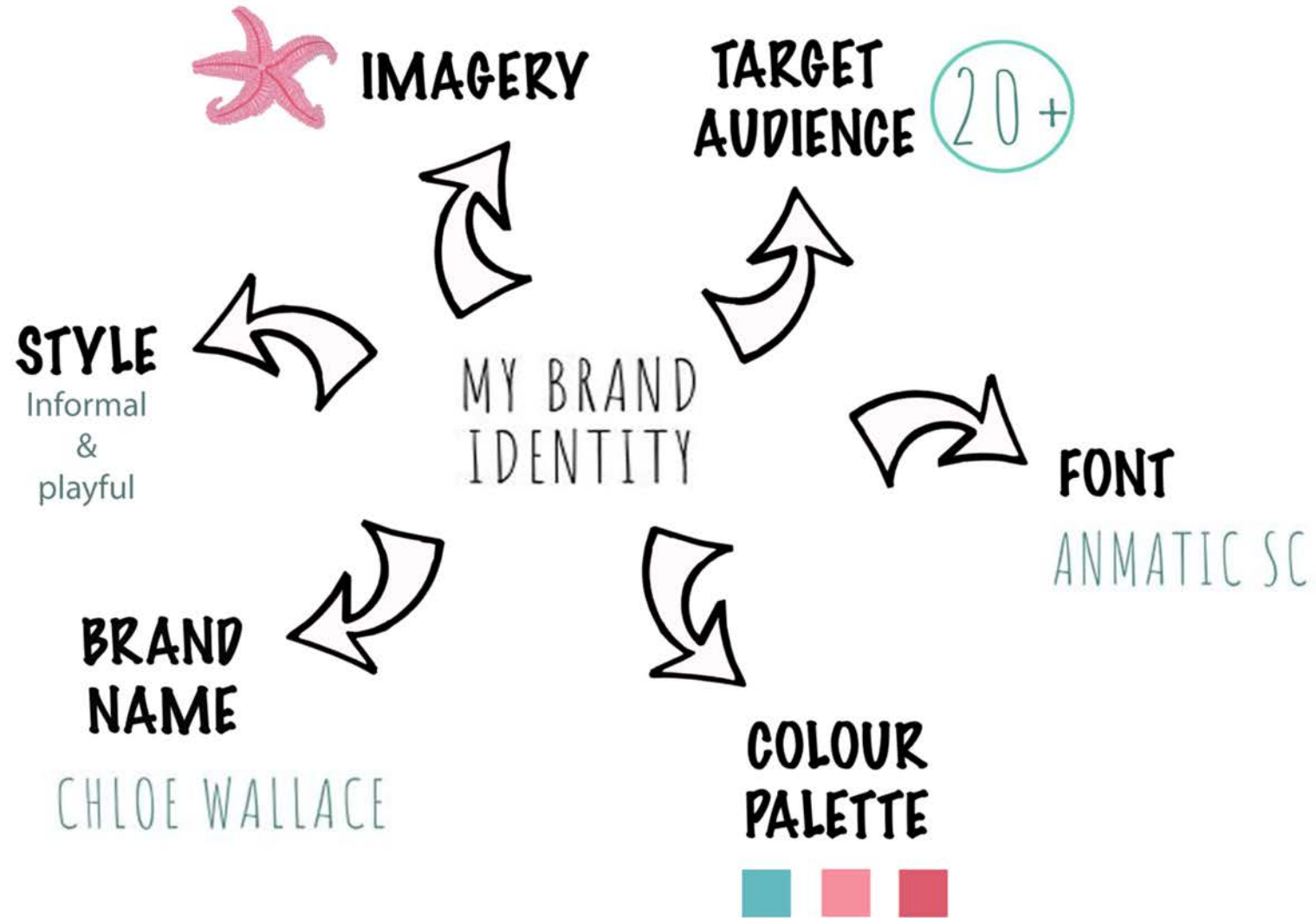
Font is clear
and professional

Target Audience:
Home owners

SAFYI REAL ESTATE

Brand Name





FIRST LOGO DESIGN

Imagery
gives a hint
towards my style
of work

Style
traditional
and contemporary
elements combined

Brand Name
Direct and tells
the audience
my name
(memorable)

Font
has a handrawn
feel to it to reflect my
traditional methods of
working

Target Audience:
People know
what sort of
brand they are
looking at





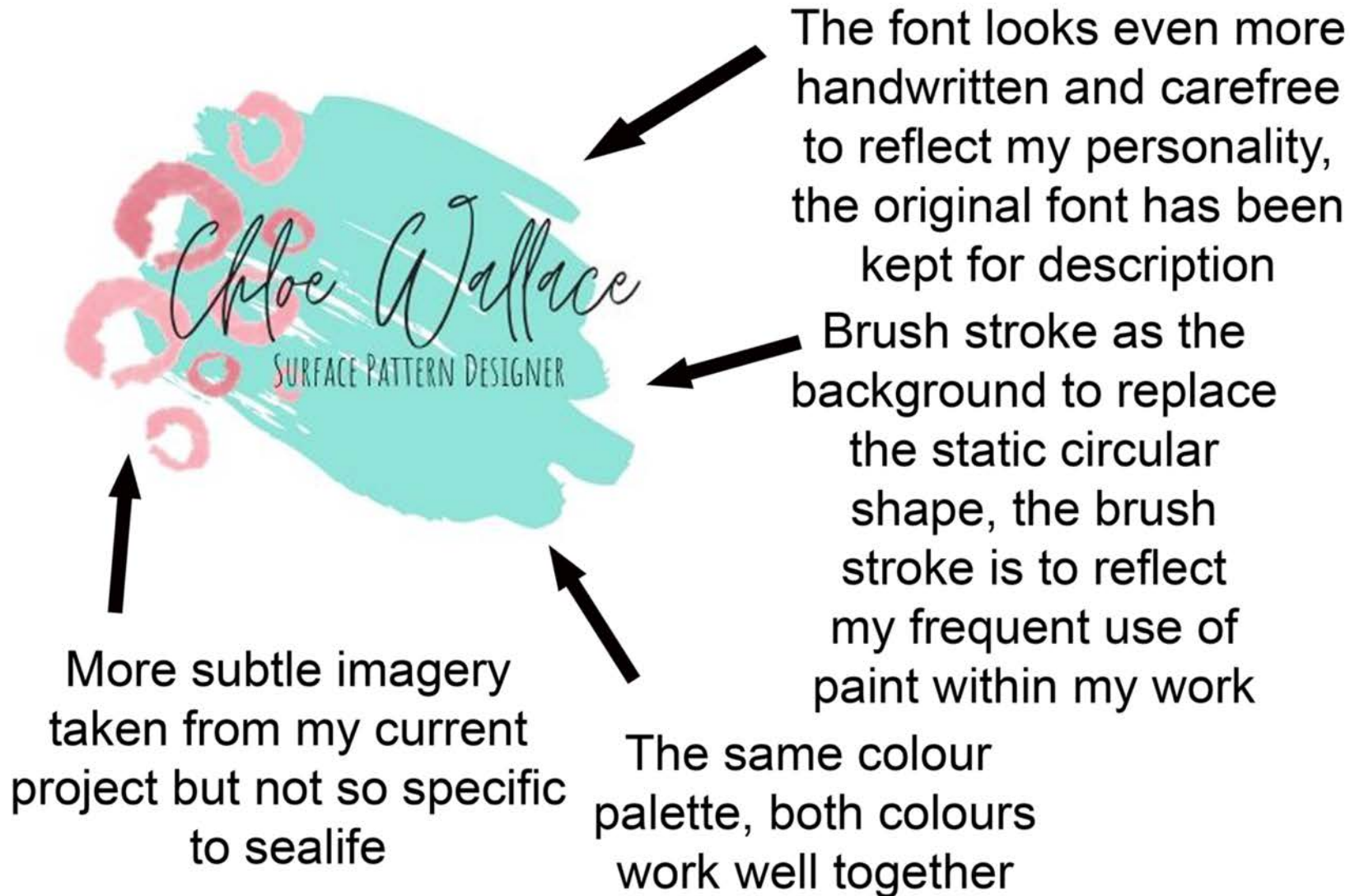
NEGATIVES

- The logo is successful but visually based off of my current project inspired by the sea, I feel the starfish imagery is a bit too specific to the project and would suggest to the target audience that I only design patterns in this context.
- The static circular shape in the background does not reflect the free flowing drawing/painting style that I like to incorporate into my designs

FUTHER DEVELOPMENT...



FINAL LOGO DESIGN



INSPIRING BUSINESS CARDS



PSD

WHY ARE THEY SUCCESSFUL?



- The imagery displayed on both the back and front of the card is eye catching but not too overpowering.
- The card is made for a spa and salon, the leaf imagery on the back and front combined with the simple white background is relaxing and gives a good hint towards the ethos of a spa and salon. If bolder colours were used it would not have given off this relaxing aesthetic.
- The brand name is in the centre of the card which is direct and legible for the viewer.



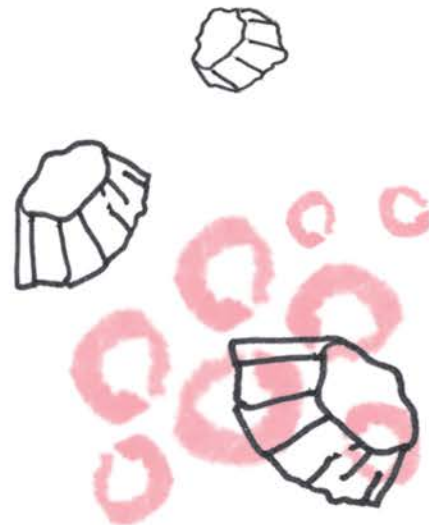
- The pattern covering the front of the card instantly tells the audience it is a creative business.
- The front of the card does not have any text or logo allowing the whole design to be seen, if text was introduced this may have compromised the pattern visually, the front pattern is used to represent the brand.
- The back of the card is left white with no imagery at all this is quite a sensible idea because it looks professional and gives plenty of room for the text.

RESEARCH INTO WHAT MAKES A GOOD BUSINESS CARD?

- Remember, first impressions count
- Choose the most appropriate size and shape for your needs
- Choose a design that represents your products and services
- Be consistent with your website and other promotional materials
- Add a special touch to stand out
- Give your business card additional uses
- Make your business cards magnetic
- Ensure your contact details are easy to follow
- Make sure your details are correct
- If in doubt, talk to a designer



<https://www.vistaprint.com/hub/business-card-design-rules?couponAutoload=1&GP=04%2f25%2f2020+07%3a42%3a31&GPS=5666074830&GNF=0>





Chloe Wallace
Surface Pattern Designer

Contact Details

Mobile: +44 (0) 7543461283
Email: chloeilsedesigns@gmail.com
Instagram: @chloeilsedesigns
Linked in: Chloe Wallace

Taking inspiration from the business card design on the left I have tried to incorporate the same placement of motifs and a similar style of font, the back of the business card is very simple and clear but effective.



Chloe Wallace
Surface Pattern Designer

Chloe Wallace
Surface Pattern Designer

Contact Details
Mobile: +44 (0) 7343461283
Email: chloeilovedesigns@gmail.com
Instagram: [@chloeilovedesigns](https://www.instagram.com/chloeilovedesigns)
Linked in: Chloe Wallace



Chloe Wallace

Contact Details

Mobile: +44 (0) 7543461283
Email: chloeilsedesigns@gmail.com
Instagram: @chloeilsedesigns
Linked in: Chloe Wallace



This is a very simple business card idea with a minimal colour palette, it is very professional and sleek but still shows my style of work with the relaxed choice of font. I have chosen to make my my final logo design the centre of attention in this design much like the business card on the left.





My inspiration for this design came from the bold pattern and circular shape within the centre of the business card to the left. I was really drawn to the placement of the pattern as it is a very direct approach to show your style of work as a designer. I also think the name in the centre of the card is very successful because the audience immediately get to know the brand name with a quick glance.

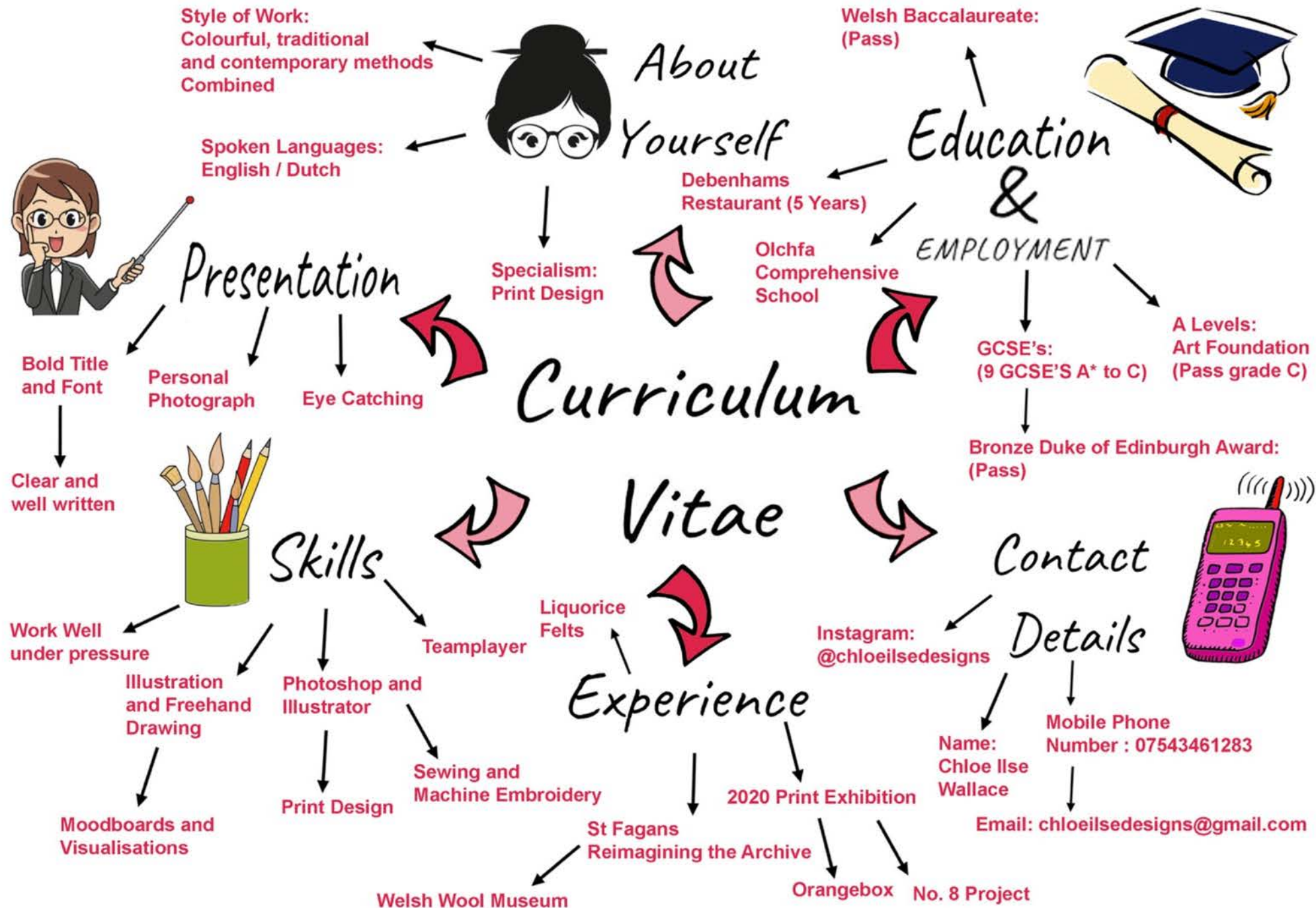


FINAL BUSINESS CARD DESIGN



I have incorporated a number of different elements from each business card in my research. The patterned border for the front and the more simple back has been inspired by the first business card I researched. Then further inspiration was taken from the last business card for a statement centre piece containing my brand name.

PRESS PACK DEVELOPMENT



TAKING INSPIRATION



WHY?

- The name at the top is clear and stands out, this is very important when people are looking at CV's because if the employer can't find your name then how are they going to employ you.
- The border around the CV gives the employer a glimpse into your creative skills and adds a bit of personality.
- It is not a standard boring CV with words the inclusion of colour and floral imagery really sets it apart.
- I like how it shows the individual's level of ability with a visual representation. This is a good indication to the employer your confidence in certain areas.
- The CV could include a personal image to go with the about section, this is something I will consider in my own CV.



MICHELLE PHAN

D.O.B : 4th January 1982

Address : 123 Street Name,
Town/City
State/Country,
Post/Zip Code

Phone :
028 1234 5678

Email :
yourname@gmail.com

Website :
www.yourwebsite.com



facebook.com/your.name



@username



uk.linkedin.com/in/your.name

ABOUT ME

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Cras mattis consectetur purus sit amet fermentum. Fusce dapibus, Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Cras mattis consectetur purus sit amet fermentum. Fusce dapibus.

EDUCATION

98-00 Course studies
University/College details

00-03 Course studies
University/College details

EXPERIENCES

04-05 Company Name
Position Held
Description of the position and the responsibilities you had in this post.
Nullam pulvinar pulvinar mattis.

05-08 Company Name
Position Held
Description of the position and the responsibilities you had in this post.
Nullam pulvinar pulvinar mattis.

08-12 Company Name
Position Held
Description of the position and the responsibilities you had in this post.
Nullam pulvinar pulvinar mattis.

SKILLS

PHOTOSHOP	●●●●●●	ACROBAT	●●●●●●
ILLUSTRATOR	●●●●●●	HTML 5	●●●●○
INDESIGN	●●●●○	JAVA	●●●●●
A DOBE FLASH	●●○●○	AUTOCAD	●●●●○

ACHIEVEMENTS

GRAPHIC DESIGN AWARD
Ea qui odio dula accommodare, ne sit
queaque albuclus susciplantur!

GRAPHIC DESIGN AWARD
Ea qui odio dula accommodare, ne sit
queaque albuclus susciplantur!

WHY?

- Clear and concise, not too cluttered.
- I like the inclusion of a personal photograph because it gives the employer an indication of your personality. The way you look gives a strong insight into what you are like as a person.
- The personal photograph is in black and white, this contrast works well against the white background.
- The layout of the information is well structured and easy to read.
- The border surrounding the CV gives the employer insight into the individuals creative practice.
- The border is not too overpowering it is a nice touch of personality but still professional.

WHY?

- The last name is in bold which is different to the previous CV's I have looked at. This is a clever idea because a surname is much more memorable than a first name because it is much more personal. It is a good way to ensure that the employer remembers you.
- I really like the placement of the florals at the top and bottom of the CV it is slightly different and adds a touch of creativity without being unprofessional.
- The background is plain and white this makes the personal information stand out even more.
- The CV is not overcrowded with text, the individual has only written down essential information.



CV MOCK UP 1





CHLOE WALLACE

SURFACE PATTERN DESIGNER

PROFILE

I am currently studying BA Surface Pattern Design Textiles for fashion at the University of Wales Trinity Saint David. I am a very creative individual, this has been reflected throughout my childhood as I have always had a strong connection with drawing, painting and producing weird and wonderful things. My initial love for fashion design came after visiting the Alexander McQueen exhibition Savage Beauty in 2015. The variety of colour, pattern and textures incorporated within McQueen's work was my main source of inspiration for choosing surface pattern design. I am constantly looking at new ways to better myself and keep my work fresh and up to date. My design identity is based off of my own personality which is imaginative, lively and always evolving. I mainly specialize in print design. I like to combine both traditional and contemporary methods of working to suit the trends for each season.

EDUCATION & EMPLOYMENT

- 2020 University of Wales Trinity St David
BA Surface Pattern Design
- 2020 Debenhams Restaurant
Food Services Adviser (2015 - Present)
- 2016 Gower College Swansea
Art Foundation Degree (Pass)
- 2014 Olchfa Comprehensive School
GCSE's (9 A*- C)
Duke of Edinburgh (Pass)
Welsh Baccalaureate (Pass)

EXPERIENCE

Work Experience:
No.8 Project
Liquorice Felts

Exhibitions:
2020 University print exhibition
St Fagans Reimagining the Archive
Welsh Woollen Museum (2017)

Collaborations:
Orangebox

SKILLS

- Photoshop and Illustrator
- Print Design
- Illustration and Freehand
- Sewing and Machine Embroidery
- Moodboards and Visualisations
- Excellent teamplayer
- Work well under pressure
- Reliable

CONTACT DETAILS

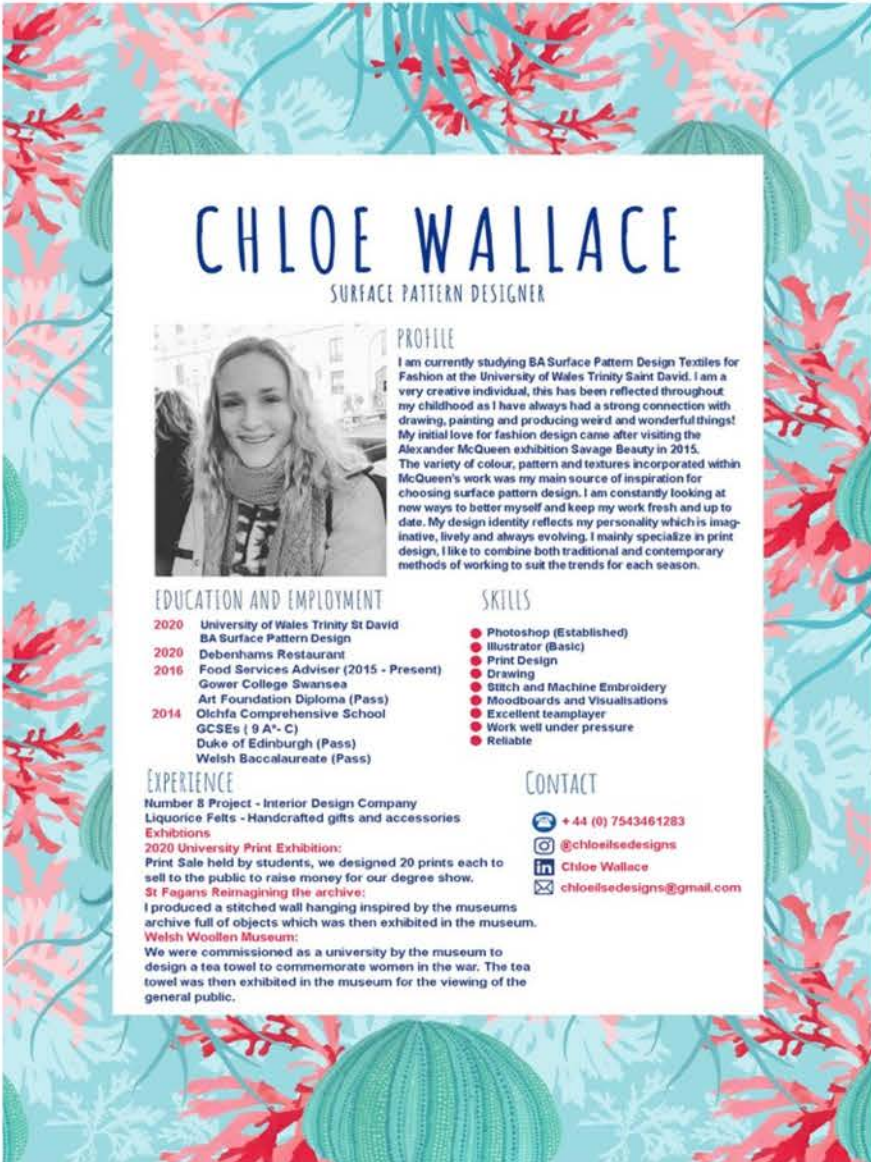
 +44 (0) 7543461283

 chloelisedesigns@gmail.com

 @chloelisedesigns

 Chloe Wallace

CV MOCK UP 2





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GCSE's (9 A*- C)
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EXPERIENCE

Number 8 Project - Interior Design Company
Liquorice Felts - Handcrafted gifts and accessories

Exhibitions
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Print Sale held by students, we designed 20 prints each to sell to the public to raise money for our degree show.
St Fagans Reimagining the archive:
I produced a stitched wall hanging inspired by the museums archive full of objects which was then exhibited in the museum.

Welsh Woollen Museum:
We were commissioned as a university by the museum to design a tea towel to commemorate women in the war. The tea towel was then exhibited in the museum for the viewing of the general public.

SKILLS

- Photoshop (Established)
- Illustrator (Basic)
- Print Design
- Drawing
- Stitch and Machine Embroidery
- Moodboards and Visualisations
- Excellent teamplayer
- Work well under pressure
- Reliable

CONTACT

 +44 (0) 7543461283

 @chloelisedesigns

 Chloe Wallace

 chloelisedesigns@gmail.com

FINAL CV



Text Reads:

Profile

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Contact

+ 44 (0) 7543461283
@chloeilsedesigns
Chloe Wallace
chloeilsedesigns@gmail.com

LETTER TO EMPLOYER

28th March 2020

Ms Irene Matthews,
Peacocks Head Office,
Capital Link,
Windsor Rd,
Cardiff,
CF24 5NG



Dear Ms Irene Matthews,

I am writing to you in regards to a potential job opportunity within your establishment. I have recently completed a degree in BA Surface Pattern Design Fashion for Textiles at Swansea College of Art. Through this experience I have acquired a range of design based skills which incorporate both traditional and contemporary ways of working. I am confident with both photoshop and illustrator and have experience in trend research, colourways and repeat pattern. I think I would be an asset to your team because I feel I would complement the overall aesthetic of the company in terms of my bold colour choices and print designs.

I am aware that in this line of work it is essential to work well under pressure and be able to multitask. Alongside my university degree I have held down a part time job for five years which took up a lot of my free time, this has proved I am capable of coping with several different responsibilities at a time. I have been involved in numerous exhibitions throughout different areas of Wales for the duration of my university degree, this has given me the ability to deal with challenging situations and put my problem-solving skills to the test. These experiences have provided me with the chance to share ideas and converse with others, further developing my communication skills whilst giving insight into working as part of a large team.

I am particularly interested in working for your company because of the wide range of clothing available. All fashion garments are on trend but still affordable and does not compromise on quality. As I have only just graduated I am very aware I may not have as much experience in this industry as other candidates. However, I am eager to learn and would relish the opportunity to utilise my skills and gain first-hand experience in the fast fashion industry. Below is a link to my social media accounts and contact details, I hope this will be of use to you.

Email: chloewals@live.co.uk
Instagram: <https://www.instagram.com/chloeilsedesigns/>
Website: chloewals.wixsite.com/website

Phone Number: + 44 (0) 7543461283

I look forward to hearing from you,

Kind regards,

Chloe Wallace

Text Reads:

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Instagram: <https://www.instagram.com/chloeilsedesigns/>
Website: chloewals.wixsite.com/website

Phone Number: 07543461283

I look forward to hearing from you,

Kind regards,

Chloe Wallace

BUSINESS CARDS



Chloe Wallace



Contact Details

Mobile: +44 (0) 7543461283

Email: chloeilsedesigns@gmail.com

Instagram: [@chloeilsedesigns](https://www.instagram.com/chloeilsedesigns)

Linked in: Chloe Wallace



FIRST PRESS PACK DESIGN



My initial inspiration for a press pack came from the press box to the left. The practicality of a box for a press pack is excellent in terms of space and being able to fit everything inside. A box has a large surface area which is ideal for getting across your brand identity, there is plenty of space to place motifs and a logo design. For this initial press box design I wanted my logo to be the centre of attention because it is important for your brand identity to be known in an instant. I chose to place one of my repeat patterns on the brim of the box so that the viewer has a glimpse of my work giving them an idea of my brand. I have decided not to pursue the idea of a press box, even though the functionality of a box is ideal I think it would be an easy solution for a creative practitioner like myself. I think the overall design of the box is very effective but I think I need to look at more innovative designs to reflect my practice as a surface pattern designer.

TAKING INSPIRATION

I wanted to design a more simplistic press pack which is minimal in the functionality of its design but still shows off my creative abilities as a surface pattern designer. I took inspiration from the folder below for a plain base colour and then to incorporate my brand identity I used my logo as the focal point. I have tried to be consistent with the imagery used for my press pack sticking with the seaweed motif for a more professional finish.



If I had used the same print as my CV for the front cover of my press pack I think it would have been to overpowering. It was a good decision to use my logo on the front cover because the viewer immediately knows my name. I really liked the layout of the presspack in the top right corner because it means the CV and cover letter don't need to be folded.



FRONT



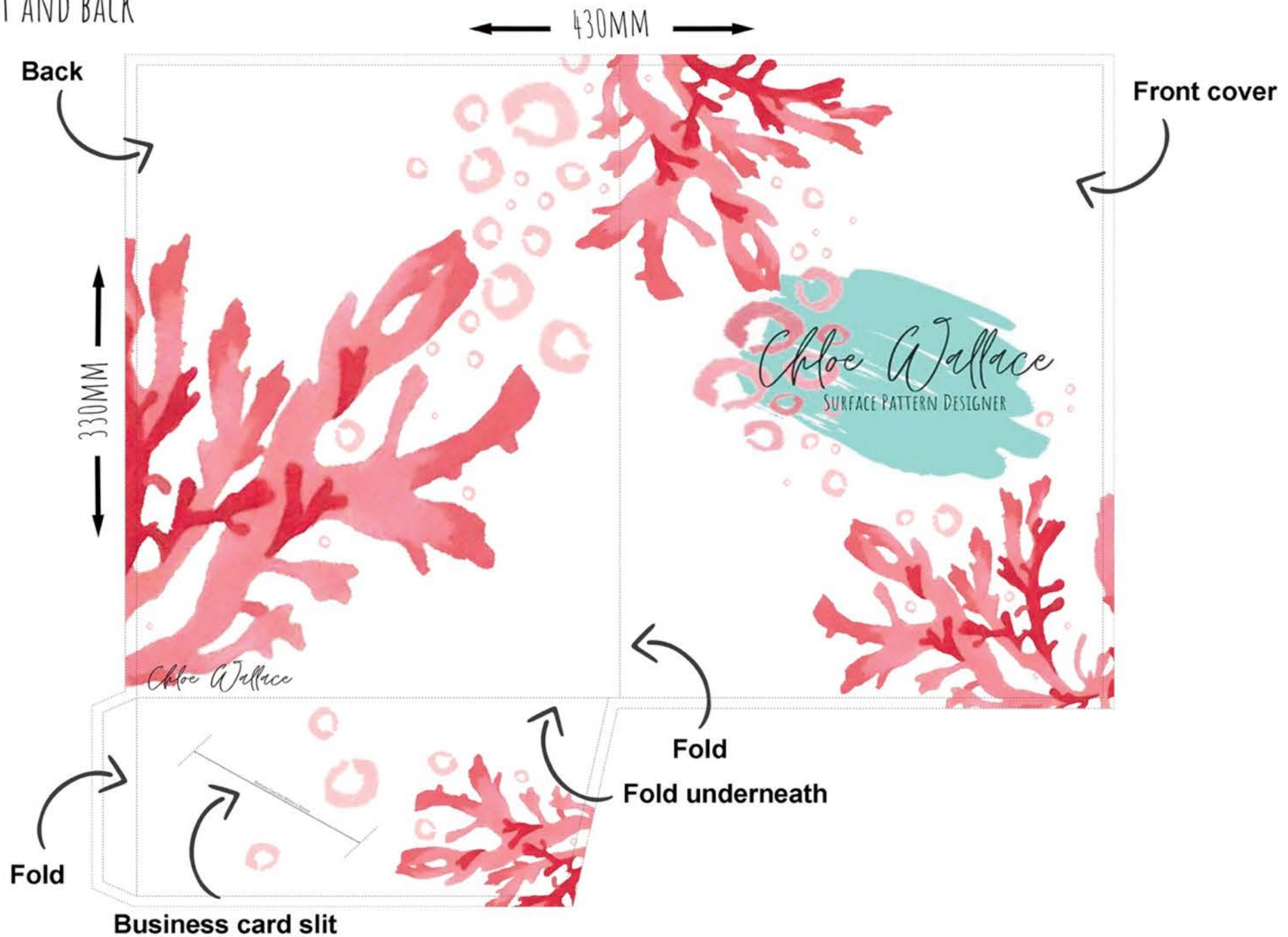
BACK



INTERIOR



FRONT AND BACK



INTERIOR

430MM

Cv and cover letter

330MM

Turns into a pocket for Cv and letter

Fold upwards

Fabric Samples

Business Card
Will be viewed
upright when flap
is folded

CHLOE WALLACE
SURFACE PATTERN DESIGNER

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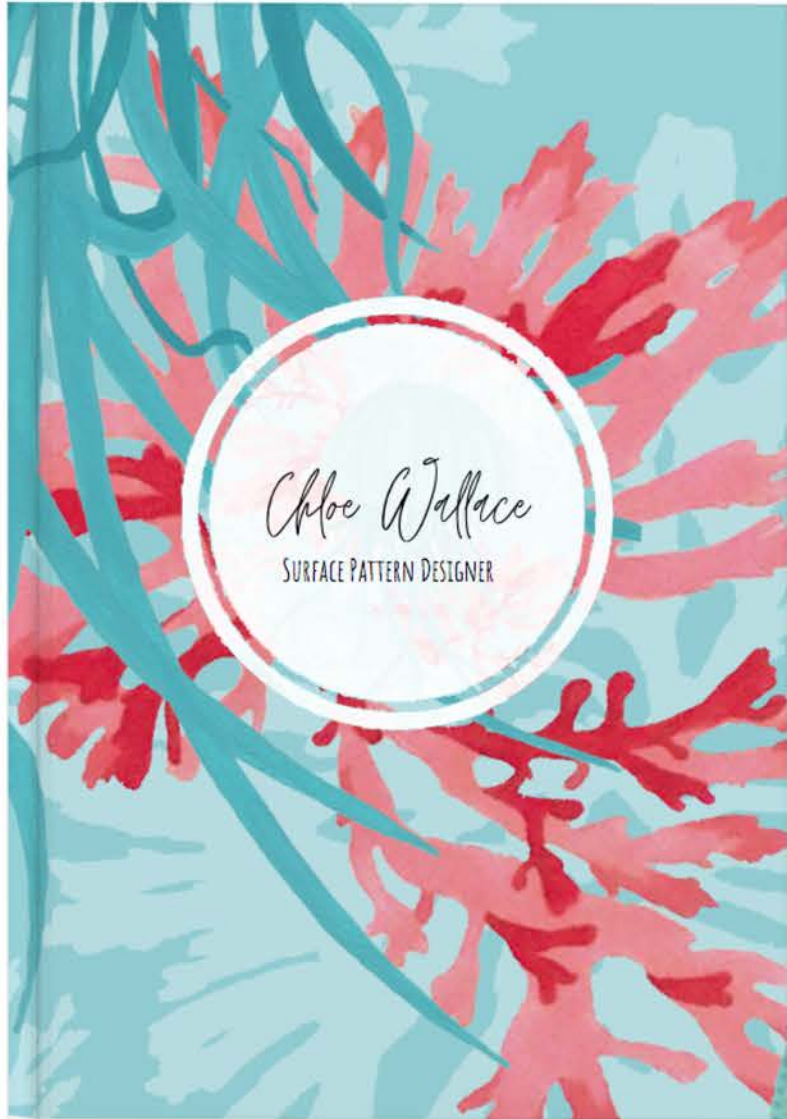
CONTACT
+44 (0) 7543451283
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Chloe Wallace
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Chloe Wallace

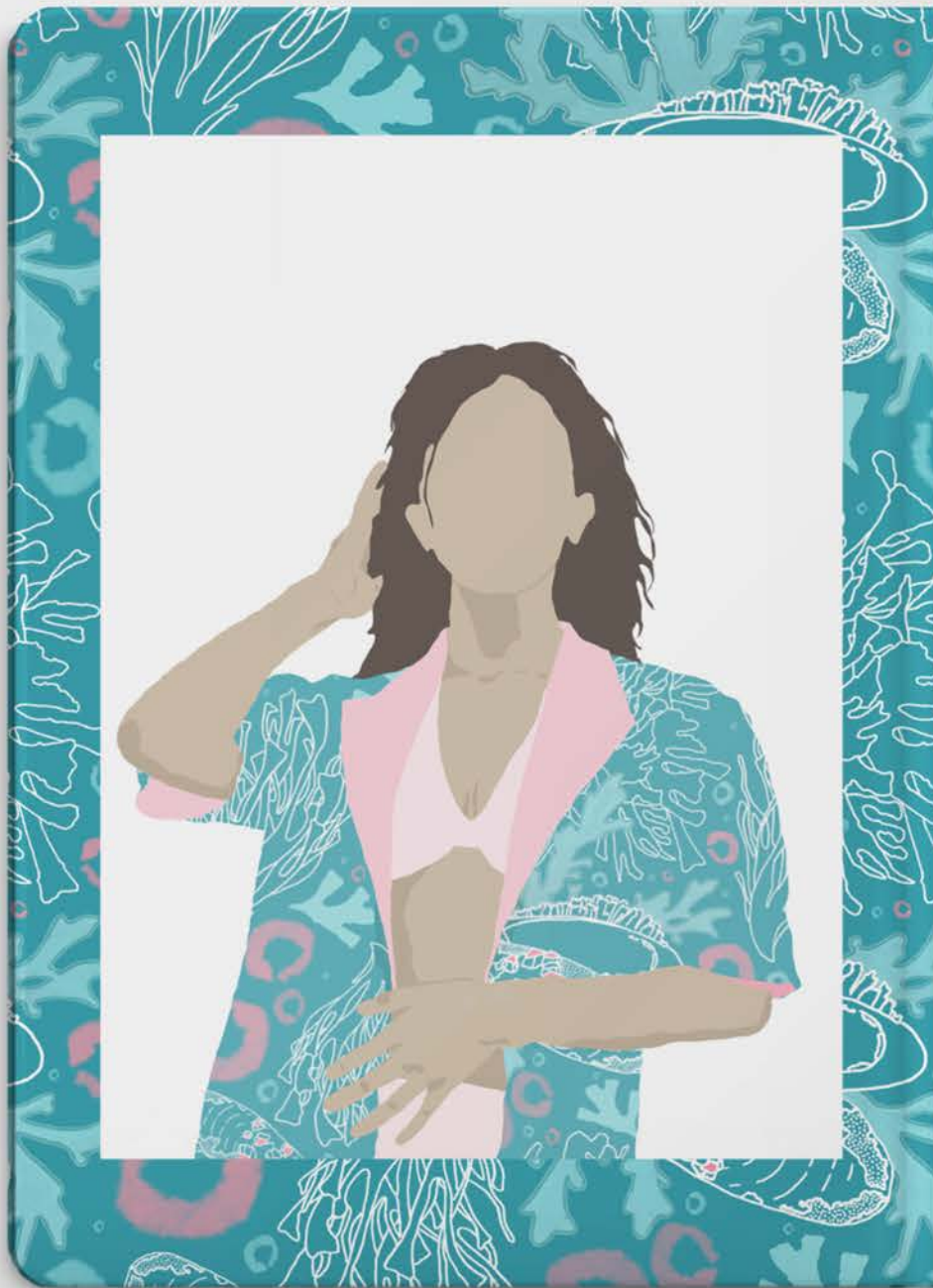
LOOKBOOK

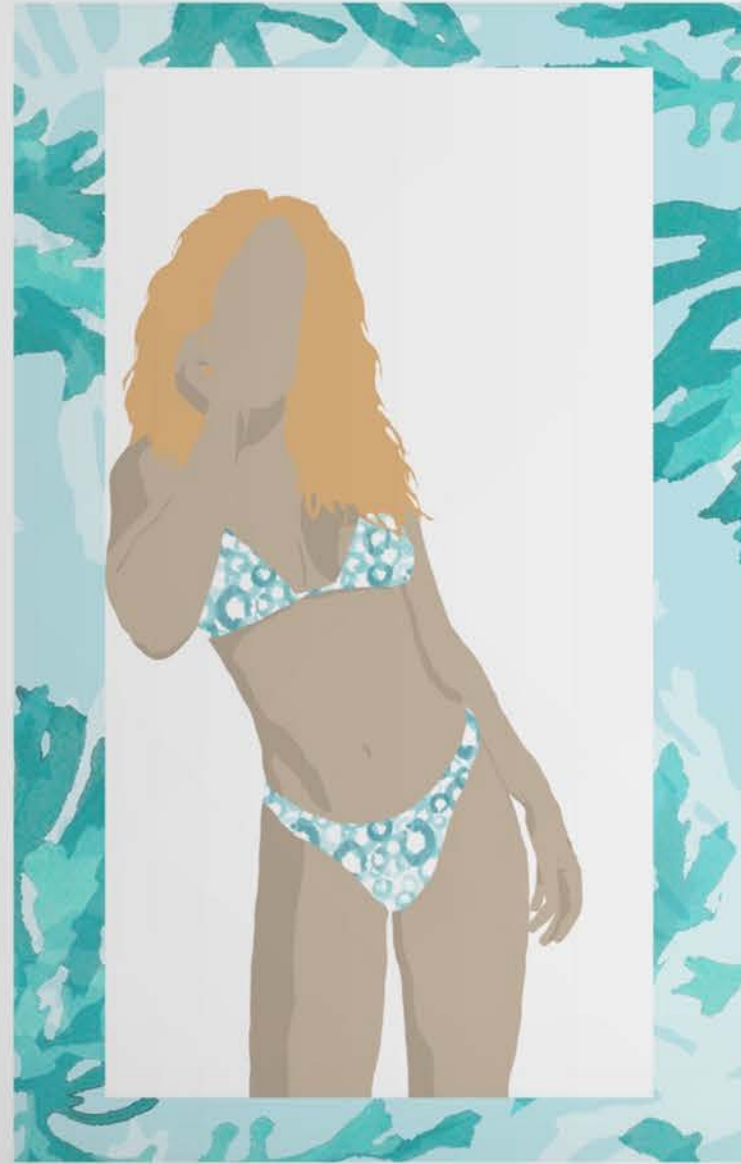


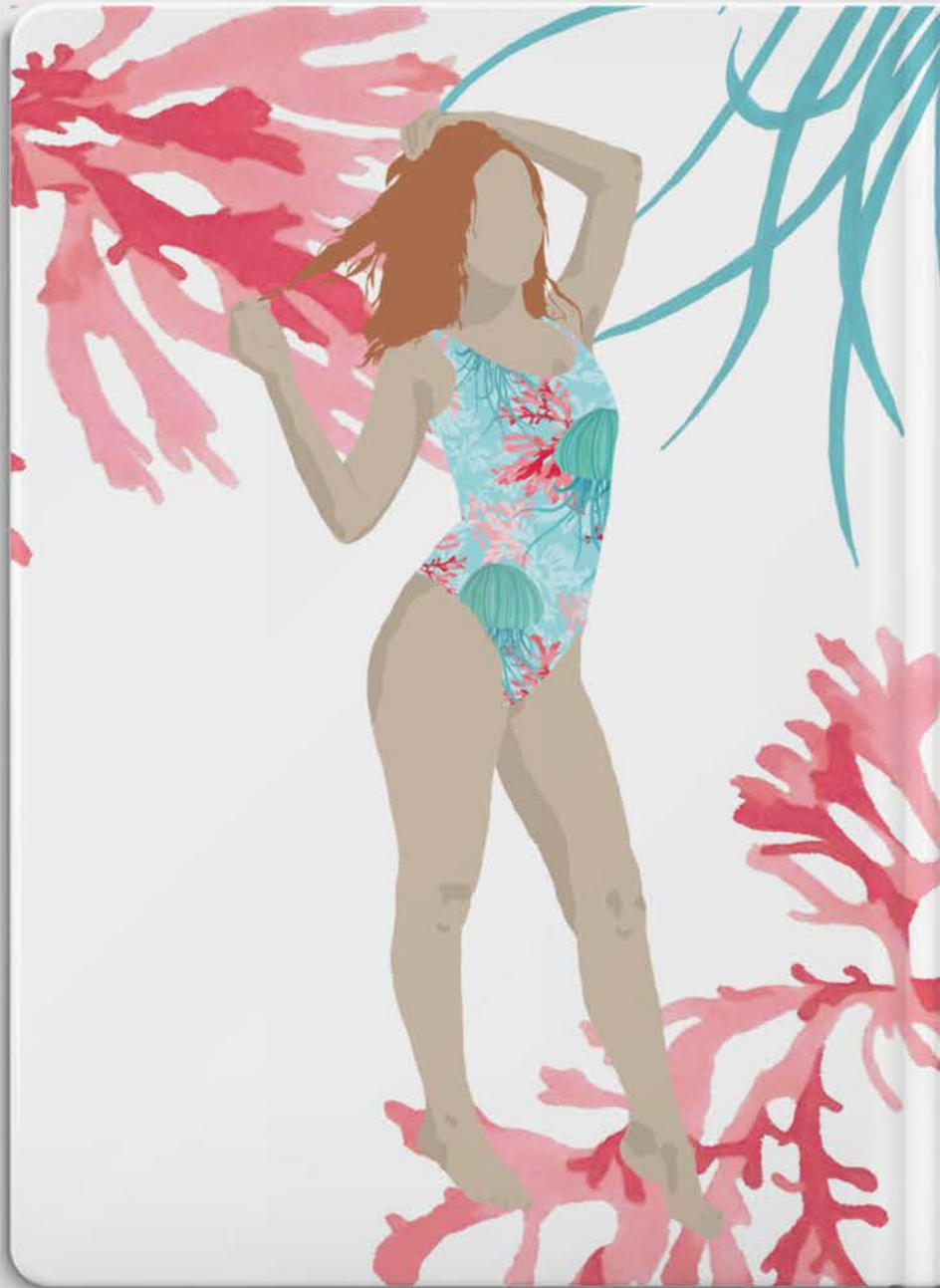


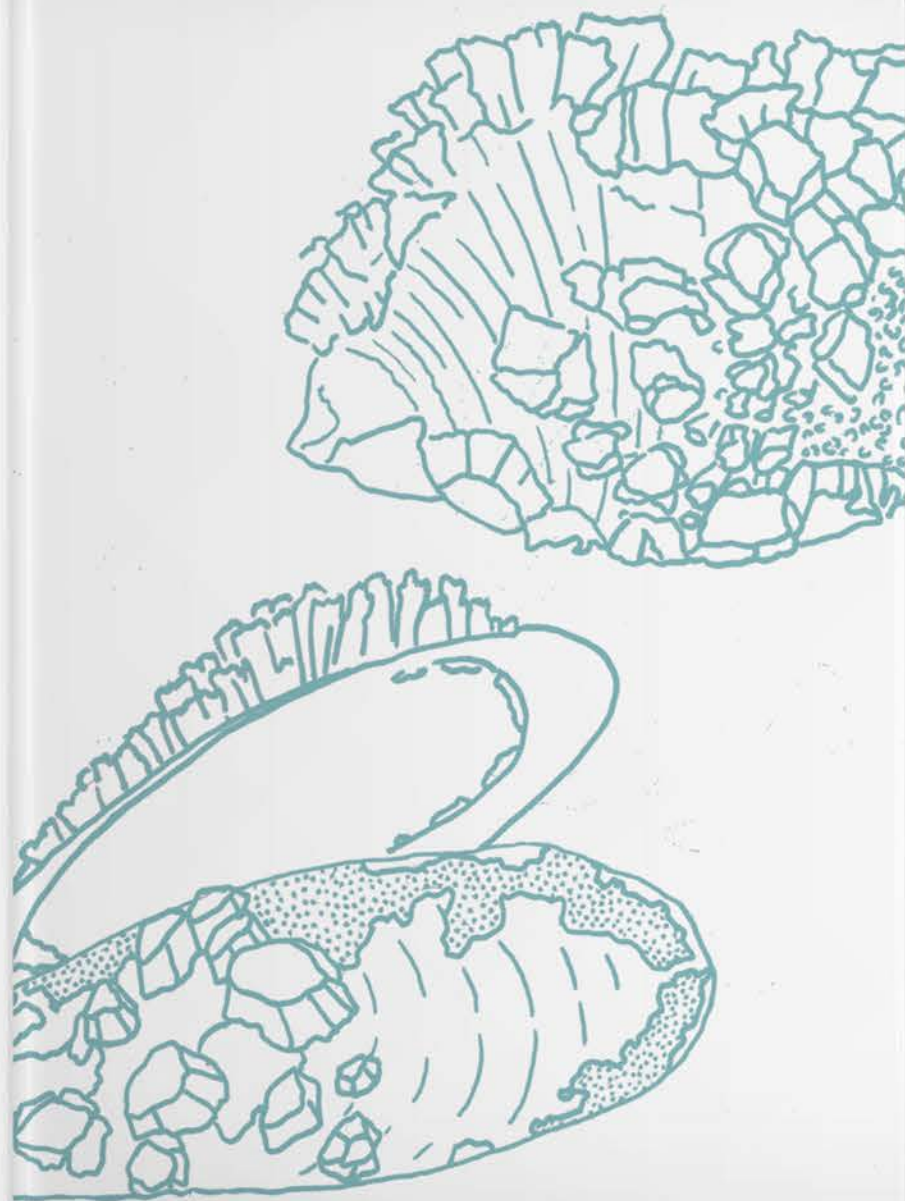
I am a graduate of BA Surface Pattern Design at the University of Wales Trinity Saint David. This lookbook is a glimpse into my end of year collection called Elements of the Sea. The collection is inspired by my strong connection with the beach, I wanted to encapsulate the variety of strange surfaces, shapes and textures that I often see on my walks. I incorporated both traditional and contemporary methods of design to produce a swimwear collection which represented my own style of working. The motifs were all handpainted, digitally enhanced and then put into repeat. The collection is modern, bold and captures the energy of the sea.







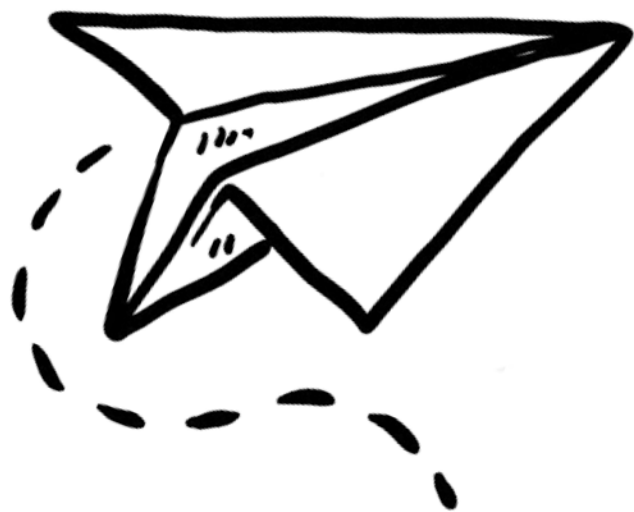






MY CHOSEN 10 PRESS PACK

RECIPIENTS



No. 1

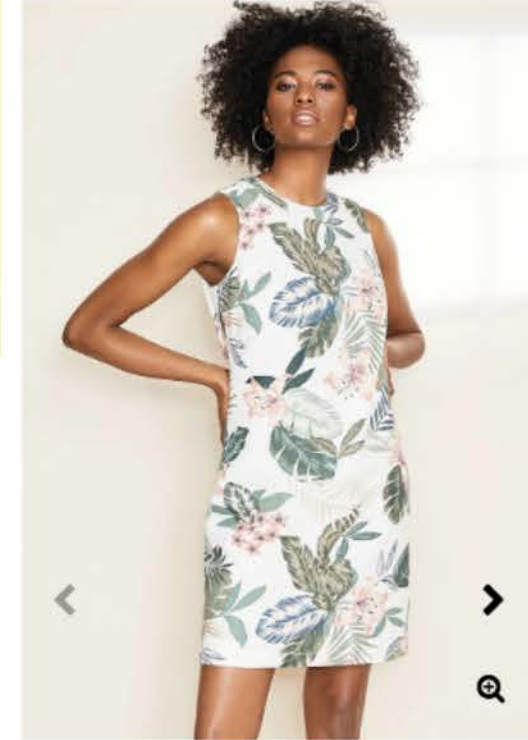
PEACOCKS

- Peacocks are an affordable fast-fashion clothing brand based in the United Kingdom.
- They can be categorized as a highstreet store and design clothing for men, women and kids.
- Target Audience, all ages young to old.
- The retailer has over 500 stores in the United Kingdom.
- Clothing varies in style and colour palette, clothing is based off of up and coming trends.
- Print is frequently integrated into collections.
- They regularly commission celebrities to advertise new and exclusive clothing collections, this includes celebrities such as Holly Willoughby, Natalie Imbruglia and Courtney Love.



WHY?

- They are based in Cardiff which is very close to my family home, this would be the perfect first career opportunity for me as it would mean I could easily commute which would be a more sustainable solution. I also really like the idea of supporting a local brand which I am familiar with.
- Their designs are very much pattern based which suggests that they employ surface pattern designers.
- Peacocks are a longstanding company and have been in business for years this implies job security.
- Peacocks are a highly recognizable company which is why they would be an asset to have on my C.V as a reference.



NO. 2 Paul Smith

- Paul Smith is a british fashion designer who is famously known for his work on mens fashion, his business now caters for womens fashion too.
- His Fashion brand was first established in 1970 and has now expanded to over 70 countries.
- In 1994 he was appointed a CBE for his services to fashion.
- Paul Smith is a luxury fashion brand.
- Target Audience, business minded people like Paul Smith aged 30+.
- Paul Smith is an independent company.
- Paul Smith is known for his iconic striped print it has become a staple in all of his designs.



WHY?

- Paul Smith is not afraid of working with bold colour and print this is something I like to explore in my own work which is why I think I would be a suitable employee.
- It would be a massive achievement for me to even intern at Paul Smith let alone have a job there because of his reputation as a designer. I think I would learn a great deal from a brand which has had such success in the fashion industry.
- Landing a job with Paul Smith would really boost my self- confidence and give me the motivation I need to set up my own business.
- It would be an excellent reference to have on my C.V for future job opportunities.
- Paul Smith has been an influential figure in the fashion industry and I would love to be part of a team which has made such an impact on the fashion industry for such a long period of time.



NO. 3 TOAST

- Toast is a fashion and interior brand based in the United Kingdom
- Toast began with loungewear and nightwear, designed in a farmhouse in Wales.
- They collaborate with artisans from around the world to create original fabrics and handmade pieces.
- Toast offer a free repair shop in stores where customers can bring back torn or worn garments and have them repaired by an in house technician.
- Toast's signature style is clean cut, modern and functional
- Toast clothing is of high quality
- Target audience, mature adult



WHY?

- They have a studio in Swansea which is ideal for me as I have lived in Swansea all my life.
- The brand first started in Wales, it would be an honour as a welsh citizen myself to work for a company based in Wales doing something that I love. Family is important to me which is why I want to find work not too far from home. I think Toast would be the perfect solution to this issue because I would not feel as though I am compromising my career for my family.
- I really admire how focused Toast are in producing clothing which is sustainable, this is becoming a worldwide issue in today's society. It would be an amazing opportunity to work for a company which is making a difference to the evolving problem.
- Although the signature style for toast is sleek and simple I have noticed a subtle integration of prints making an appearance into some of their designs.



NO. 4

Lucy
& Yak

- Sustainable fashion brand
- All clothing is handmade and ethically produced
- Clothing is heavily printed and combined with vivid and playful colour palettes.
- Target audience, younger generation
- Lucy and Yak are based in Brighton but all products are handmade in India.



WHY?

- Lucy and Yak has only been running for 2 years and have gained a Large fanbase in such a short space of time, which will most likely keep growing. Now would be a perfect opportunity to show an interest in the business because they are likely to be looking for more employees to expand the business further.
- Lucy and yak produce quirky printed designs which are eye-catching and different. I myself am a massive fan of their clothing range and own a few of the garments myself. I would love to design for a company like this because I think it is important to represent a company which you are passionate about.
- Lucy and Yak have a multitude of weird and wacky prints in their clothing range, if I was to work as a print designer for the company I know that I would be given the freedom to express myself and produce quite extravagant designs.



NO. 5 *joules*

- Joules is a British clothing company which sells clothing and homeware products inspired by British country lifestyles.
- Joules first began in 1989.
- Target Audience, all ages.
- They have collaborated with Next and John Lewis.
- All prints are hand-drawn and hand-painted in house.
- They take inspiration from the flora and fauna that can be found all around Britain.
- Colourful country clothing as an alternative to traditional styles.



WHY?

- Joules are unmistakably British, I would love to be a part of the team because it would be amazing to design for such a recognizable brand.
- Joules' signature style is heavily printed fabrics, this company would be ideal for me to show off my abilities as a surface pattern designer.
- Joules integrate both hand-drawn and hand-painted motifs within their designs, both traditional processes I consider to be my strength which is why Joules would be a suitable company to pursue.



No. 6 &elle

- &elle is a company made up of experienced designers who work closely with brands providing them with personal and curated trend research, original print designs and production preparation.
- The brand mainly focuses on fashion design.
- They use trend research to help develop prints which are suited to a particular brand.
- The company has been running for over 10 years
- They work with both high end and commercial fashion brands.
- Based in Bristol.

Paris RTW AW20

Print Overview



WHY?

- I am really intrigued by the company because they provide a range of different services not just print design.
- I really enjoy doing trend research and creating moodboards so this would be an exciting job for me.
- It would give me an opportunity to work with clients which is something I have never experienced fully before.
- The company is based in Bristol which is not as intimidating as a major city like London.
- They produce trend reports which suggests that the brand is constantly up to date and all designs are in tune with industry. This is a good reassurance to have as a designer that your work is on trend.



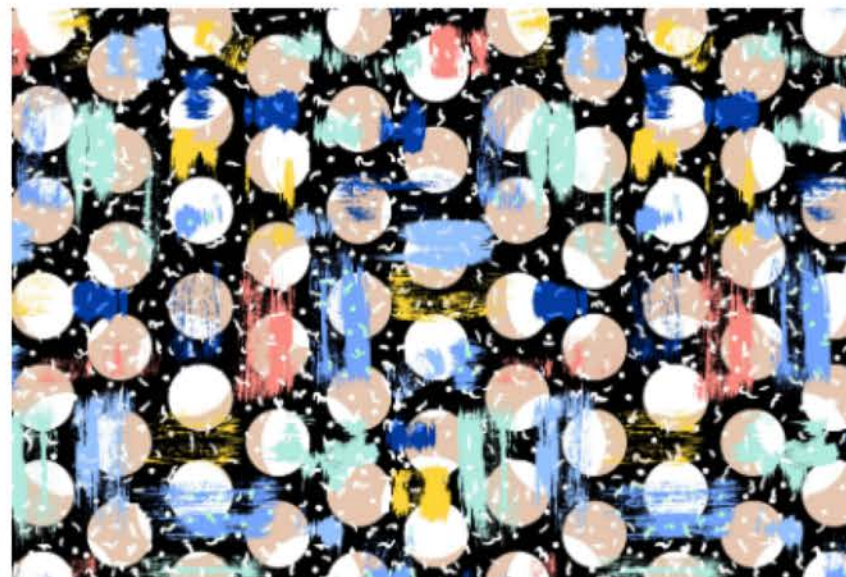
No. 7 **cake** studios

- Cake produce original prints for womenswear and lifestyle markets.
- They work with fashion houses, retailers and manufacturers around the world.
- Prints can be seen in store and on runways in the UK, Europe, USA and Australia.
- They have worked with leading fashion brands around the world such as Zara, New Look, Topshop, Phase Eight and Victoria Secret.
- They have showcased their work at Premiere vision, London Textile design fair and London print design fair.
- They are based in London, United Kingdom.
- The designs are supplied in a digital format as a photoshop file ready for commercial use and often with repeat elements included.



WHY?

- Cake studios have worked with numerous brands with whom I am a regular customer, it would be a dream job to design clothing for brands which I shop at myself as it will give me the added reassurance of their style identity.
- I love that they work with both traditional and contemporary methods of design such as painting, drawing and photoshop. These are all processes that I am confident in giving myself a huge advantage.
- Cake studios obviously have a very good reputation in the fashion industry working with such big name brands which is why I think they would be a great company to start working with to kickstart my own career.
- They also have a curated archive of vintage garments and fabrics which is something I also have an appreciation towards in my spare time. I regularly find myself browsing through vintage shops and making a few purchases.



NO. 8 KUKKA

- Kukka design bespoke textile, surface patterns and research materials for brands and businesses.
- Kukka is a dutch design studio based in Rotterdam, the Netherlands.
- All products are designed and made in the Netherlands.
- They have a focus on sustainability. Kukka initiates experimental research, ranging from material explorations to biodesign, like dyeing textiles with bacteria that produce pigment.
- Kukka began in 2010
- They base their design concept on trend and market research.
- They have collaborated with brands such as WE, Womens Secret and Oysho.



WHY?

- Kukka is based in Rotterdam, I have a strong connection with the Netherlands as my mum was born in Amsterdam. I have always visited the Netherlands since I was a child and I am very comfortable there which is why I would not be opposed to working there for a career in the fashion industry.
- Kukka is very eco conscious brand, I would like to work for a company which addresses this issue and has a positive impact towards the world.
- I love working with traditional methods of design and this is definitely implemented in the brand with its experimental research into biodesign.
- I am able to communicate in dutch at a basic level, this would give me an advantage and an opportunity to work abroad whilst further improving my dutch communication skills.



No. 9

rmj_print_studio

- Designs for both fashion and interior.
- Works with both traditional and contemporary processes with a variety of different media alongside in depth trend research.
- Based in West Wales, Pembroke.
- Showcases 2 collections per year in London, Paris and New York.
- They have years of experience working with a wide variety of companies and designers.
- They have acquired contacts in places such as Denmark, India, Portugal and France.



WHY?

- For a small design company based in Wales they have been successful in gaining connections worldwide this is very impressive for such a small brand.
- A lot of their work is inspired by Welsh culture and landscape which is a nice personal touch. As a welsh person myself I really admire this and love the idea of incorporating my own heritage into my design work in the future.
- RMJ studio has taken part in multiple fashion weeks around the UK and Europe, it is my dream to be given the chance to attend London fashion week.
- West Wales is very close to my home town so it would be easy enough to commute back and forth.
- RMJ studio works with a variety of media this is something I value within a workplace because it allows for even more freedom for expression.



No. 10 **etch studios.**

- Etch Studios are a print textile studio specializing in fashion, advertising, homeware and interiors.
- Based in London, United Kingdom.
- The brand's style identity encompasses many different styles.
- They frequently collaborate with high end commercial brands.
- Styles which are regularly explored: conversational, florals, geometric, painterly and bohemian.



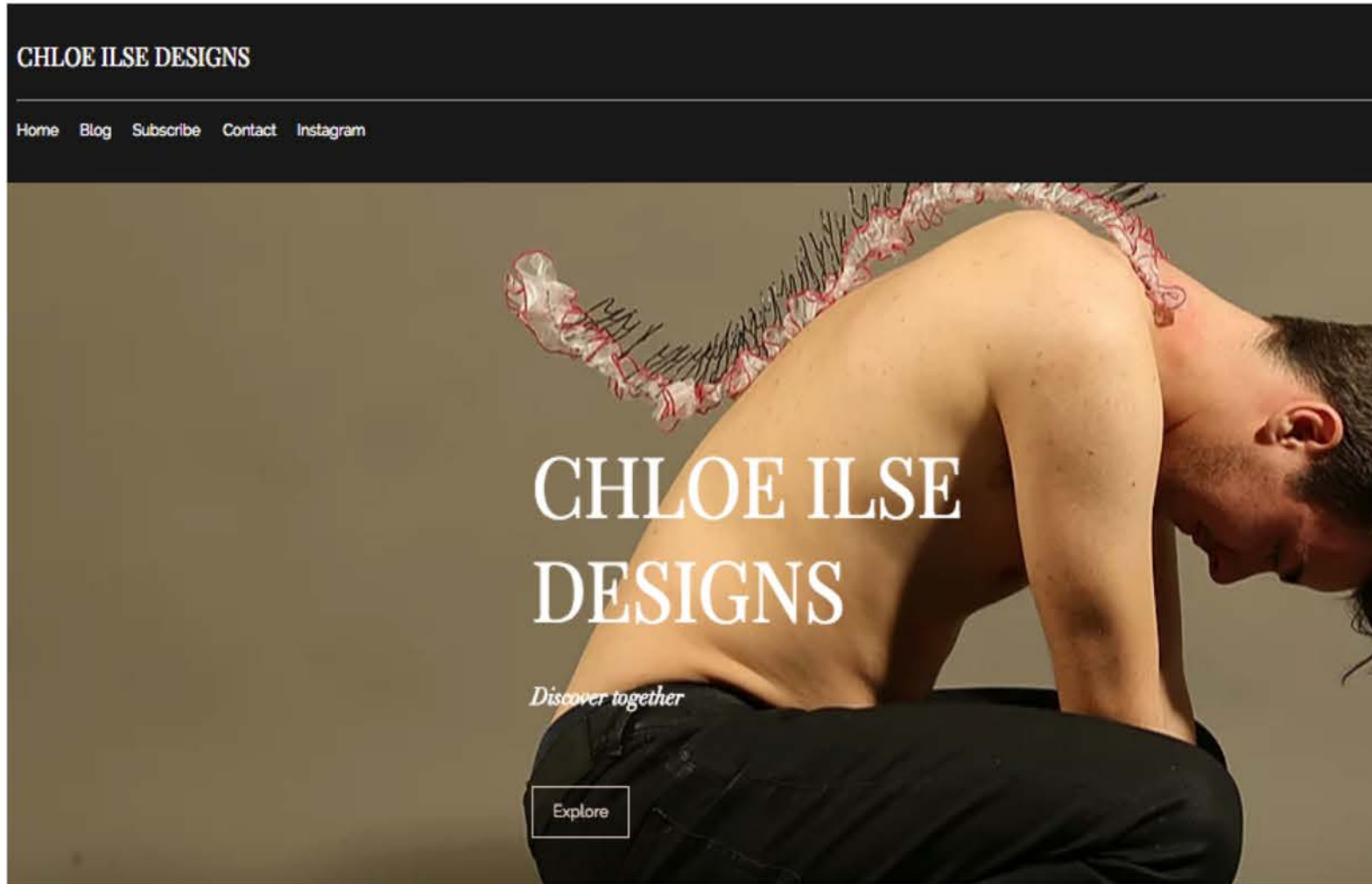
WHY?

- I really like that fact that they don't have a signature style this is a good thing in my eyes because it means there is room for exploration.
- They use traditional design methods like hand-painting this is a process I am confident with and thoroughly enjoy.
- From the imagery provided on their website they have a very strong female team. I am really drawn to this because it shows that women are sought after within this competitive industry.
- The company has a very professional media platform and webpage this is a good sign it indicates that they are professional in all aspects of their work.
- The studio is heavily reliant on print design by the look of their website and I am interested in pursuing a career in print design.



SOCIAL MEDIA PROGRESS

WEBPAGE BEFORE



My website before was very basic, consisting of only a home page. I did include a photograph of my work but this was a piece of work from first year. Even though it was a very successful project it does not reflect my most current work. My choice to have a sculptural piece on my home page suggested to the viewer that I specialise in this field which is not the case. I did not have a logo when I first created my website therefore It did not have a clear brand identity. however I do like my initial idea of having my name in the centre as a focal point, which is something I have stuck with when updating my webpage.



Login / Sign up



Chloe Wallace 
Mar 30, 2019 · 2 min



Future Ambitions



7 Write a comment



Chloe Wallace 
Mar 30, 2019 · 2 min



Orangebox Project



1 Write a comment



When I first created my website I posted two blog posts. I really like the idea of having a series of blog posts on my website because it is a fantastic way to engage with my audience. There is an option to link blog posts to all social media accounts so viewers are alerted when a new blog post has been posted to the webpage. With regular updates to my webpage it will encourage people to keep looking at my content. I have not recently created a new post for my website but this is definitely something I intend to pursue in the future. I want to treat this section of my website as a diary, a platform which I can use to share my journey as a surface pattern designer. Everytime I share something new on my Instagram or linked in account I will also post it to my website. This will not only increase the chances of people viewing my content but show a consistency within my social media for a more professional outlook.

WEBPAGE AFTER



I have fully updated my website with new imagery, links and a logo. My main homepage photo has now been changed from my first year project to a hero print from my current project Elements of the Sea. I have used this print and logo throughout my social media accounts for consistency. Not only is it good for consistency, including the same visual features for all media accounts makes my brand more recognizable to the audience as they have a visual aid to associate my brand with. All of the headings at the top of the webpage link to separate pages, this is a feature my webpage did not have before. I have added separate pages to my website for a more professional feel and to avoid overcrowding on the home page.



ABOUT ME

I am currently studying BA Surface Pattern Design Textiles for Fashion at the University of Wales Trinity Saint David. I am a very creative individual, this has been reflected throughout my childhood as I have always had a strong connection with drawing, painting and producing weird and wonderful things! My initial love for fashion design came after visiting the Alexander McQueen exhibition Savage Beauty in 2015. The variety of colour, pattern and textures incorporated within McQueen's work was my main source of inspiration for choosing surface pattern design. I am constantly looking at new ways to better myself and keep my work fresh and up to date. My design identity reflects my personality which is imaginative, lively and always evolving. I mainly specialize in print design. I like to combine both traditional and contemporary methods of working to suit the trends for each season.

My website before did not include an about page this is something I was eager to include when updating. An about me page is an essential feature on a website as it gives the audience an insight into the brand and who I am as a designer. Without this the viewer may struggle to understand exactly what I do. An about me page is also a friendly way of introducing myself, giving me an opportunity to express my personality and explain my practice in a bit more detail. I have provided a link on my homepage to my about me page for easy access.

CONTACT



Subscribe Form

Stay up to date

I have included a separate page for my contact details giving my audience easy access. I have provided a small section where viewers can contact me directly. The messages are linked to my email so I am alerted when a new message is sent to my inbox.

PORTFOLIO

Elements of the Sea

Live Brief

Balenciaga vs Basquiat



I have added a section to my website for viewers to have a browse at my portfolio. I made this decision because it could be a potential platform which employers look at giving them insight into my skills. I chose to have my most current project as the homepage for my portfolio because it is my best work. It is important for employers to see your most recent work because it shows them your level of abilities now. Presenting my portfolio online is a quick and easy way to show people your work without having to meet them in person.

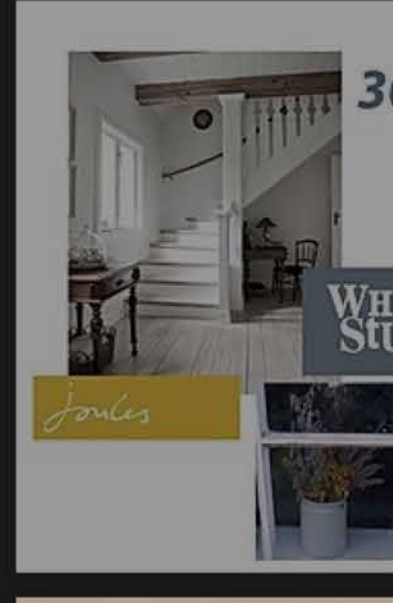
IDOTT COMPETITION

portfolio

I decided to incorporate Idott into my portfolio because it is a large body of work and shows that I can do interiors aswell as fashion.



CREATED BY IDOTT



BALENCIAGA VS BASQUIAT

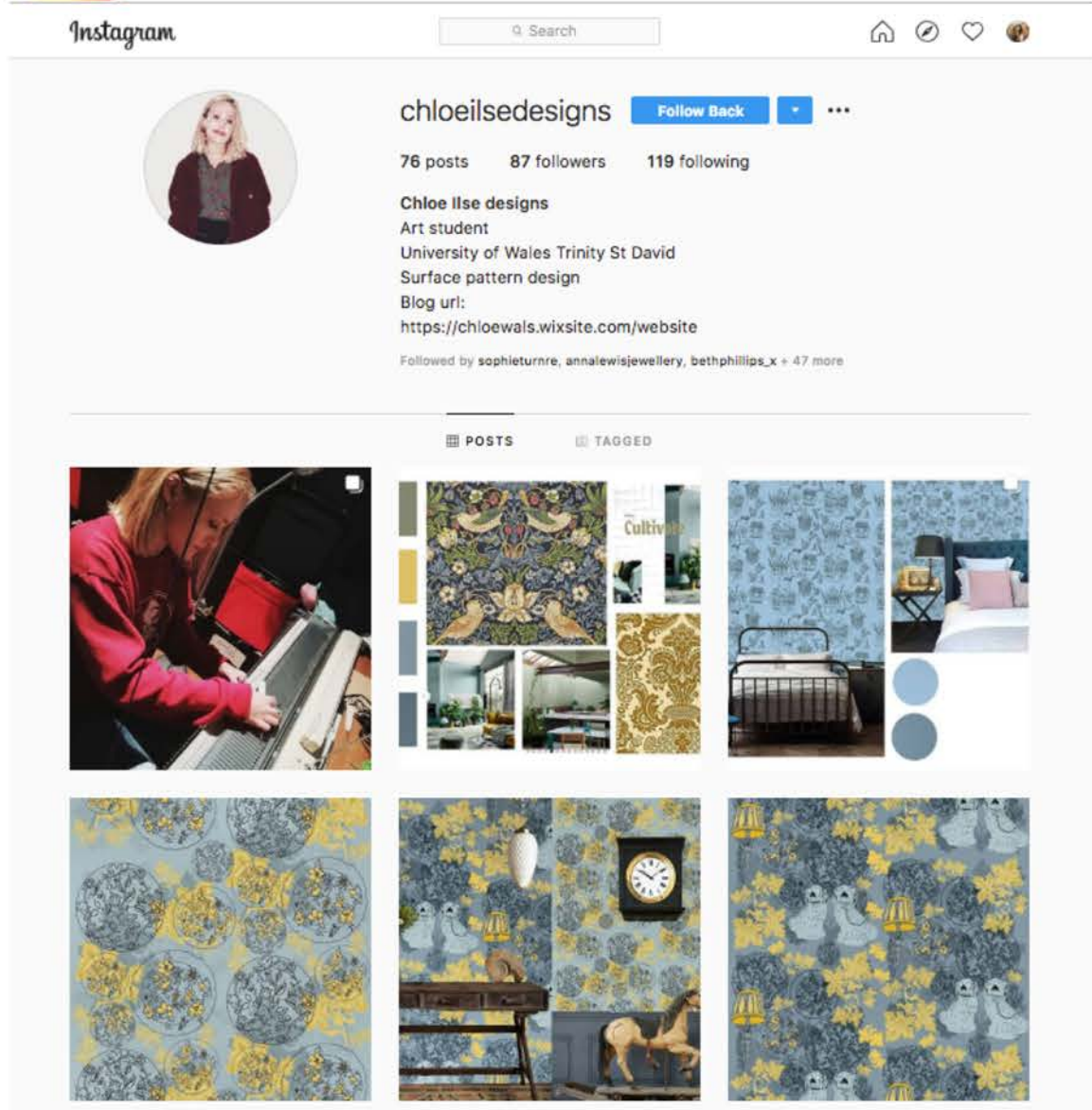
Sculptural Fashion

Portfolio



This was one of my favourite projects during my time at university. I think it is one of my most successful pieces of work and really shows off my range of skills. Considering this was a project in the first year I think it is well made and very professional. Although this piece is very different to the work I am producing now I thought it was important to include because it is different and something you don't see everyday.

Instagram BEFORE

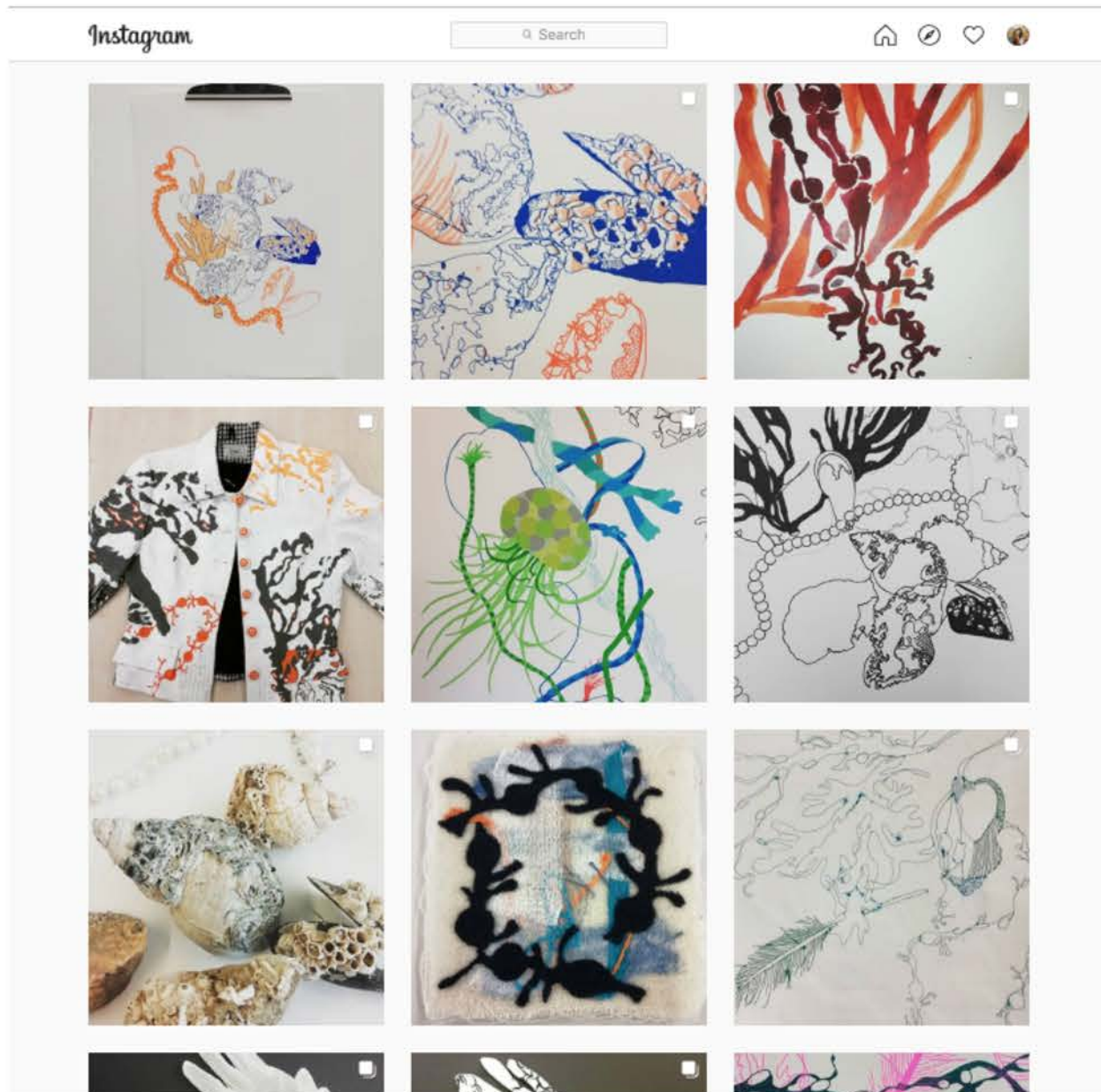


Posts: 76

Followers: 87

Following: 119

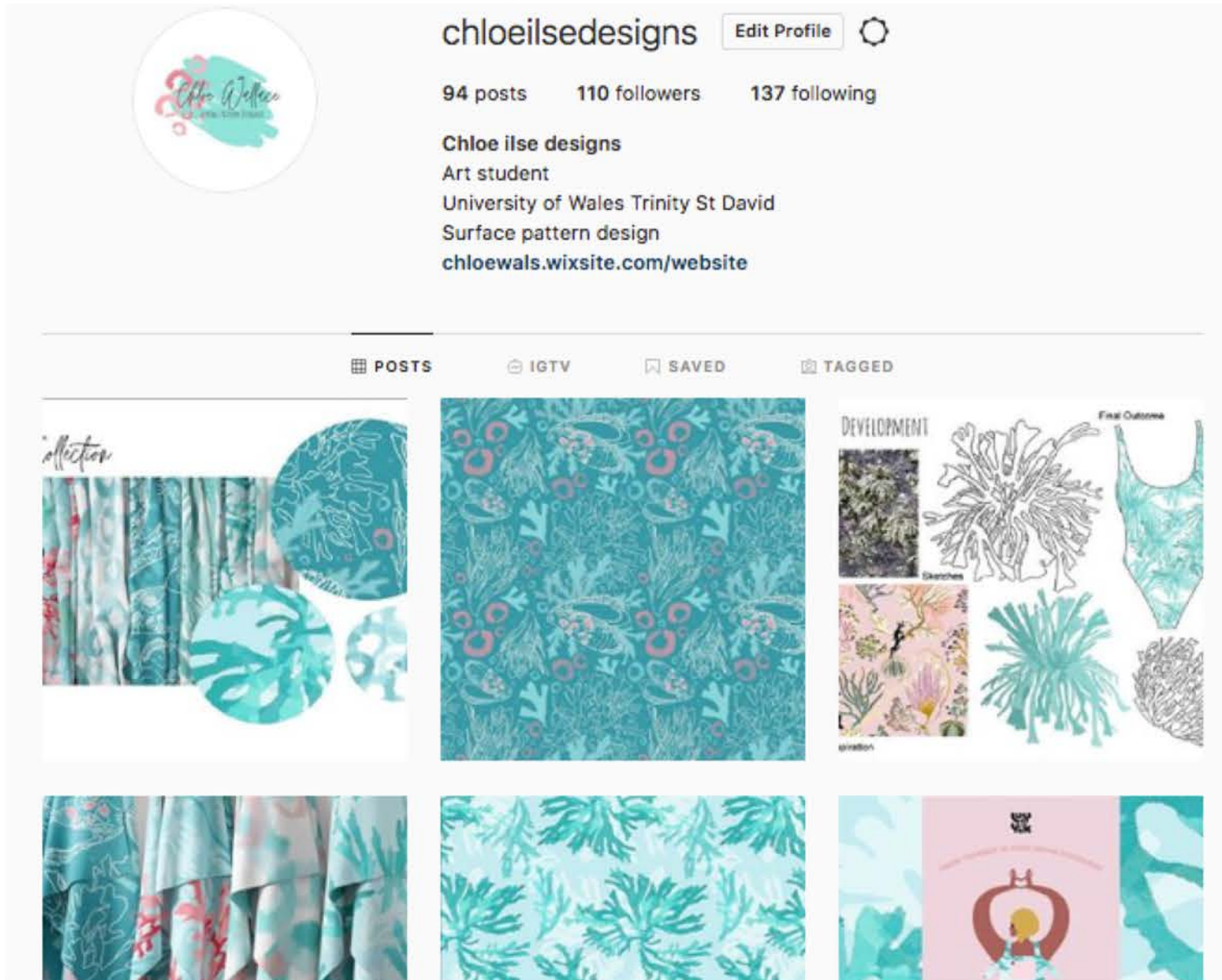
I have taken this screenshot a few weeks ago to show my progression. I initially did not have a logo, my profile picture was a photograph of myself with a handrawn effect. This was a nice personal touch because the handrawn effect was a quirky way to show my creativity. I started becoming a lot more confident with my posts and even included a photograph of me working on my internship. At this moment in time I did not post very often and I did not have an organized posting plan. My content was very random and the length of time between each post was very irregular.



I started to post content relating to my final major project consisting of drawings, paintings and inspirational imagery. I started to be consistent with the content I was posting in regards to my new project but this consistency was then broken when I started to post pictures of previous work, this is something I need to be more mindful of in the future.



INSTAGRAM AFTER



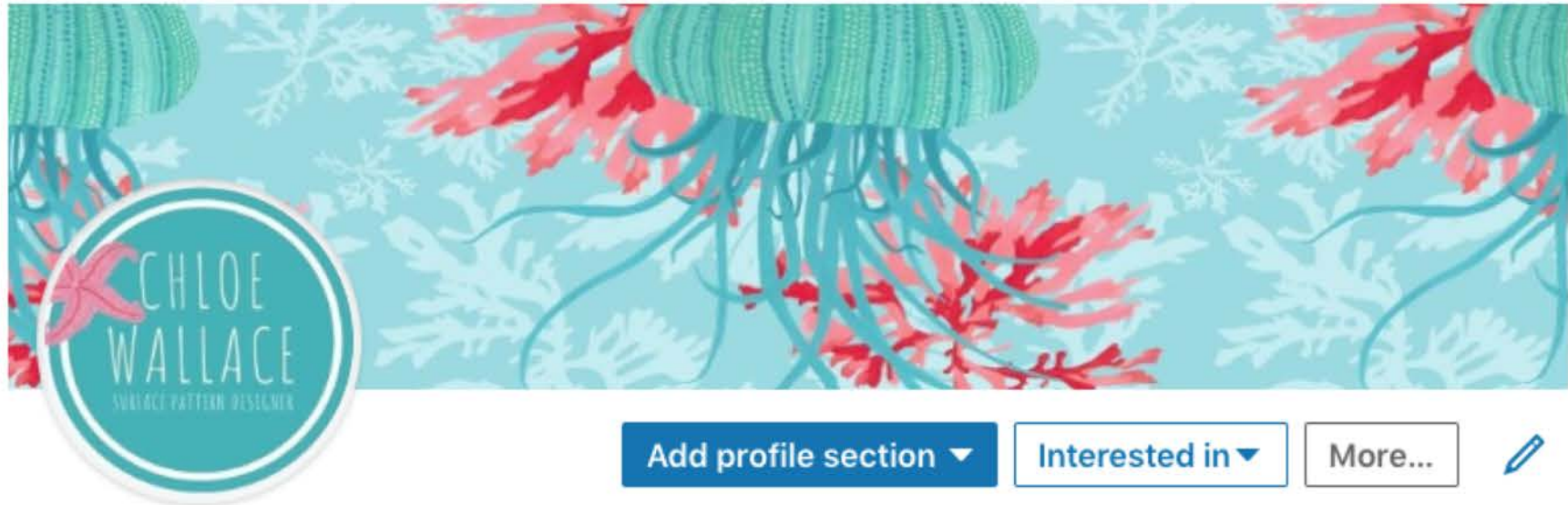
Posts: 94

Followers: 110

Following: 137

Since the screenshot on the previous page I have updated my Instagram. I now have a logo as my profile picture instead of a photograph of my myself. I made this decision because people may struggle to recognize my brand if I kept the picture of myself. With a logo people will have no doubts that this is my official Instagram account. Also I have incorporated my logo into all of my social media platforms for consistency. In my bio I have included a link to my website for easy access. Hopefully this will encourage more people to view my webpage. I now have a posting plan and post much more frequently.

in LINKED IN BEFORE



[Add profile section ▼](#) [Interested in ▼](#) [More...](#) 

Chloe Wallace

Student at University of Wales Trinity Saint David
Swansea, Wales, United Kingdom · [Contact info](#)



Debenhams



University of Wales Trinity
Saint David

I have only recently created a linked in account as another social media platform. Therefore it is not as developed as I would like it to be. I made a start by incorporating my then logo design and a snippet of one of my prints. At this point I did not have any connections at all on linked in so my profile strength was intermediate. I did include all of my basic information like contact details and place of work.

Profile Strength: **Intermediate**



LINKED IN AFTER



Chloe Wallace

Student at University of Wales Trinity Saint David

Swansea, Wales, United Kingdom · [51 connections](#) ·

[Contact info](#)

Open to job opportunities

Designer, Fashion Designer and Textile Designer roles



Debenhams



**University of Wales Trin
Saint David**

This is a recent screenshot of my linked in account. I have changed my profile picture from my old logo to a photograph of myself. Unlike my other social media accounts I have not included my logo because I think it is important on linked in to show what I look like. I have now made 51 connections which is not a massive following but a good start considering I only started this account within the past two weeks.

Your Dashboard

Private to you

☆ All Star

17

Who viewed your profile

197

Post views

20

Search appearances



Salary insights

See how your salary compares to others in the community

About



I am currently in my 3rd year of university studying BA Surface Pattern Design Textiles for Fashion at Swansea College of Art. I have gained an extensive set of skills from my time at university ranging from print design to stitch. I am very confident in the world of photoshop and I have plenty of experience collaborating with others ... see more

Chloe Wallace

Student at University of Wales Trinity Saint David

2d •

...

A sneek peek into my final major collection 'Elements of the Sea'. Inspiration for this project came from my love of the beach and all of its strange and wonderful things that come with it. I experimented with gouache paint and observational drawing to capture the free flowing forms and variety of textures. To encapsulate 'Elements of the Sea' in all its glory I have produced a swimwear collection which is fun and playful just like me.



I created my first post on linked in, this was a challenge at first because I have never used this platform before but I managed to create a post explaining my current project. I thought this was a really easy way to engage with my audience and it took less than 15 minutes. This would be a really quick and easy task to incorporate within my weekly routine. Everytime I post something on Instagram it would be great if I could link the two posts together to save the hassle of posting to three different accounts, this is something I want to look into and pursue further in the future.

A sneek peek into my final major collection 'Elements of the Sea'. Inspiration for this project came from my love of the beach and all of its strange and wonderful things that come with it. I experimented with gouache paint and observational drawing to capture the free flowing forms and variety of textures. To encapsulate 'Elements of the Sea' in all its glory I have produced a swimwear collection which is fun and playful just like me.

[#surfacepatterndesign](#) [#designer](#) [#moodboard](#) [#fashion](#) [#swimwear](#)
[#pattern](#) [#photoshop](#)



11 • 1 Comment

LINKS TO SOCIAL MEDIA



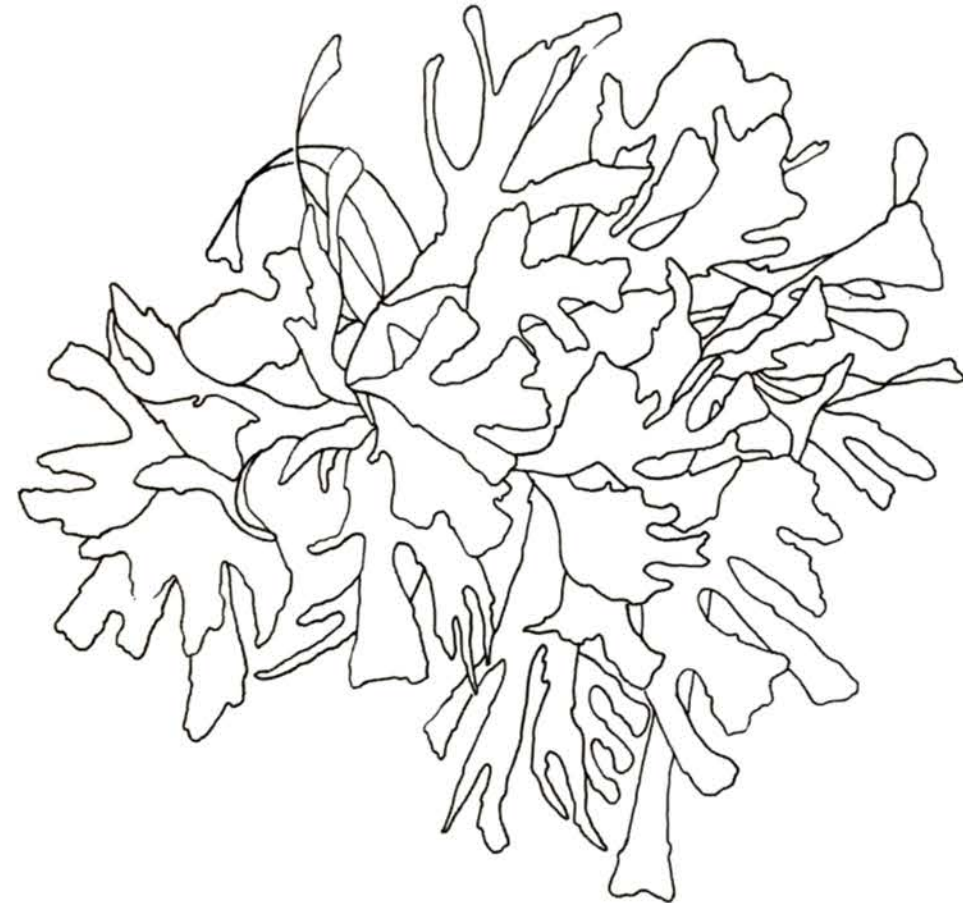
<https://chloewals.wixsite.com/website>



<https://www.instagram.com/chloeilsedesigns/?hl=en>



<https://www.linkedin.com/in/chloe-wallace-9112331a6/>



The images on the right show my online posting plan I created to help me stay organised before my final deadline and after. This was a really good idea because I now have something to stick to when I finish university to help me keep on track with my social media accounts.

ONLINE POSTING PLAN

How often will I be posting online?

Instagram: Every 2 days
Linked in: Once a month
Website: Once a month

Where will I posting?

Instagram
Linked in
Wix website

What content?

Visualisations of my final major project collection, new studio set up, inspirations, progress shots since finishing university, quick sketches, favourite artist of the week

What features?

Links to other social media accounts, Link to website, contact details, blog posts, Link to portfolio, mailing list, logo

Plans for the future?

Post regularly even if it is just a few quick sketches. Prepare content in advance to ensure that there is always imagery ready to post. Enter competitions and advertise on social media.

How will I maintain this content?

Look at what other designers are posting for inspiration. Take regular research trips to keep ideas flowing. Take part in competitions. Posting plan every week.

IMMEDIATE

In the lead up to the final submission I will be posting on my instagram account every 2 days this is reasonably easy to upkeep because I am producing such a large quantity of work at the moment. I am uploading artwork that I have produced that day, visualisations and moodboards I am working on. As expected this 2 day posting gap may start to dip in the weeks following my university submission. To avoid this from happening I want to keep drawing from observation by taking research trips and draw whatever inspires me as well as entering competitions.

MIDTERM

In the next 6 months I will no longer have guidance from my university lecturers, this will be a challenge at first and something I need to quickly adapt to. In order to maintain a constant posting flow I will challenge myself to produce atleast one drawing, sketch or painting each day to ensure that I have plenty of content to choose from when posting online. This may be unattainable everyday due to other commitments but it is a challenge which will help keep me motivated to create. I want to set myself a deadline for the completion of work so that I don't spend too long on one project as it is important to provide viewers with new and exciting content.

LONGTERM

For the next year and beyond my plan is to intern at a few companies to gain further experience in the creative industry. This will have an impact on the content I am posting on social media in terms of my time and the type of content produced. I will be learning lots of skills and processes that I have never encountered before it would be a great opportunity to share my progress on my social media feeds. Inbetween internships I would love to do some travelling around the world, I want to document my travels in the form of drawing and painting. This would be an excellent source of inspiration to design which will feed the imagery on my social media accounts whilst providing viewers with interesting content.



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:	Chloe Wallace	Student ID Number:	1702998
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		3rd Satisfactory			2:2 Good			2:1 Very Good			1st 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	5%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2. Knowledge and Understanding Skills	10%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐
3. Cognitive and Intellectual Skills	10%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐
4. Practical Application Skills	20%	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐	☐
5. Transferable Skills for life and Prof Prac.	55%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐

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

I think I have linked my research and practical work very well together and taken the time to consider each section of my press pack to ensure it shows off the best of my abilities. I have had the opportunity with this module to do a lot of self reflection which has been really beneficial. This module has allowed me to identify the things that I struggle with most practical wise. I have taken the time to organize this module so that it is clear and concise and I think I did this really successfully. It is very clear where I got my ideas from and how I have applied this research into my own work.

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

I think I could have further improved on some of my social media accounts in terms of blog posts and staying active. I have definitely stepped up with my Instagram account and website but I feel like my linked in account could have been made a lot sooner and I should have organized a lot more time to for regular posts. I do think I have slightly over done my hero print with this module, my aim was to stay consistent throughout all of my social media accounts but I think I have overused it slightly. My professional promotion work could be even more successful if I included a few elements from other designs.

Student Signature: C.Wallace

Date: 15/05/2020