Press Packs

Professional Liaison and Promotion 2021

March 11th 2021

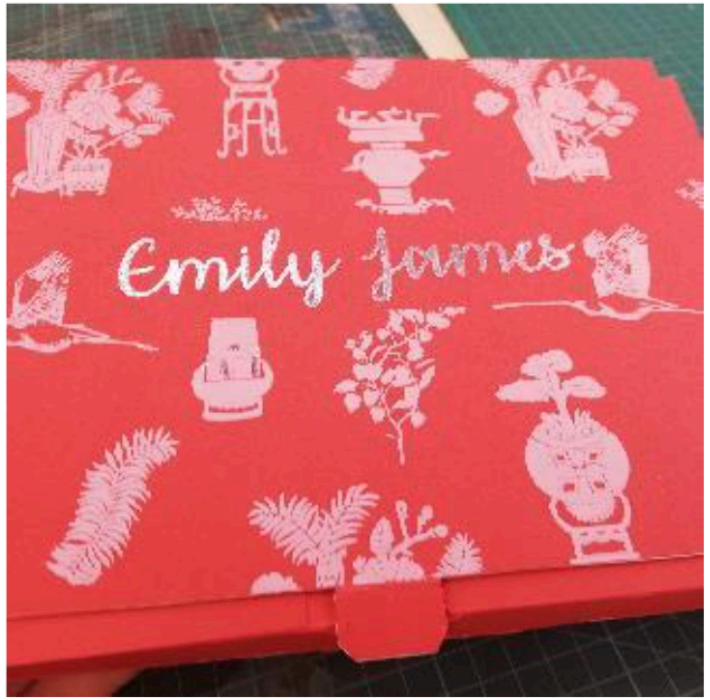
Module Task: **A Versatile Graduate Press Pack**

- visually inspiring and artistically relevant, designed to promote you as a graduate. Produce this digitally and indicate how it would work in material form.

What is a Press Pack

Discuss…..

- What are they used for?
- How is this useful for you?
- What might go in a press pack?
- How could you link this to your own practice and design identity?
- What do you want your press pack to say?
- Who will you target with this?
- What would they like to see?

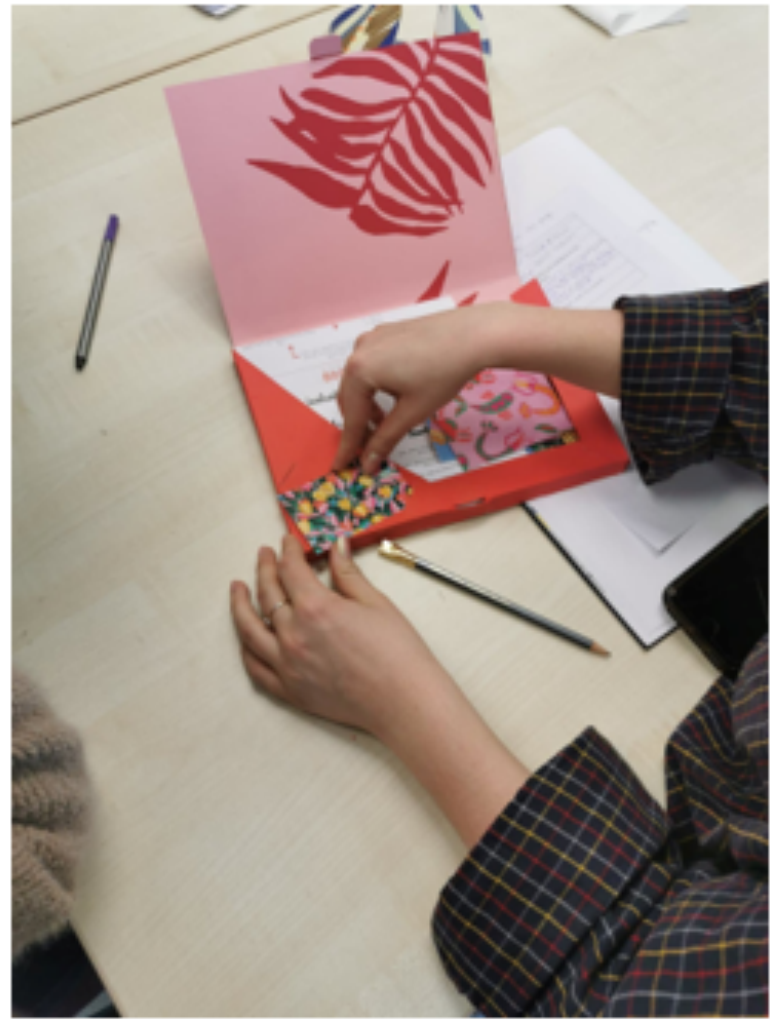

Emily Jaimes




georgia rose




Emily Jaimes



Chloe

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 proffessional 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 over-powering. 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



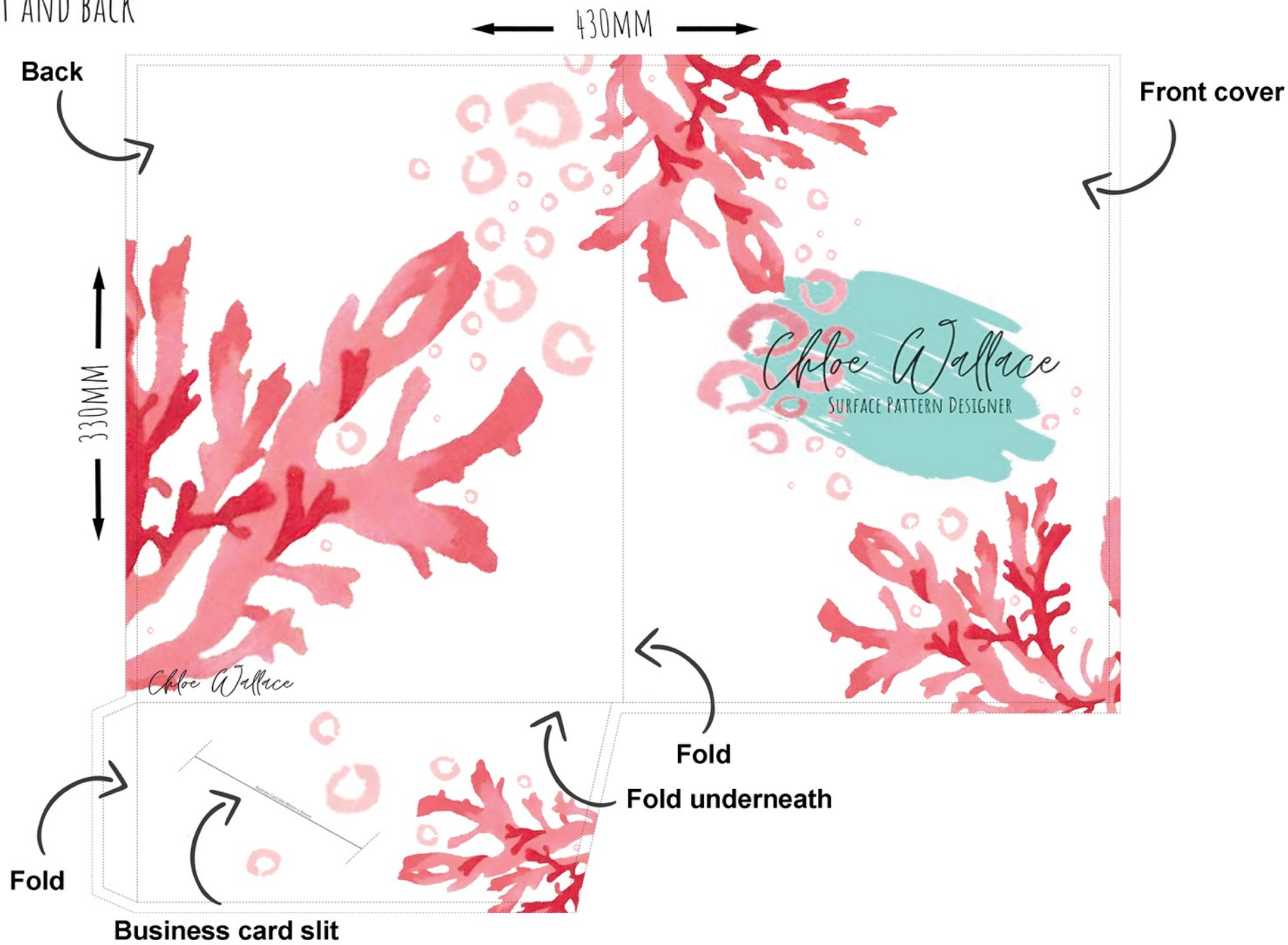
Back



Interior



Front and back

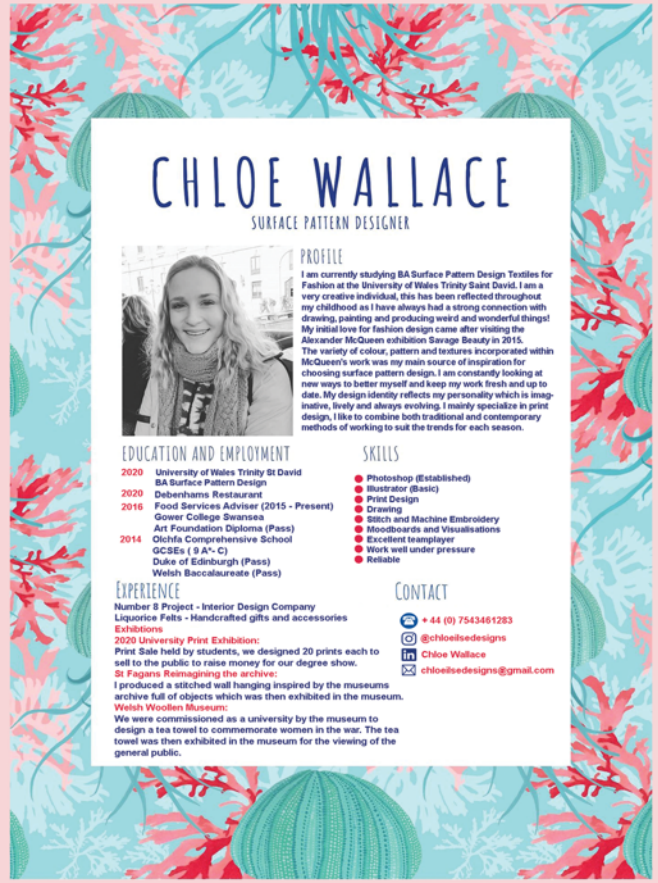


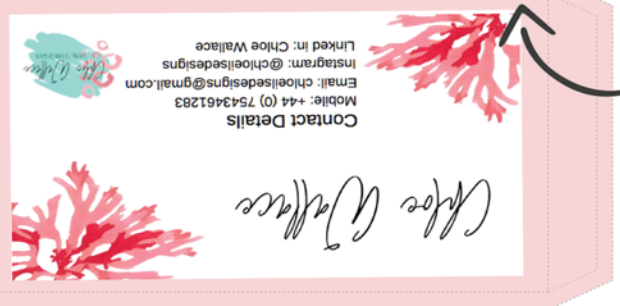
INTERIOR

430MM

330MM







Cv and cover letter

Turns into a pocket for Cv and letter

Fold upwards

Fabric Samples

Business Card Will be viewed upright when flap is folded

Lookbook





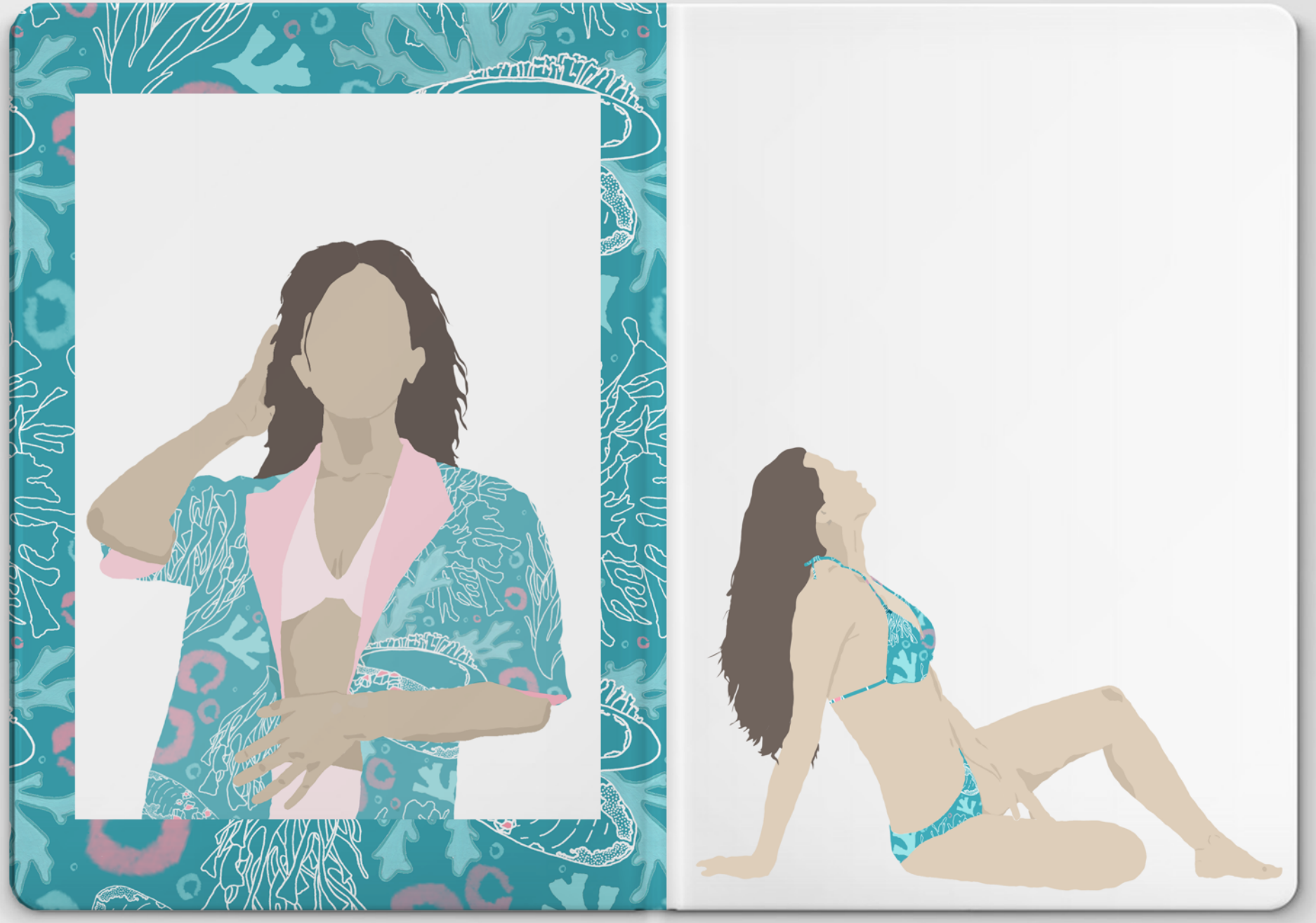


I am a graduate of BA Surface Pattern Design at the University of Wales Trinity Saint David. This lookbook is a glimpse into my end of year colllection called Elements of the Sea.The collection is inspired by my strong connection with the beach, I wanted to encapsulate the variety of strange surfaces, 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.

Chloe Wallace
Surface Pattern Designer













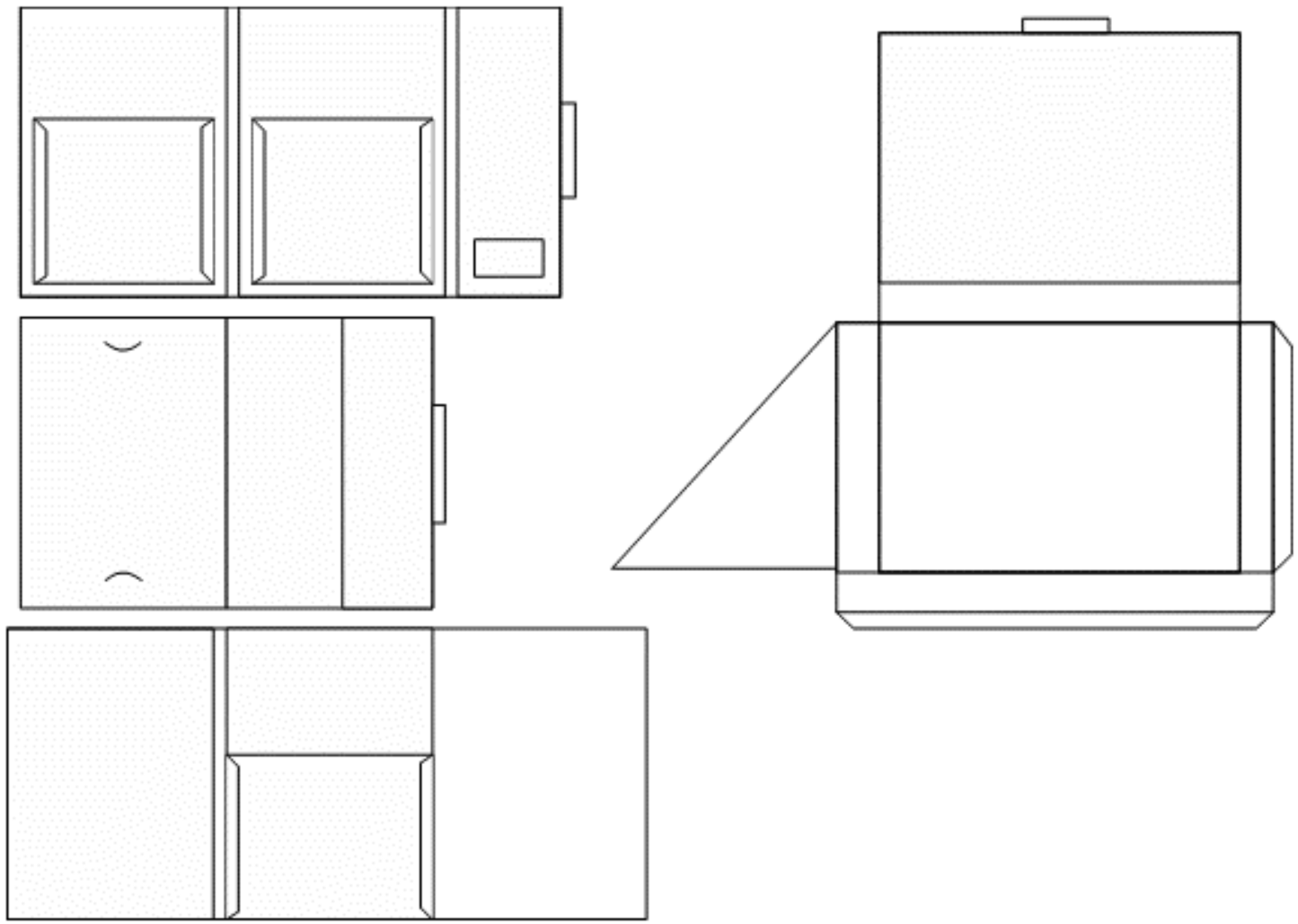
Emma



https://www.flipsnack.com/emmajanevaughan/emma-vaughan.html

Hannah

Mock designs



After researching what was available, I began to take elements from each product and see how I could adapt it into my own pack to make it functional to my needs.

I found the idea of having pages which unfolded in different sized shapes impactful, so I wanted to see if I would be able to create something which would work alongside my design.

I did find that these designs would have been hard to contain a way to showcase samples of my work , for example, if they were in a book or small samples. The product would have to contain a more substantial three-dimensional side.

Developing a Potential Press Pack







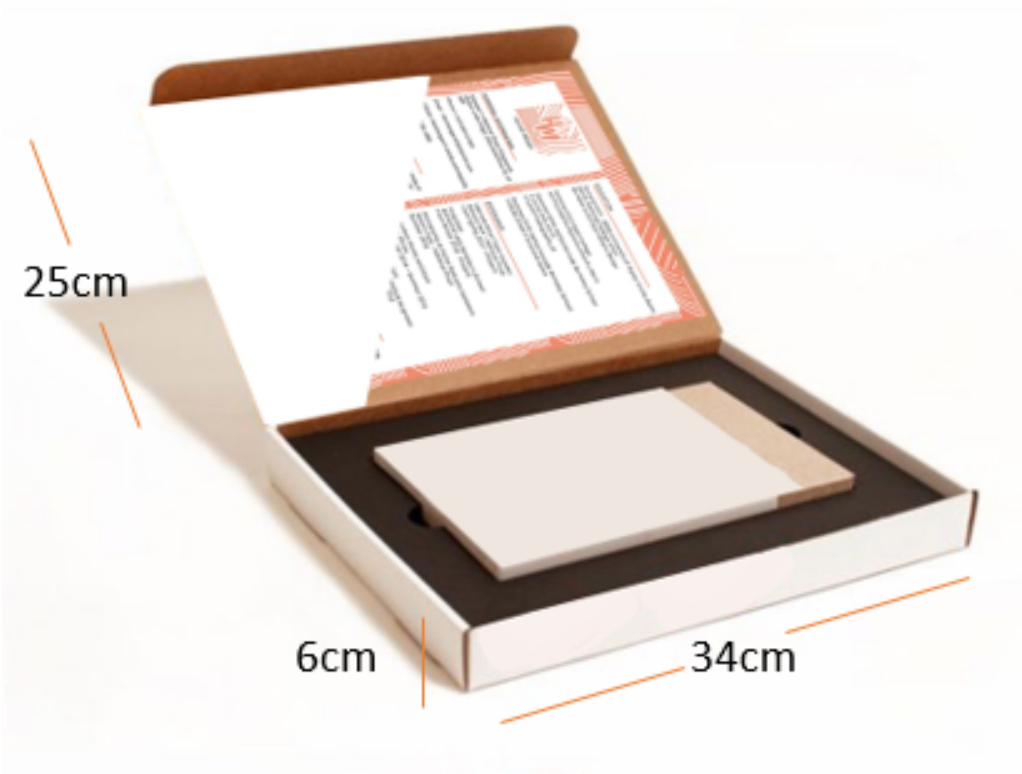


Space mapping onto Press Pack Design









With what I have learnt in mind, I decided to stick to a simple box to hold my portfolio in, which is held together by a sleeve with my designs on it to be able to show a small piece of my work before it was opened.

Having a pocket on one side containing documentation with a slit to hold a business card made it functional and easy for the viewer to take out what they wanted.

The other side would contain samples of my work. These could be shown in a book of images or physical samples of my designs. I think that having this option was important to tailoring the pack to the potential employer as they may or may not need to see a wider range of work.

Because of the samples of work I would have to make the box a lot deeper so that it would not be damaged, and I could add foam to protect it.

The size dimensions of the pack would be 25cm x 34cm x 6cm.

Heather



FINAL RESULT PRESS PACK

I was overjoyed with the resulting press pack which I have come up with. I wanted something small, easy to post and hardwearing, I learnt from looking at the press packs which previous students had produced that boxes squish and paper often scuffs and ruins the appearance. This press pack is slim to contain only what it needs to and coated in silk to ensure durability and longevity on its journey to a receiver.







BACK OF PRESSPACK

I decided to keep the back of my press packs clean and simple. I liked the idea of just having my website on here has this is a prominent and professional part of my brand and with the inside of my presspack containing a business card I felt it was unnecessary to clutter it.

INSIDE AND BUSINESS CARD SLOT





I felt that it was vital to include a business card slot within my presspack to ensure that it was secure and in a position to be seen clearly and not lost or unnoticed. One thing I would change in this area is the colour of this section. I didn't have the option to alter the colour of the business card slot which I regret but it still serves its purpose.

Leila



Leila Evelyn Roworth

Press Pack Mock Up



Isla Evelyn

CONTACT INFORMATION

D.O.B 04/05/98

Driving Licence - Full UK

islaevelynrosworth@gmail.com

website -https://islaevelynrosworth.wixsite.com

07768710016

islaevelyn_designs_

http://linkedin.com/in/isla-evelyn-rosworth

EDUCATION

University of Wales Trinity St David BA (Hons) Surface Pattern Design 2017-21

Blackburn College Art and Design Foundation Diploma (UAL) 2016 – Distinction

Blackburn College Art and Design Level 3 Diploma (UAL) 2016 FE – Merit

12 GCSEs achieving A/ A* in Graphics and Art

EXPERIENCE

Summer 2019 - Standfast & Barracks - Placement with design department

June 2018 - Woolcott & Haney

Mid June 2019 - Nine Decor - Placement with design department

2019 - Level 1 AVA training

ABOUT

I am a soon to be graduate that has studied Surface Pattern Design at Swansea College of Art UWTSD. I enjoy drawing and painting in my unique design style and love developing drawings into patterns and repeats/ tiles using software such as Photoshop, AVA and Illustrator. My work also includes traditional techniques such as relief printing and screen printing. I feel confident printing on paper and fabrics and I love working with a variety of soft and hard materials. I am an enthusiastic learner and passionate about life! I find the freedom to work between processes really creative and refreshing. I have always been inspired by traditional methods of producing textiles and wallpaper. I hope my work reflects this. In my spare time I love to visit galleries and exhibitions to be inspired by different styles. I enjoy meeting and engaging with like minded people and have done multiple collaborative exhibitions during my time at University.

SKILLS

Adobe Photoshop

Wacom Tablet

Adobe Illustrator

AVA

ApS Ethos Laser Cutting & engraving

Raster Image

Screen Printing

Relief Printing

EXHIBITIONS & AWARDS

November 2019 - Creative Bubble, Swansea Limited edition print exhibited

August 2019 - Cinemo & Co , Swansea silk scarf exhibited

July 2019 - i-Dott wallpaper competition, shortlisted

April 2019 - Orangebox, shortlisted product visualisation

May 2019 - Clerkenwell Design Week, Orangbox visualisation

January 2019- St Fagans National Museum of History, Reimagining the archive

July 2018 - i-Dott wallpaper competition, winner

October 2018 - National Wool Museum Wales, Tea Towel exhibited





CONTACT INFORMATION

D.O.B 04/05/98

Driving Licence - Full UK

leilaevelynroworth@gmail.com

website -https://leilaevelynroworth.wixsite.com

07796710316

leilaevelyn_designs_

http://linkedin.com/in/leila-evelyn-roworth

EDUCATION

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SKILLS

Adobe Photoshop

Wacom Tablet

Adobe Illustrator

AVA

ApS Ethos Laser Cutting & engraving

Best Image

Screen Printing

Relief Printing

EXHIBITIONS & AWARDS




Leila
Evelyn


Leila
Evelyn

Press Pack Contents Visualizations





Lauren

Press Pack Book/Zine Visualizations

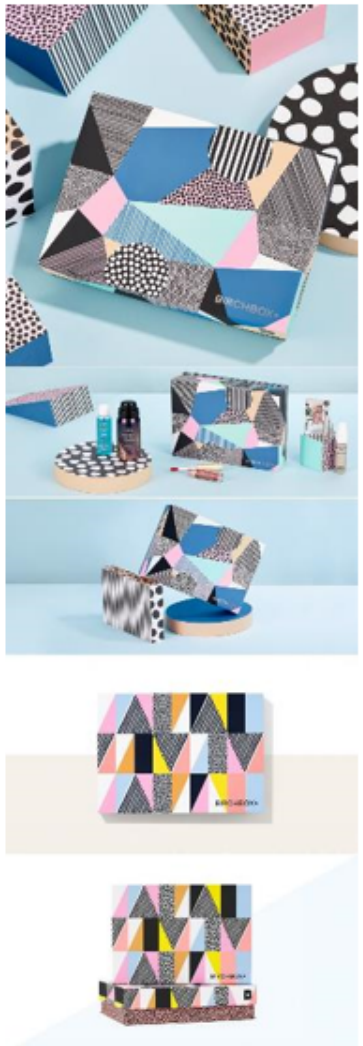




Marie

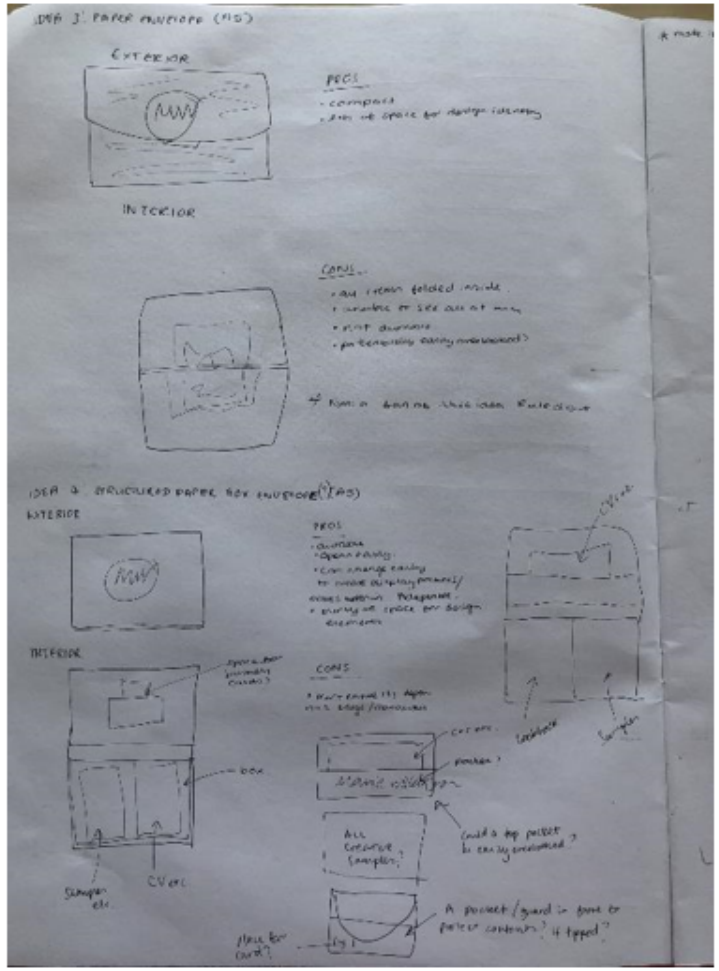


Press Pack Inspiration



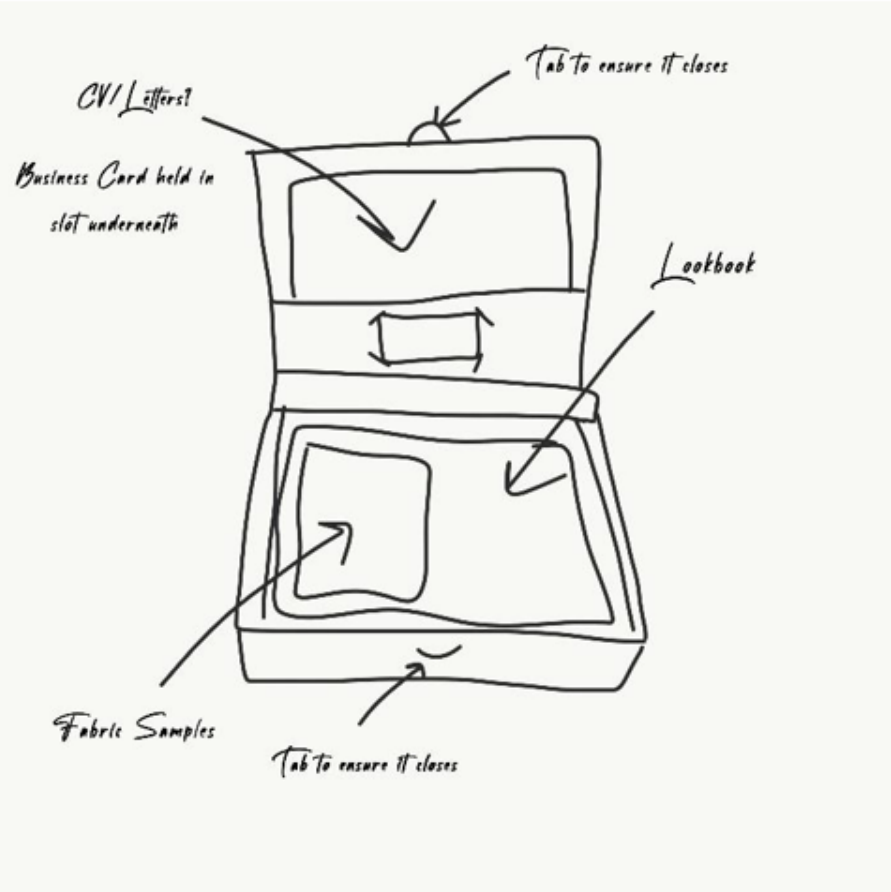


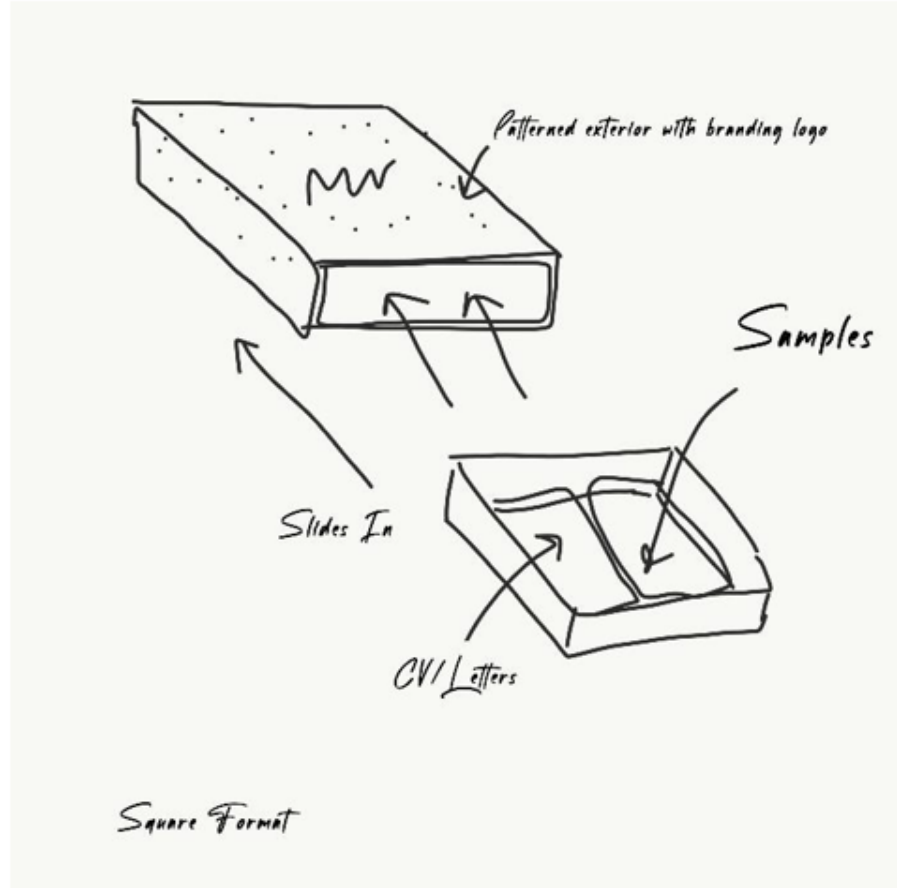
Birchbox / Callaly

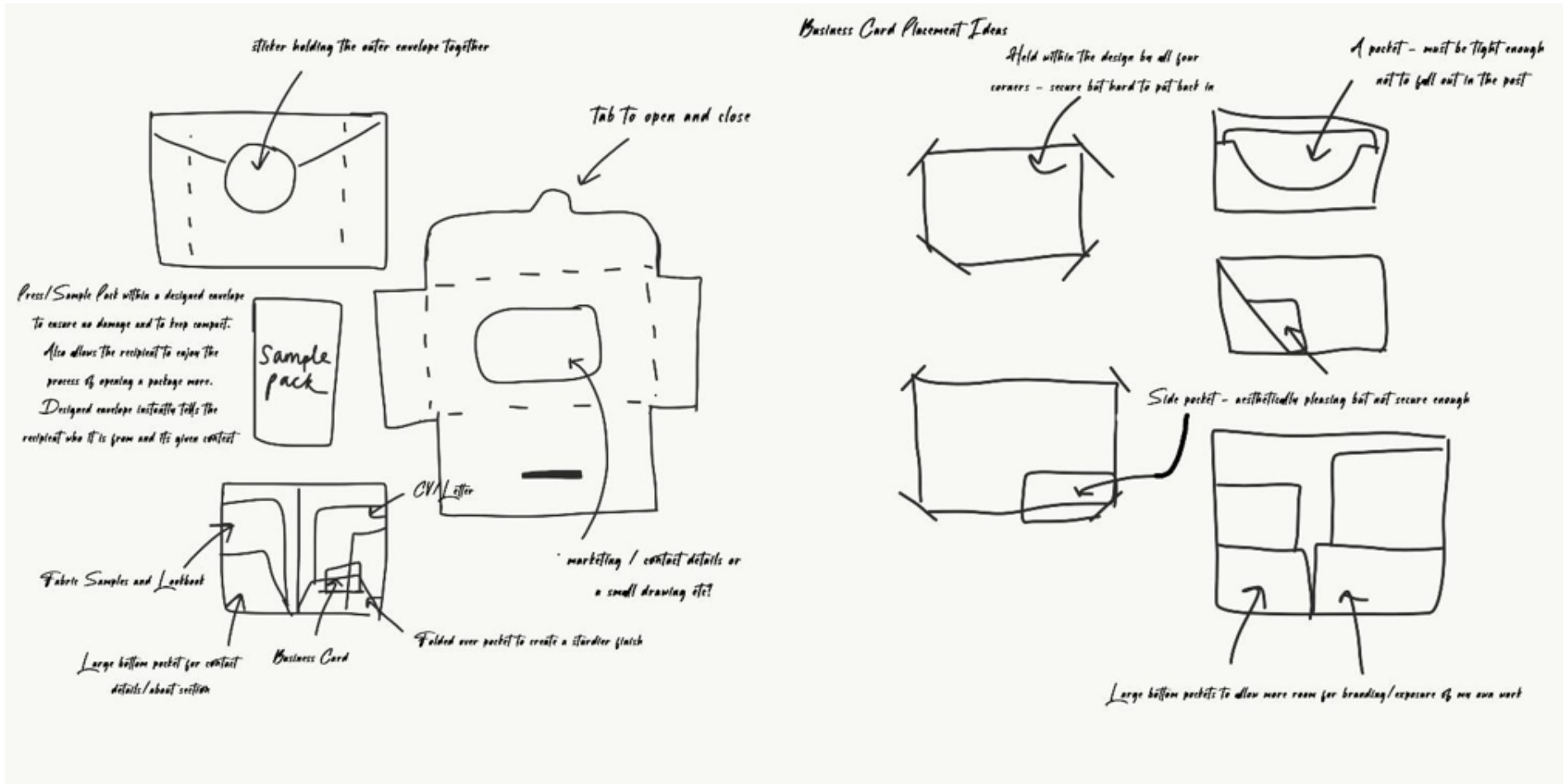


Interior Design

- ditsy?
- shows print for fashion context
- not overly distracting


Tab to ensure it closes
CV/Letters?
Business Card held in slot underneath
Lookbook
Fabric Samples
Tab to ensure it closes

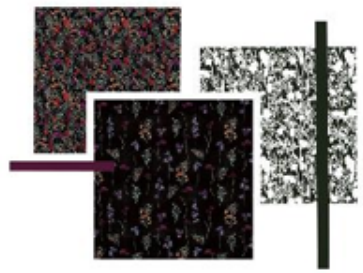

Patterned exterior with branding logo
Samples
Slides In
CV/Letters
Square Format


sticker holding the outer envelope together
Tab to open and close
Press/Sample Pack within a designed envelope to ensure no damage and to keep compact. Also allows the recipient to enjoy the process of opening a package more. Designed envelope instantly tells the recipient who it is from and its given context
Sample pack
CV/Letter
Fabric Samples and Lookbook
marketing / contact details or a small drawing etc
Large bottom pocket for contact details/about section
Business Card
Folded over pocket to create a sturdier finish
Business Card Placement Ideas
A fold within the design to all four corners - secure but hard to put back in
A pocket - must be tight enough not to fall out in the post
Side pocket - aesthetically pleasing but not secure enough
Large bottom pockets to allow more room for branding/exposure of my own work



Lookbook Page
Ideas







WILDFLOWERS
AND LIGHT

This project was inspired by research into how human wellbeing and productivity is beneficial by reserving light and interaction with nature. We've chose to use wildflowers as a visual subject in order to capture unfiltered blooms to house in on the natural, alongside a delicate and dark colour palette to acknowledge the various hues created by our natural world.

The collection is commercially print for fashion, bringing the concept of wellbeing to our physical bodies for an experienced awareness of materiality as it is well-known that when we feel we can dictate our reflection, we naturally affect our wellbeing.

Luxurious fabrics such as fine silks and velvets are the material focus of this project due to their adaptability to print, process and their tactile and subconscious physical comfort, further work towards instilling a through the sense of touch and subconscious interactivity.

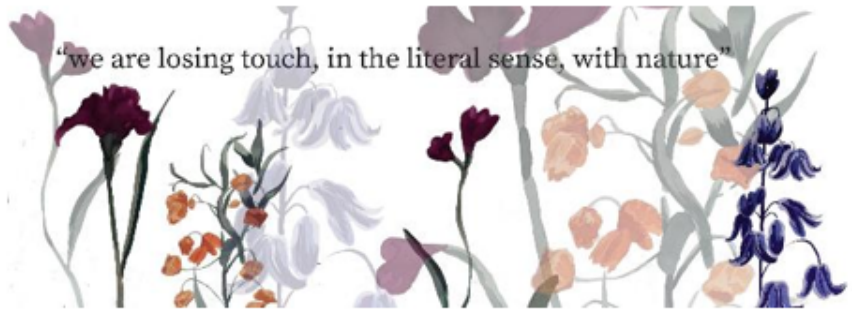














Lookbook page ideas



Link to my published lookbook:

https://www.flipsnack.com/mariewilkinson/marie-wilkinson-surface-pattern-design-fmp-uwtsd.html





Visualisation of Finalised Press Pack

Juliet

Here are my final two designs for my press pack. I wanted the pack to be similar to a pocket with a flap, holding my information inside. My press pack will include my CV, lookbook, coverletter, my business card and some fabric samples. Both of these designs will be able to hold a substantial amount of imagery, fabric and information about myself.

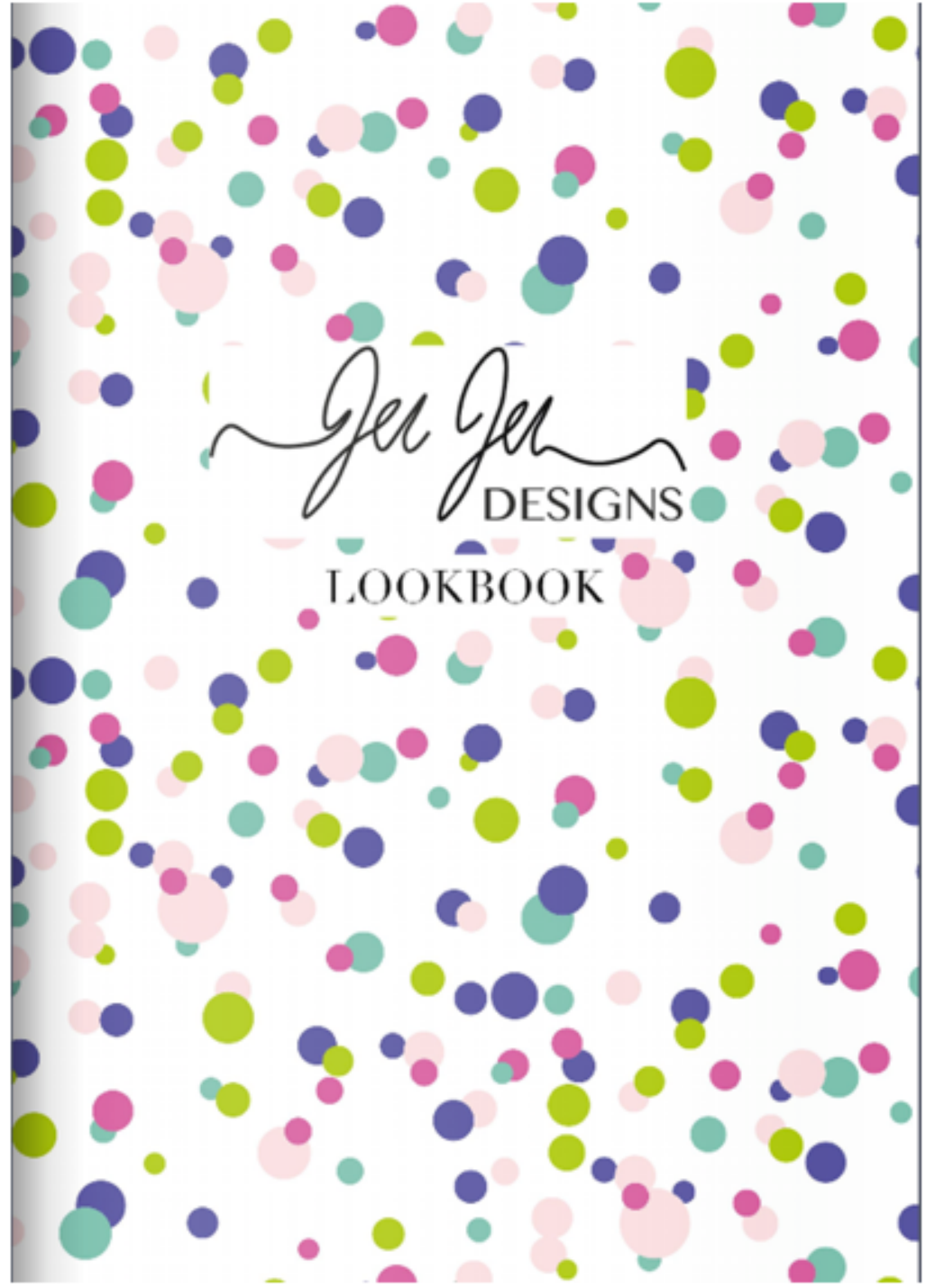






I have decided to go with the pack design on the left, as you are able to view what is in the pack without taking anyting out and able to flick through the pack easily. after researching many presspack designs I have decided to make this box A4 as it will fit through the letter box easily and I wont need to fold my CV or Coverletter. I decided to have my main design on the outer packaging and the coordination on the sides, as it helps break up the design, also showcasing two of my designs before they have even opened my package.

Here I have created my look book,
it was essential for me to have my designed
brand name on the front of the book.



I wanted to have my designs on top of models in the photographs as I have seen similar pages like this in fashion magazines and also on Bay and Browns webpage. I used imagery of women who are around plants as my designs are also about plants. One of the models is wearing pink, therefore I matched her up with a design that included pink. I think it looks professional and the imagery compliments the designs.



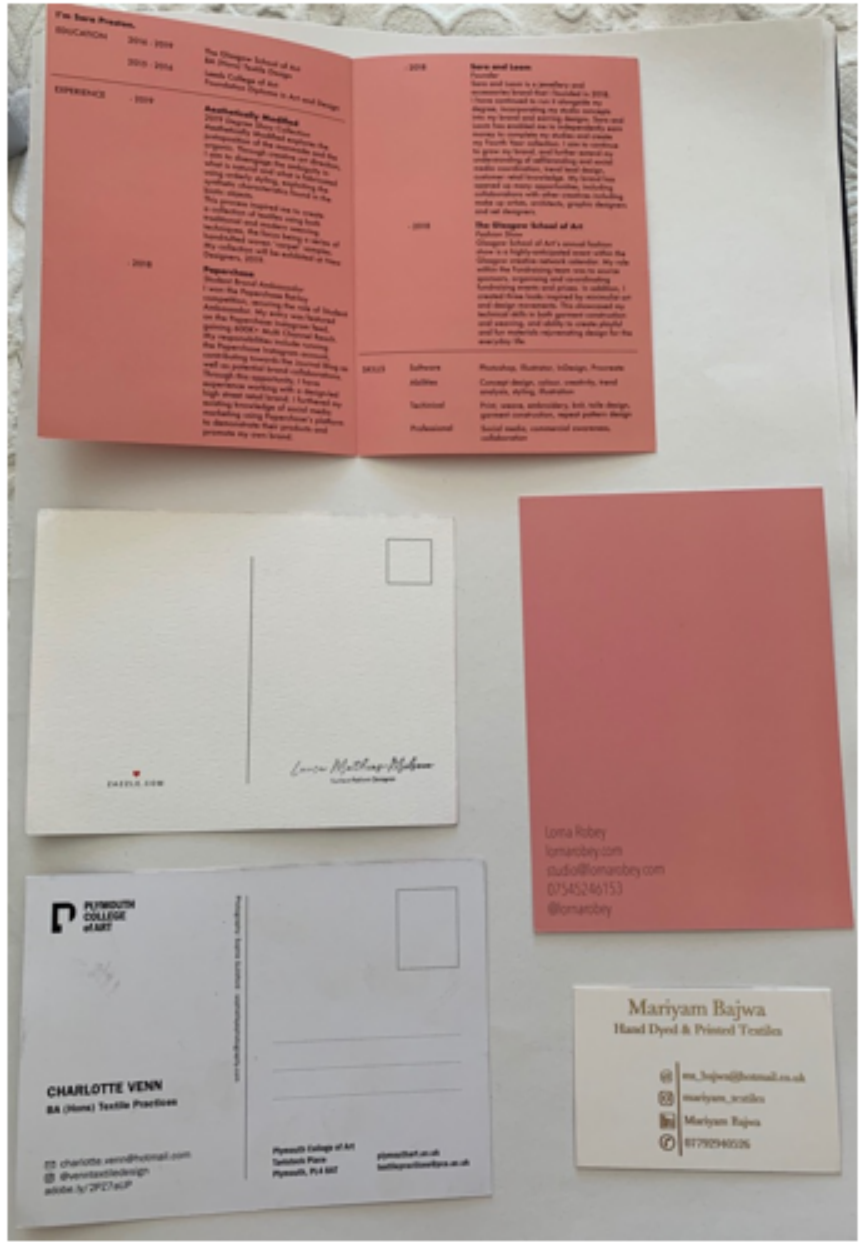






Liv





Research

Here are some examples of CVS, look books, postcards and business cards I have picked up from new designers last year.

I think it is important to that if you include post cards within your press pack they should include your brand identity on them.

Also I think the gold touches on business cards make them stand out.

Press pack ideas



Pocket Document folders
-Simple design but effective
-Should ensure work stays in place with the slot
-Business card holder
-Adding my design will make it look more intreseting
-Its practical.

Folded Envalope type
-Creative design however too small, work would have to be folded to fit
-Work would not stay in place once its opened so everything could get mixed up
-If the template was bigger and it had a slot for documents, it could work. Not as practical





Document sleeve
-More creative than the other design
-Work will sit in the sleeve and stay in place
-Sleeve placed in the middle is inviting, when you open the front its like opening a present.
-Can make it relevent to you with your own design touches.

A More Complex Document sleeve
-Has a middle slot for documents, it will ensure all work is safe and its inviting
-The envalope slot ensures it doesnt stay open unlike the others.
-Unsure about the top flap, its not needed, just keep the design simple in 3 sections.



Olivia Hutchings - 1701921

Press Pack Ideas

What to include?
-Fabric/wallpaper samples (smaller than A4, make sure they are trimmed neatly)
-Business Card
-Post cards of designs (Ensure your details are on them so they know who designed them).
-Look books (Could include mood boards, visulisations, designs, colours).
-Letter to Employer.
- CV

Pack design ideas.
-A4 size : Its easy to post but still big enough for work to be displayed. It ensures you dont need to fold documents like CVs into small sizes.
-Document presentation folder: Simple but effective design, allows work to be placed into sleeve and should ensure it stays in place.



Olivia Hutchings - 1701921

My Press Pack Final Design

Sleeve to ensure documents/samples stay in place



Business card holder

Would have had screen printed touches on the cover.

What it will include

-CV
-Business Card/holder
-Letter to employer
-Look Book
-Post card samples
-Fabric Swatch

Important to ensure brand identity is on everything.

Press pack will be A4 size, this will be easy to post and will ensure that nothing gets bent of folded.

Business Card Ideas



1st Design- Simple design
-Not alot of colour.
-Text does stand out.
-Maybe try in a different colour scheme.
- Too simple of a design, could add Surface Pattern underneath name.



2nd Design - More Detailed design
-Better colour scheme
-Text still stands out
-Background opacity is down to add effect.
- Text could be foiled or raised to add impact.
- Favourite so far.



3rd Design - Bold Design
-Darker colour scheme
-Text doesnt stand out as much
-Try a lighter colour scheme.
- Least favourite.

Business Card - Fonts



Hand written name
-Think it works with the flow of the design
- Personal touch as its my own hand writing
-The size of the font allows it to stand out
- Making it raised or foil detail will add impact.



Noteworthy Font
- Too bold and heavy for the delicate design behind.
-Font looks to chunky.
-The style works well as it has flicked edges.
-Not quite the effect of real hand writing.



Avenir Font-
-Looks clean and simple
-Dosent stand out as much as the rest, font could be bolder.
-Maybe try the same font but with all capitals for more effectiveness.









Post Cards showcasing designs.

Here are examples of prints that would be included in the press pack. I would have screen printed / digital paper samples to showcase a few of my designs.

I would make sure that all the post cards have my brand identity logo on there so no one else could pass them on without knowing the design originated from me.

As well as paper samples I would also include fabric samples of my designs.

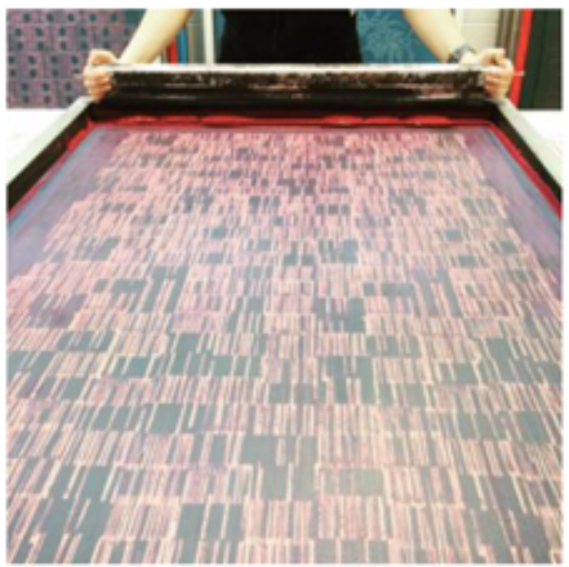
10 Recipients for the Press Pack – 1. Rapture & Wright

RAPTURE & WRIGHT

HAND PRINTED FABRICS AND WALLPAPERS

FABRIC WALLPAPER FURNISHINGS HOW TO BUY ABOUT US NEWS CONTACT





WORK PLACEMENT OPPORTUNITY

06 March 2019 | Fabric, Wallpaper | 0



We have a work placement opportunity for a current textiles student or recent graduate for April and May 2019. Please contact us if you are interested. You would be involved in all areas of the company including sampling, packing and printing.

609 Middle Road,
Ravenhill,
Swansea,
Wales,
SA5 5DL
livhutchingspsd@outlook.com

Dear Rebecca,

I am writing to you to apply for the work placement opportunity within your company, Rapture & Wright. I am currently studying Surface Pattern Design; Textiles for Interiors in University of Wales Trinity St David. I aspire to pursue a career in the printed textiles industry for interiors and can see you create unique hand printed fabrics and wallpapers. My strongest skill is screen printing, I have knowledge on lots of different printing methods to create exciting designs. My designs are mainly process driven and I like to experiment with processes. As well as having screen printing knowledge, I also have digital knowledge and like to combine my traditional and digital skills when creating a design. I am a hardworking individual with a motivation to succeed in this industry. I have also read that you are minimising the environmental impact of your print production, I would love to hear how you do this as my dissertation was written about how designers can be more sustainable within the furniture industry.

I have previously had experience in the printed textile industry with Custhom, an Interiors company that specialises in hand printed wallpapers. This experience was very beneficial as it confirmed this was the area of work best suited for me. The experience also helped as I had never screen printed outside of the university's facilities, so it was valuable to me as I learnt printing skills that were more suited in a studio environment. I also learnt how they print efficiently on a large scale and how they use their printing skills in a small studio in a successful way.

I aspire to design within the printed textile industry and I am looking for more experience in this. I would love to experience the methods you use to create the beautiful hand printed 30ms of fabric. I think I would be beneficial to you, I am eager to learn quickly and I am enthusiastic in all things printing. I can show you my portfolio of work and hopefully it will convey my passion and skills to you. I am keen to hear back from you.

Thank you for your time.

Olivia Hutchings.

A Look Book

Here is a look book design I created to be included in my Press pack.

You can access it on this link here - https://www.flipsnack.com/livsurfacepattern/liv-hutchings-look-book.html

Screen shots are also provided in the next few slides.

I have ensured the look book includes my brand identity, prints, visualisations and colours of my collection.







Palm Chevron Wallpaper







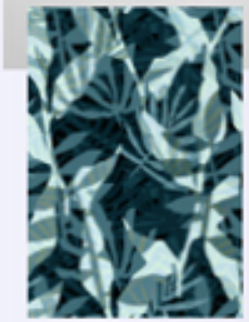


Amsterdam Houses Wallpaper



Collection of Interiors fabric. Inspired by the architecture of Amsterdam and the tropical plants of the De Hortus Botanical Gardens.









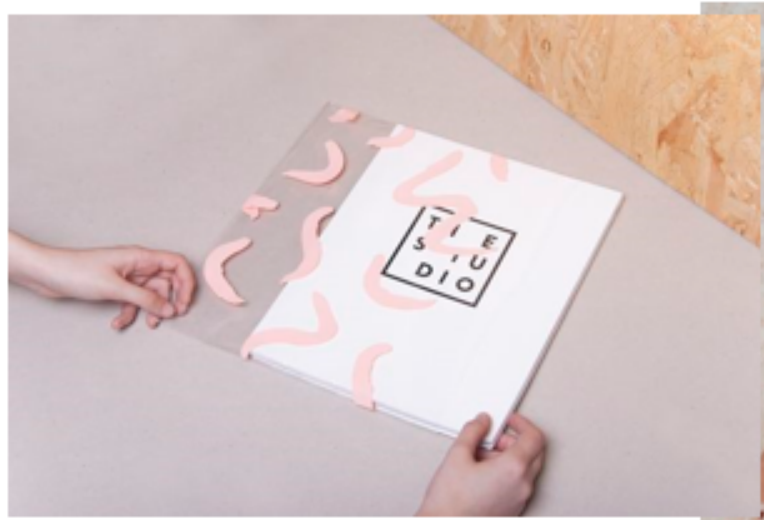




Zara

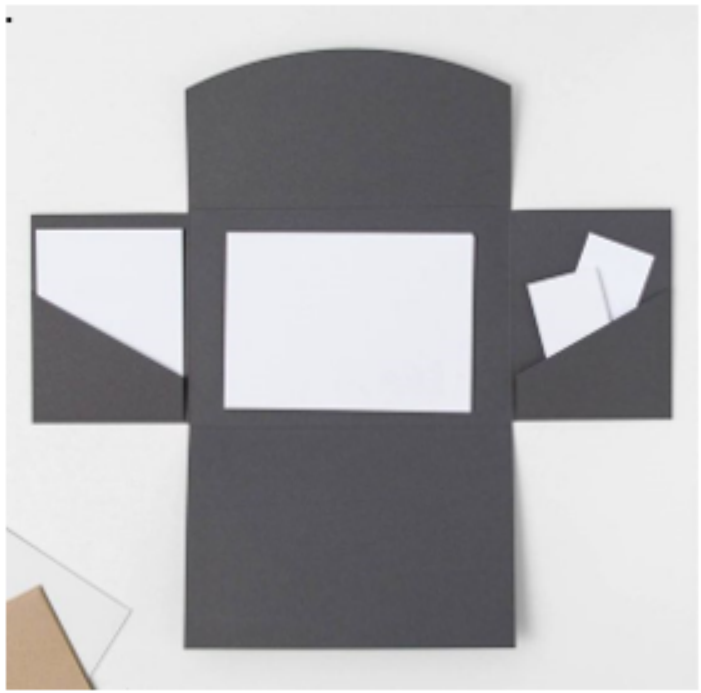
Promo Pack Idea's

I want my Promotional Pack to be an envelope/leaflet, so it can be easily posted as its flat. These are some of the designs I have found on Pinterest.
I do like the landscape ones below, but I think maybe the portrait one is probably better for wallpaper samples (Especially as my designs are quite large scale)
I also like the idea of a little sleeve as shown in the photo on the right .











This is a folder style sample holder, I had when I was ordering samples for my final major project. I love Lucy Tiffany's style although, I do feel that the inside is a bit boring. I like this layout however I think the foldout bits should be both sides.









How do I want my promotional pack to look?

I want my promo pack to look clean and organized. However I want my design identity to come thorough into it.

This is just a quick visualization I did to show how the inside would look. I think my cv and cover letter contrasts well on this light pink background, but I do feel that maybe pink might give people the wrong idea. I think a darker colour would make this look more professional and sleeker.

My front cover I really like, and this pattern will go onto the back of the folder as shown in the images.







Final promotional pack cover



Final inside of promotional pack



Promotional Pack Includes

- Cv
- Cover letter
- Fabric/Wallpaper Samples
- Look Book
- Business card

Each promotional pack would be different depending on who I was sending it to for eg. If I was sending it to a company that only deals with wallpapers, I would not include many fabric samples I would include more wallpaper samples.

Link to online portfolio-
https://wisteria-marigold-rbe9.squarespace.com/portfolio

Link to look book-
https://www.flipsnack.com/zarajames/zara-james-look-book.html

The 5th page is ‘Look Book’

https://www.flipsnack.com/zarajames/zara-james-look-book.html











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Get started

FLORAL COLLECTION

CRISS CROSS FLORAL WALLPAPER



BLOSSOM WALLPAPER

Fullscreen



THIS HANDPAINTED FLORAL COLLETION
IS THE PERFECT WAY TO ADD COLOUR
INTO YOUR HOME. THROUGH SOFT
FURNASHINGS AND WALLPAPER



FLORAL COLLECTION

Fullscreen



WILD GARDEN COLLECTION



THIS HAND PAINTED FLORAL WALLPAPER WILL GIVE THE STATEMENT WALLYOU NEED IN A ROOM.

THE WILD GARDEN WALLPAPER



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This page-flip catalog was made with Flipsnack. You can create one as well, really easily.
Get started

Emily

VISIONS in Repeat

Textile design *By Emily Boyce*





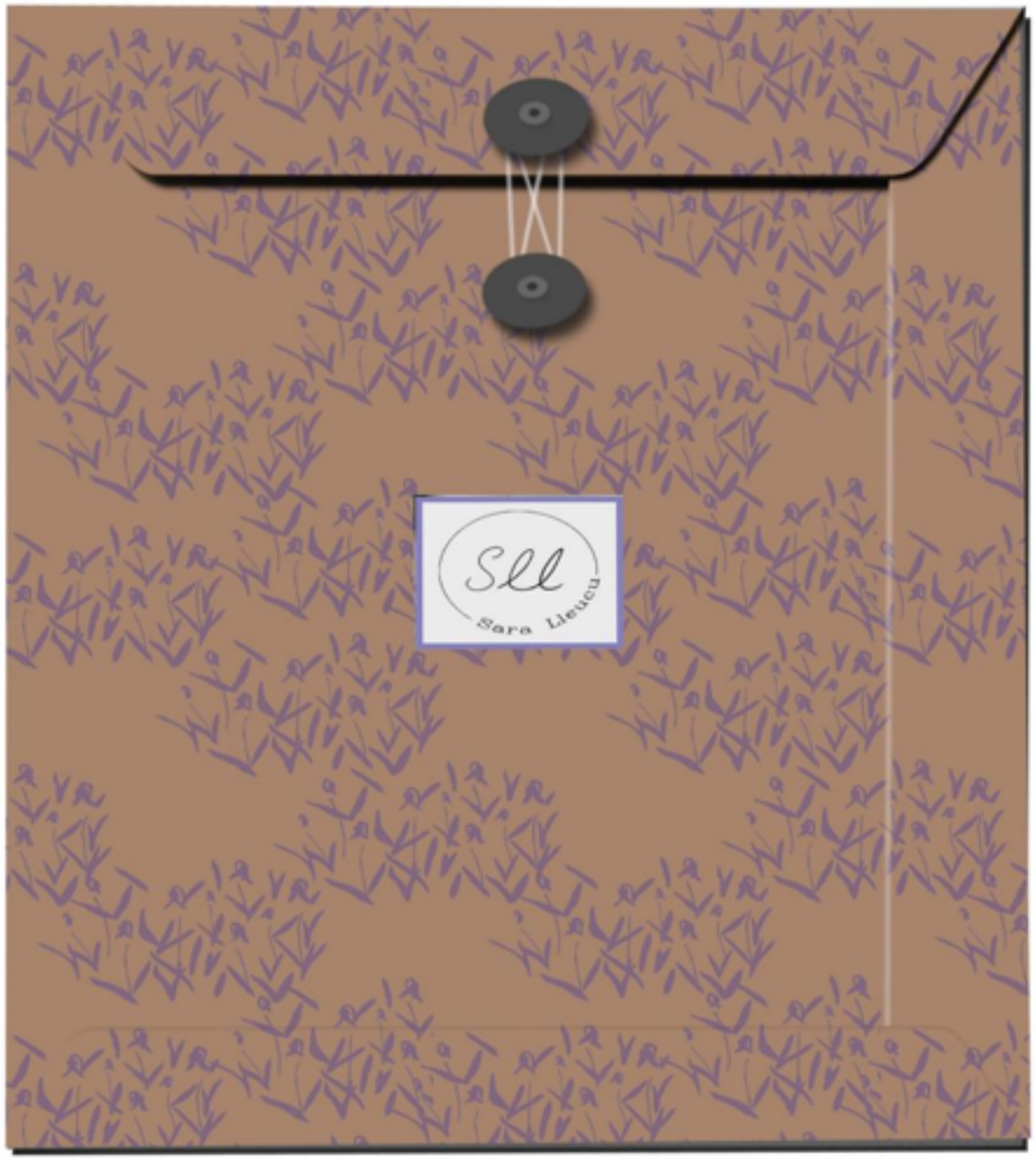




Sara

My Press Pack

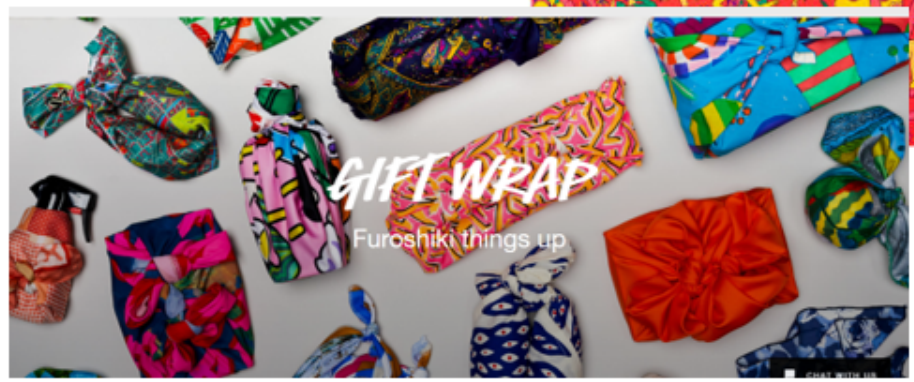
For my press pack design, I decided that it would be a thick envelope that fits an A4 so that my CV slides in perfectly. I want it to be thick so that my visualisation book, business card and samples fit in too.
I would be cardboard with my print printed on top so it's simple but effective, with my logo in the middle.




Sara Lleucu
Surface Pattern Designer
An enthusiastic drawer and painter who enjoys experimenting with colour and texture. I always design using inspiration from my natural heritage and the Welsh countryside.
Contact
Skills
Education
Work Experience
Exhibitions & Awards
Live Briefs
DARKIDE

Recipients

LUSH FRESH HANDMADE COSMETICS





The company Lush is one which I could see myself working with the future. Its product package has a bold bright quirky style characteristics which I would use to describe my own style of work. I feel that my work would fit in well with what current designs they sell. From my research of the company I understand that that they packaging is constantly changing with sessions and holidays, meaning that if I was to work with this company I would always have new projects to work on.



Woodchip & Magnolia











Address; Woodchip & Magnolia Limited
Unit 3 Tower View Development
Brussels Road Road
Darwen, Lancashire BB3 3JJ
This company is very close to my home so that and its style of work would make me more inclined to send them my press pack.