

What about you?

Class exercise

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Changemakers: Building your Personal Brand for Sustainable Employment

What about you?

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

Premier League/EFL graphic/media designer
Creating social media and info graphics for a professional
Football Team.

What work will you be doing?

Match day posts → Team line up/Stats/goal updates
Full team post and score.
Info graphics → Player attributes/milestone, stats from games
event advertising → upcoming matches, selling tickets
Pull merch (kits and clothes)

Who are your dream employers/clients?

Swansea city FC or any Big EFL/Premier League club
(Manchester city/united, Liverpool, Arsenal, Chelsea, Aston Villa)

How will you achieve this?

Building a good and relevant portfolio, making concept
infographic (styles) that could be used for their
social media.
Having good skills/understanding the basic of sport design
visual hierarchy, typography and software knowledge (Adobe)

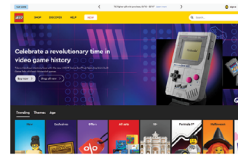
Website research and analyse

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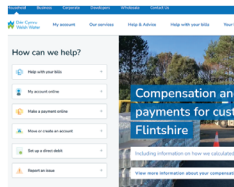
APPLE

- Strong visual hierarchy
- Clean and minimalist
- High quality images focusing on the product
- Navigation is easy and simple making it easy for anyone to use and better user experience
- Apple products are made to be simple making the website match the branding



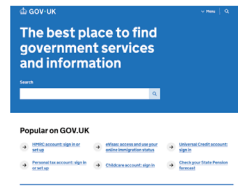
LEGO

- A playful and colourful look matching the brand and the product
- Good and playful images making it more appealing to their target audience
- Navigation is easy and simple



WELSH WATER

- easy to navigate
- clear menu structure
- logo clearly illustrated
- brand colours used consistently throughout website
- easy to use for all ages



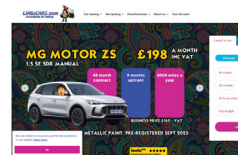
GOV.UK

- simple and clean, no unnecessary visuals
- clear purpose
- helps individuals find government services quickly
- easy to use search bar
- well organised
- structured



YALE SCHOOL OF ARTS

- cluttered and chaotic layout
- inconsistent branding
- feels overwhelming
- text and images randomly placed
- confusing to navigate



LINGS CARS

- unprofessional with cutout of person's face in window
- too many colours, gets a bit overwhelming/visual overload
- lack of visual hierarchy
- lack of negative space
- too many choices available/too many menus
- chaotic typography



ARGREN

- Cluttered
- Overwhelming
- No alignment
- No visual breathing room
- Search bar is difficult to navigate
- Low quality images



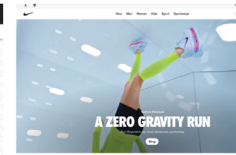
THE ROOF GARDENS

- Poor navigation
- Hard to read text
- Poor use of space
- No clear branding
- Too little information about the brand, do not know what it is trying to sell



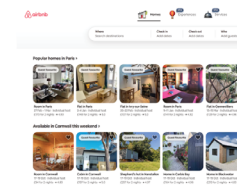
DOMINOS

- The home page directs the user to immediately start ordering
- Bold and colourful visuals, making it feel full of energy for the user
- Small illustrations making it more friendly to the user
- Green buttons give an impression that it's healthy



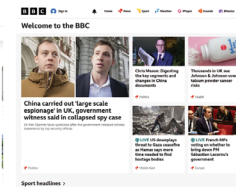
NIKE

- Bold image on arrival page
- clear display bar which makes the website easier to navigate
- one scroll away from products
- clean layout reflects the brand's identity
- high quality image
- multiple angles of products



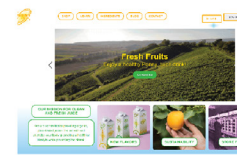
AIRBNB

- clean, modern and minimalist
- high quality imagery
- consistent elements such as rounded corners used throughout, sticking to a consistent branding
- interactive features such as save to favourites



BBC

- clear grid layout
- easy to scan headlines
- main stories are clearly headlined
- good mix of images and text
- bold and recognisable branding



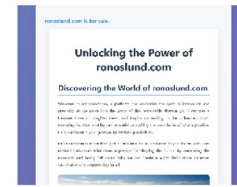
PENNYS JUICE

- Looks low budget
- Hard to read title as it blends in with image
- Unnecessary gradient in background
- Cramped text
- Buttons too close together



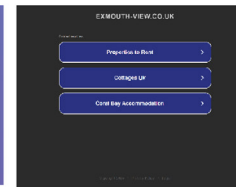
MGBD PARTS AND SERVICES

- Hard to read
- Old and outdated
- Does not look trustworthy
- Text not aligned
- Low resolution images
- Excessive navigation options which are overwhelming
- Hard to read text over images



RONOSLUND

- Boring to look at, seems like an article
- Very basic, a standard template
- No clear branding
- No navigation tools
- paragraph in middle very wide making it less intriguing to read



EXMOUTH

- Extremely basic
- No clear branding
- Not enough information
- Very old
- Does not feel trustworthy
- No images

Research underpinning theory of web design

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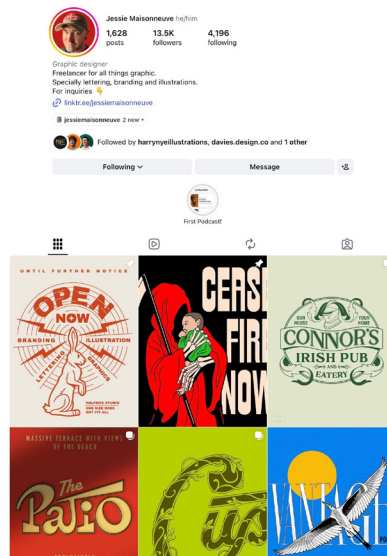
Web design is not just about making things look good, its a multidisiplinary field rooted in several core theories that balance human psychology with technical constraints. User-centered design is the central philosophy of modern web design, it must meet the users needs. The website is built to adapt to the user. The website must be usable, accessible and empathetic.

Web design relies heavily on how the human brain percieves and processes information. The Gestalt principles explain how we naturally organise visual elements into groups or unified wholes. For example, elements close together are percieved as related, humans also group things similar in colour. Hicks law discusses that the more options you give the user, the longer it takes them to make a decision. Design theory suggests simplifying layouts to minimise cognitive overload. Visual heirarchy and grid theory is the art side backed by math, this design theory uses systems to create balance and proportion.

The theory of web design is essentially the intersection of form and function. It asserts that a website is a tool and its success is measued by how easily a human can interact with it to reach their desired result.

Social media research

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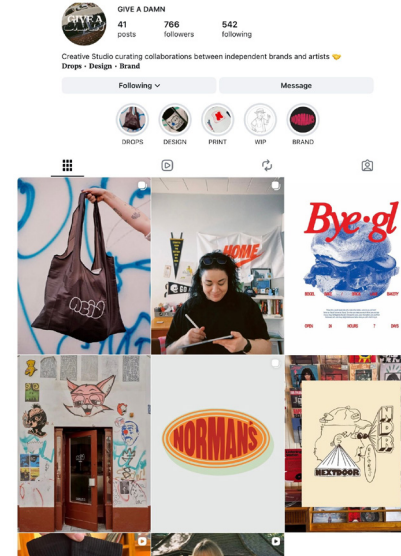
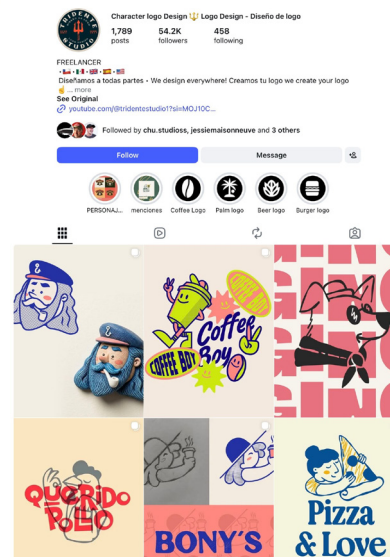


Tridente Studio

simplicistic character forms which have no hard corners, playful and fun branding, their logo does not link with the style of work they produce.

Jessie Maisonneuve

a freelanced artist so their grid is on the messier side as it shows their comis-sioned work. However, this shows a diverse range of work and illustrates their depth of skill and how versatile they are.

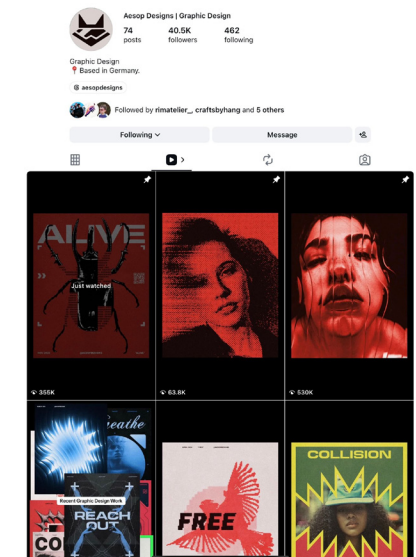


Aesop Designs

consistent theme of work, likes to create pixelated works, often using the colour red. They have developed a style that is consistent through all their works.

Give A Damn

Uses a mixture of mock ups and finished design works, makes the feed more interesting and eye catching, showing how their designs work in the real world not just on the screen.



Bibliography

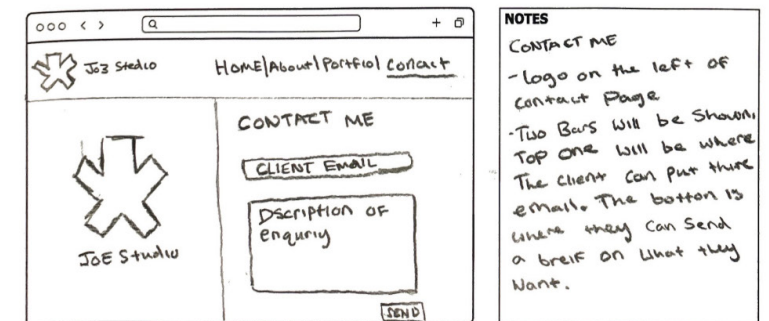
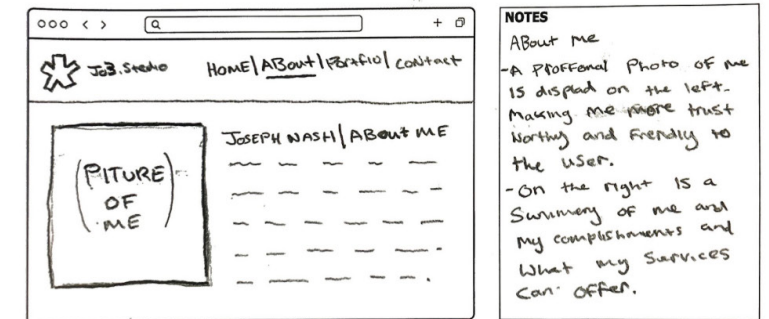
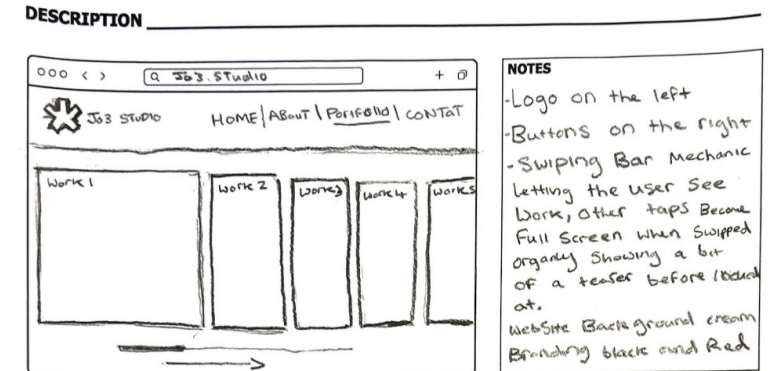
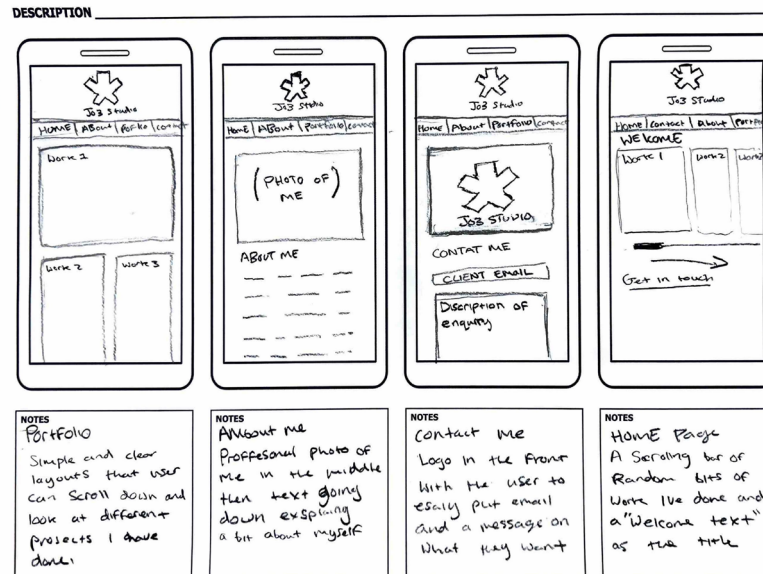
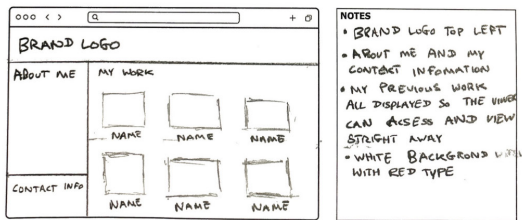
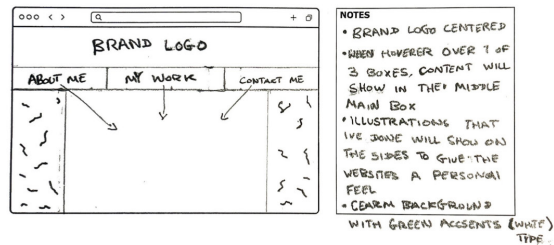
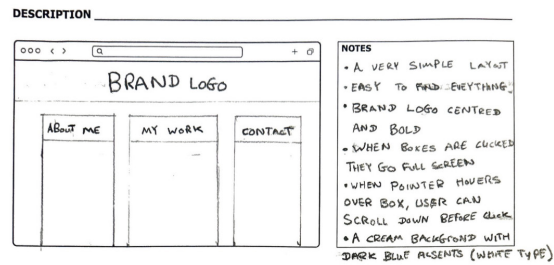
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Conceptual development

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Website and social media link

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Website - <https://josephnash30.wixsite.com/my-site-1>

Instagram - <https://www.instagram.com/j03.studio/>

Zandar letter

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Dear Joseph,

I am writing to you from January 2025. I want to tell you how proud I am of the person you have become and the accomplishments you have achieved over the last year and a half. You have achieved a first in your graphic design degree and were selected to attend New Designers, where you secured an internship with a large company, a huge and defining step in your post-graduate career.

You have also improved your lifestyle and daily routine, building a healthier, more productive, and structured way of living. By eating better, getting enough sleep, and exercising regularly, you created a balance that allowed both your work and personal life to thrive. This discipline has shaped you into someone more focused and driven, and it shows in everything you do. Moreover, your consistency in improving your life has been clear through your punctuality, adaptability, and growing confidence.

Joseph, you have developed vital life skills, communication, creative and critical thinking, assertiveness, and resilience. These have not only strengthened who you are as a person but have directly enhanced your abilities as a designer. Your digital skills in Adobe Illustrator, Photoshop, and InDesign have advanced significantly, and your traditional drawing skills have improved through dedication and persistence. You have put the time in, and it has paid off.

Alongside your university achievements, you have taken the initiative to complete freelance work for independent local businesses, gaining valuable real-world experience within the creative industry. Through this, you have grown into a confident and capable graphic designer, someone who is comfortable and genuinely happy with the work they produce. You no longer second-guess yourself or struggle with imposter syndrome. Instead, you trust your ability and your creative voice. Your communication has also improved, as you now speak about your passion with clarity and confidence.

During your study of graphic design, your knowledge of the subject has grown immensely, not only in technical skill, but in your understanding of design culture, history, and its role in the wider world. You now see design not just as a practice, but as a way of thinking, observing, and interpreting everything around you. You notice details others overlook, and you approach problems with a creative mindset that continues to evolve.

You have also maintained your identity outside of your work. You have continued to enjoy the things that make you you, spending time with friends, going out, listening to music, and finding inspiration in everyday life. This balance has kept you grounded and has fed directly back into your creativity.