Introduction

To kick start this project, firstly we answered a few questionaries that helped us understand what we would like to do after university life. From then I will investigate my existing brand that I have already built in my own time, and see what I represent now, and what I want to be seen as by the end of this project.

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

- I want to go into book illustration, childrens picture books, fictional front covers
- I want to be signed with a well established agency such as Bright agency
- I want to license existing artwork for passive income - I love the idea of designing things for the gift industry
- I want to sell my art online and real life at artist alleys and illustration fairs

What work will you be doing?

- Freelance
- Licencing
- Online selling

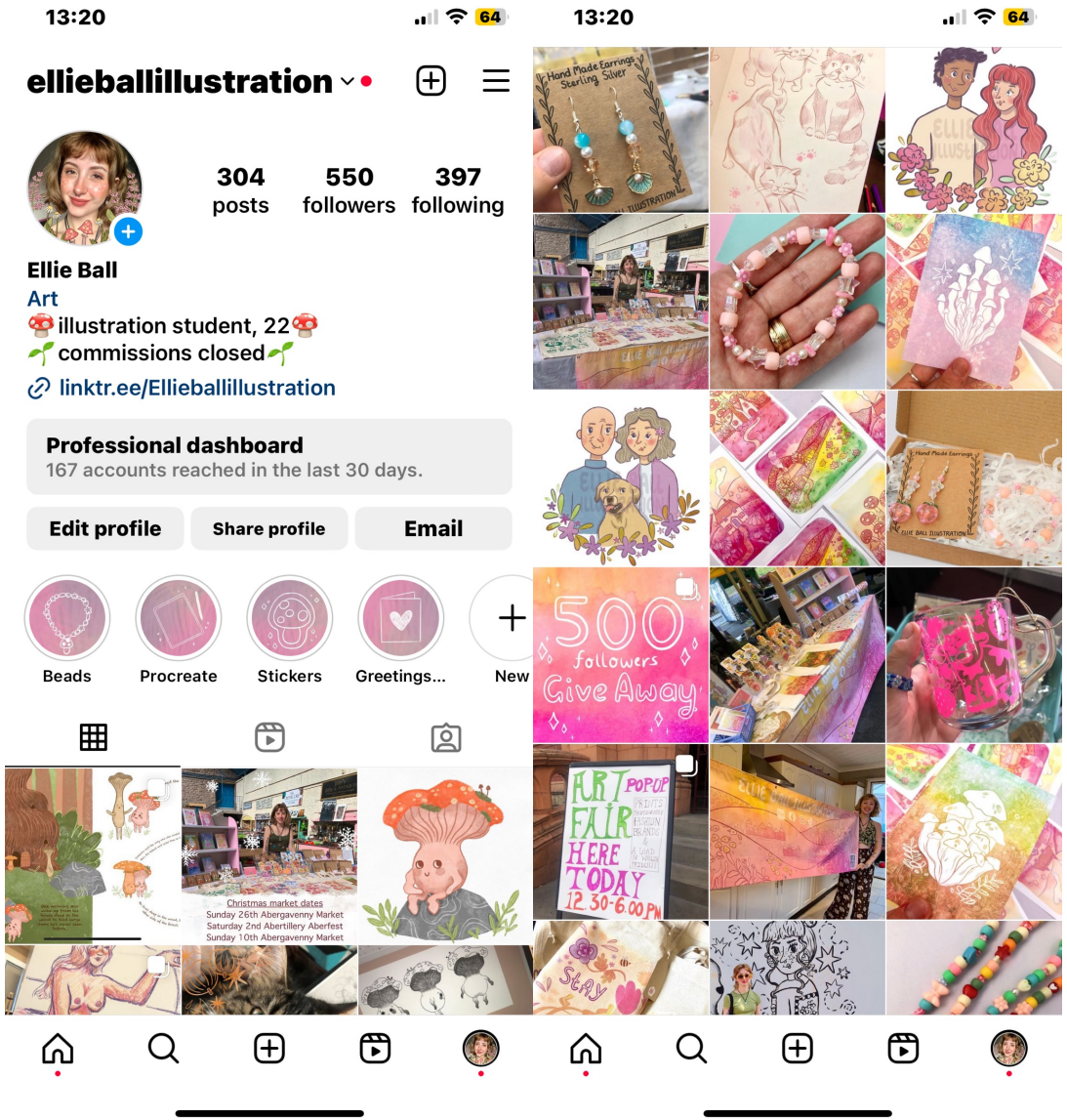
Who are your dream employers/clients?

- Bright agency
- London illustration fair
- Penguin
- Agency Rush
- Central illustration

How will you achieve this?

- Entering as many well established art competitions such as: penguin cover award
- ~~Getting~~ Creating the most coheasive and best portfolio that demonstrates my skills
- Getting a linkedin that shows my previous creative work history
- To proactively apply for illustration agencys, learn from mistakes and erentually get signed

What I have already...



Since discovering my passion for illustration in 2018, since then I have been selling my artwork online, through Etsy and social media, and real life at craft and artisan markets. I have already developed a little bit of a brand. However, during this project I am going to take this time to possibly refine and develop my existing brand further, furthermore, replicating the fun style that I have already but pushing it further to make my brand as professional, fun and cohesive as possible. So, when people see ”Ellie Ball illustration”, they have a blueprint of my brand and what it's all about on the first glance.



What am I now?

Momentary, outside of university, my art is heavily based on easy to sell things that I sell at my craft fairs and online. I usually tend to draw things that are very seasonal/trendy, simply just to get more sales and move stock, as currently during university this is my only income, apart from student finance.





The drawing that I do are usually quick, fast turnover, fun illustrations which I can easily print on cheap to make products such as: tote bags, stickers, vinyl stickers, mugs and greetings cards. I do have other items on my stall such as jewellery, however apart from the packaging design there is no illustration element to these.

Overall, I would say my art style is very fun and colourful, it has a positive outlook and my brand in general is very upbeat and plays around with fun puns and is overall very cute and decorative.




you ARE my
ROCK!






Hand Made Earrings
ELLIE BALL ILLUSTRATION


Froggy
ELLIE BALL ILLUSTRATION




ELLIE BALL ILLUSTRATION
CARE INSTRUCTIONS

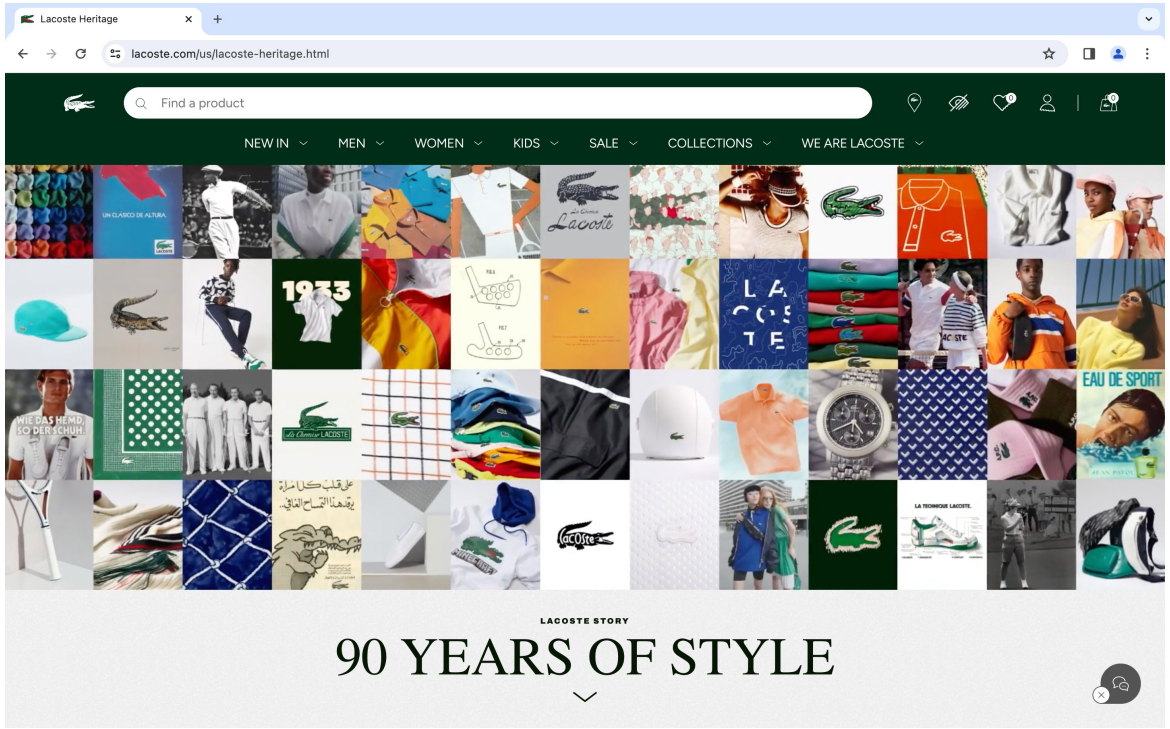


What do I want to be?

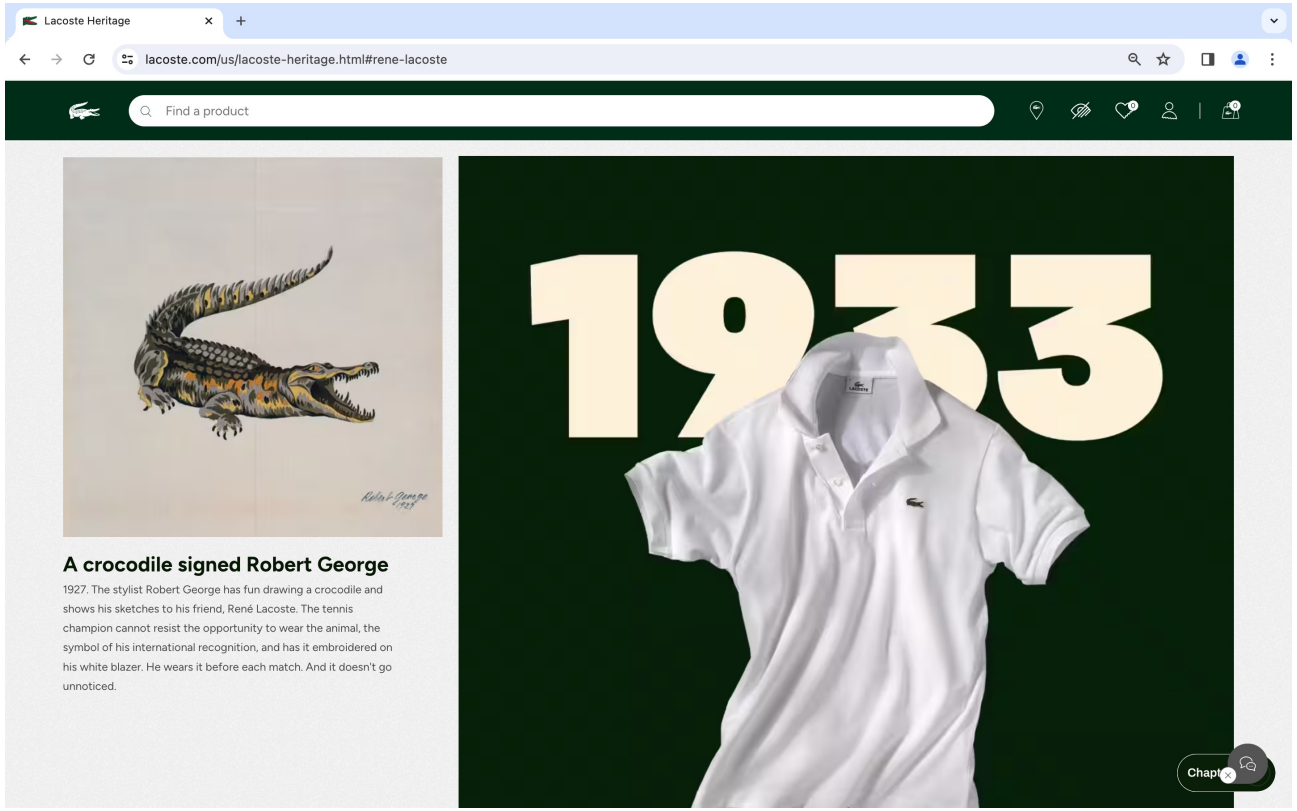
As I grow as an illustrator, I want to step away from the quick artwork that I produce for my markets and online selling and develop a more refined style that would be seen in children's picture books, fictional book covers, gift ware and editorial pieces. As I continue to grow and learn as an illustrator, I will be adding more and more pieces like that into my personal portfolio. At the same time, keeping my fun bright positive outlook.

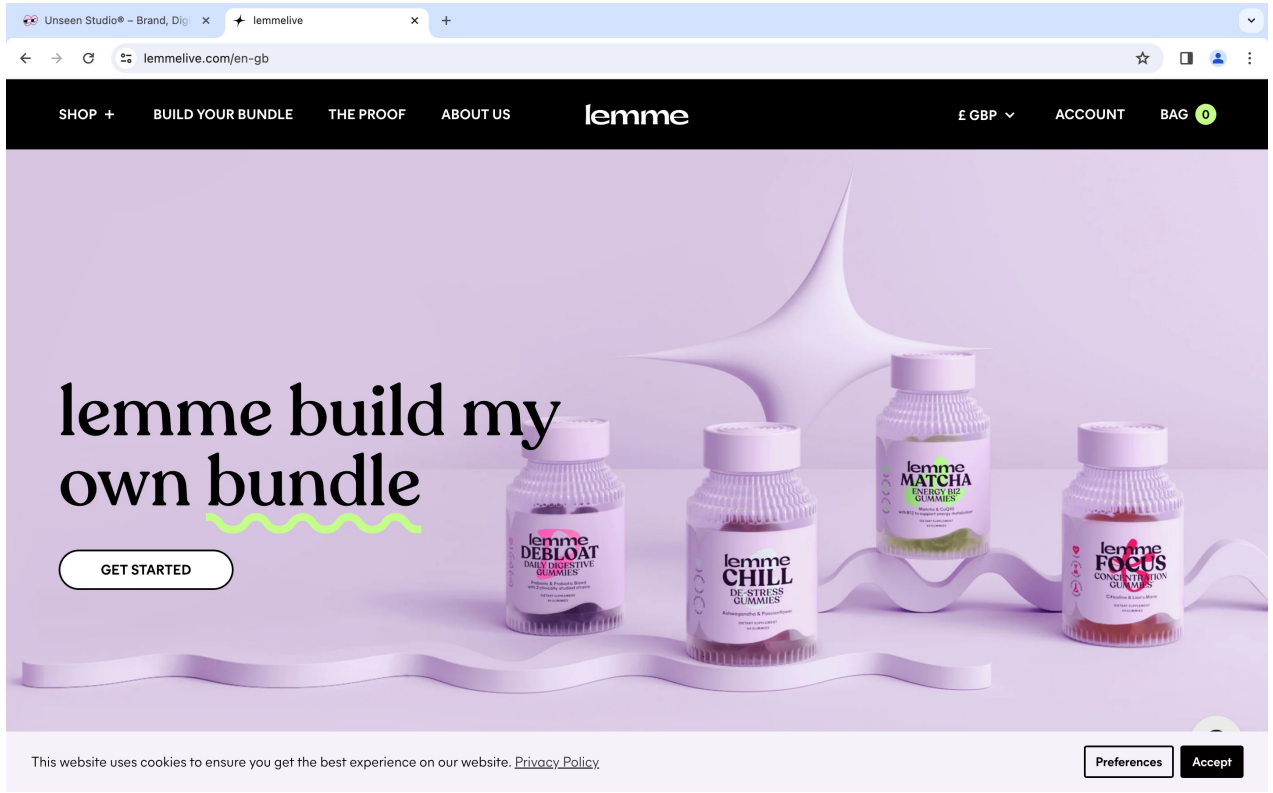
Existing websites, good and bad

I then decided to look at existing websites, both good and bad. I did this to see what I could learn from layouts, navigation, font, content etc. All these things contribute to either a good or bad website experience. And as freelancer I want to make my website as user-friendly and visually appealing as possible.

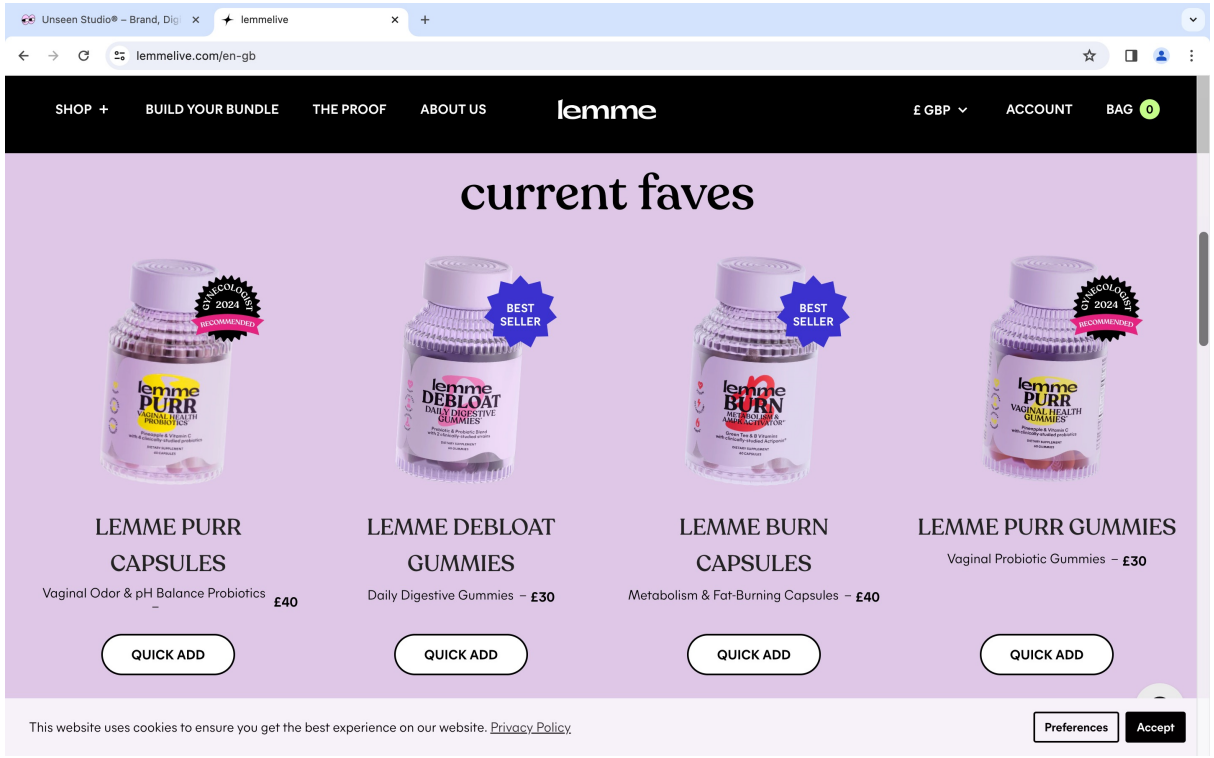


- Easy navigation
- Some feature banners (maybe I could do this for big projects, in the future)





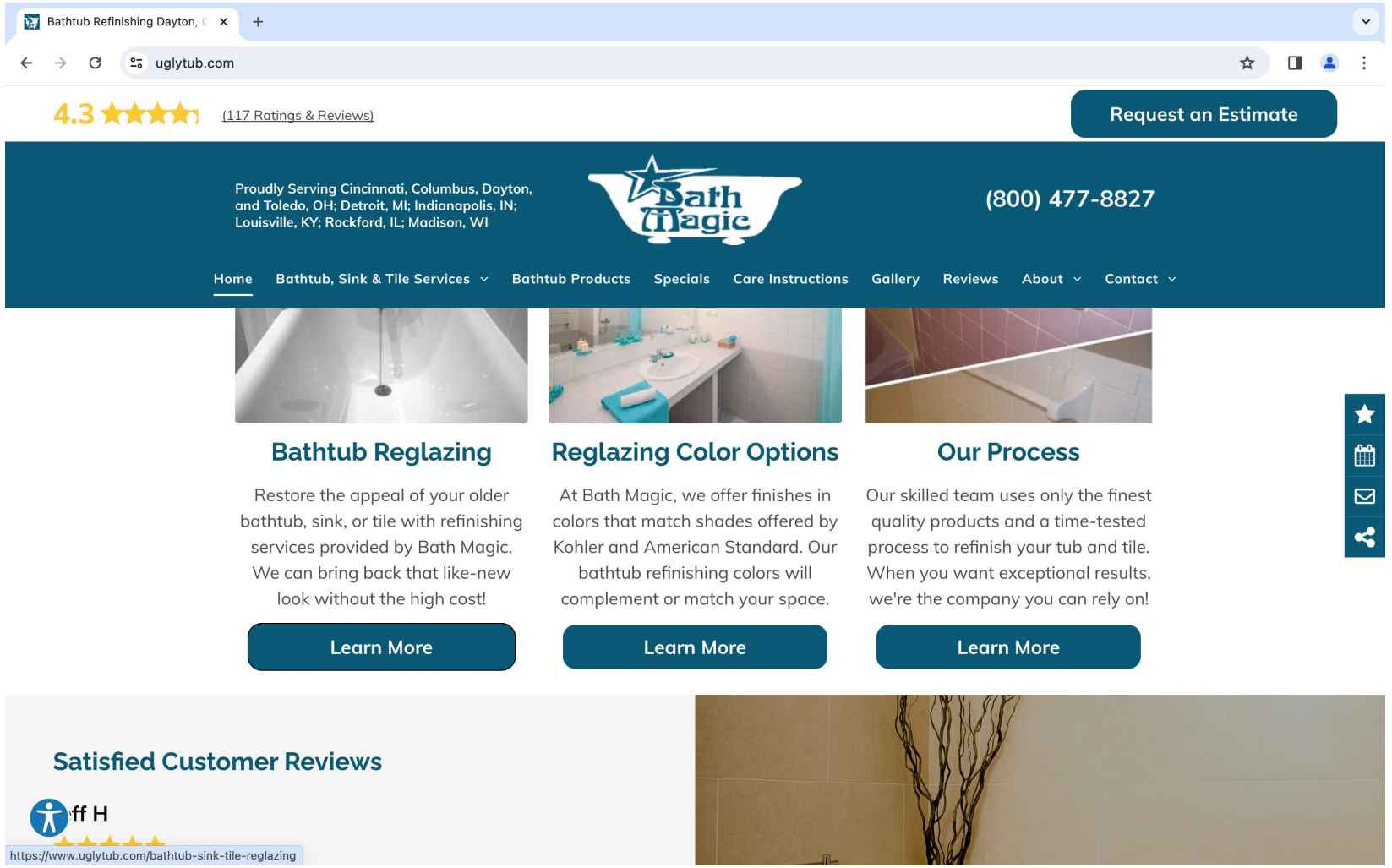
- Shows brands fun identity throughout the website
- Banners and interesting layouts, making you want to keep scrolling to discover more.

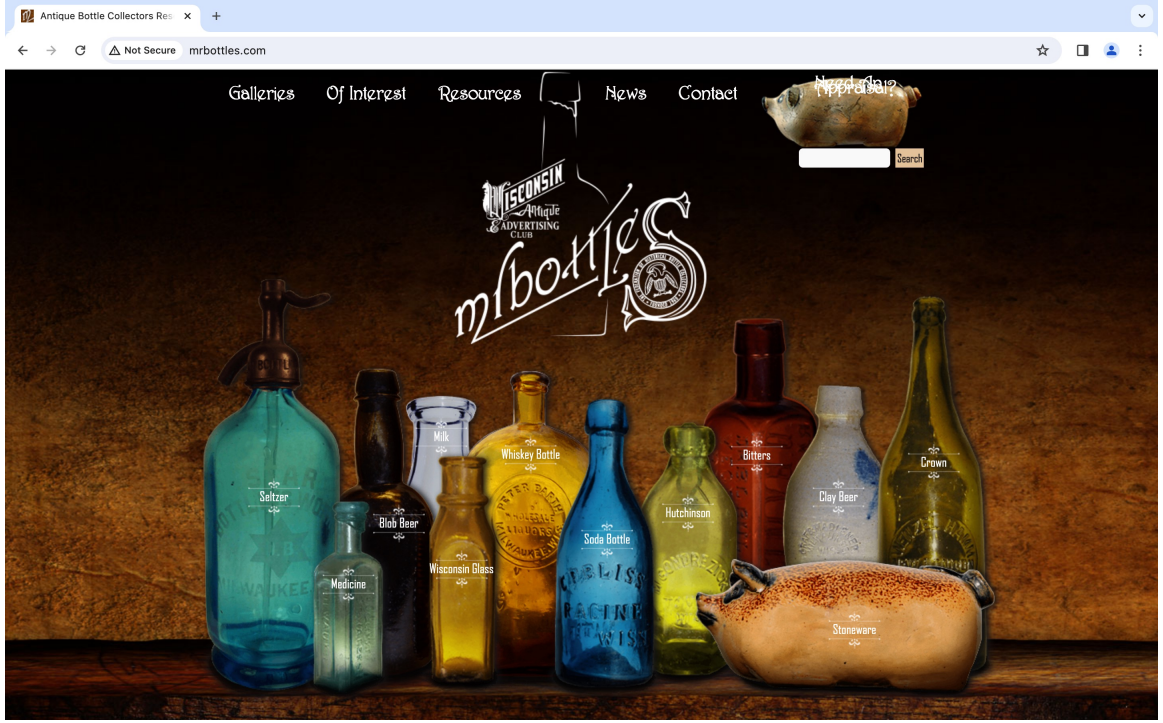




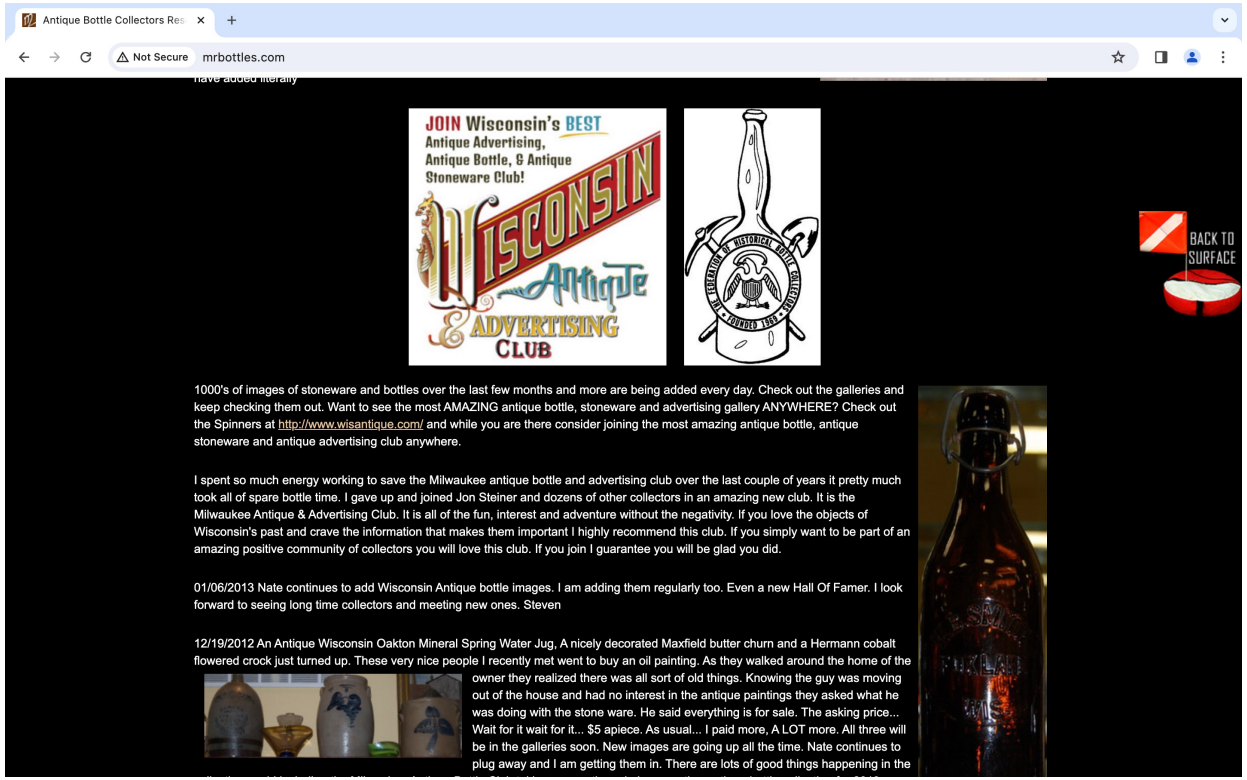
- Colours that don’t complement each other
- Too much use of different colour in the text
- The fonts are not cohesive throughout its confusing and there are bits of code that are still visible.

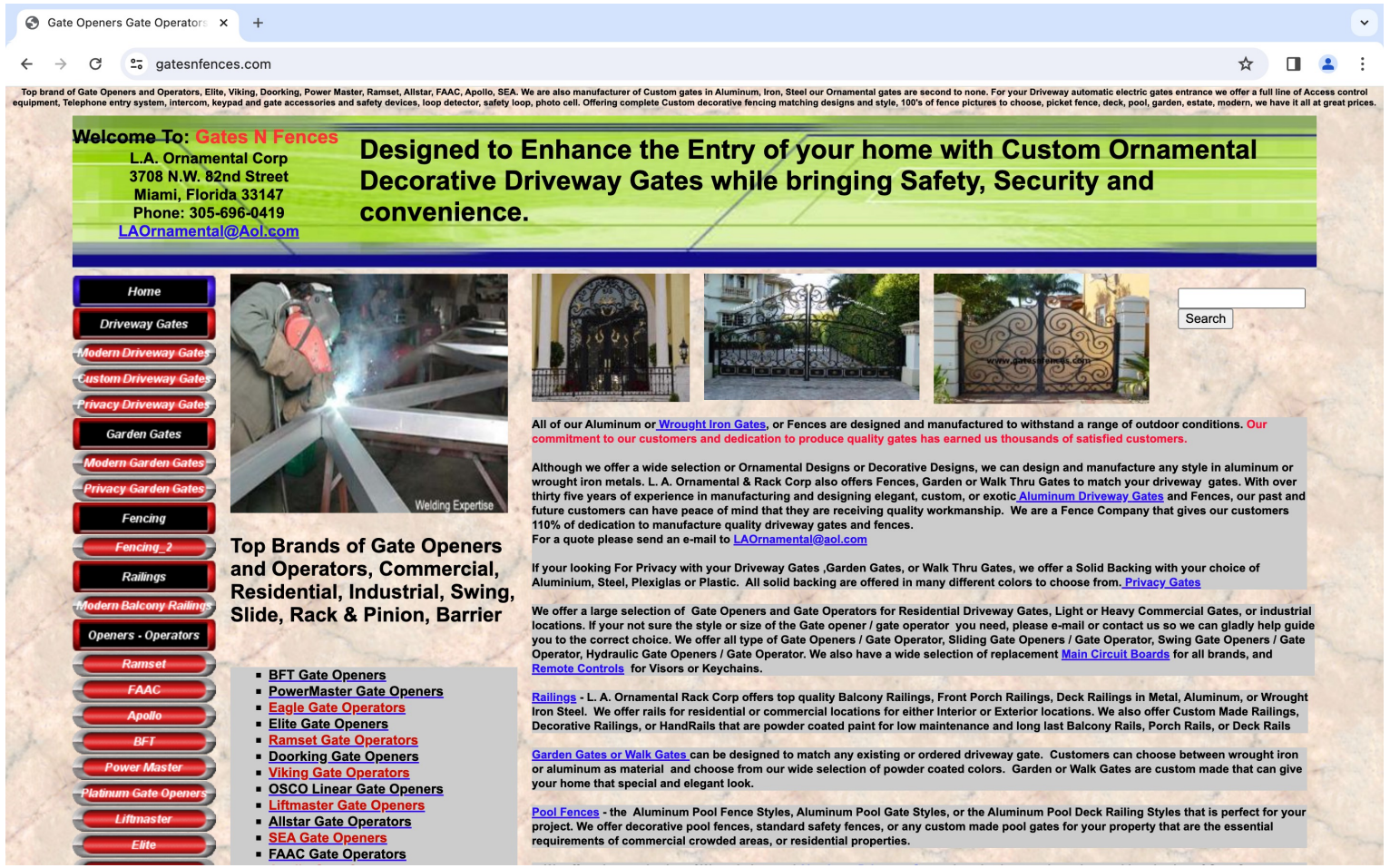
- What I don’t like about this website is the meu is thick, so when you are scrolling down it takes up most of the screen obstructing view.
- It also gives the website an overall claustrophobic feel.





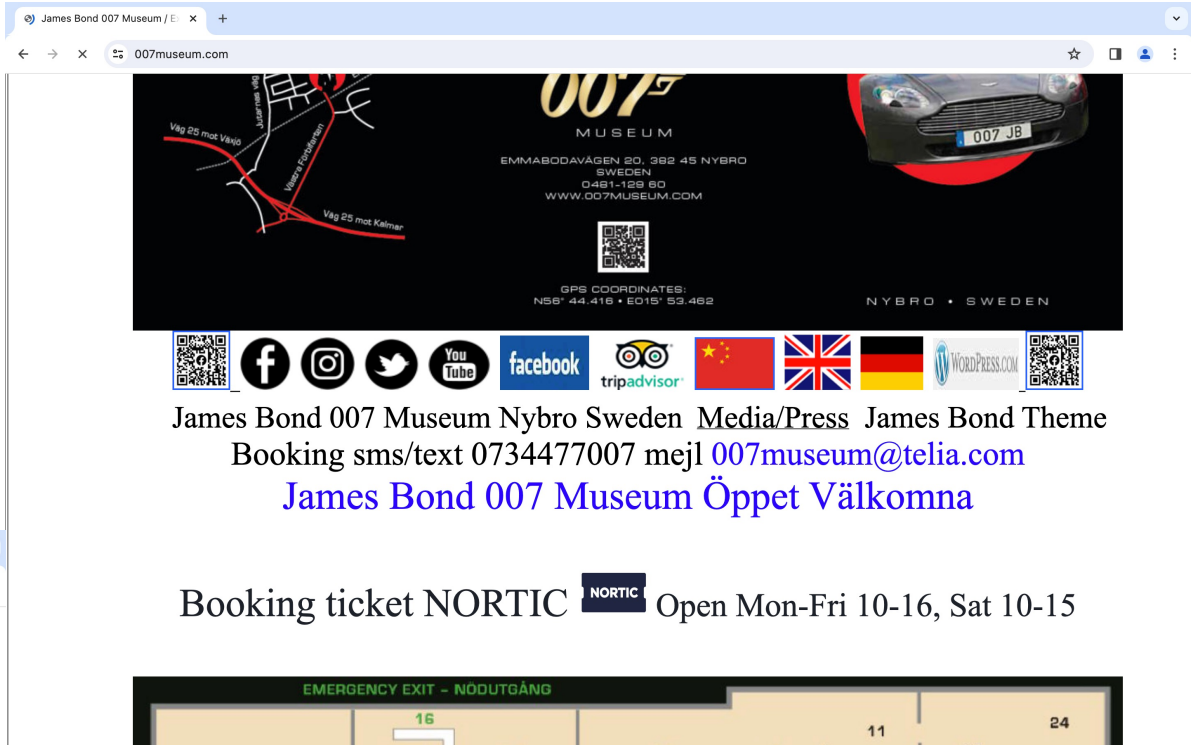
- Too many animated elements on this website. It's confusing and quite overwhelming trying to navigate with elements flying around and popping out of places
- The website is too dark, and the images just feel place within a word document. The layout needs considerable improvements.

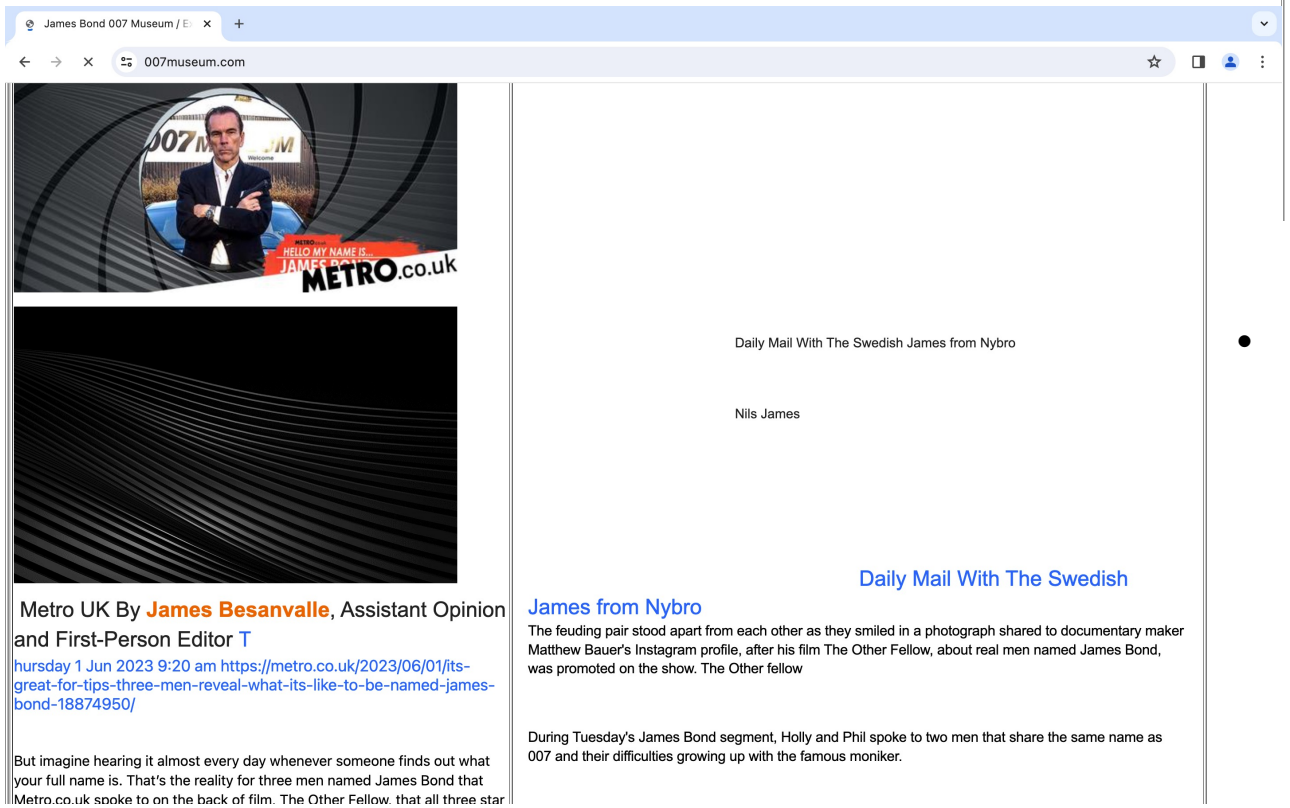




- Everything on this website feels too overcrowded
- The navigation is confusing
- The information on the page doesn’t jump out to you because it's clumped in with everything else
- The colour scheme for this isn't pleasant or pleasing to look at
- The links are displayed in text, they would be much better as hyperlink buttons to take you to different websites.

- Important contact information is clumped into one
- There is nothing cohesive or visually pleasing about this website
- There's too much going on with the social media banner at the top, they need to think about maybe rearranging their links, or only putting a few on the top banner and placing elsewhere on a contacts page.





- They could have used graphics that look good together that people can easily identify, rather than the company's logo imagery for links

Comparing web builders

I have done some research on popular web builders that are online, to see which one would be most beneficial to use and make my website.

#	Website Builder	Main Advantages	Ease of Use	Support	Score	Plans	Get Started
1	WIX	▪ AI-powered design solution ▪ Code-Free, quick, and easy website building ▪ 900+ customizable templates ▪ Powerful SEO & marketing toolset	Simple		9.8 Review	Free Plan Premium plans from £7.5/m More Info	Visit Site
2	WordPress	▪ Simplified WordPress CMS ▪ Includes Hosting, Domain & Plugins ▪ Advanced flexibility & customization	Complex		9.5 Review	Free Plan Premium plans from £3/m More Info	Visit Site
3	SQUARESPACE	▪ HTML & CSS Access ▪ 3rd-Party Apps & Integrations	Complex		9.2 Review	No Free Plan Premium plans from £12/m More Info	Visit Site
4	SITE123	▪ Multilingual Website Tool ▪ 24/7 Live Support	Moderate		8.9 Review	Free plan Premium plans from £9.63/m More Info	Visit Site
5	SIMVOLY	▪ Create Conversion Funnels ▪ Email Marketing Tools	Simple		8.7 Review	No Free Plan Premium plans from £9/m More Info	Visit Site
6	zyro	▪ Smart Text And Slogan Generator ▪ Outstanding Logo Maker	Moderate		8.4 Review	Free Hosting Premium plans from £9.38/m More Info	Visit Site
7	elementor	▪ Simple Editor For WordPress Sites ▪ Faster Page Load Times	Complex		8.1 Review	Free Plan Premium plans from £38/y More Info	Visit Site
8	weebly	▪ Dynamic Video Background ▪ Built-in Image Editor	Moderate		7.8 Review	Free plan Premium plans from £6/m More Info	Visit Site
9	Webflow	▪ Custom Database ▪ Full HTML, CSS & JavaScript Control	Complex		7.5 Review	Free Plan Premium plans from £11/m More Info	Visit Site

I found a comparison website that put things clearly into perspective from ease of use to how much the website would be.

For my website I think I am going to use a web builder that has a free plan, as momentarily I can't afford to publish a site on a monthly subscription. However, after I graduate, I will purchase a plan.

https://www.webcreate.io/website-builders-comparison-hi/?edgetrackerid=100697251036228&gad_source=1&gclid=CjwKCAjw88yxBhBWEiwA7cm6pRER8yTkVaiPg3N16kUb8o5ccaEnzpOLO4zrhGzEzFYk8DxNui9xwhoCPzsQAvD_BwE



BUY IF:

✓ **You want a website builder that has a wide selection of templates:** Wix has some of the most sophisticated templates on the market in our opinion with over 800 to choose from.

✓ **You want a website builder with real power :** Wix App Market includes hundreds of add-ons which can add all kinds of new design features and integrations to your site.

✓ **You'd like a website builder that uses Generative AI:** Wix has an AI text creator to assist with building a site, quickly.

DON'T BUY IF:

❌ **You want to build an ecommerce site on a tight budget:** Only premium Wix plans offer ecommerce capabilities.

❌ **You'd like the option of interchangeable templates:** Wix doesn't let you switch between templates once you've started, therefore if you change your mind, you'll have to start from scratch.

❌ **You want unlimited storage:** Wix doesn't offer unlimited storage on any of its plans.

SPECIFICATIONS

Ecommerce functionality: Yes

Site Booster and Visitor Analytics: Yes

Free domain: Yes **Unlimited bandwidth:** Yes

TODAY'S BEST DEALS

Wix Connect Domain **£3** /mth

Wix Combo **£6** /mth

Wix Unlimited **£8.50** /mth

VISIT SITE

at Wix

REASONS TO BUY

+ Over 800 templates to pick from
+ Supports over 180 languages
+ Extremely beginner friendly
+ Offers a free version which is a great way to test the service

REASONS TO AVOID

- You can't switch templates after building your website if you change your mind
- Only the most premium plans have ecommerce capabilities
- Wide range of options can confuse beginners

I am now looking closer into a website that I think would be great to build my portfolio. The builder is very intuitive and offers a free package which would be great for the purposes of this project until I'm ready to submit. It also as an ecommerce option which is great to keep in mind for the future when I start selling my art online again when not in full time education.

https://www.techradar.com/news/the-best-website-builder



SQUARESPACE

BUY IF:

✓ **You want a website builder that offers a free trial:** Squarespace is yours to test for two weeks before making a commitment.

✓ **You want to create a sophisticated blog:** Squarespace has a great commenting feature, multi-author functionality, and offers the ability to schedule posts.

✓ **You'd like a mobile-friendly site builder:** Squarespace has four apps. All allows you to edit almost every aspect of your website from your phone.

DON'T BUY IF:

❌ **You want the ability to fully customize your site:** Squarespace doesn't offer full customizability.

❌ **You'll be overwhelmed by the wide range of features:** Squarespace has plenty, which could be too much to handle for beginners.

❌ **You're looking for a simple interface:** Squarespace's isn't the easiest to navigate in comparison to its competitors.

SPECIFICATIONS

Ecommerce functionality: Yes **Free SSL:** Yes

Free domain: Yes

Unmetered bandwidth and storage: Yes

TODAY'S BEST DEALS

Personal **£12** /mth

Business **£17** /mth

Commerce **£23** /mth

VISIT SITE

at Squarespace

REASONS TO BUY

+ Amazing templates
+ Loads of features
+ Top-quality commenting feature
+ Two week free trial available

REASONS TO AVOID

- There's no autosave for pages and posts
- Interface isn't too easy to navigate
- Doesn't give full customizability

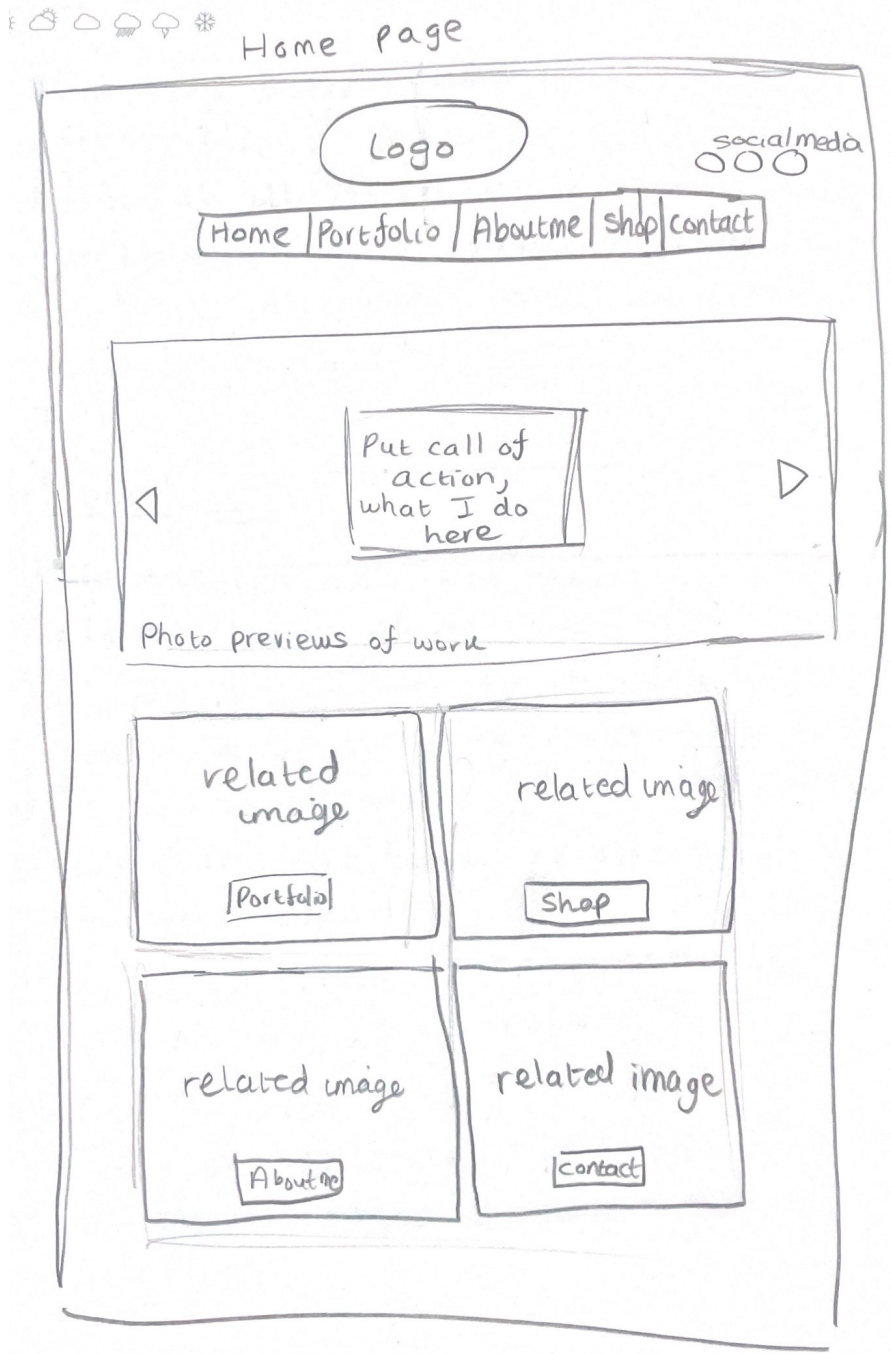
Square space is another web builder that I've heard of on a frequent basis from the creators that I watch online. It's known to be used by creators due to their amazing template options that are unlike any other popular web builder. The only downside to square space is that there are no free options, and the monthly subscriptions are quite expensive compared to other sites.

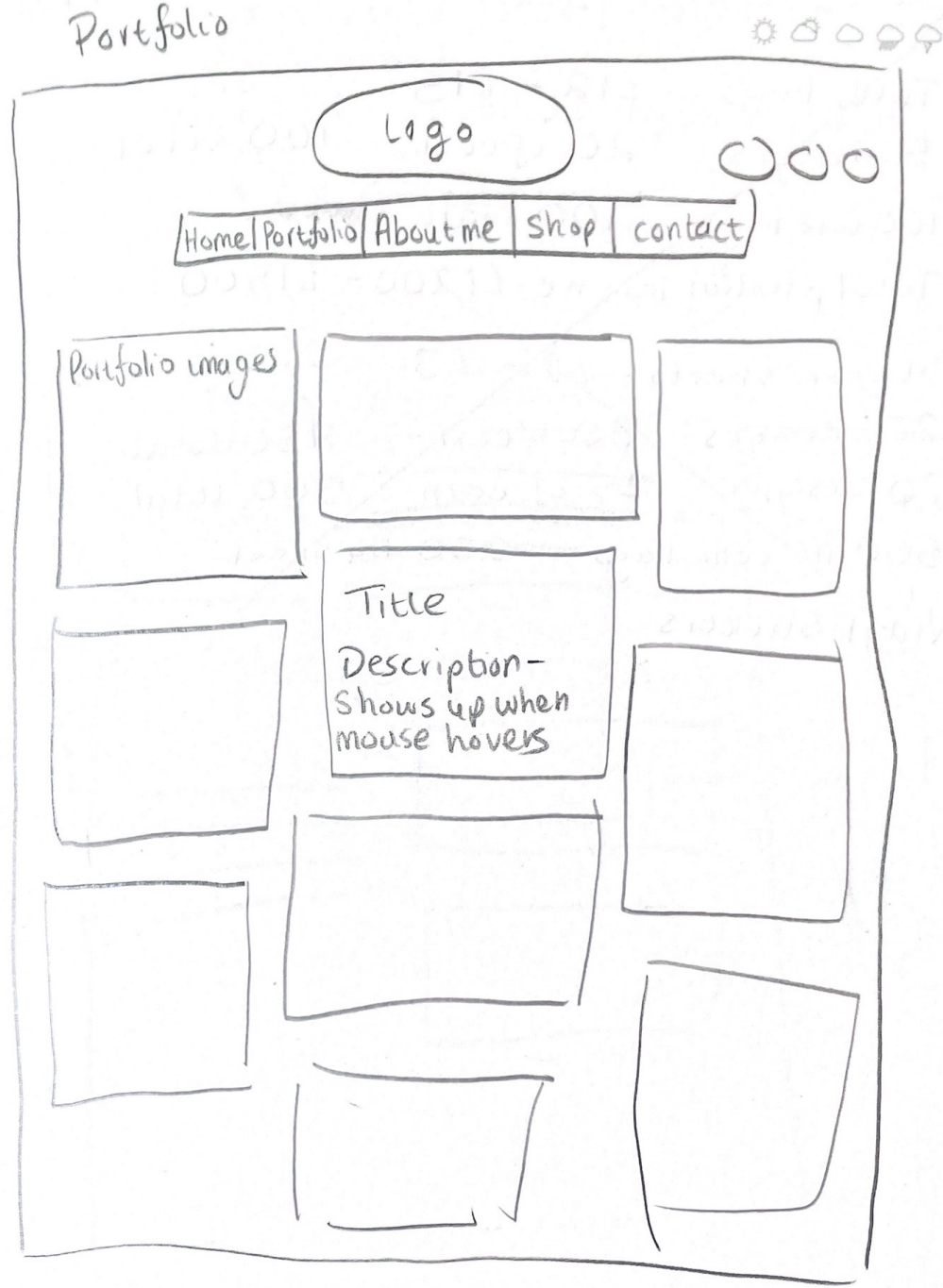


I think I am going to see Wix to build my website. It has been rated very easy to use from multiple sources, it has a free option, and it has ecommerce options which is something I may want to implement in the future on my website as well as my Etsy shop.

Planning my website layout

Now that I've designed my branding and logo, I am now going to start planning my website layout.


Home page
Logo
social media
Home
Portfolio
About me
Shop
contact
Put call of action, what I do here
Photo previews of work
related image
Portfolio
related image
Shop
related image
About me
related image
contact


Portfolio
Logo
Home
Portfolio
About me
Shop
contact
Portfolio images
Title
Description- Shows up when mouse hovers

About me - I want to include:

- A section briefly about who I am and what I enjoy
- A section about my markets + conventions
- My Achievements
- And my experience

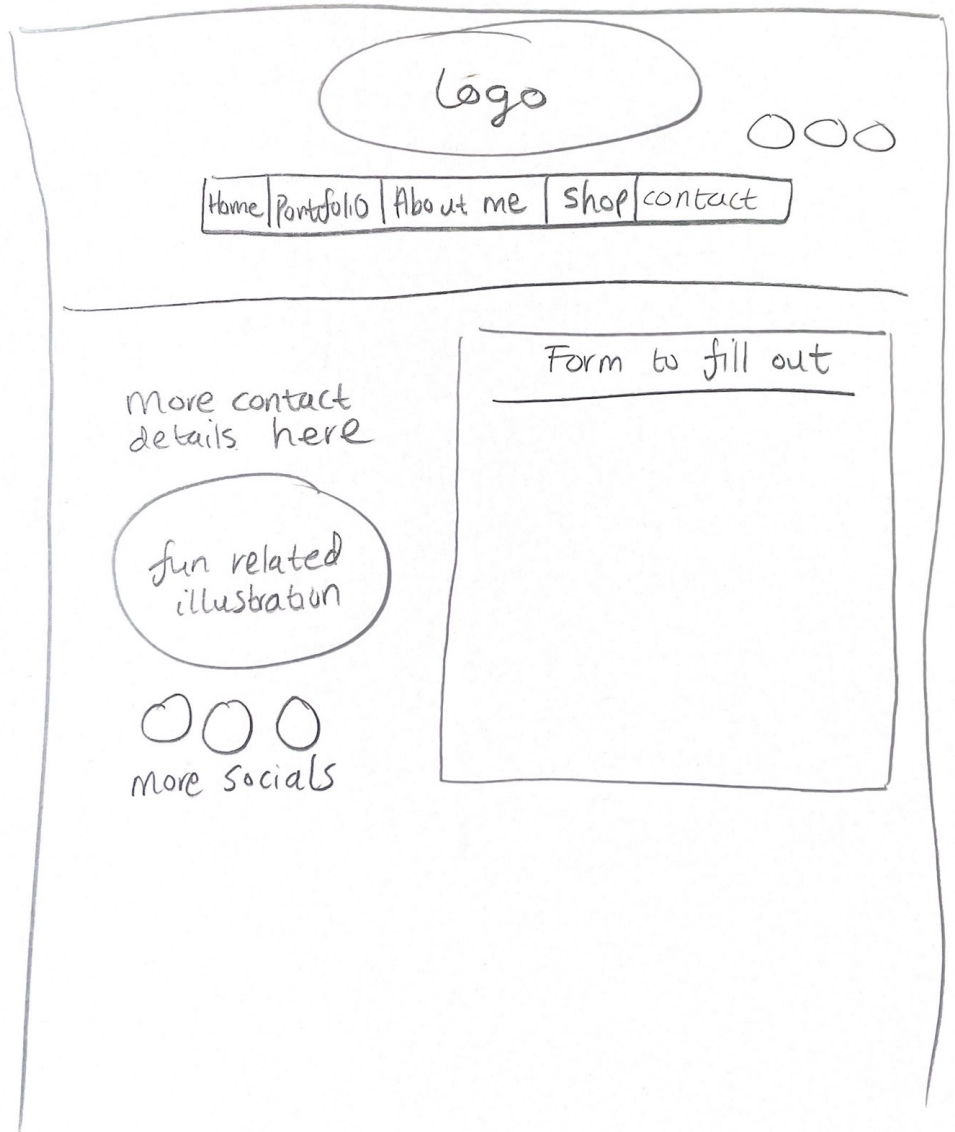


Shop - for now my shop is on Etsy, so there will be an external link to that



Contact

- I want the contact page to have easy accessability so people can get in touch

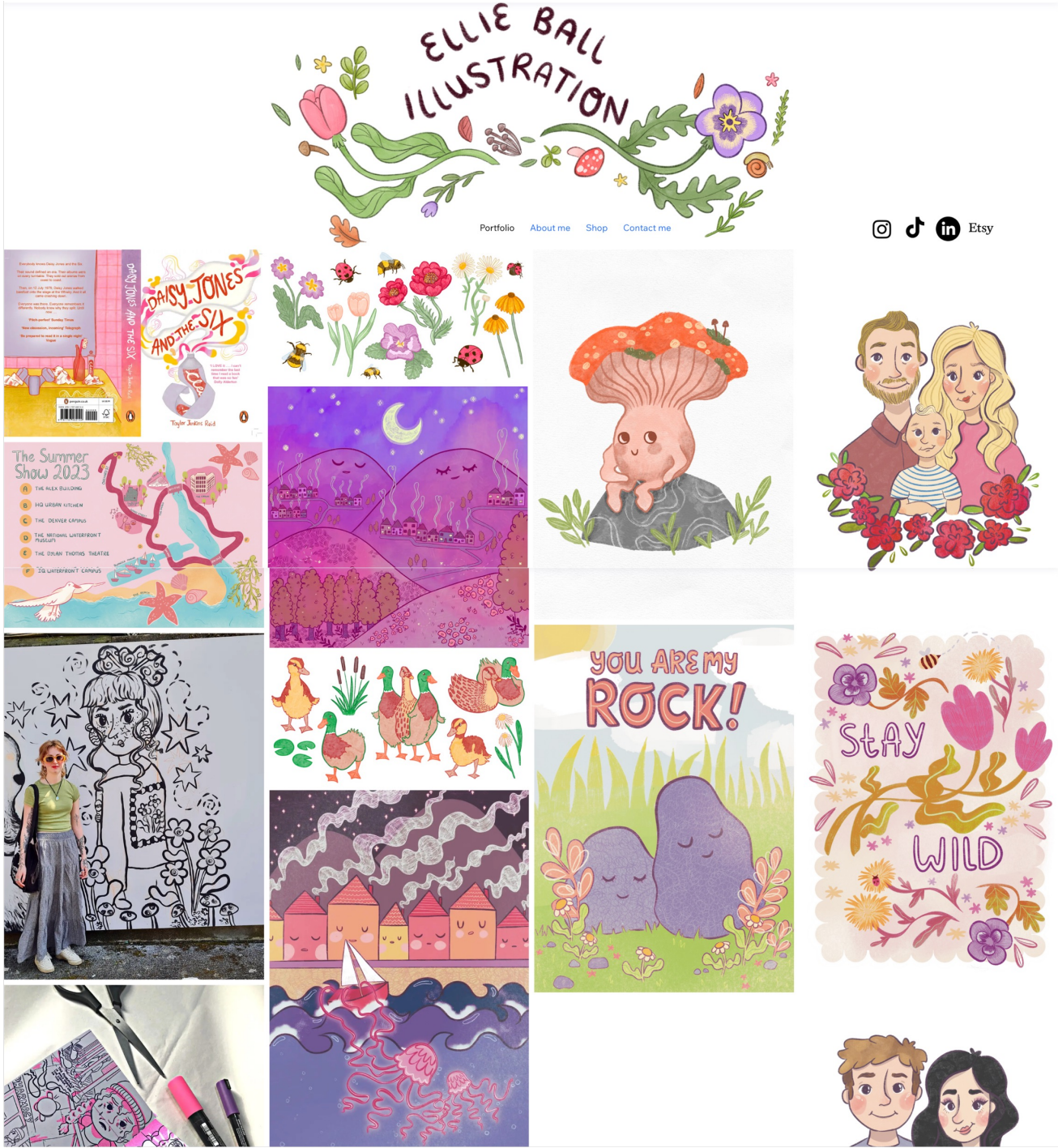


Final website

Here is my final website design.

Portfolio

The first page that you see on my website is the portfolio, I was planning on doing a home page, but I stripped it back to not overcomplicate navigation.



When you hover over the images a short title and description comes up to give some context about what is displayed on my page.

About me

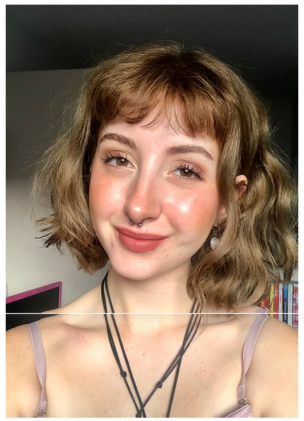
The about me page is split into easy-to-read sections accompanied with related photographs.

ELLIE BALL ILLUSTRATION

Portfolio About me Shop Contact me

Etsy

Hi my names Ellie!



Hi my name is Ellie, I am an illustrator from South Wales. I love drawing digitally on procreate and selling my artwork online and in real life! Out side of drawing I enjoying reading fictional books, going for walks and playing cute games on Switch. My favourite things in life is probably cooking and enjoying delicious food with friends and family and cuddling cats!

Art Markets and Coneventions

As well as selling my art on my online shop I also love selling my products in real life at art markets and conventions.

To keep updated on where I am and when, I keep everyone updated on my social media. To stay in the loop please check out my links below.

Etsy





Achievements



Here are some things I have achieved as an illustrator:
- I was short listed for the 2021 Blundstone annual art competition
- I was one of thirty winners for the 2022 International Holocaust Memorial Day portrait competition

My work and experience

I am currently still studying BA illustration and Swansea College of Art Trinity Saint Davids.



© 2035 by Business Name. Made with Wix Studio™

For my shop page I created an external link that takes you straight to my Etsy shop. This is accompanied by a fun illustration of my character Mos carrying shopping bags.

ELLIE BALL ILLUSTRATION

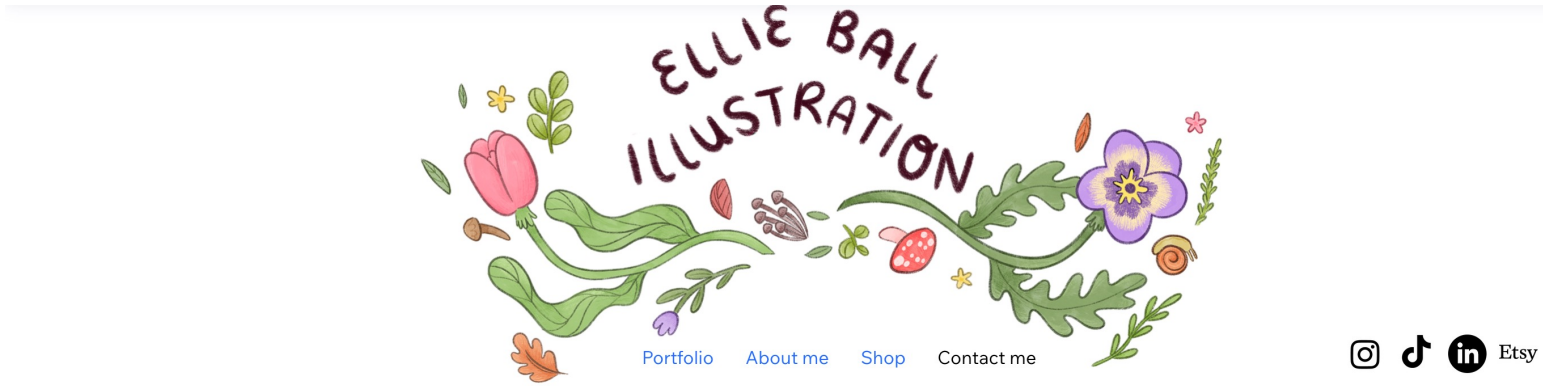
Portfolio About me Shop Contact me

Etsy

Lets go shopping!

Click here to visit my online shop





Get in touch!

Want to get in touch? Please contact us by filling out the form.

Or email me at EllieBallillustration@gmail.com

To stay in the loop please follow me on social media!

Etsy

Contact us

First name

First name

Last name

Last name

Email *

Email

Message *

Message

Message *

Message

Submit

On the get in touch page as well as leaving my emails and socials I also made a form that people can complete to contact me on the website.

https://ellieballillustrat.wixstudio.io/my-site

^my website link

My social media plan

Here I go through my social media plans to grow my plat form to display my work online.

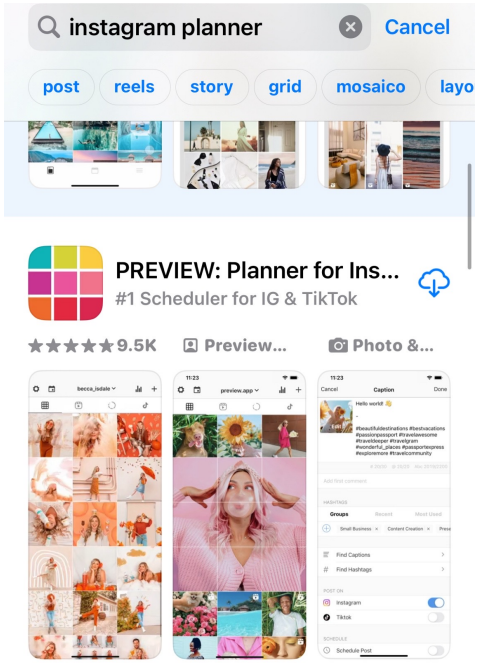
The plan

I already use Instagram to post my photos. I have realised that I am a little inconsistent when posting on social media. So, over the summer and beyond that I have planned so I will always have something to post, and people are updated.

1. I'm going to start taking photos of everything I'm working on- the more content I can plan the less I have to worry
2. As I'm working on things, I will capture them in the moment and post them to more story so my followers can see what currently working on
3. I am going to schedule my post for 3 times a week so there is lots of content going up to remind people that I am around and always working on different projects.
4. I am going to start taking short videos of what I'm doing so I can turn into TikTok's and Instagram reels to try and reach more people
5. I already do this- I am going to make more thank you cards with a printed illustration on, as a keep sake, and my social media details on the back so whoever purchases me at my markets and conventions can easily find my socials and stay in the loop with what I'm getting up to



My existing thank you cards that I will redesign when this batch runs out.



I can also download free apps to ensure my social media layouts are cohesive and looks good as it does represent my business.

The zander letter

After everything I have learned throughout this module, I have written a Zander letter to tell myself from a future successful point of view how I got there.

I got my success as a full-time illustrator by equally working hard at my practise and ensuring everything I do interests me and brings me a lot of joy! For my final year of university, I focused on Authorial illustration. I wrote and illustrated a narrative about blended families which I displayed at my end of year exhibition and used some of my favourite spreads in my portfolio. For other projects I created artwork that had the potential to be licensed out after my degree, such as greetings card, patterns etc.

With regards to selling my artwork, after graduating from university I re-set up my Etsy shop so I wouldn't be in-between places- living at my university city and back home. All the stock that I take with me to markets and conventions I put on the online shop so people who may not buy something at the real-life events can always come back and browse my items whenever they please. With regards to the markets and conventions I started to mainly focus on just doing 4-6 big conventions a year maximum. At my conventions I give away a lot of marketing things so people and follow me on social media, see what I'm working on, then visit the links in my bio to my online shop. Over time attending more and more of these events I built up a following of people and through my online shop a customer base. Outside of the 4-6 conventions a year I will be doing the regular Abergavenny night markets once a month, and selling on Saturdays specifically on bank holiday weekends as the town gets much more footfall then than on regular Saturdays.

As well as creating an income from my online shop and markets, I would like to freelance. I have gotten freelance work through my online shop offering portraits, such as: couple, friendship, family, and pet portraits. I have also built my portfolio to a standard where I have been signed with an agency where I can illustrate pictures for children's books. Through the agency I have also been given opportunities to practise authorial illustration and have produced my own illustrated picture book. This I greatly enjoy as I love inventing narratives and accompanying them with my illustrations.

Along with freelancing for a regular income I do part time substitute teaching work with an agency. After having a year or two out of university I decided to go back and do my PGCE, so I am qualified to work in an education setting. Working with the agency allows me the flexibility of working part time and pays a lot more per day than being fully employed in a school setting. Along with this during summer terms I do invigilating at the local schools and colleges in my area.

To keep myself afloat all together I have three things going on simultaneously, which is Markets/online shop, freelancing and part time substituting. How I got to this is through hard work, keeping to a very strict schedule, as most of the time I'm working from home and just enjoying every process and only taking on work that I love and enjoy.