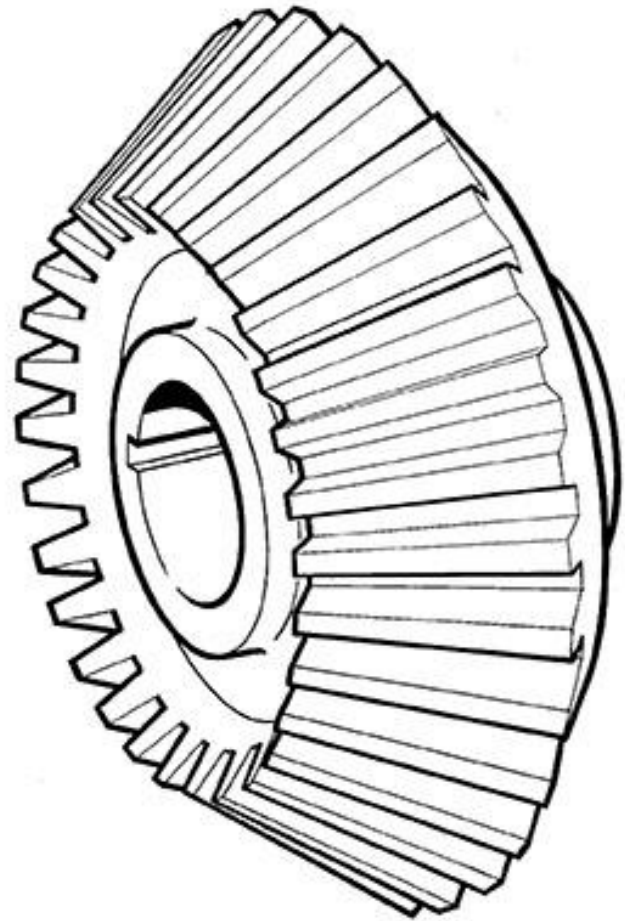
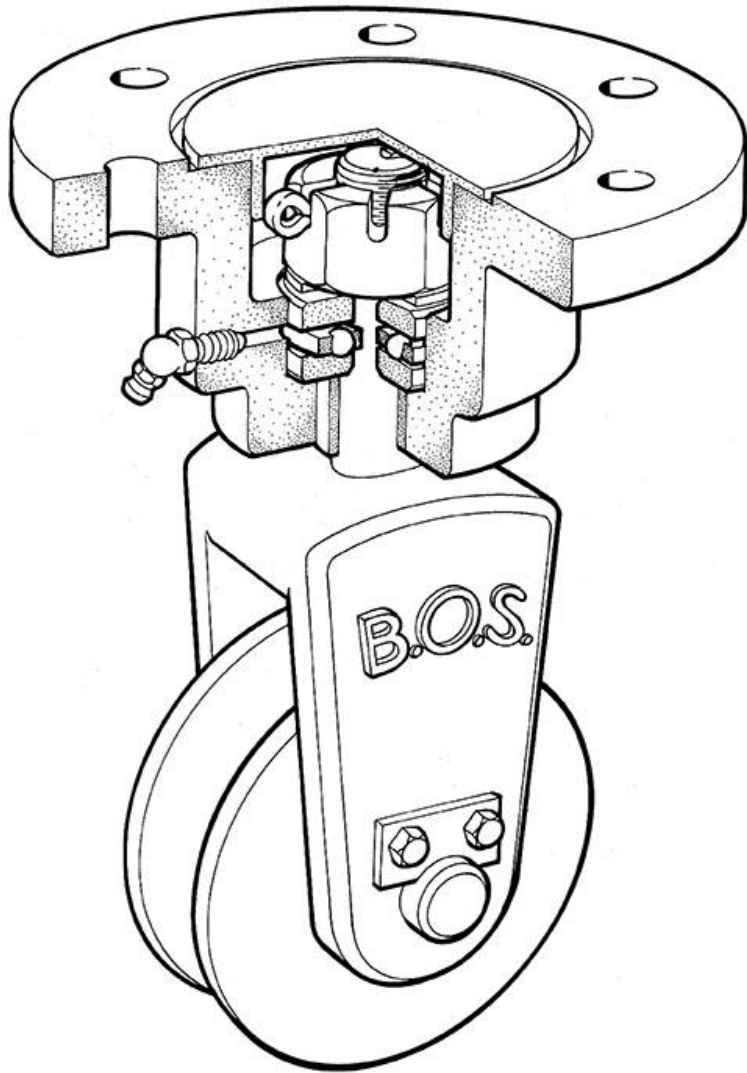


**Good Afternoon
and Welcome**



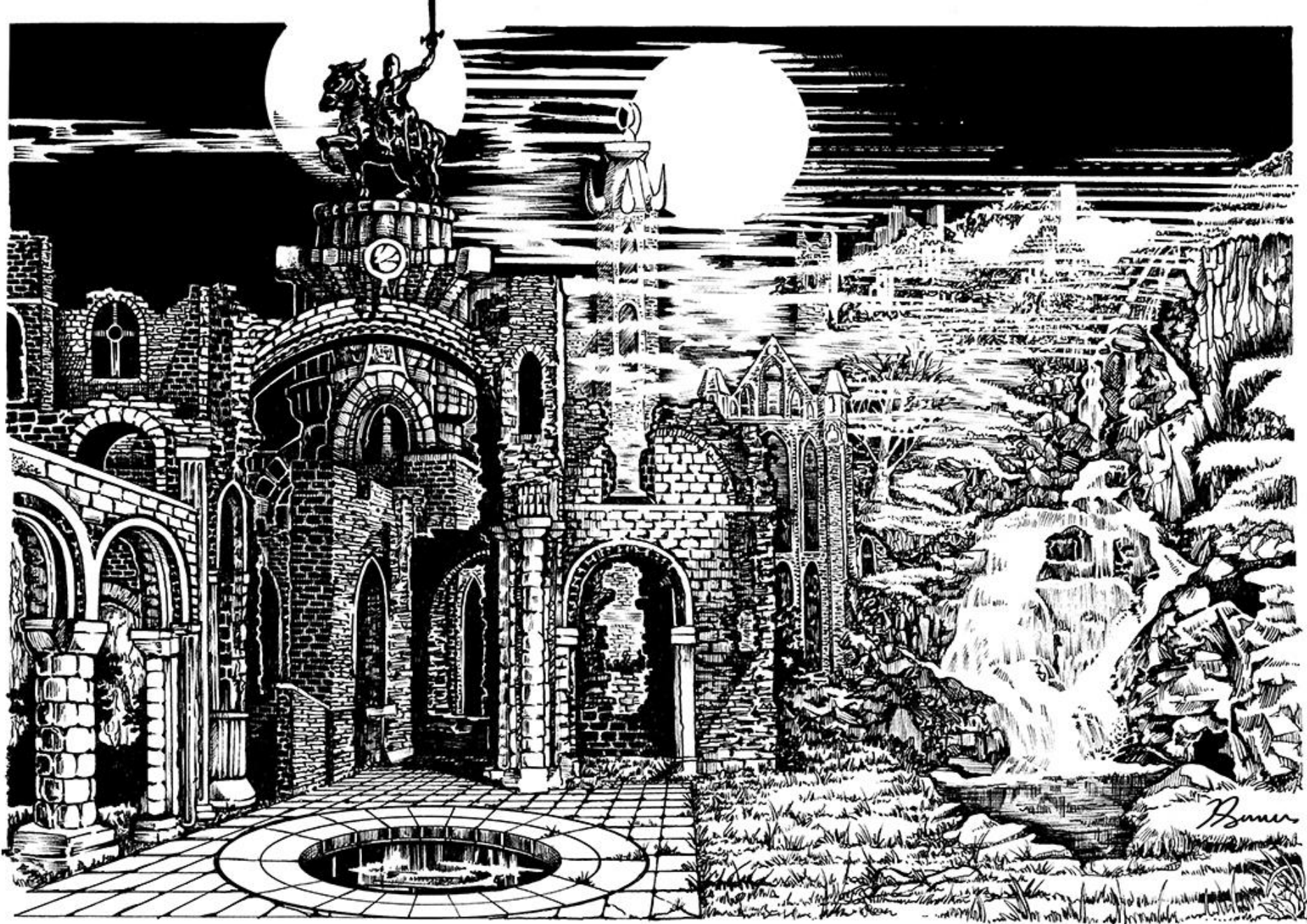
Let me introduce myself













ye all shall be silent



Conan
the Librarian







WARNER/CHAPPELL
PRODUCTION MUSIC





January 23, 2020
NO ORDINARY WORLD VOTED BEST ALBUM OF 2019 BY
PROGWINDS



January 15, 2020
NO ORDINARY WORLD VOTED ALBUM OF THE YEAR ON
GET READY TO ROCK



December 10, 2019
VOTE FOR NO ORDINARY WORLD IN THE GET READY TO
ROCK BEST OF 2019 POLL!



December 6, 2019
PROG MAGAZINE REVIEW NO ORDINARY WORLD



December 1, 2019
POWERPLAY MAGAZINE REVIEW



November 25, 2019
IAN & STEVE INTERVIEWED ON PROGZILLA RADIO

CHASING THE MONSOON



NO ORDINARY WORLD
VOTED BEST ALBUM OF 2019

<https://chasingthemonsoon.com/>





HE WALKS INTO
THE ROOM AND
BRINGS THE
STENCH OF EVIL
WITH HIM!

WRITER
PAUL KANE
ARTWORK
IAN SIMMONS



THE TORTURER

I'M NOT SURE HOW
LONG I'VE BEEN
HERE...

A FEW DAYS,
A WEEK MAYBE?

IT FEELS LIKE A
LOT LONGER.

I'VE NOT SEEN A SOUL
SINCE I ARRIVED EITHER -
SHOVED IN HERE
LIKE SOME KIND
OF ANIMAL.

I DIDN'T SEE WHO GRABBED
ME, KIDNAPPED ME. I KNOW
IT SOUNDS LIKE A CLICHE,
BUT IT ALL HAPPENED SO
FAST.

AND IT WAS
DARK TOO...



AS DARK
AS IT IS IN
THIS...

...CELL.

IT'S DAMP IN HERE...
IT SMELLS OF
FAECES AND URINE;



...MOSTLY
MINE!

THERE'S NO BED, JUST THE COLD
FLOOR. AT NIGHT I FEEL
THINGS CRAWLING OVER ME...



I'VE SLEPT
VERY LITTLE
OF LATE.

I'VE NOT EATEN SO
MUCH AS A SCRAP OF
FOOD SINCE MY....
...CAPTURE.



I SOMETIMES WONDER IF
THEY'VE FORGOTTEN ABOUT ME,

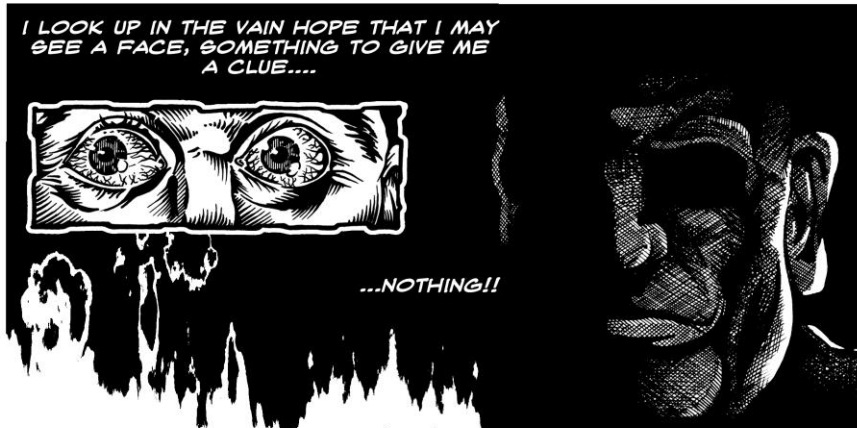
THE PEOPLE
WHO PUT ME
HERE...



...OR LEFT ME TO DIE.



ARE THESE THE MEN
WHO THREW ME IN
HERE?

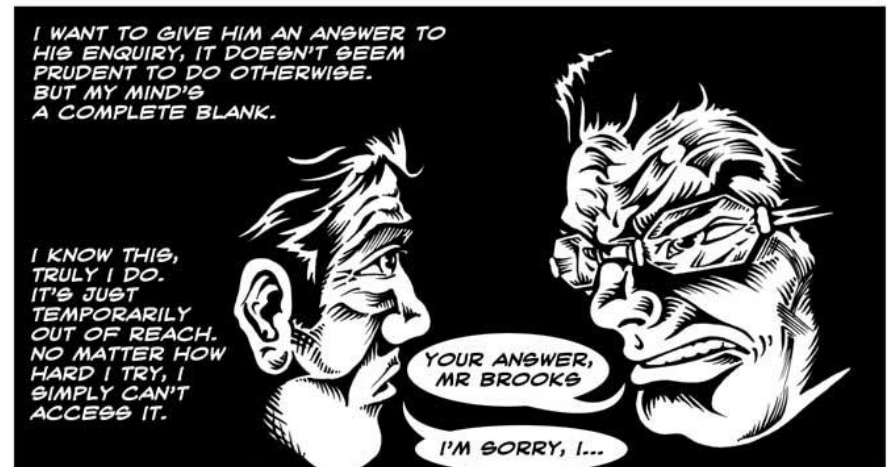


I LOOK UP IN THE VAIN HOPE THAT I MAY
SEE A FACE, SOMETHING TO GIVE ME
A CLUE....

...NOTHING!!



WHY ARE YOU
DOING THIS?!!



I WANT TO GIVE HIM AN ANSWER TO
HIS ENQUIRY, IT DOESN'T SEEM
PRUDENT TO DO OTHERWISE.
BUT MY MIND'S
A COMPLETE BLANK.

I KNOW THIS,
TRULY I DO.
IT'S JUST
TEMPORARILY
OUT OF REACH.
NO MATTER HOW
HARD I TRY, I
SIMPLY CAN'T
ACCESS IT.

YOUR ANSWER,
MR BROOKS

I'M SORRY, I...



HE WALKS PAST THE BACK
OF MY CHAIR!

I'M NOT ON
ANYONE'S
SIDE!!!

NOT GOOD ENOUGH.
WHO DO YOU WORK
FOR?

I...I DON'T REMEMBER.
WHAT'S ALL THIS ABOUT?

IT'S VERY SIMPLE. TELL ME WHICH
SIDE YOU'RE ON. MAKE LIFE EASY
FOR YOURSELF!

Paul Kane



Signs of Life

"A writer who adds touches of intelligence and grace, bridging
the gap between archetypal narratives and recognisable life"
Stephen Gallagher - Bestselling author of *Chimera* and *Oktober*

MATT DINNIMAN



TRAILER PARK
FAIRYTALES







"A Touch Far Vetched!"

THE UN OFFICIAL
SWANSEA CITY
FANZINE



VOLUME
5
ISSUE
2

LICENSED TO THRILL

IN THIS ISSUE:

TASH TALKS...TO JOHN HODGE
DOUBLE OH SEVERN BRIDGE
RETIRED HURT
AND MUCH MORE!

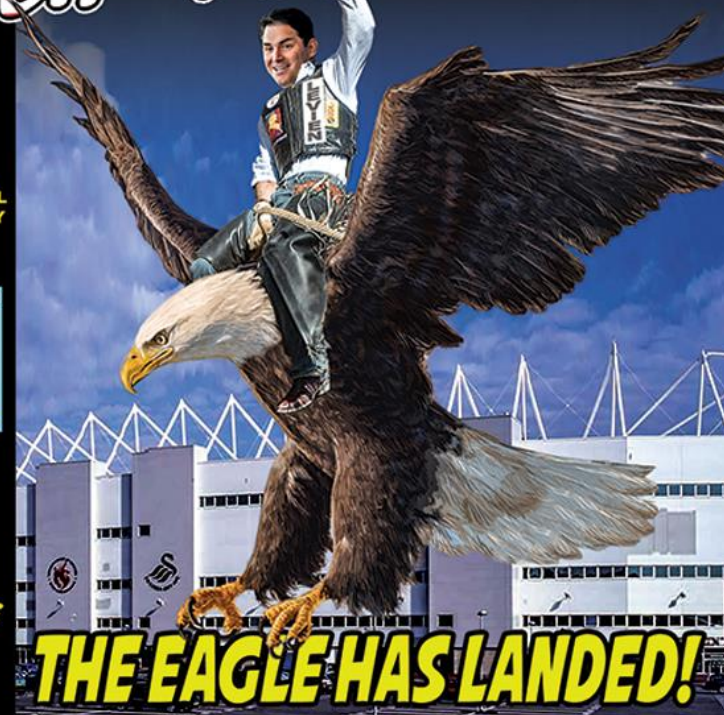


"A Touch Far Vetched!"

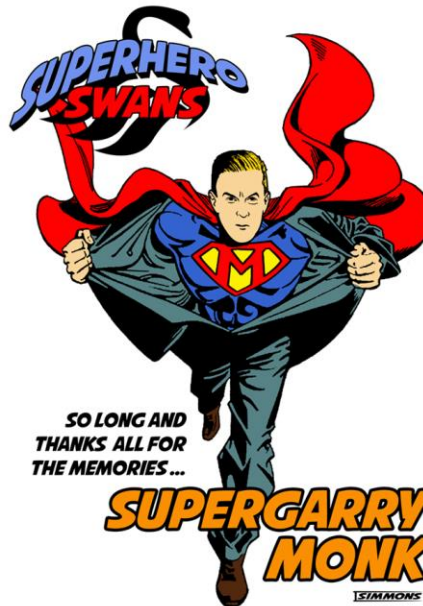
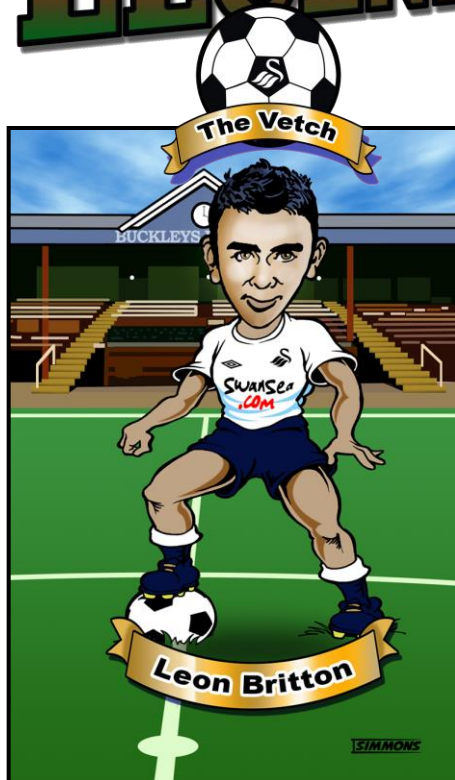
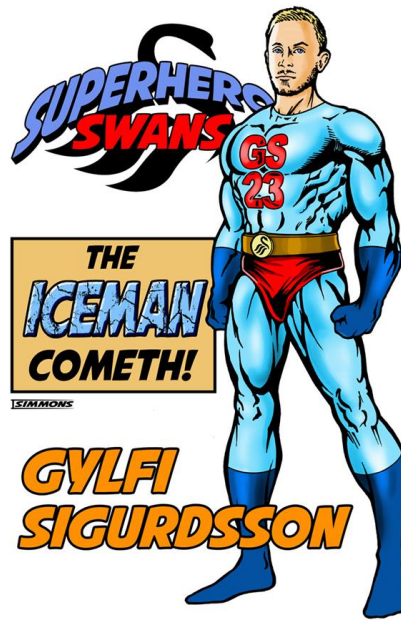
THE UN OFFICIAL
SWANSEA CITY
FANZINE



VOLUME
6
ISSUE
1



IN THIS ISSUE
LIGHTS CAMERA NOW ACTION
THE EVOLUTION OF "ATFV!"
ASH CLOUD
AND MUCH MORE!



**Enough about me, but
why have I told you this?**

Gig economy?

What is it?

Gig Economy

The average person will change career 5-7 times in their working life.

The gig economy is a labour market characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs.

What are the pros and cons of this way of working?

Gig Economy Pros & Cons

Flexibility and more control of work patterns

Pick and choose projects to work on

Potentially charge higher rates

As Independent contractors none of the standard workers rights available to permanent employees such as minimum wage, redundancy protection, paid holiday or sickness entitlement. Will also be responsible for legal considerations such as tax, insurances etc.

What about you?

Although the gig economy is predicted to grow there are still plenty of full time employed opportunities.

Many creatives hold down full/part time jobs whilst also taking on freelance work.

Increased opportunities for career advancement with best creatives regularly head hunted by others.

What about you?

Who is the creative you want to be?

What work will you be doing?

Who are your dream employer/clients?

How will you achieve all of this?

This last question will be what we look at during this module.

Changemakers

Building your Personal Brand
for Sustainable Employment

Lecturer – Ian Simmons



© Ian Simmons

Introducing the module

The primary aim of this module is to support the development of the skills and competencies necessary for career resilience and professional development for the future work context.



© Ian Simmons

Introducing the module

Whether you know it or not, you have a personal brand.

When you Google yourself, what do you see?

“Your brand is what people say about you when you’re not in the room.”

Jeff Bezos



Introducing the module

Whether you have a client briefing or a job interview, chances are someone is going to Google you to learn more about who you are.

These results are the first impression they will have of you.

Is it a good one?



Introducing the module

Is the information you are sharing across social media sites consistent?

Do you want to allow your online reputation to take on a life of its own or control the narrative?



Introducing the module

With the proliferation of social media and the gig economy, it has become essential for everyone to embrace personal branding.

Why it's more important than ever

According to a 2018 CareerBuilder survey,

70% of employers use social media to screen candidates during the hiring process,

and 43% of employers use social media to check on current employees.

Why it's more important than ever

Another reason personal branding is valuable is that the gig economy is not going away anytime soon.

The average person switches jobs many times in their life and freelance and contract work continues to grow in popularity.

Why it's more important than ever

As a result, workers need to be able to clearly communicate who they are and what they do to stand out to prospective clients and employers.

If you aren't effectively managing your personal brand, then you run the risk of losing out.

Module Structure

There are two components to the module.

Assessment 1

Is all about the development of a professional web presence.

You will create a personal website and professional social media.

You will also write yourself a Zander letter (more about that later).

Assessment 2

Is all about developing a plan for employment after graduation; Skills audit, marketing plan for employment and your personal brand.

Module Structure Assessment 2

What are your skills?

What are your shortfalls?

What don't you know?



Skills

Creative?

Professional?

Deadlines?

People Skills?

Anything else?



© Ian Simmons

Shortfalls

Experience?

Confidence?

Digital Skills?

Motivation?

Anything else?

What don't you know?

Or, to put it another way, what would you like to know?

Hopefully this module will go some way to answering your questions.

**What do you want from
this module?**

**What do you think
should be included?**

What will we cover during this assessment?

Creating your personal brand

Self Promotion – market yourself

Market Research – potential employers/clients

Marketing Strategy – how to reach them

What will we cover during this component?

Developing an Online Presence

Intellectual Property – a valuable asset

Networking and Building Contacts

What will we cover during this module?

And your contribution is valuable – if you have a question, ask it?

Any questions?

I have a question for you

**Do you all want
successful careers in your
chosen industries?**

What do you want from this module?

The module is designed to help you in your careers after university.

Module content has been developed over the years as a direct response to the experiences of graduates, and employers, working in the creative industries.

What do you want from this module?

It has been designed to ease the transition from student to employed/freelance graduate by developing your professional skill sets.

You will learn how to organise and market yourself for the working world.

And develop a personal identity to promote yourself to prospective employers/clients.

What will you be assessed on?

The detail

Assessment 1

Part A

Professional personal website and social media presence, research and concept development.

Part B

600 word Zander letter

What will you be assessed on?

Part B 600 word Zander letter

Imagine a future you achieving a first in your degree.

Now, as that future version of yourself, write your present self a letter describing how you achieved your first.

What will you be assessed on?

Part B 600 word Zander letter

Place yourselves in the future, looking back, and report on all the insights you acquired and the milestones you attained during your degree, as if those accomplishments were already in the past.

Everything must be written in the past tense. Phrases such as 'I hope,' 'I intend,' or 'I will' must not appear."

ASSESSMENT 2

Skills for Employment and Skills Diagram

What skills do you have that add value for a prospective employer/client?

How will you market and promote yourself to potential employers/clients?

ASSESSMENT 2

Personal Corporate Identity

What do you want to be called?

How will you visually get across your USP in your branding?

How will you make your brand identity memorable?

What will be the right promotional strategy for you?

ASSESSMENT 2

Personal Corporate Identity

Create your own branding, promotional materials and personal marketing plan for employment.

Your personal brand should be applied to all the materials you create (including your personal website created for Assessment 1).

ASSESSMENT 2

Personal Corporate Identity

It is important that you keep all your written notes, visual concepts and development as you progress through the project.

Keep brainstorming, mind-maps and sketches in an organised folder/report.

ASSESSMENT 2

Personal Corporate Identity

You should be able to analyse/annotate your creative journey and show development of your investigation throughout this module.

ASSESSMENT 2

Personal Corporate Identity

You will be assessed on your creativity, innovation and problem-solving skills so demonstrate and document all of your experimentation and conceptual development.

ASSESSMENT 2

Marketing plan for employment

The marketing plan for employment is evidence of your engagement with industry:

What do you want to do when you graduate?

Have you researched your industry?

Have you researched potential employers in the area you want to work?

ASSESSMENT 2

Marketing plan for employment

Look at sample job vacancies and match your skills to the skills required for that vacancy.

Actively engage with your industry, take part in forums, join design groups etc.

Start thinking about what you want to do when you graduate and start to investigate this part of the industry.

Any Questions?

Task

You will be designing your own personal website for this module, the first stage of this will be research.

I want you to find examples (at least 5 of each) of what you consider to be good, and bad, websites.

For your submission add a link to each website, and screenshot(s), then explain why you feel it is good or bad.