



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:	Stephanie Nicholas	Student P Number:	1703810
Programme:	BA/MDes Surface Pattern Design		
Module:	Professional Promotion		
Module Code:	ADAD6002	Contribution to Module:	100%
Assignment Title:	Professional Promotion		

Generic Assessment Criteria	Level of Achievement – In Percentages %														
	% of Overall Mark	Fail	MF	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	0%														
2. Knowledge and Understanding Skills	15%							x							
3. Cognitive and Intellectual Skills	10%							x							
4. Practical Application Skills	25%								x						
5. Transferable Skills for life and Prof Prac.	50%								x						

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

I believe that the strongest part of my professional promotion module is the building of my social media accounts like my web page and arts thread account. I feel that I have built up a good platform to launch to the public. I have been doing regular blogs which has also caught attention, and one blog received a positive comment. I also think that the new freshly updated logo and color scheme work swell with my graduate collection. I think I have been successful in developing a strong new brand identity and look forward to see where it could now take me.

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

I think my blog posts need a bit of work, potentially more variety and a bit more in depth. My business cards also could be a better quality and have had better research into final finishes. This would have given the cards a more visual effect, to match the rest of my press pack. Another I have been lacking, is trying to really push my Instagram account. I know I can use the account well, so I really need to work on that and develop an interesting feed, to hopefully gain more followers in the future.

LOGO & Brand Development

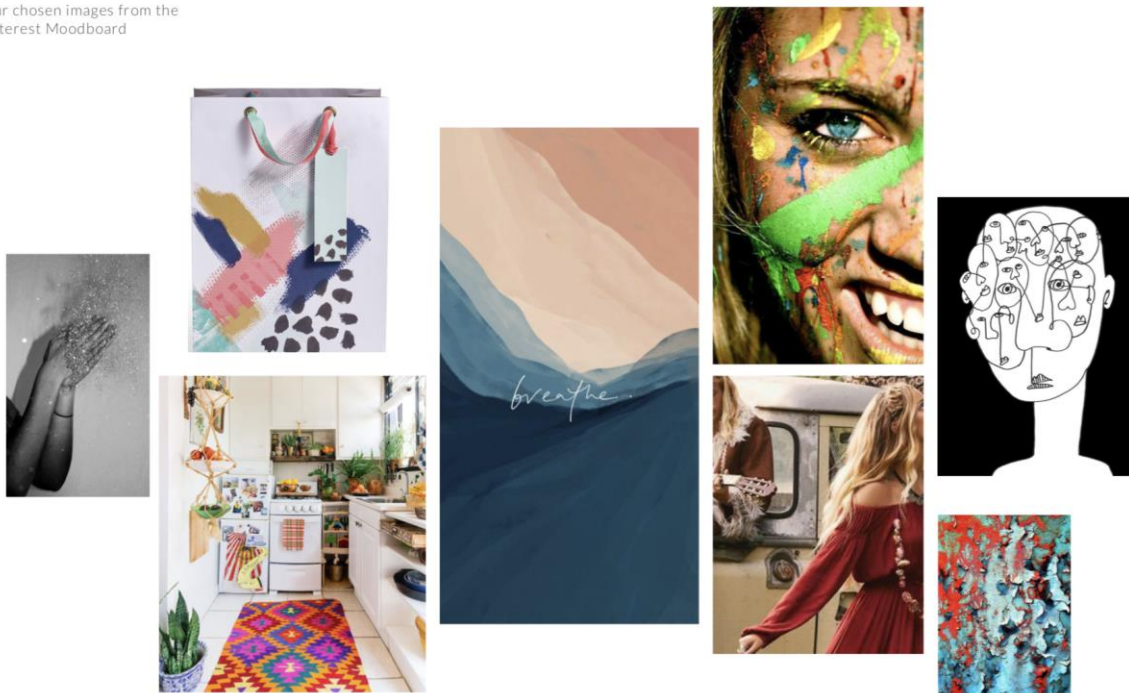
Last year (2019), I worked with a brand and web designer who helped me build the basics of a web page, buying the domain for the URL, and coming up with a unique brand name, Surface Alchemy. We also worked together on creating a logo. This collaboration began with a simple mood board, as show below.



And a Pinterest board.

CHOSEN IMAGES

Your chosen images from the Pinterest Moodboard



After some verbal discussion she sent me a questionnaire to fill in to help guide her through the process, in order to fully understand what I would like my logo to represent.

Brand Questionnaire

The questions below will help form the foundations of your new branding.
Grab a cuppa and a biscuit sit somewhere inspirational and write away!

How would you describe your services and/or products?
Interesting, Quirky, unusual interior/exterior objects and patterns

What are the long term goals of your business?
to establish a successful line of flat and physical patterns, & interior textiles and homeware/lifestyle products.

What do you find most inspirational about your business?
Being Practical, creating/developing new imagery through various methods, and applying them to better materials...

What values drive your business?
To be expressive and keep my individuality.

What do you want to be known for?
Weird and wonderful prints

What makes your business unique? Why do clients come to you?

- I have a unique style, some say 'hippie', i say it's just my eye.
- Contrasting and combining a variety of styles and techniques.
- Very open minded. As i develop a certain design, i maximise it's possibilities through processes and materials (cloth, paper, wood, steel, ceramic)

Who are your main competitors?

- Hand Crafters
- Retail Home Market e.g. John Lewis

How will your business be different from your competitors?
- fresh imagery and new eye for detail and textures

What's the age range / profile of your target customer base?
20-50

Do you have a tag line for your business? (if not we can come up with one)

Do you have any colours that you do not wish to use?
fluorescent colours.

What adjectives should best describe your logo?
Unique, Quirky, Interesting, eye-catching

What feeling or message do you want your logo to convey to those who view it?
- Pattern based, fun and exciting, fresh

From the Pinterest board choose 8 images that you feel best represents your business and attach with your reply.

OOLALA print

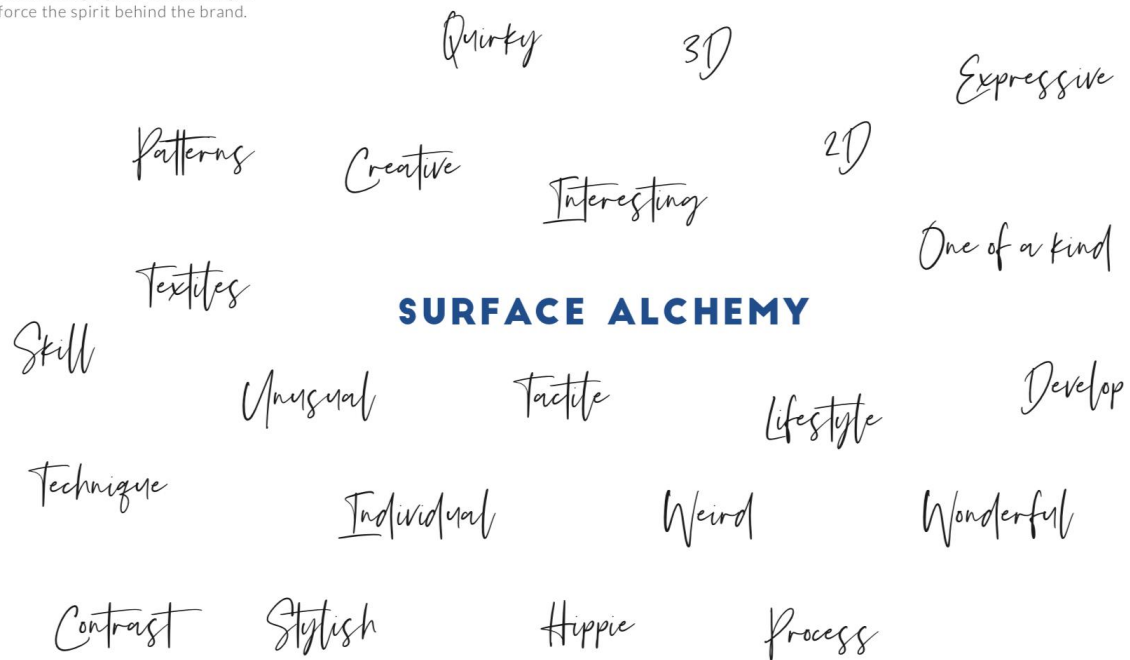
I wanted something clean and sharp, with a relation to my brand name.

Surface – pattern that can be transferred to different materials and surfaces; cloth, paper, wood, glass, metal.

Alchemy - Alchemy is defined as the process of taking something ordinary and turning it into something extraordinary, is it also based on a mystic, supernatural view of reality. This is how I would describe my creativity.

BRAND WORDS

A list of brand words relating to all things Surface Alchemy. These can be utilised in brand messaging and storytelling to reinforce the spirit behind the brand.



The brand designer came back to me with two different concepts, shown below:

1.

MAIN IDENTITY

A modern minimalist sans serif typeface called DIN is used for this identity. Combined with an alchemist inspired logo.

The Hand: Symbolising creation - handmade

The Sun: The ancient alchemy symbol of gold. Worshipped in many cultures, specifically Egypt where Amon-Ra was personified by the evening sun setting at the end of the creative process. Alchemists understood the process of creation, and utilized the symbol of the sun to focus on creating desired effects in their practice - both physically and philosophically.

The Moon: Alchemically speaking, the moon represents Silver, the Lesser Work, or Mercury. It conjoins with the sun, or Gold in the Greater Work. In more practical terms, the moon represents fertility, resurrection, occult power, immortality and intuition. The moon is a feminine property and alchemists would incorporate it with the sun (gold) to assure balance.

The Eye: This is the spiritual ancient alchemy symbol for the right eye of the soul, by which it looks to the eternal. This symbol allows focus on higher, finer spiritual vibrations. It also ascertains the infinite nature of our soul, and our capability to tap into the infinite universe.

The 4 elements: Earth, Wind, Fire & Water - the four core elements that are the foundation of everything you create and processes you use.



2.

MAIN IDENTITY

A combination of a serif typeface with a more creative script typeface. This identity can be used standalone as is or can be combined with brand assets / marks to add interest and energy to express the creative process.

SURFACE *alchemy*



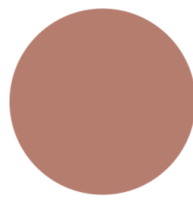
GOLD



MALACHITE



TANZANITE



TERRACOTTA



STONE

I decided to opt for the first concept, this one has more visual elements which I like, and I think the symbolism is personally to me as a designer and represents me well. We then moved forward with this design concept and printed a batch of business cards.



I have kept this concept for over the last 2 years, but now feel like it should be updated. I don't want to change the name, or the main logo. I would like to explore other colour palette options, perhaps a dark rich palette to match my current style.

Below are a few samples exploring colour:



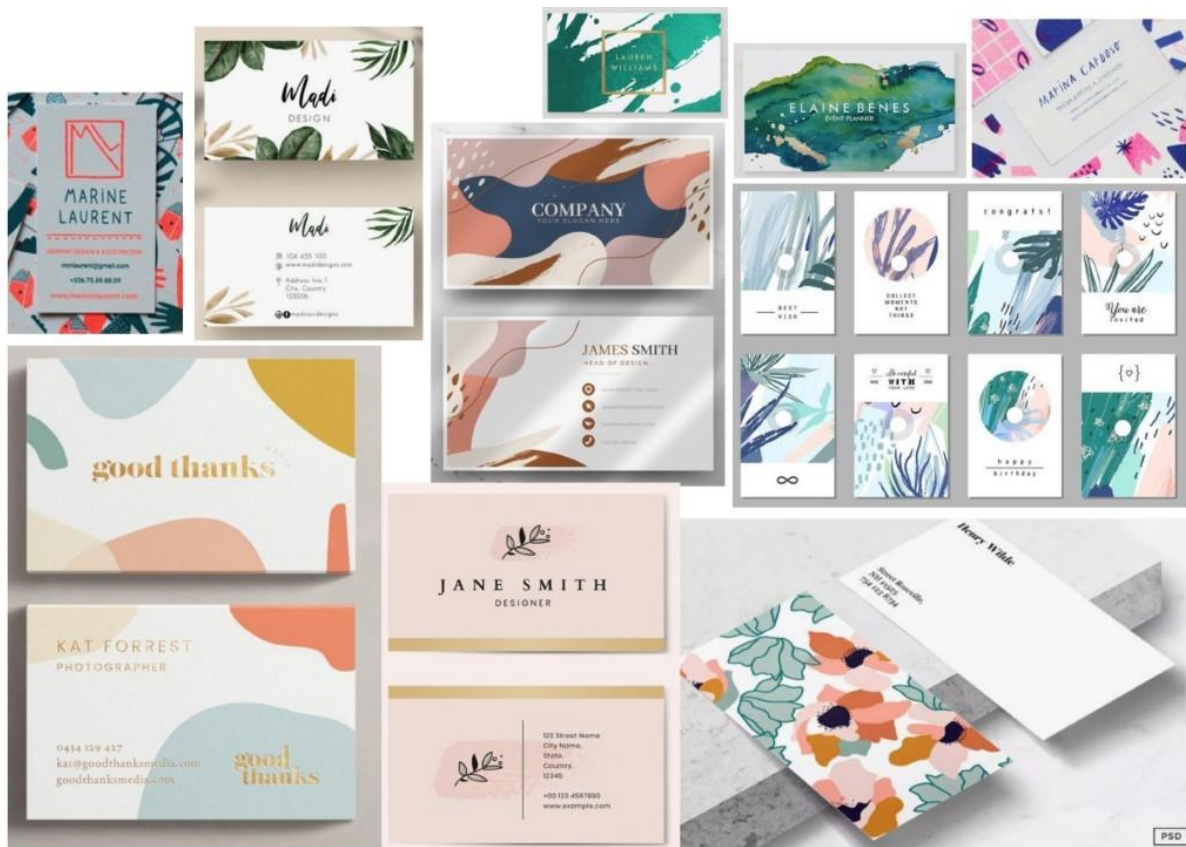
I have decided to go with option no.4. I prefer to have a smaller colour palette, and 3 is just right. The only different between this verion and the original, is the black filled areas. I think this makes the logo stronger, and echo's the mystic vibe.

Business Card Research and Development

Currently this is this style of my current set of business card.

I want to update these, with a new fresh look, and to match my new updated logo and web page.

Inspiration board made from Pinterest:

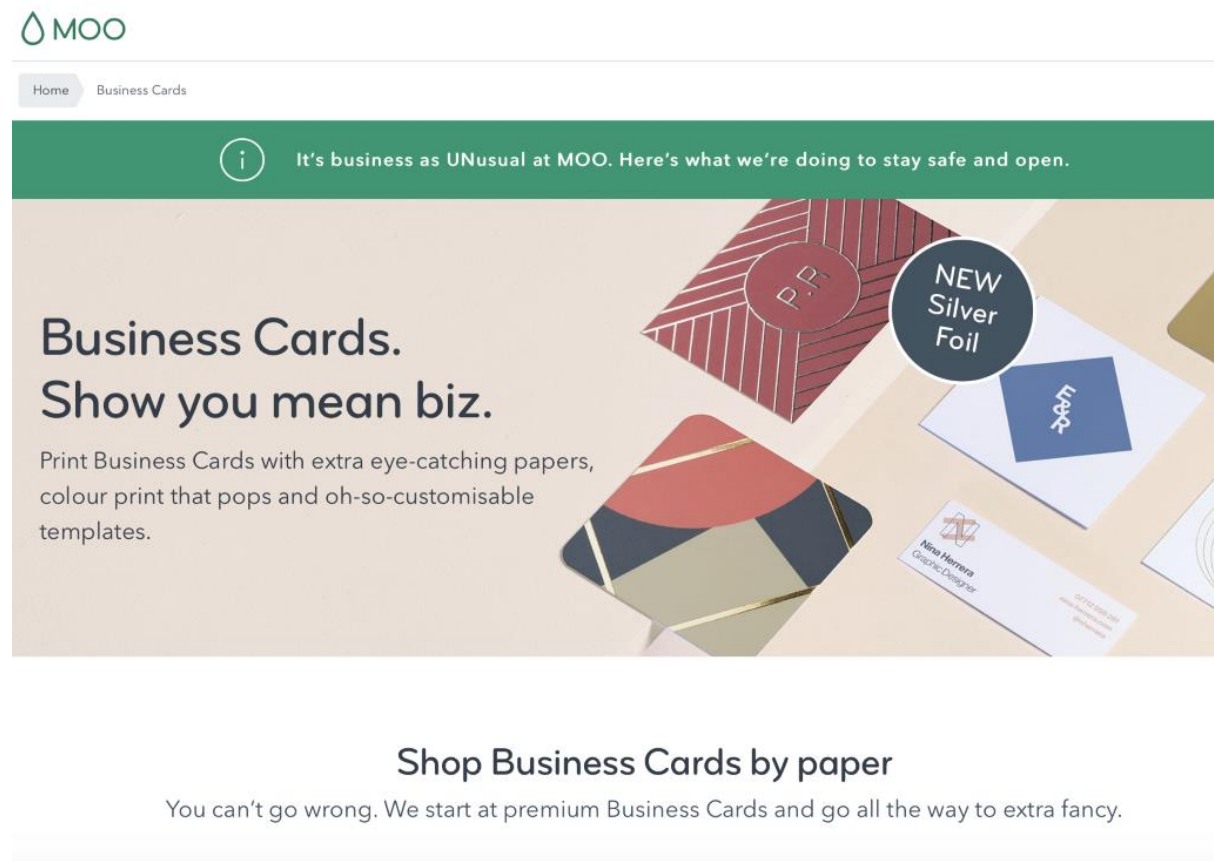


Physical samples I've gathered for inspiration:



Choosing where to order my cards from will be difficult to choose, as there are many different well-known brands. I would need to consider format style, size, shape, price and quality.

MOO is the brand that I used to produce the last set of cards I had, which are a good quality and came in a nice presented box. However, the cards I ordered were square edged and are sharp, and I would like a more fabric-based card than plastic, preferably recyclable. here's their main page below:

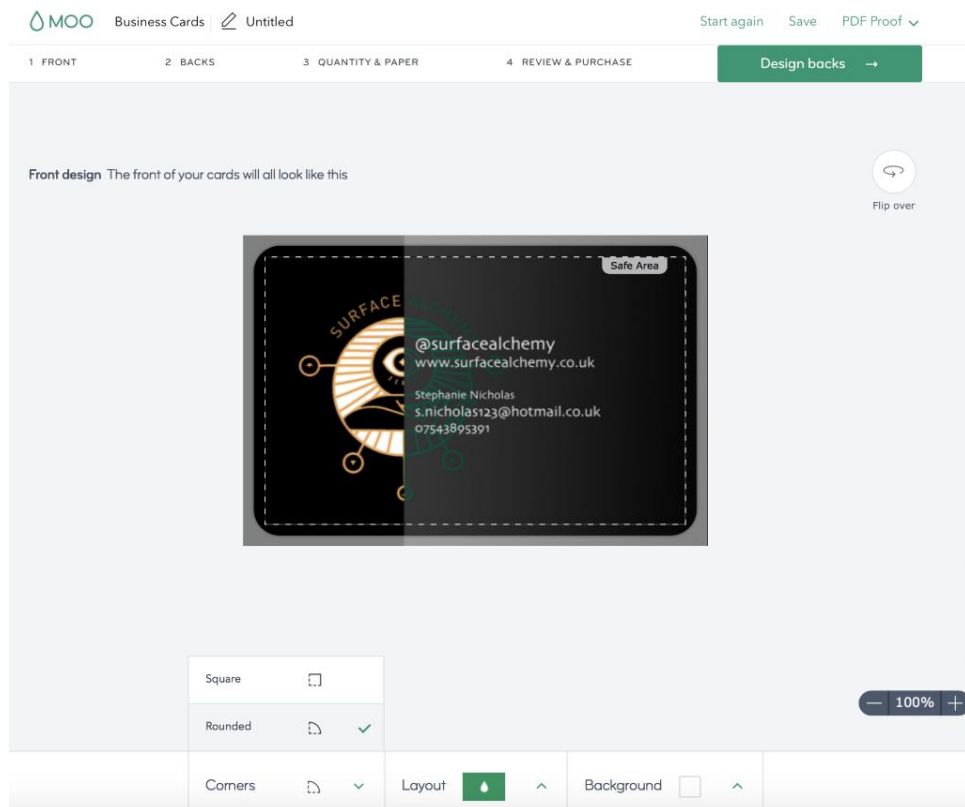


https://www.moo.com/uk/business-cards?&utm_source=Google&utm_term=Business%20cards&utm_campaign=&utm_content=sZfe7USk9!pcrid!340145435991!pkw!business%20cards!pmt!e!pdv!c!pid!!&viqseg=&viqtype=&viqpr=&viqc=&viqsc=&viqpl=Business+Cards_Core&viqmkwid=Zfe7USk9&gclid=EAlaIQobChMlr7um_4r16AlVmK3tCh3h7geTEAAYASAAEgJ8JfD_BwE

MOO lets you either shop by size, by paper material, by finishing touches and an option to design your own.

Here's a first rough draft of a design, my aim was to find my grips with what the brand can produce. I will be using just my logo as a template, before experimenting with my own prints.

The Front: I made the decision to have my corners rounded instead of squared, as sometimes they can be sharp, so this decision is more for safety.



Back:

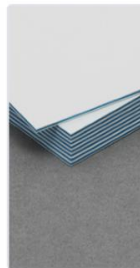


Paper Quality:

Add the finishing touches

Which paper would you like?

[More Info](#) ⓘ



Luxe

Extra-thick luxury

Four layers of Mohawk Superfine® paper with a choice of 8 colour seams. (600 gsm, uncoated)



Super

The firm favourite

Strong, durable, yet remarkably lightweight Super ticks every box, with a silky smooth, premium feel. (400 gsm)



Cotton

Tree-free

Made from recycled T-shirt offcuts, Cotton is bright white, long-lasting and beautifully textured. (298 gsm, uncoated)



Original

Premium as Standard

A high quality paper stock. It's our first paper, and much-loved member of the MOO family! (350 gsm)

Bulk Price:

Choose corners

[More Info](#) ⓘ

Square

Sharp and Stylish

Rounded

Smooth & Rounded

Pick a finish

[More Info](#) ⓘ

Matte

With a smooth feel. And you can write on it, too.

Gloss

Eye-catchingly shiny. Makes colour photos pop.

How many cards would you like?

50 cards

£16.99

(£14.16 excl. VAT)

100 cards

£34.00

(£28.33 excl. VAT)

150 cards

£50.99

(£42.49 excl. VAT)

200 cards

Save £9.98!

~~£67.96~~ **£57.98**

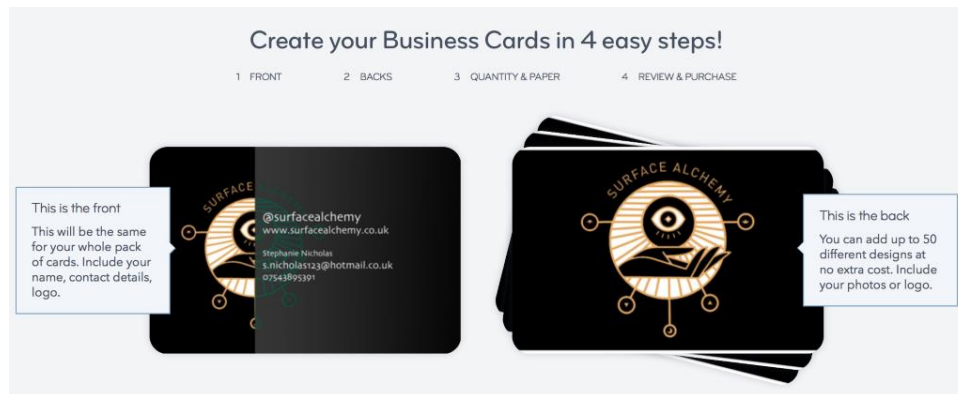
(£48.32 excl. VAT)

400 cards

Save £39.93!

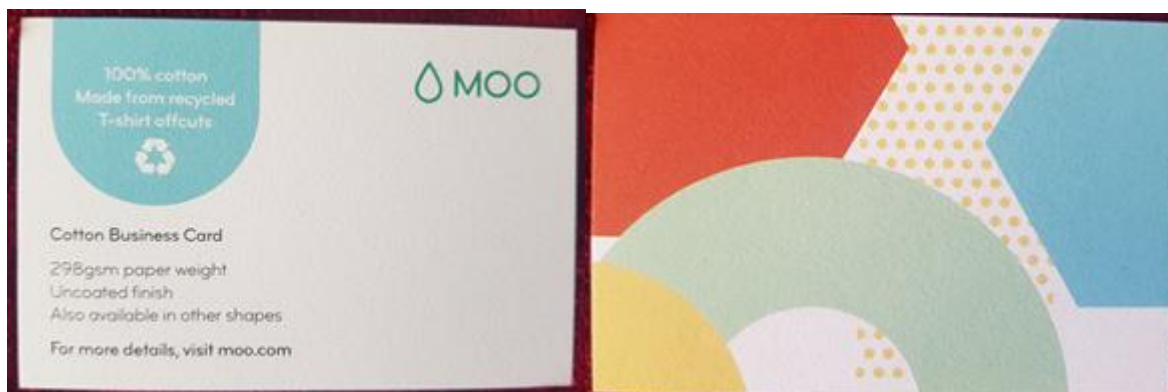
~~£135.92~~ **£95.99**

(£79.99 excl. VAT)



I really like how easy it is to navigate this website, and the price is affordable. I have requested a sample pack to physically see the different types of card material and special affects they can apply.
THUMBNAILS BELOW:





I decided to experiment with my designs and MOO, since looking at the sample pack they sent me, I have an interest in the cotton business card, that's 100% made from recycled t-shirt offcuts, making it a sustainable choice. The texture of the card is also nice, and has a nice thick padding making it more practical.

Below are some screen shots of experiments using different design to develop my card:

This is the front

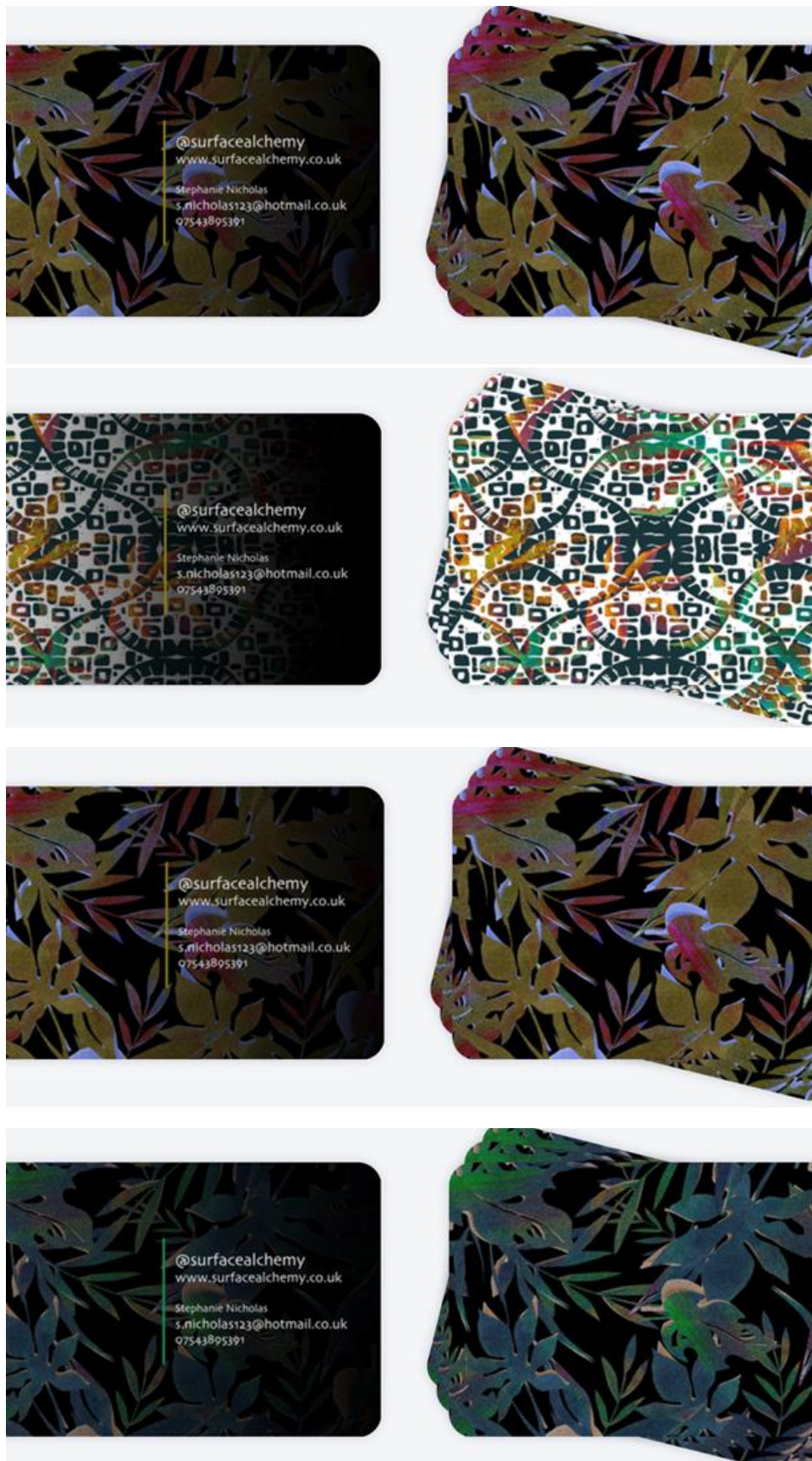
This will be the same for your whole pack of cards. Include your name, contact details, logo.



This is the back

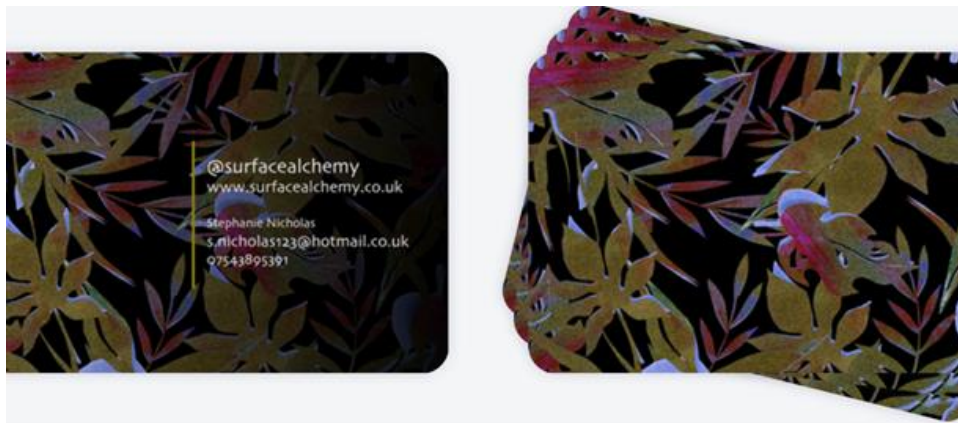
You can add up to 50 different designs at no extra cost. Include your photos or logo.





I would like these designs on my new set of business cards but would also like my logo included. As my patterns are very detailed, I wouldn't have them overlapping, so would have to decide if I want

the logo on the back of the front with the text. Using just one desing as an example, these are my options:





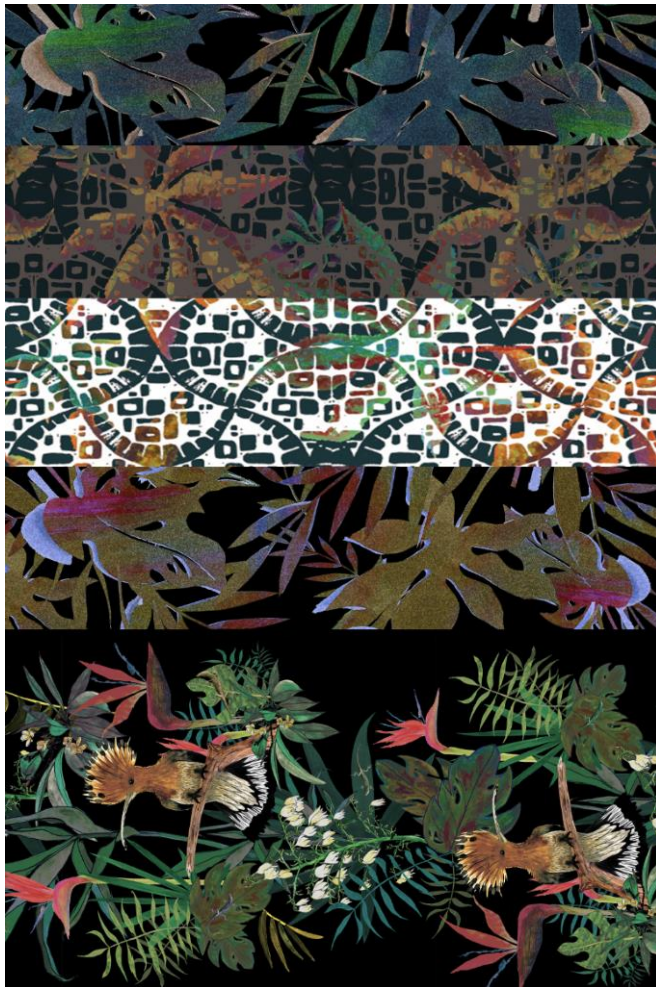
Instead of having one design for both sides on all cards, MOO give the option to have up to 50 different designs on the back.

- Option 1:

Fixed front:



Back – 5 Different Designs:

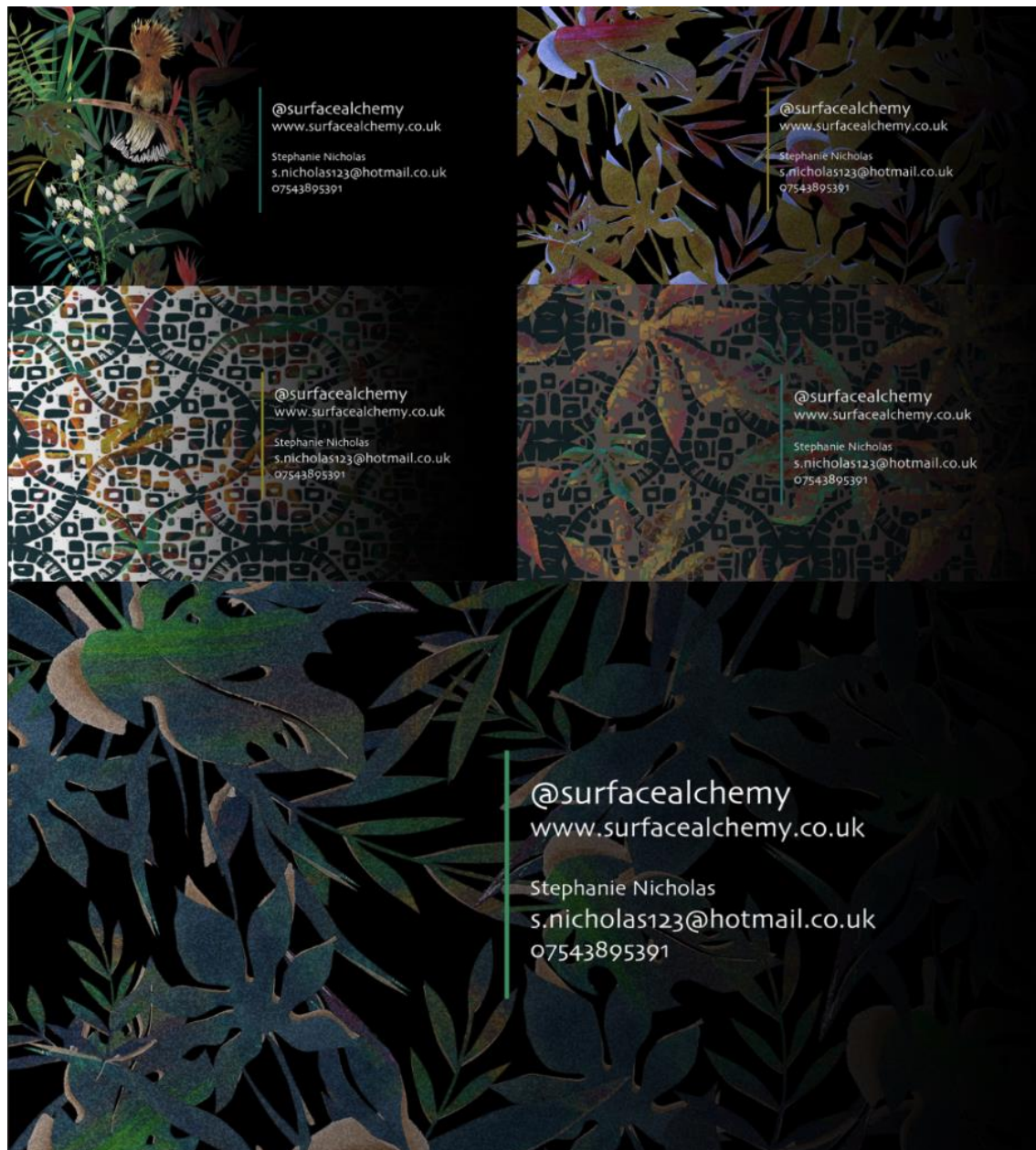


- Option 2

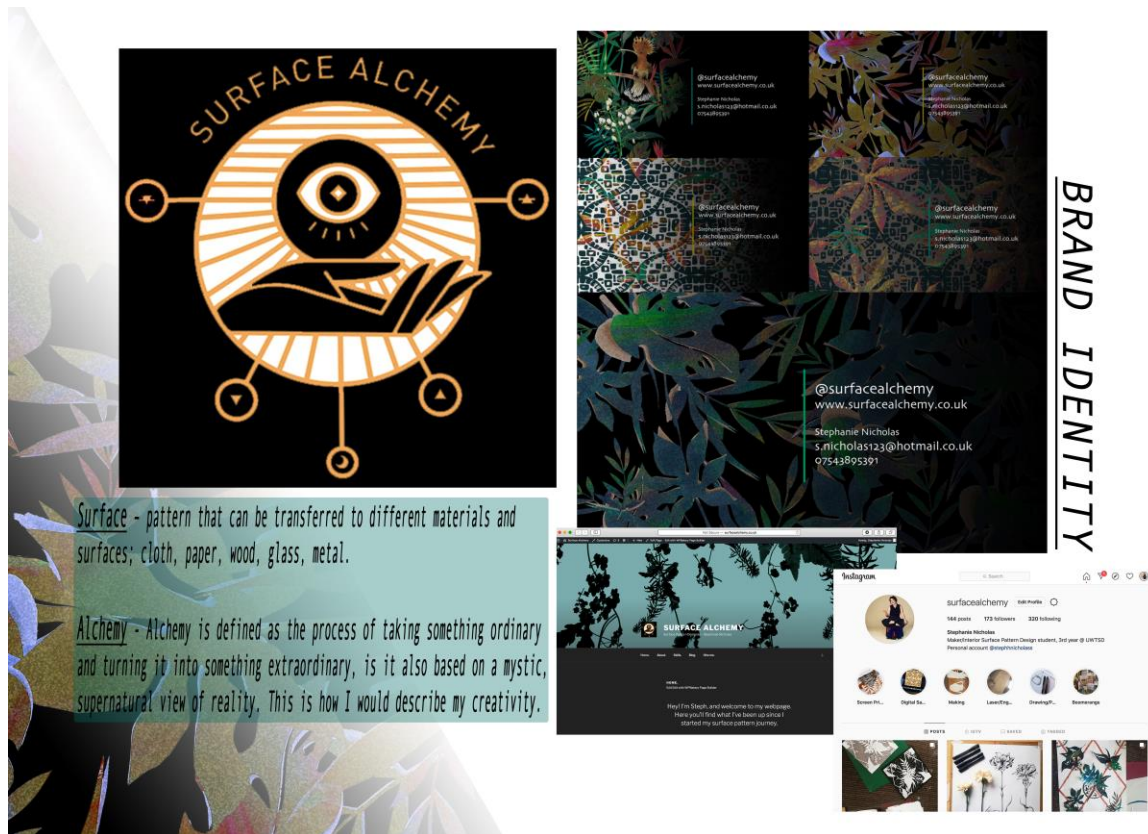
Fixed front:



Back – 5 Different Designs:



After testing and playing around with different layouts and styles, I'm happy to go ahead with option 2. I think having one side simply my logo will be effective, and then to have a variety of 5 prints on the back with personal info. I like that each card will be different, and I think this works well with my web page that I've newly refreshed.



I am happy with this design and layout, but I will look at alternative companies for price comparison.

VISTA Print

https://www.vistaprint.co.uk/?no_redirect=1&xnav=logo

vistaprint®

Search

All Products Business Cards Marketing Materials Signage & Trade Shows Photo Gifts Invitations & Stationery Clothing & Bags Promotional Products Labels & Stickers Digital Marketing Design Services COVID-19 Products

Home / Business cards

Business Cards

Papers. Shapes. Finishes.
Now you can create a card as unique as you.

100 Starting at ~~£21.59~~ **£10.79**
(inc. VAT)

Examples of business cards shown: HITCH & BOUQUET, MARKET ENTERPRISE, JOE BAKER, RACHEL WAKELING, LA BELLA BEAUTY, CRAFTS YOU'LL LOVE, BAR HOP.

Shop by paper stocks and finishes

Add a twist to your card with these special shapes.



Standard

- Economy, 300 gsm paper stock
- 4 paper finishes
- Best for high-volume events

[Learn more about Standard](#)

100 Starting at ~~£21.59~~ **£10.79**
(inc. VAT)

[Get started](#)



Premium

- 360 gsm paper stock
- 6 paper finishes
- Best for everyday use

100 Starting at ~~£32.39~~ **£19.43**
(inc. VAT)

[Get started](#)



Spot UV

- Add raised gloss to your card
- Makes text and visuals pop
- Best for big fonts or designs

[Learn more about Spot UV](#)

100 Starting at ~~£37.59~~ **£18.79**
(inc. VAT)

[Shop Now](#)

Shop by specialty papers and finishes

Materials, textures and finishes to get you noticed.



Metallic

Glittering foil overlay is added to selected areas of your design.

Feels like: Smooth and polished

100 Starting at ~~£39.73~~ **£23.83**
(inc. VAT)



Ultra thick

A thicker stock adds extra heft to your card. Coated or uncoated options.

Feels like: Thicker than a credit card

100 Starting at ~~£75.57~~ **£52.90**
(inc. VAT)



Pearl

A shimmering paper stock gives your design a soft glow.

Feels like: Lightly coated and smooth

100 Starting at ~~£58.30~~ **£34.98**
(inc. VAT)



Linen

Woven Italian paper creates an elegant look and matte finish.

Feels like: A subtle weave

100 Starting at ~~£37.78~~ **£26.44**
(inc. VAT)

Front - [View Larger](#) | [Edit](#)



Back - [View Larger](#) | [Edit](#)



Things to check for:

- Text size is legible and colour stands out against background
- Nothing is overlapping or too close to the margins
- Information is accurate and spelled correctly
- Images are clear and don't appear blurry

☐ I have reviewed and approve my design.

[Next](#)

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/ [Recycled matte business cards](#)



Recycled Matte Business Cards



9 Reviews

Eco-friendly with a feel-good, natural finish

- 100% post-consumer recycled paper stock
- 270 gsm paper stock, uncoated front and back
- Great for handwritten notes
- Choose from thousands of designs or upload your own

[Let us help you with your design](#)

Quantity

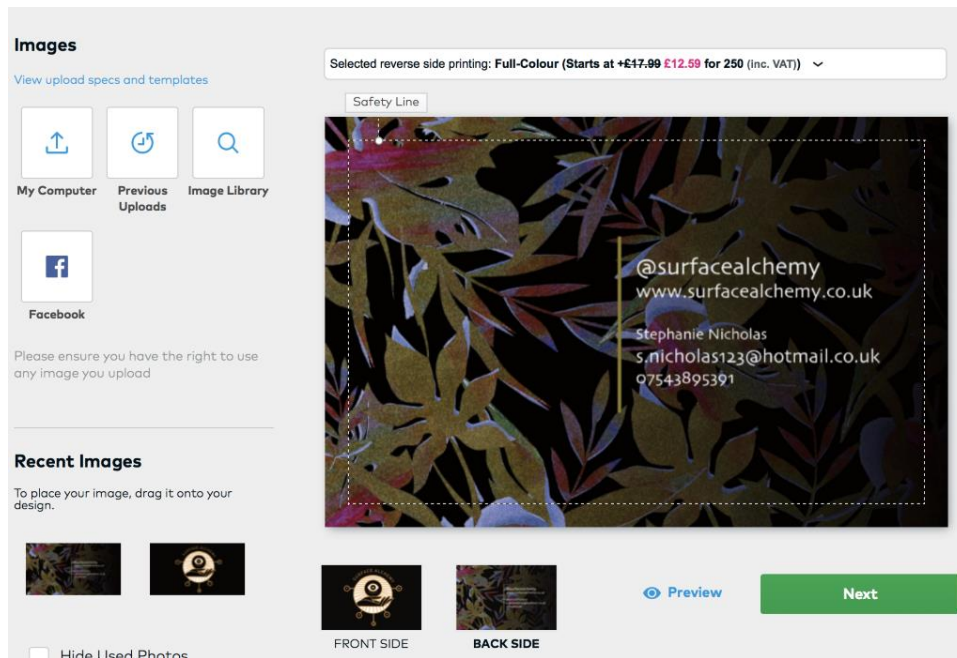
250 Recommended

Price ~~£41.98~~ **£29.38**

Prices include VAT

[Prices exclude shipping](#)

[Start designing](#)



Home / Select quantity

Please review your quantity



Paper stock
Recycled matte

Paper weight
Premium

Finish
None

Corners
Standard

Size
Standard (85 x 55 mm)

Orientation
Horizontal

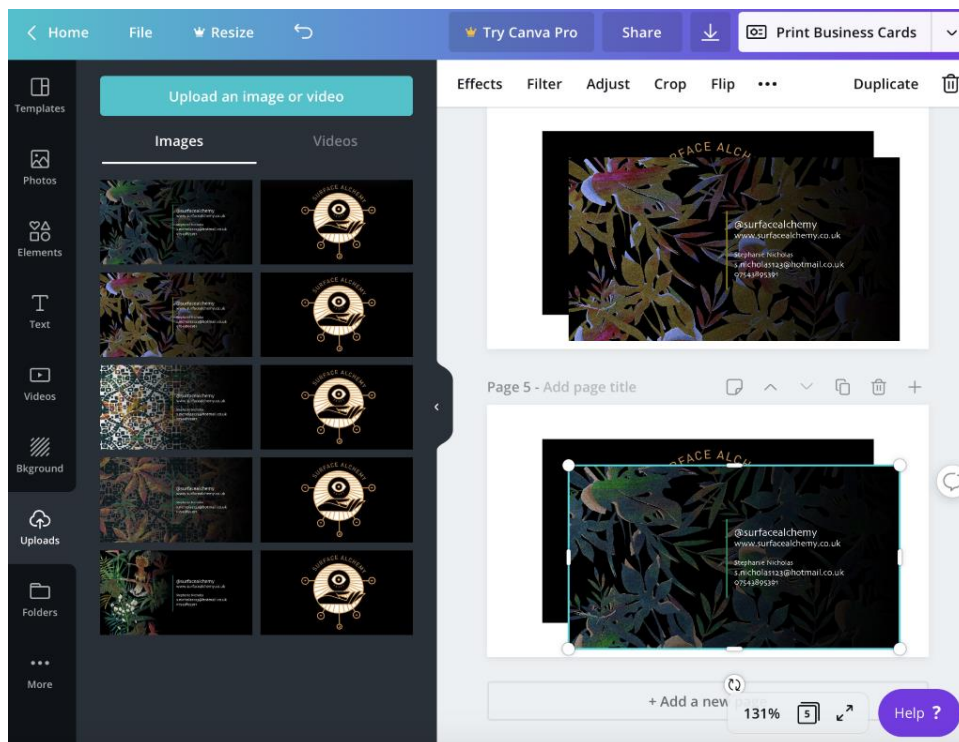
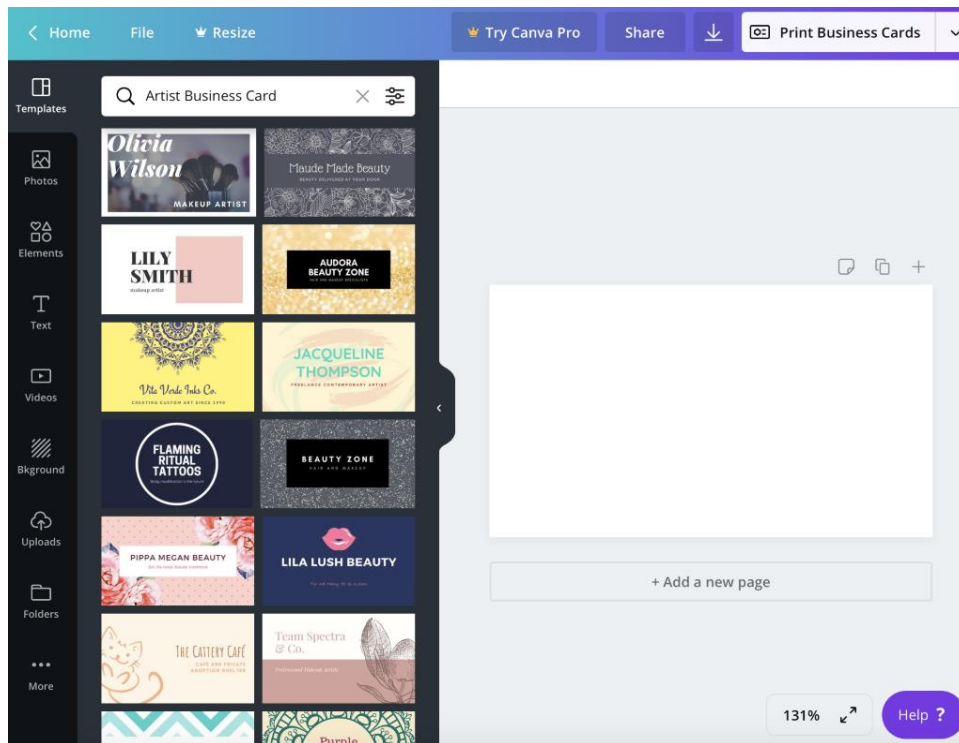
See how your value adds up. The more you order, the lower your cost per piece and the more customers you can reach.

Quantity	Price per piece	Price
☐ 100	£0.35	~~£49.77~~ £34.83
RECOMMENDED		
☒ 250	£0.17	~~£59.97~~ £41.97
The most popular quantity among our business customers.		
☐ 500	£0.11	~~£78.57~~ £54.99
☐ 1000	£0.09	~~£125.37~~ £87.75
☐ 1500	£0.07	~~£159.57~~ £111.69
☐ 2000	£0.07	~~£208.77~~ £146.13
☐ 2500	£0.07	~~£257.97~~ £180.57
☐ 5000	£0.07	~~£475.17~~ £332.61
☐ 10000	£0.06	~~£911.97~~ £638.37

The price for 100 is around the same from both companies, I've looked at so far, however, MOO give the option to have multiple back images, which VISTA Print don't.

Canva

<https://www.canva.com>



Select your print options

Premium paper 

Matte finish 

100 copies £ 63 

100 copies of 3 sheets (300 sheets) at £ 0.63 per copy

Delivery in business days



☒ Standard (3-5 days)

FREE

☐ Express (2 days)

£ 21

I have heard that Canva have a good reputation for delivering high quality products. Comparing this price to the other I've looked at, makes it the most expensive one, and will be ruled out because of that.

After research a few different companies and testes my design layouts on them, I am keen to go with MOO again. I feel like they are the best for the price, and I like the idea of have a sustainable card.



This side is the same throughout your pack.





You will get 10 of this design in your pack of 50.





You will get 10 of this design in your pack of 50.



Cotton Paper
Rounded corners
[Edit paper & quantity](#)

£23.99
£19.99 excl. VAT
Shipping not included

Since designing these cards, I have had a small sample pack delivered, containing my new cards.



After looking at the quality of the cards, I've decided to re-order them on a different material, as this recycled card doesn't show my designs very well. The colours are much more greyed off than anticipated, whereas I would like them to stand out.

The designs on these cards also don't 100% match with my graduate collection, as the main body of designs were done after ordering these.



The front of the card, where my logo is displayed, also has a misprint. For some reason there is a white line about my logo. As I want to have a black grounded card, this is very noticeable and would need correcting.

I intend to order a new batch of cards, with more current designs from my graduate collection, that will be sent out with my press packs, and handed out in future networking events.