*HEATHER KELMAN*

*PROFESSIONAL PROMOTION*

*1704216*

www.heatherkelmanart.com

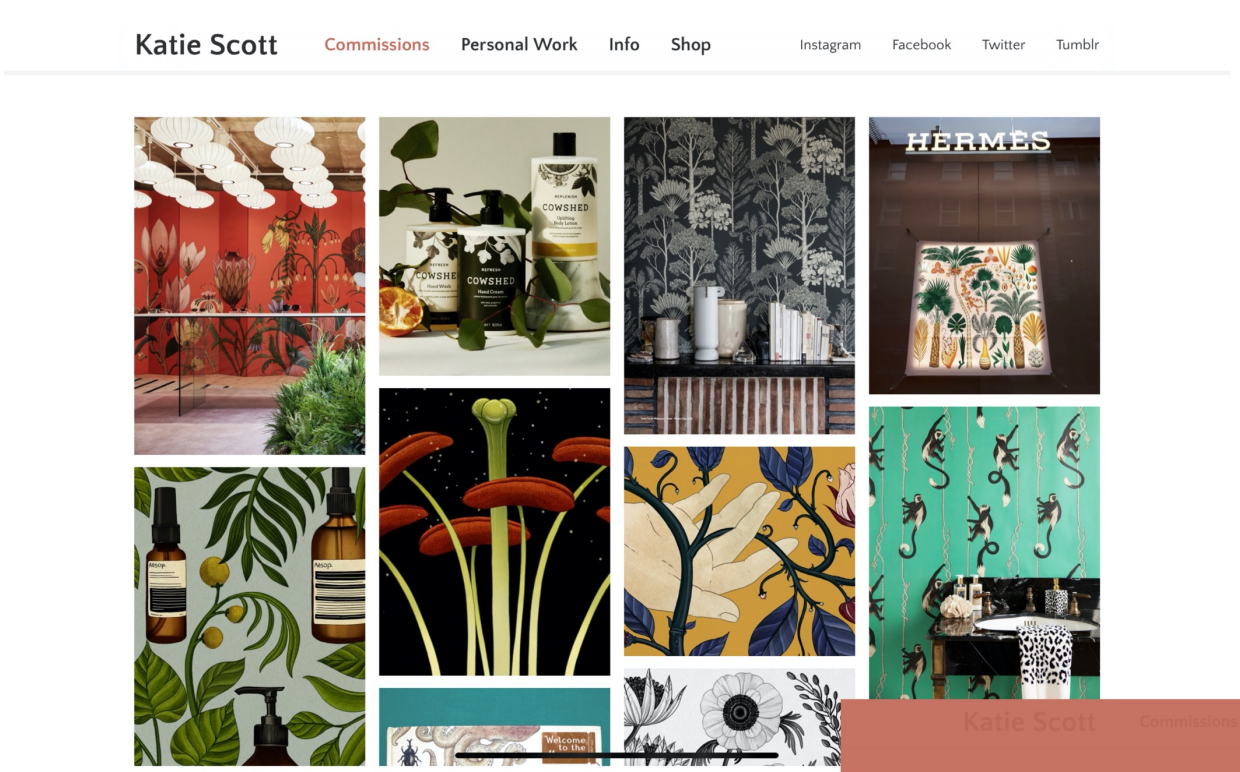
@heatherkelmanart




I chose RIXO as one of the websites which I chose to research in order to gain ideas for my own because I felt that their aesthetic matched my own and the clean-cut website allows the work to shine properly. I particularly like the use of font and this is something which will be a huge part of my design process as a paint website really means that the fonts must shine.

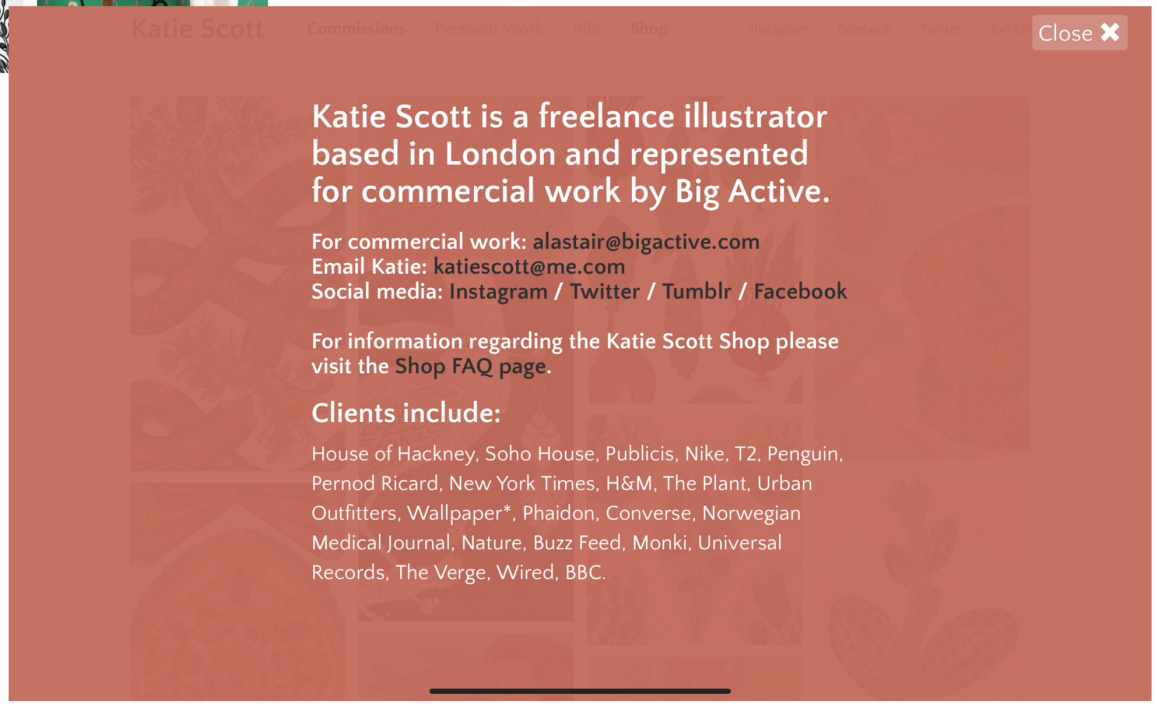
I liked that the about section of the website was short and concise, providing all the insight and information you would need at the forefront of discovering the brand, I also like how all the collections are able to be viewed separately and the website is easy to navigate without too many gimmicks.

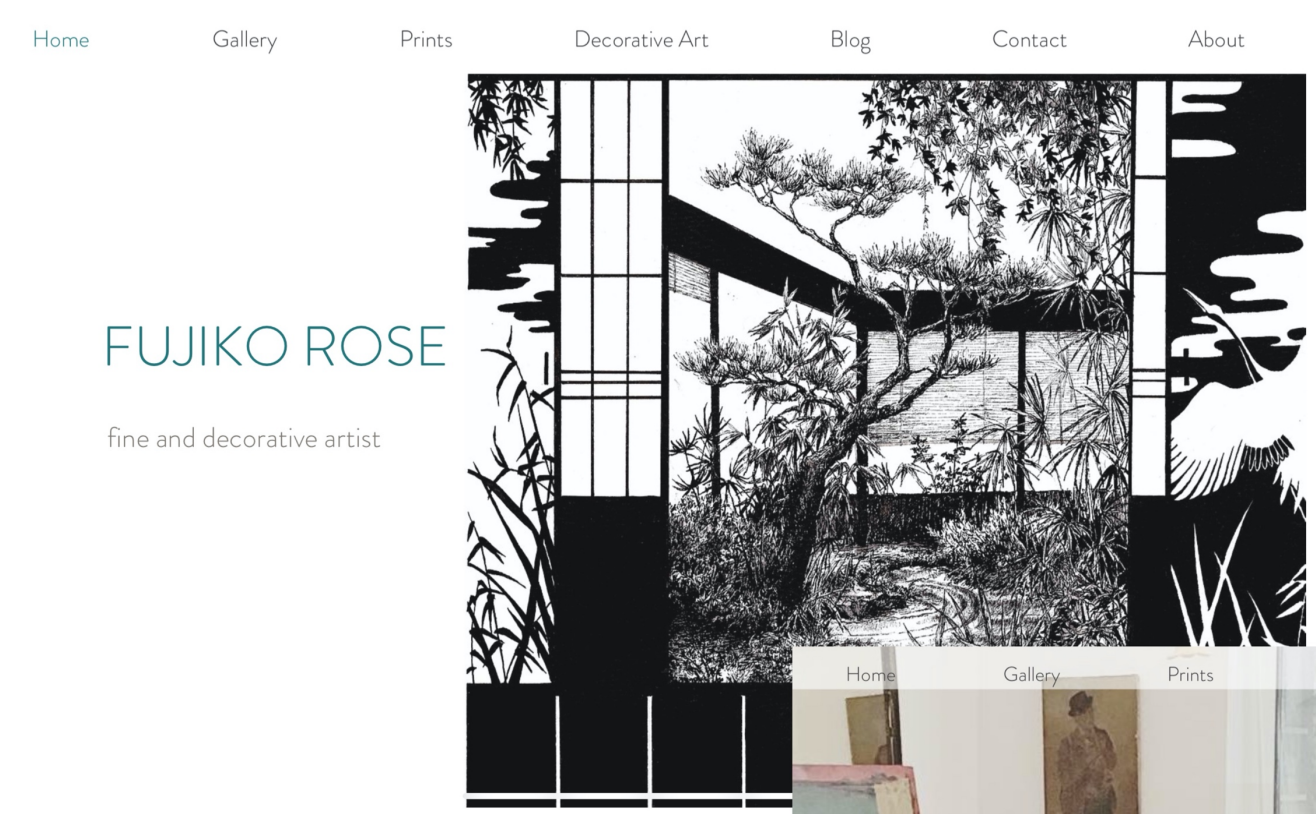




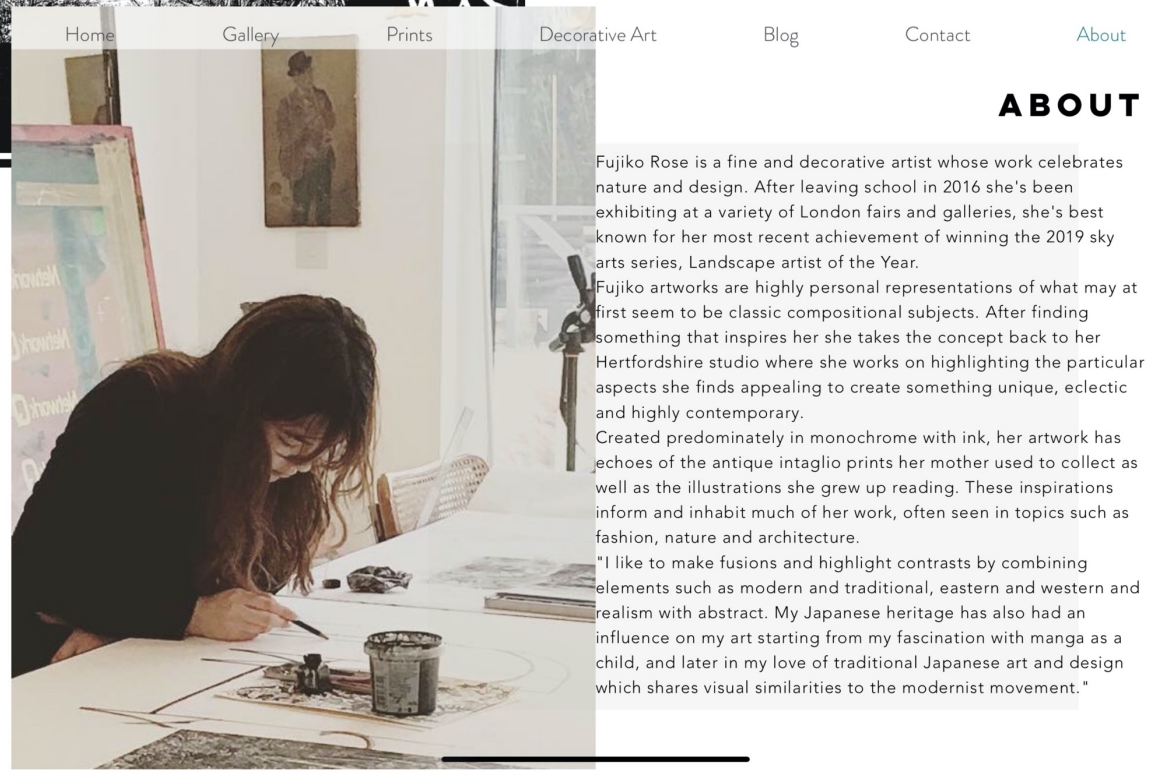

Katie Scott's about page was also something which I really liked, as you'll see it is very different to the format and layout to the other websites which I have chosen to research as it comes up as a pop up instead of taking you to a whole new page. It is also very concise, and she has been careful to select only information which really stands out from her career to include here without giving too much of an in-depth life story.

I chose Katie Scott as one of the websites which I felt inspired by for me own as I really like how the website is immediately all about her work. There is no unnecessary add ons or difficulty accessing her designs and images and it is striking from the moment you enter the website which is something I really liked the idea of creating for myself. She has created a clear colour palette which carefully coincides with her own work and colour palettes and therefore is not fighting or contrasting too much against what should be the main focus.

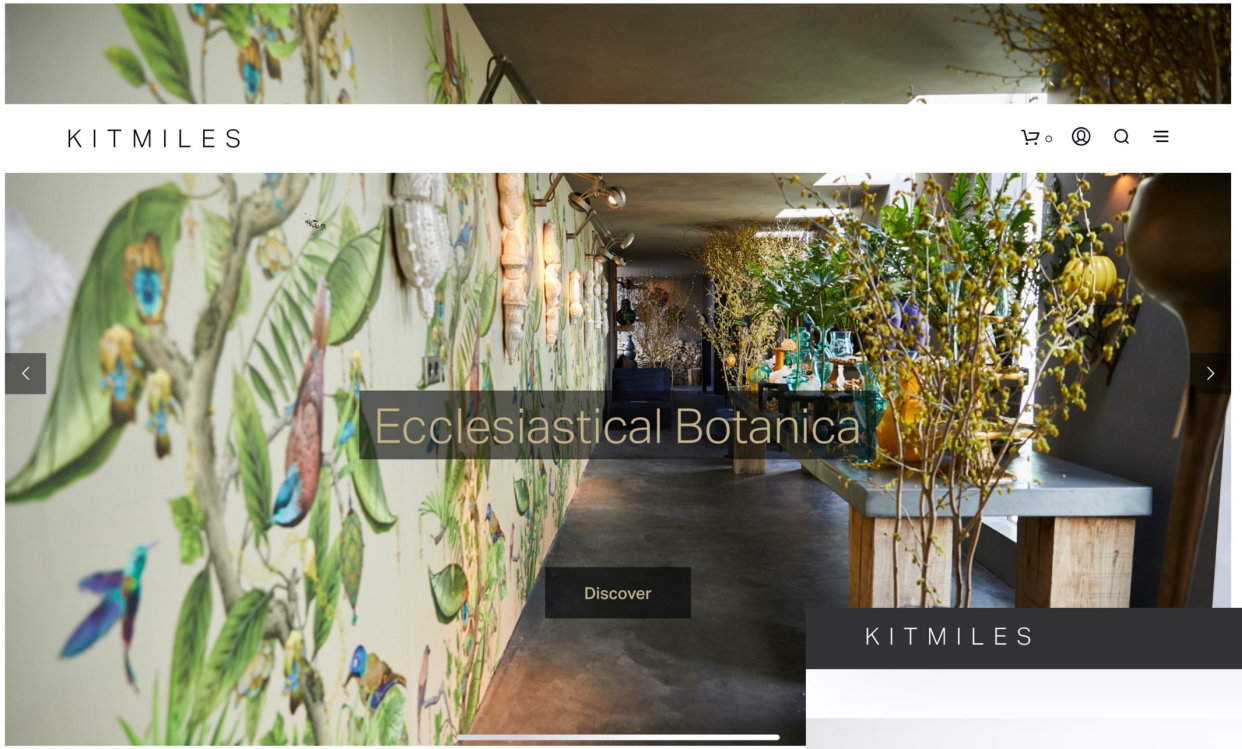





Fujiko Rose is an artist who's website I frequent often. I am hugely inspired by her within my own work and illustrations and therefore I really use her website as a source of information for me. Fujiko's website is very much monochromatic which is sympathetic to the work which she creates. As she works in a monochromatic palette it would be insensitive here to have huge amounts of colour and to overdesign the website.

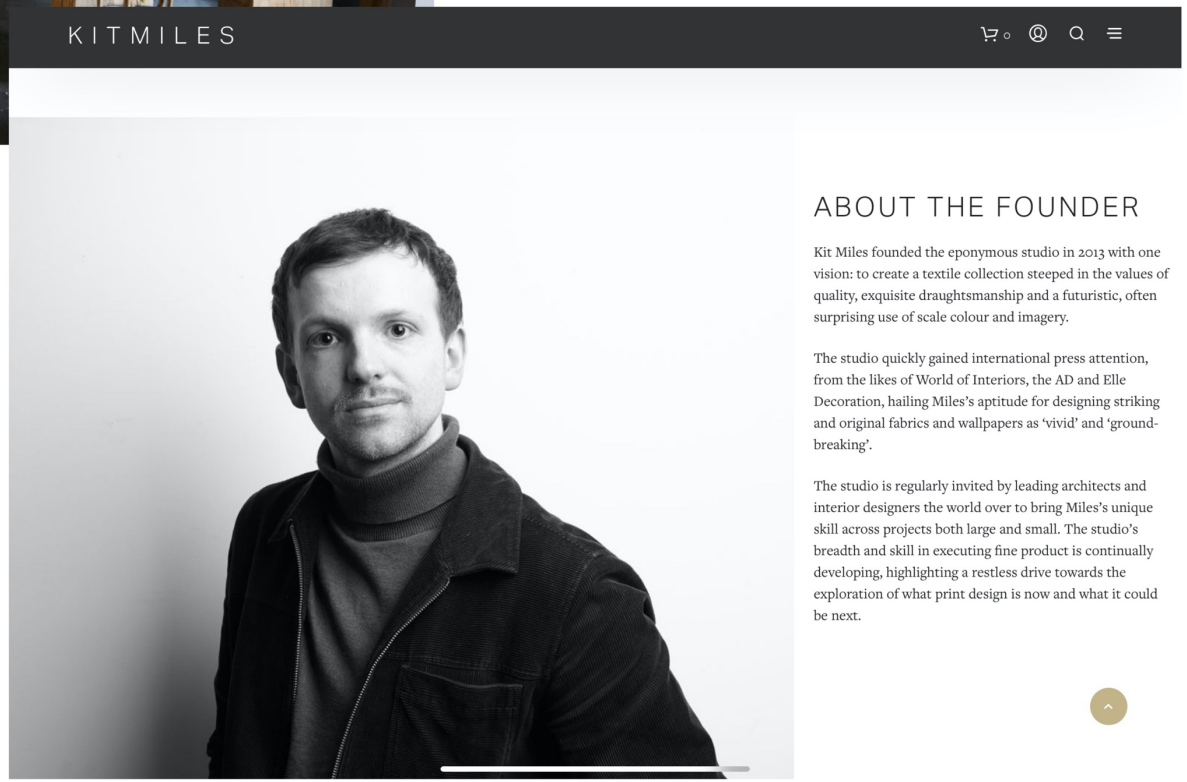


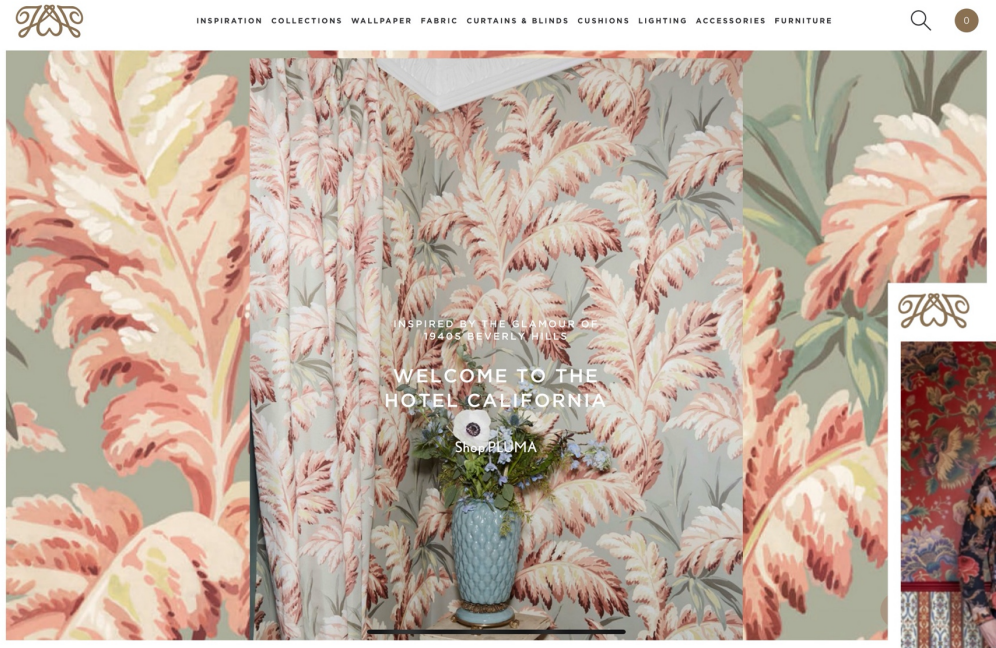

Fujiko Rose's about section is far more long winded than any of the others which I have included in my research. I think this is because she is a far smaller designer than any of the other companies and therefore it is important to provide some real insight into you as a person and designer in order to connect with a client who might be interested in purchasing from you or wants to know more about your work in general.




I really like Kit Miles's website because of the way each collection of his designs is carefully grouped and presented in a way which would be appealing to a client or customer. The design of his website is paired back and simple to allow his complex designs to shine and really become the stars of the show. Kit Miles uses a vibrant array of colour throughout all of his designs and therefore I think it is clever that he has chosen to keep his actual website monochromatic so that the colours don't jar against various designs.

Kit Miles's about page is also really well written and designed. I particularly like how the first paragraph immediately sets the tone for what Kit Miles strives to create and the aims for his designs. This is something which I think is key to capturing an audience and drawing them in to your work.

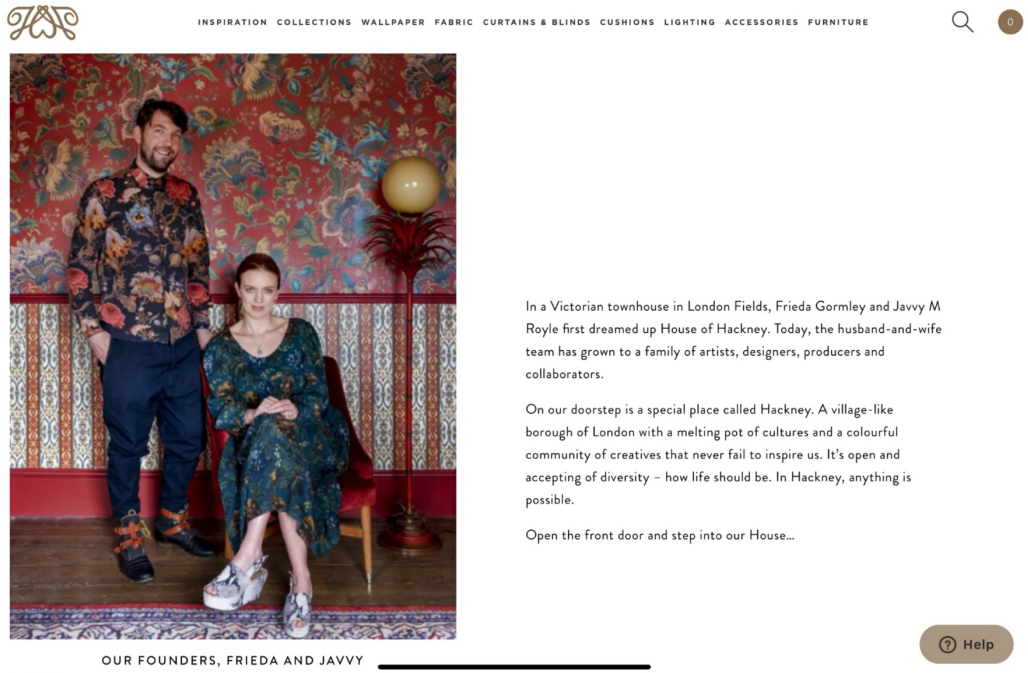








House of Hackney is a website which I have always enjoyed visiting. User experience is at the forefront of the design thinking behind the website and this can be seen within all the features which they offer. House of Hackney create mood boards featuring their various patterns to demonstrate how you might pair them within your own home. This is a feature I use often to inspire my own work and is something which really boosts my use of the website.




I really liked how the House of Hackney about page was written, it is mostly written from a company point of view rather than about the designers themselves which I think allows the customer to feel more immersed in the company itself. It sets the scene for the company and their design thinking which I think is nice.










# *PRODUCT RESEARCH*

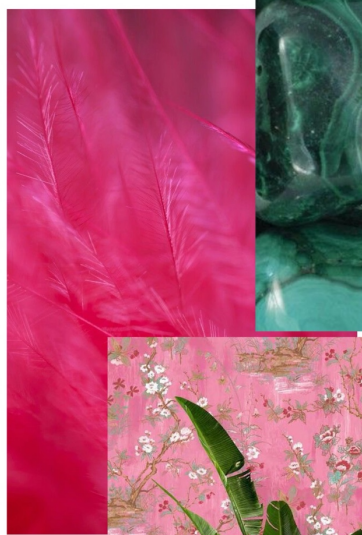
On a trip to London I visited liberty to gather some research for my major project. Whilst I was there, I came across some beautiful logo and packaging designs which really liked and felt inspired by. I loved the illustrative values of the Diptyque logo and how unique it was. I also really liked the design of the Christian Lacroix and Ortigia logos which are both more simple, however still identifiable and don't fight with the heavy illustrations behind their brands.

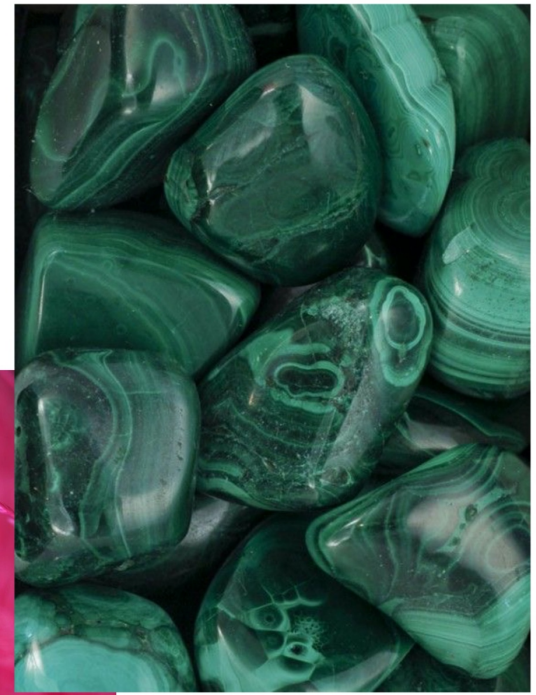



## *MY DESIGN DREAMS*

In order to determine how I would design my press packs and my website, it was important for me to put down on paper where I might see myself in the future so that I could brainstorm myself a plan of action and stepping stones to help me achieve the goals I had set. As can be seen from my mind map, I have set myself some incredibly tricky tasks and therefore in order to achieve the luxe market which I aim to target, my branding and design also needs to be empathetic to this.

# *COLOUR PALETTE*

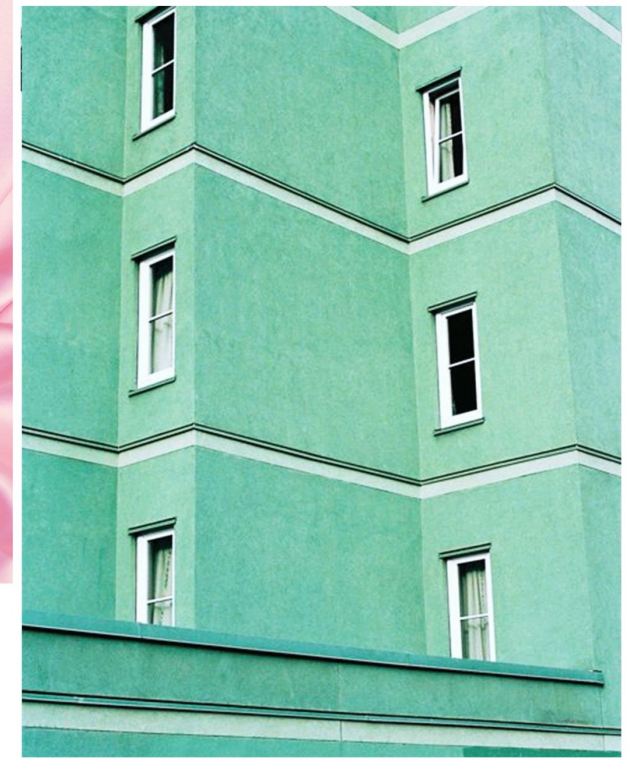






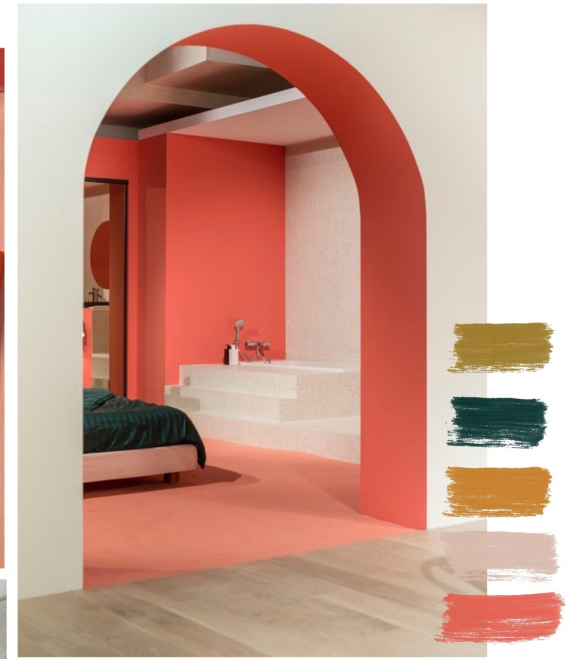


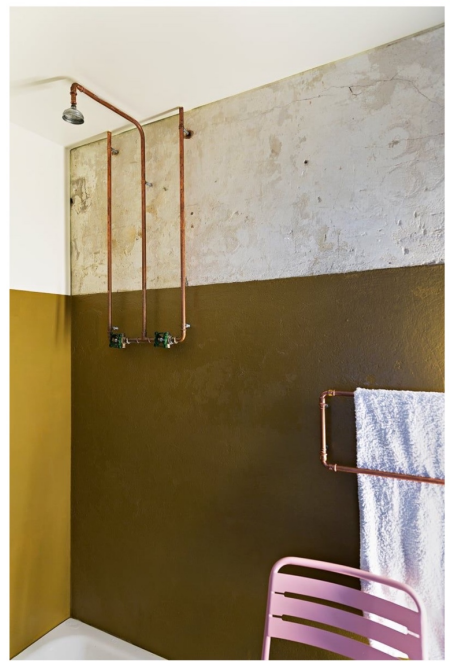




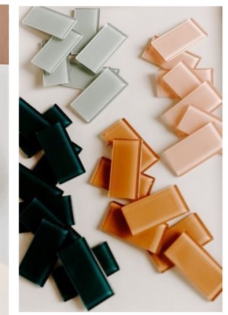
*WOODCHIP&MAGNOLIA*











# Colour palette

These are images which I have pulled from my collection on Pinterest. I have chosen this colour palette for my branding because these are colours which I feel relate to me as a person and I feel a deeper connection to. I have decided to select these colours over the palette which I chose for my major project as those neon colours do not suit my overall aesthetic.

Heather Kelman

***PREVIOUS LOGO***

This was my previous and initial logo which I came up with to represent my branding and website. I initially liked the idea of having a font logo as it is easily readable and clean against my more complex designs. I tried the logo in a couple of various colour ways which I felt went nicely with the colours which I wanted to use for my branding. After a bit of time creating a website design, I started to feel that something was off about the logo and I began to feel that the font just didn't represent me as a designer. It was clear that I needed to do more research and design a wider array of logos for myself.

Heather Kelman

Emma Shipley

↑ this logo is easily identifiable and this is something which I want to achieve.

THE ORIGINAL
MORRIS & Co
FOUNDED BY WILLIAM MORRIS IN 1861

↑ I love how clean and clear this logo is, whilst still being sympathetic to the era of work.

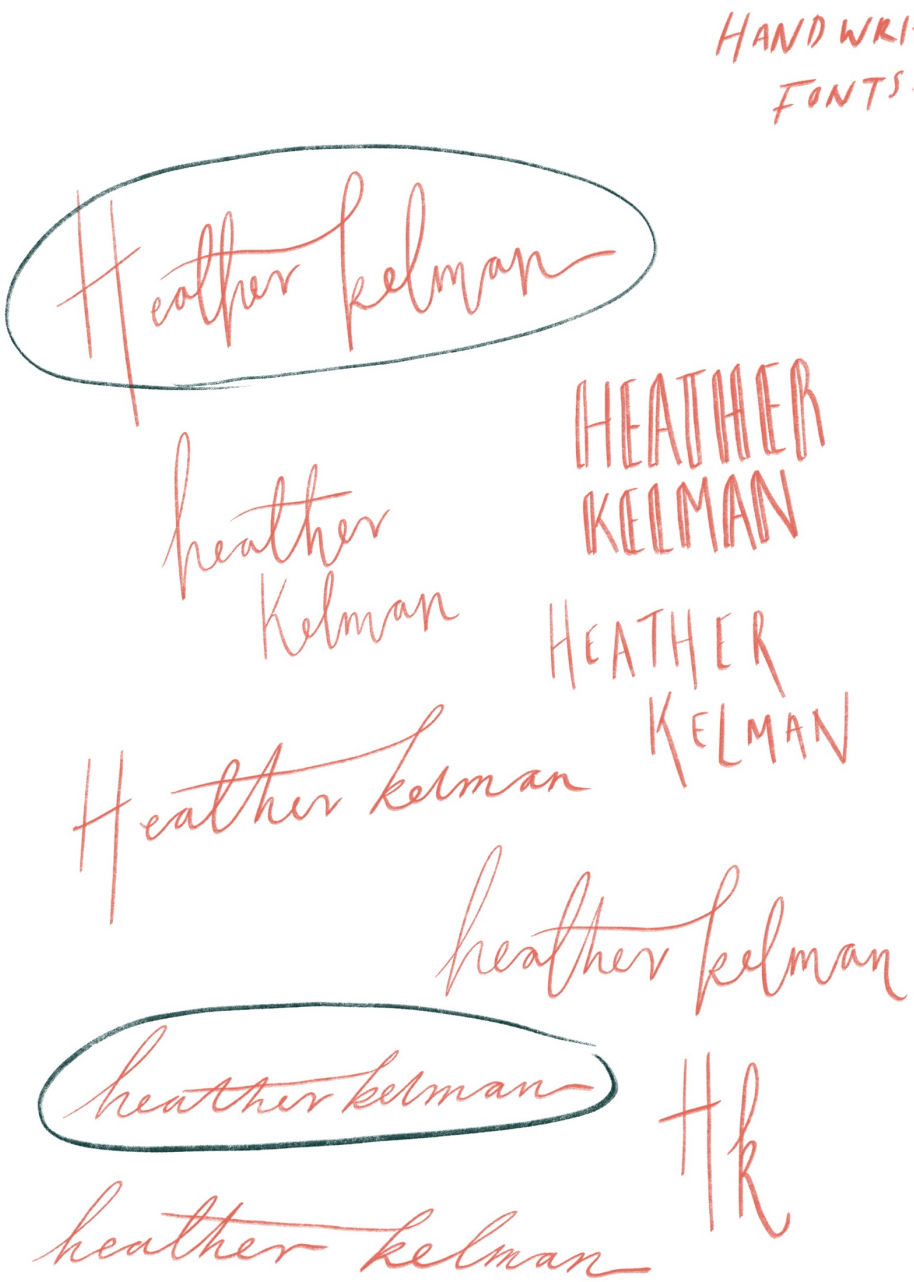
Poodle & Blonde

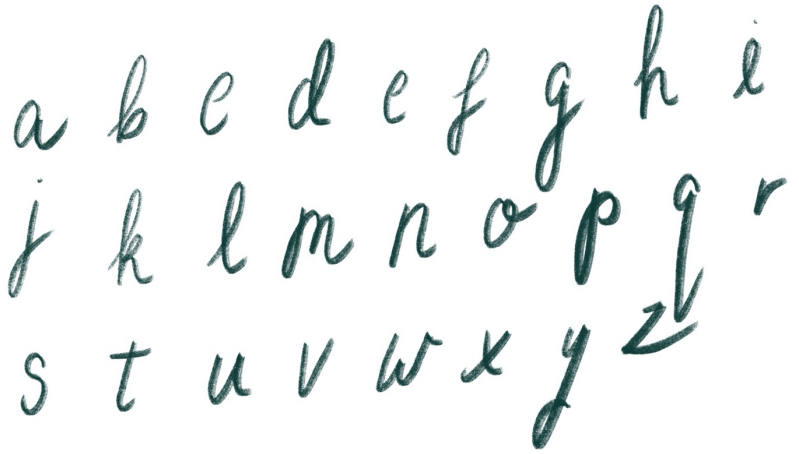
↑ I love how playful this logo is and how they have introduced their core colours.

O&L

OSBORNE
&
LITTLE

↑ I love the simplicity here.
I also like that they have a shortened version of their logo.




These hand drawn logos were an initial brain dump of ideas which I had for how my new logo might look. I have circled the ones which I felt were most successful here or felt that I wanted to take further and design more in depth. I didn't like the capital letter fonts which I designed as it is so difficult to accurately make sure that all the letters are the same width and height and I just felt that they seemed to contemporary for the style of design which I have.

Heather Kelman

Didot

**Heather Kelman**

Fette Bauersche Antiqua

HEATHER KELMAN

Orator STD

Heather Kelman

Baskerville

**HEATHER KELMAN**

Bebas Neue

**Heather Kelman**

BodoniXT

HEATHER KELMAN

LOVES

**Heather Kelman**

Spinwerad

**Heather Kelman**

Bodoni 72

I didn't want to dismiss the font idea altogether so soon and so I decided to collate a list of fonts which I would consider and liked the idea of for my website. Particularly I really liked Baskerville and this is the font which I chose to carry forward for my fonts within my presentations, website and any writing which appears on my branding. I felt that this font ticked all the boxes for me in terms of being readable, classic but also not looking dated and as though I hadn't given it some thought.


HK
Heather Kelman
Surface pattern designer
Heather Kelman
Design
Heather Kelman
Heather
Kelman
Heather Kelman
Heather Kelman
Design
Heather Kelman
Design
Heather Kelman
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Heather Kelman

Design

Having trialed a huge amount of written logos for my branding as seen on the previous slide, this is the one which eventually stuck out to me as the most successful. I found myself gravitating towards this one constantly and I found that it just seemed to fit amongst my illustrations beautifully. It suits my design style by being fine and delicate and illustrative, whilst also adding a trend driven edge which keeps my branding looking current. I really feel that this design is completely perfect for my branding and I also feel that it won't date which is something I really wanted to ensure as I didn't want to be having to redesign everything in a years time again.

Heather Kelman
Design

# MY WEBSITE

Web design is something which I take great joy in and so this was a big part of this module for me. I wanted to make sure I got it right and spent a long time considering the images, colours and layouts which I chose to feature here. I want to make sure that my website is a bit of a hub for my design work and really shows off the best of me. I chose to keep the design simple and sleek to not overwhelm my photographs and designs. I have tried to ensure that everything flows, down to the placement of my images so that everything works together.





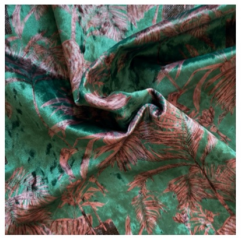

*FIND ME ON INSTAGRAM*









Show More

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Home

Efflorescence FMP

Live Brief; Conversational print

About

Contact

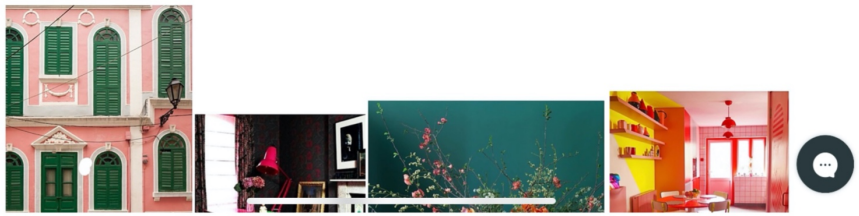
Blog

I compartmentalised each of my projects into their own pages so that anyone who might be interested in my process or designs will be able to see the entire process and read about it as though they were flicking through my sketchbook.



***COLOUR BOARDS***

Colour was something which I really wanted to explore and celebrate within this project. I often find that I dull the colours of my designs down to more muted and deep shades, yet I like to wear and surround myself with much more exuberant tones. I wanted this project to be a piece of me and therefore I selected colours which I feel are joyful to look at and make me feel excited. I have always loved the striking combination of pink and green and therefore I wanted to introduce this to my colour palette.



Heather Kelman
Design

## INITIAL MOODBOARDS

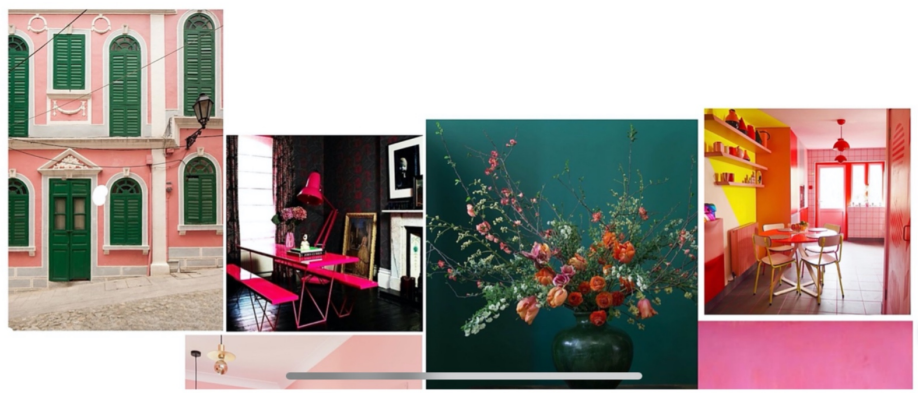
*'Efflorescence of moments in time. Exotic and unnatural creatures intertwining with overwhelming flora.'*






## COLOUR BOARDS

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Heather Kelman
Design






## COLLAGE DRAWINGS

At the beginning of this project, I sat with a pile of old magazines and began to cut out various bodies and animals which I felt would work together. Once I had begun piecing these images together into various characters, I imagined them as the people photographed wondering the gardens of Kew. This collaging activity allowed me to experiment in ways which I normally wouldn't feel confident enough to do so. The freedom of being able to move and reorganise and mix and match all the pieces I had cut out was a welcomed opportunity for me to be creative and have fun creating these weird and wonderful characters without worrying about the outcome.



Heather Kelman
Design

## *INITIAL MOODBOARDS*




## *PRIMARY RESEARCH*





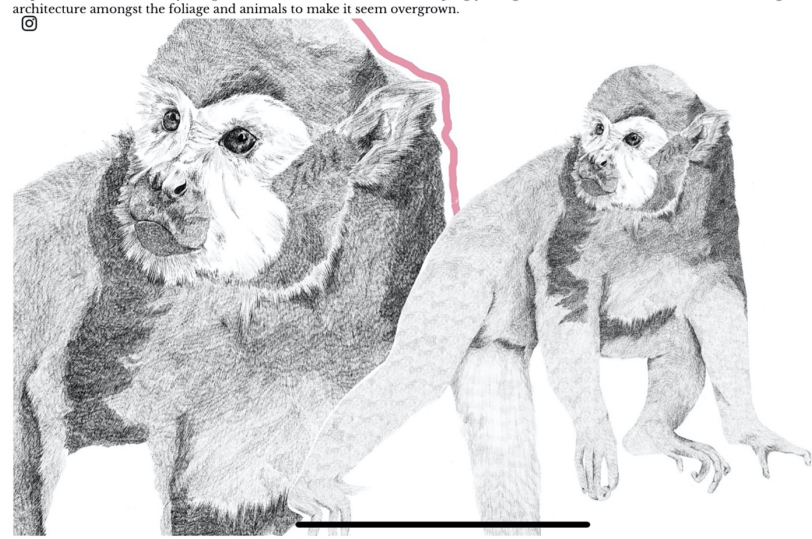
Heather Kelman
Design

## *PRIMARY RESEARCH*



## *DRAWINGS FOR DESIGNS*

Within this project I really liked the idea of being inspired by a children's storybook. In this case, I chose to use The Jungle Book as the inspiration behind all of my designs. I wanted to research the idea of a jungly overgrown theme and liked the idea of including architecture amongst the foliage and animals to make it seem overgrown.



Heather Kelman
Design



HELLO

I am Heather. I am studying in my 3rd year at Swansea College of Art UWTSD, but currently based in Northamptonshire.

I work using digital techniques to create the majority of my designs, but I am also especially fond of traditional illustrative process. I am a lover of detail and fine drawings and this is something which is key to my design identity.

I am particularly drawn to print for interior and this is something which I am particularly passionate about and have chosen to specialise in within my degree.



hello

I'm Heather. A surface pattern design student studying at Swansea College of Art. Currently I am based in the Northamptonshire countryside which inspires many of my drawings and designs. I create a lot of my work using digital processes but also love to draw and paint using traditional techniques too.

previous design

The about section of my website took a while to get right as I wanted to add a design aspect but I didn't really know what. I liked my initial design but later felt that there was too much colour and distraction about it and it needed to be paired back and a sleeker design was needed to match the rest of my website. I am really pleased with the final design I came up with as I feel that it fits my own brief perfectly and matches the aesthetic of my website far better.




I added a contact section to my website to ensure that it was quick and easy for someone to get in contact with me should they wish to without having to leave my website at all and searching for my contact details. I liked how smooth and sleek this feature looks and I think this is far more successful than a page with just my email address.

Heather Kelman Design

All Posts

Log in / Sign up

heather kelman · 17 hours ago · 2 min read

# A trip to Kew - How my project came to be.



Kew gardens is somewhere that has always posed great interest to me as a designer. I visited on a school trip during my GCSE's in Year 9 and I remember it rained the whole day and we didn't get to visit any of the glasshouses. Since then, I had always wanted to go back but never quite found the time or the finances to be able to do so. Once I was old enough to be able to drive myself there I took the chance. We were so lucky with the weather and I felt a whole new surge of creativity brewing as I stood amongst all these weird and wonderful trees

Heather Kelman Design



Kew gardens is somewhere that has always posed great interest to me as a designer. I visited on a school trip during my GCSE's in Year 9 and I remember it rained the whole day and we didn't get to visit any of the glasshouses. Since then, I had always wanted to go back but never quite found the time or the finances to be able to do so. Once I was old enough to be able to drive myself there I took the chance. We were so lucky with the weather and I felt a whole new surge of creativity brewing as I stood amongst all these weird and wonderful trees and flowers.

I gathered so much inspiration from this trip but I really didn't want to slip into my usual habit of just jumping straight into my floral comfort blanket as I had done with most projects previously. Flora is something which I love to paint and draw, I find all the different shapes and angles and tones which you can capture within a leaf or a petal to be absolutely fascinating but I really wanted to look beyond that in this project.

I found some historical images of Kew Gardens when I was looking online for some more information and fell in love with the scenes which they depicted. Victorian ladies in their billowing gowns and men in top hats wondering through the gardens in the shadow of the palm house really got my imagination whirring.

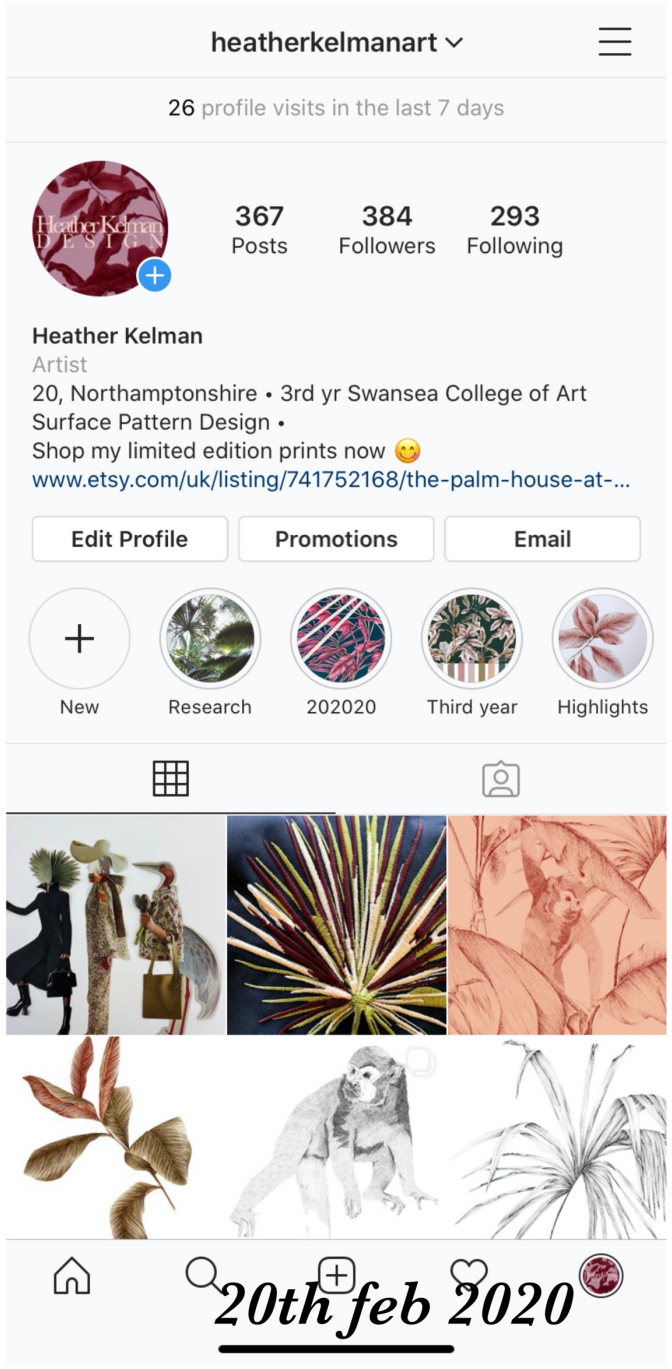
The inspiration for my characters came from the weird and wonderful plants which I saw amongst the gardens. One of my initial ideas was to create a collection based around hybrid plants and flowers, but I found that it didn't excite me enough to want to take that further. When I look at my characters personally I think of them as weird plant or flower hybrids from the garden themselves.

0 views

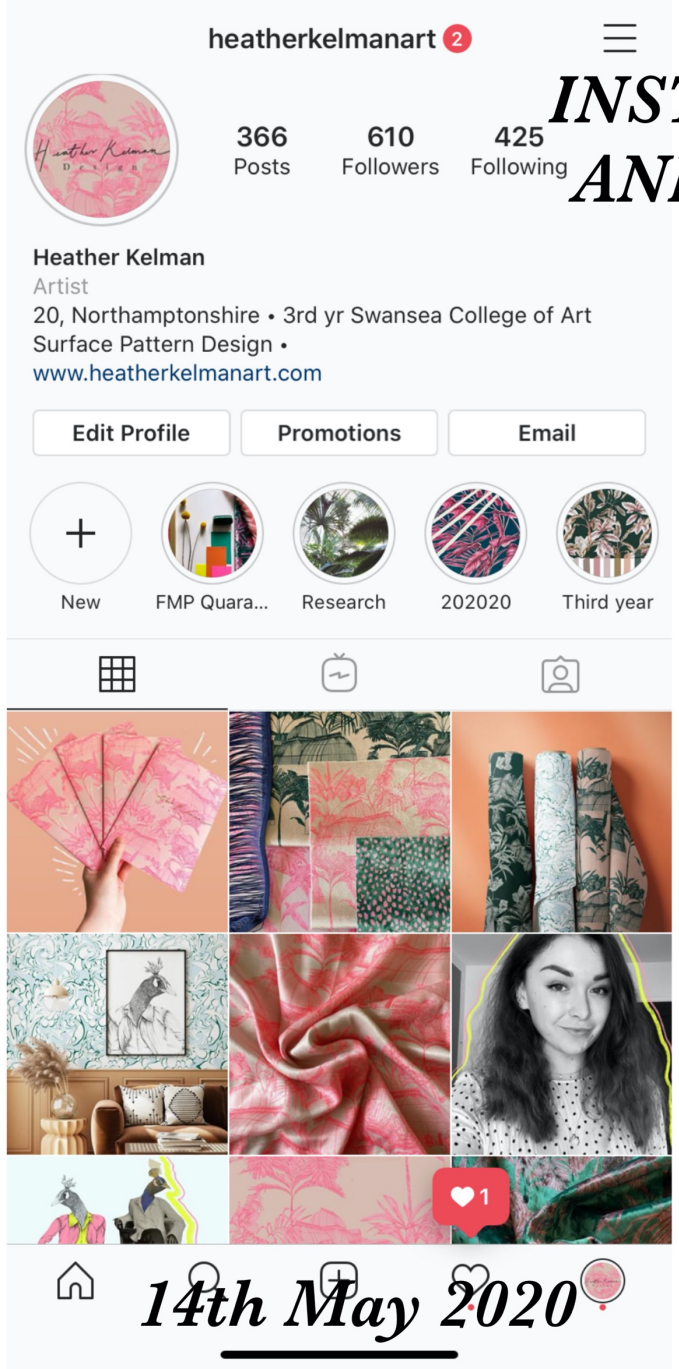
Log in to leave a comment.

The blog was something which I struggled a bit more with. I struggled to know what to write about and how to write about it in a way which would be interesting to a reader. It is quite difficult to know what other people would like to read from you and so for this reason I felt I was extremely lacking in ideas and inspiration in this area.

# *INSTAGRAM GROWTH AND IMPROVEMENT*

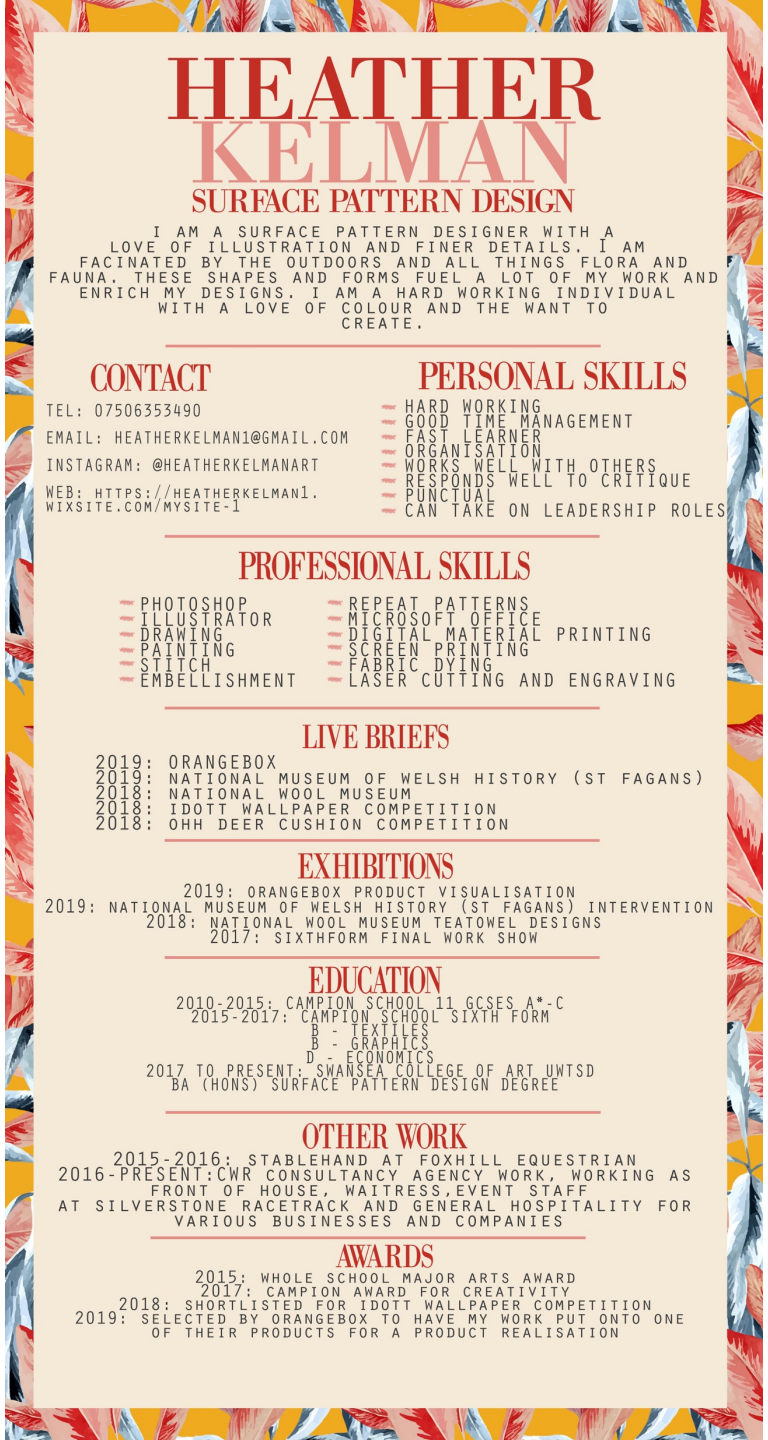



*20th feb 2020*



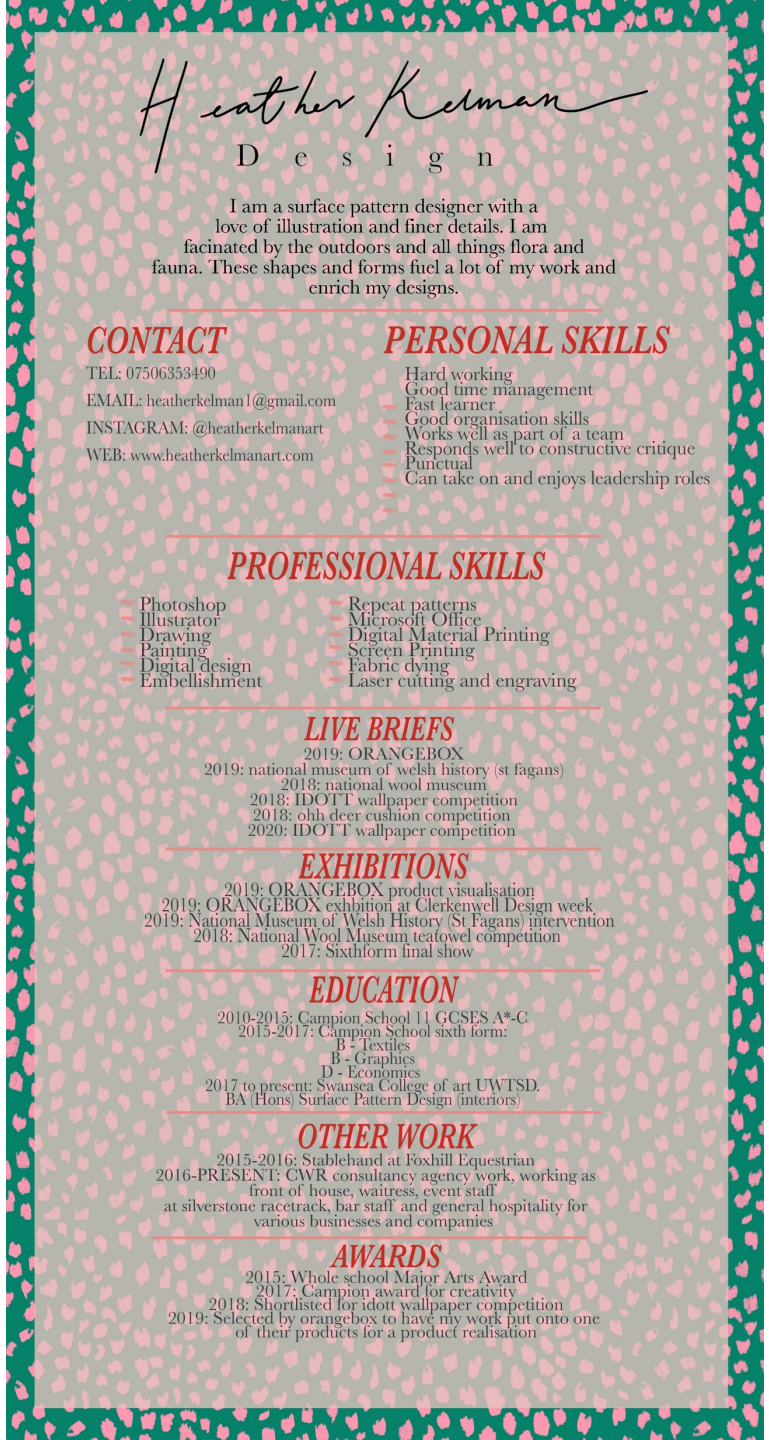

*14th May 2020*

Instagram is something which I invest a huge amount of time and effort into. I feel that it is a really important tool to market yourself in our modern world and I have really worked hard to grow my account and make it look and feel more professional. I also find that having my Instagram as an immediate hub of recent work allows me to visually see my design identity and encourages my next moves. Previously I didn't think too much about what I was posting and when which let to an Instagram feed which felt cluttered and wasn't nice to look at. I feel that the feed I have worked to create for myself now is sleek, immediately shows a viewer what kind of work I create and is more visually pleasing.




# *CV DESIGN*

Over the years I have written several different CVs for various jobs which have all needed to include different things and in different formats. This was a design I created last summer for my website and to email out to companies for internships. At the time I was really happy with this design, I still like how everything is laid out but I no longer like the choice of colour or fonts which I chose to use, I also needed to rephrase some bits of my writing as well as adding new achievements to the CV.



Heather Kelman
Design

I am a surface pattern designer with a love of illustration and finer details. I am facinated by the outdoors and all things flora and fauna. These shapes and forms fuel a lot of my work and enrich my designs.

CONTACT

TEL: 07506353490
EMAIL: heatherkelman1@gmail.com
INSTAGRAM: @heatherkelmanart
WEB: www.heatherkelmanart.com

PERSONAL SKILLS

- Hard working
- Good time management
- Fast learner
- Good organisation skills
- Works well as part of a team
- Responds well to constructive critique
- Punctual
- Can take on and enjoys leadership roles

PROFESSIONAL SKILLS

- Photoshop
- Illustrator
- Drawing
- Painting
- Digital design
- Embellishment
- Repeat patterns
- Microsoft Office
- Digital Material Printing
- Screen Printing
- Fabric dying
- Laser cutting and engraving

LIVE BRIEFS

2019: ORANGEBOX
2019: national museum of welsh history (st fagans)
2018: national wool museum
2018: IDOTT wallpaper competition
2018: ohh deer cushion competition
2020: IDOTT wallpaper competition

EXHIBITIONS

2019: ORANGEBOX product visualisation
2019: ORANGEBOX exhbition at Clerkenwell Design week
2019: National Museum of Welsh History (St Fagans) intervention
2018: National Wool Museum teatowel competition
2017: Sixthform final show

EDUCATION

2010-2015: Campion School 11 GCSES A*-C
2015-2017: Campion School sixth form:
B - Textiles
B - Graphics
D - Economics
2017 to present: Swansea College of art UWTSD.
BA (Hons) Surface Pattern Design (interiors)

OTHER WORK

2015-2016: Stablehand at Foxhill Equestrian
2016-PRESENT: CWR consultancy agency work, working as front of house, waitress, event staff at silverstone racetrack, bar staff and general hospitality for various businesses and companies

AWARDS

2015: Whole school Major Arts Award
2017: Campion award for creativity
2018: Shortlisted for idott wallpaper competition
2019: Selected by orangebox to have my work put onto one of their products for a product realisation

# *UPDATED CV DESIGN*

I decided to keep the shape and layout of my CV relatively similar to what it was previously as I felt that this works quite well for me. I decided to alter my logo, fonts, colours, and imagery so that it remains in keeping with the rest of the branding which I have chosen to use. I have also updated my cv to include any new information and achievements which I had gained since the last time I had used it. Overall I am quite happy with this design. I feel that perhaps in the future I would like to alter this to make it shorter and more concise but I think it serves its current purpose well.

## *INITIAL BUSINESS CARD DESIGN*

This was the initial design I came up with for my business cards at the beginning of the year. I designed this card to go into my prints which I produced and sold for the picture this 202020 exhibition. I printed the cards myself at home on thick card and whilst I was happy with them at the time, it was very much an 'it'll do' scenario and I knew that I would want to invest more time and money in making them properly and professionally in the future.





















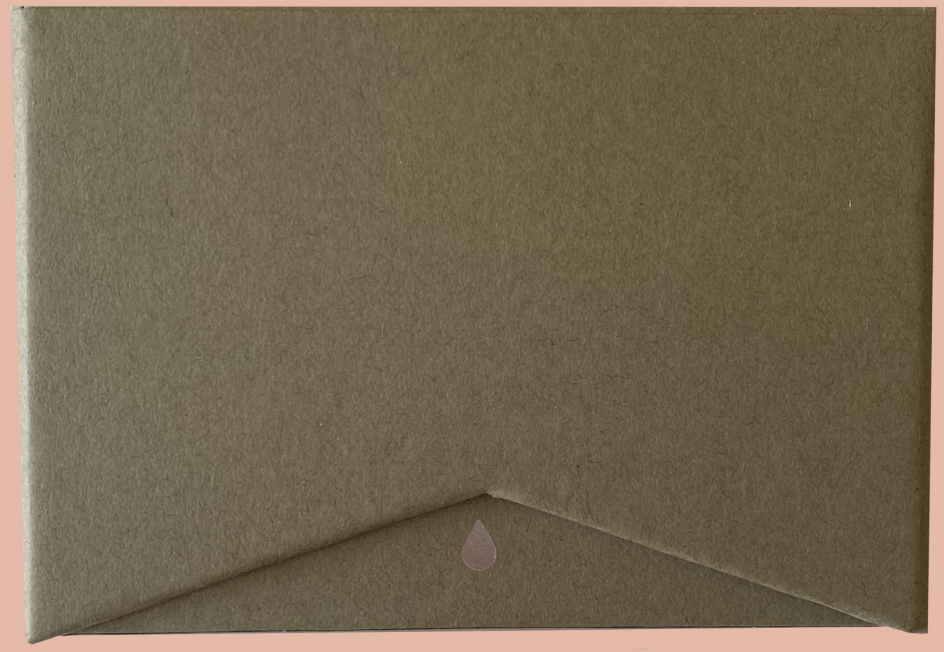
# *BUSINESS CARD DESIGNS*

Here I have collated some of the designs which I had produced as part of my major collection which wanted to use for my branding. At this point I was still sold on the idea of a font logo and whilst I do like these designs, the font makes them look a bit dated and to be frank, boring. I wanted to ensure that my business cards were really unique to me and showed my skills which is very difficult to do on such a miniature scale.

# *BUSINESS CARDS*




I chose a more neutral colour palette for my business cards as I felt that these colours would appeal to a wider audience and were empathetic to my usual choice of colours. I wanted to have the business cards foiled because this is something which I love to include within my work and I felt that the metallic provides a luxe edge which is in keeping with the design I have chosen to feature in my branding.



# *PACKAGING*

My business cards and the box which they come in are all recycled and sustainable which is something I wanted to ensure that I looked for when printing my design as I would be mass printing these items and the option to have them printed sustainably is a readily available option online these days.



# *PRESS PACK INSPIRATION*






I ordered some material samples from Linwood for my major project as part of my research and loved the press pack that they came in so much I decided to keep it and use it for inspiration for my own press pack. I love the folding shape of this design and how it is almost a gradual reveal of design.




I loved the pink and greens together which is something which became apparent whilst I was creating my major collection and I knew that I wanted to use this colourway for my press packs and branding. I have created a mock up of designs here to envisage how my designs might look together on packaging and I feel that this combination works really well. I chose to use this ditsy print alongside my detailed pink design because I felt it was necessary to not overwhelm the design




## *ILLUSTRATOR FILES FOR PRESS PACK PRINTING*

I chose to use this design for my press pack as I felt that the colours, appearance and overall vibe of the print really encompasses everything that I enjoy within my designs and sat with my logo really well. I kept the press pack design very simple as I didn't want to have too much information all over it with the business cards inside too.

Heather Kelman
Design

www.heatherkelmanart.com



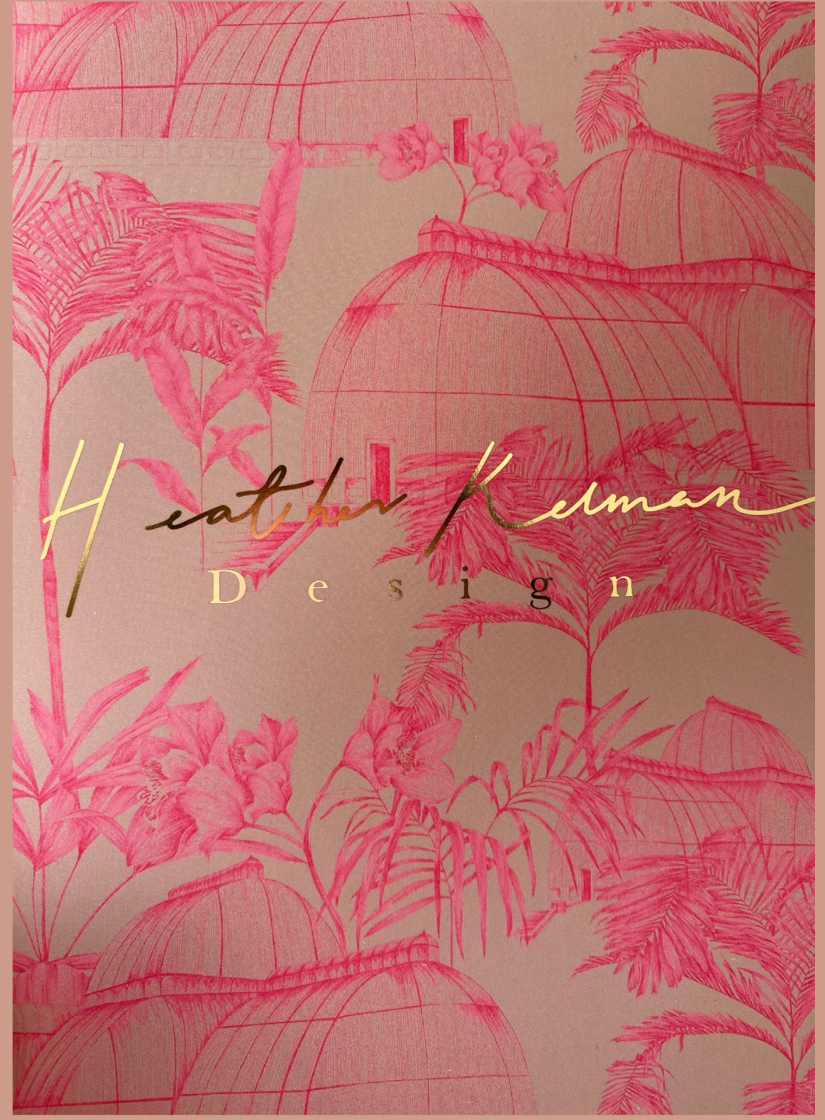


***FINAL RESULT PRESS PACK***

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.

Heather Kelman
Design
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heatherkelman1@gmail.com
07506 353490

14th of May 2020

Dear Sir / Madam,

My name is Heather Kelman and I have just finished my studies at Swansea College of Art studying Surface Pattern for Interiors. Having recently become a graduate student, I am keen to find my way into the design industry. My passions lie in detail and illustration which is something that can be seen across the breadth of my designs, many of which have been inspired by that of House of Hackney. I treasure all the weird and wonderful things which I notice in my everyday life, and this spurs much of my creative process as a designer.

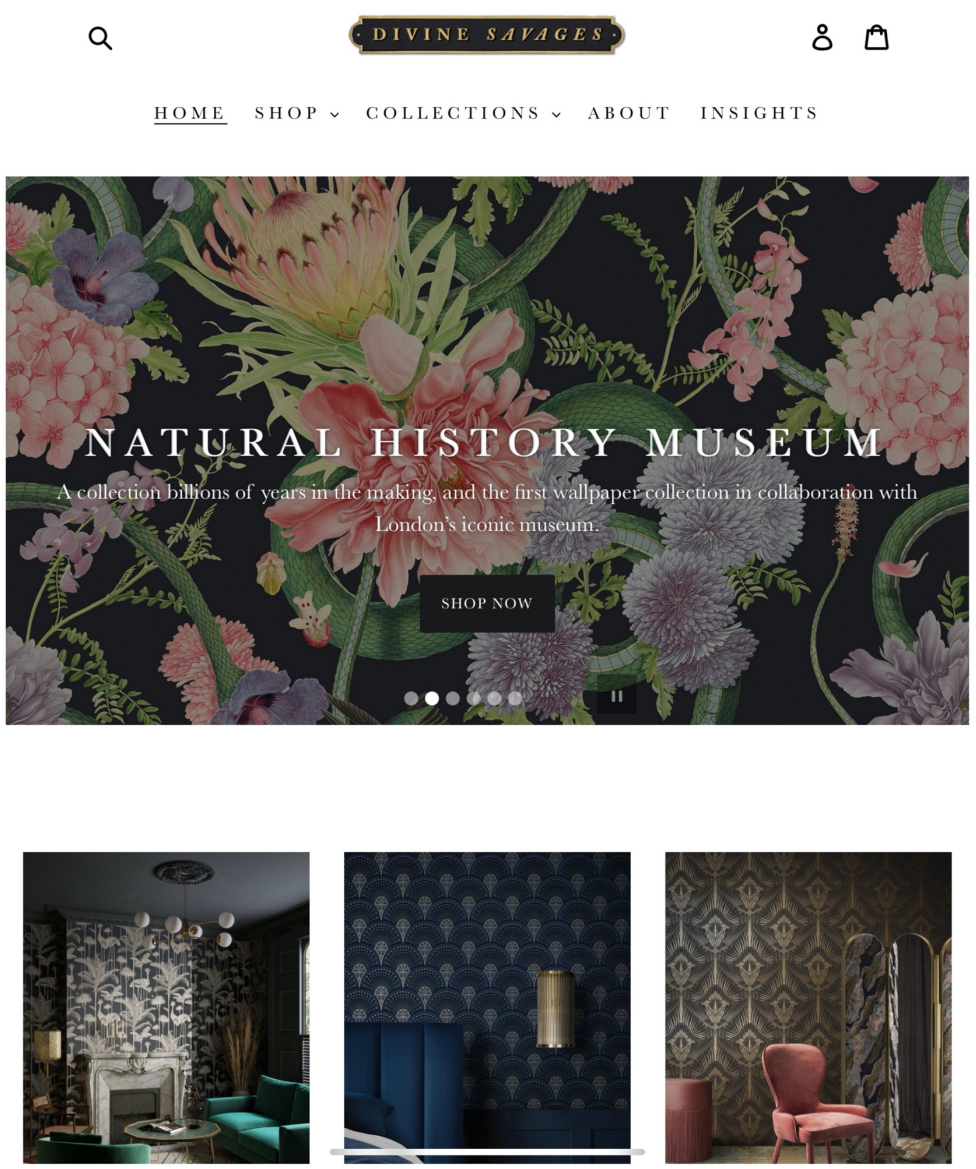
Having just finished my degree, I have gained experience and skills across all surface pattern techniques, ranging from screen printing to digital design. I aim to achieve a high standard in all work which I create and meticulously ensure that all of my work is of the high standard which I maintain for myself. Having completed my degree I am now used to working to a high standard and at a faster pace, I have had to ensure that I posess good organisational and communicational skills in order to excel in various live briefs and projects which I have undertaken. I enjoyed working in an open studio environment where I could converse with fellow designers in a situation where we are able to help and inspire one another. I am resiliant and have good problem solving abilities which I have exercised through the new life which I have adapted to, completing my studies at home.

I believe that I can make a positive impact within your design team, I have a positive attitude to my work, and towards all those around me and can work well within a team. I have good knowledge working in both traditional and digital mediums and this is something which I can shift between and work within seemlessly as required.

Please find enclosed a copy of my CV, some fabric samples of my designs, as well as a brochure which demonstrates these designs in a home environment.

Thankyou for taking the time to consider me.

Heather Kelman









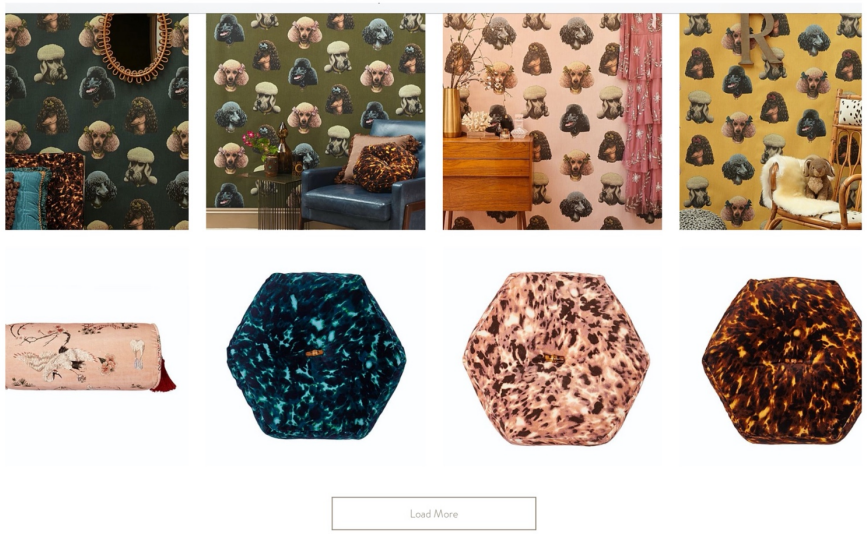





## *DIVINE SAVAGES*

Divine Savages is a company who's designs and palettes remain a constant source of inspiration to me. The drawing style and design aesthetic is one which I feel would be very well suited to my own and this is a company which I feel I could thrive within whilst gaining the experience I need within the design world.









THE WYNDHAM COLLECTION

In honour of late Grandad Wyndham this collection, the first of the P&B library, features all of our favourite things; animal print, bamboo, money and geometrics, with shades of golds and browns scattered throughout.

Poodle & Blonde is a company which I feel really matches my design aesthetic. I really love the style of design which they produce as a company and particularly how they use interior styling to market their products which is a real passion of mine and something which I would really like to have a go at in the future. I also feel that the design style of this company would potentially push me out of my boundaries and encourage me to think slower and pair everything back a bit more.

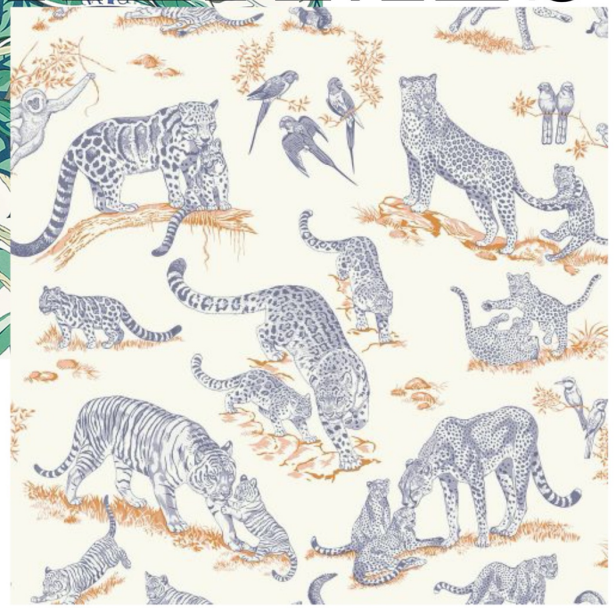


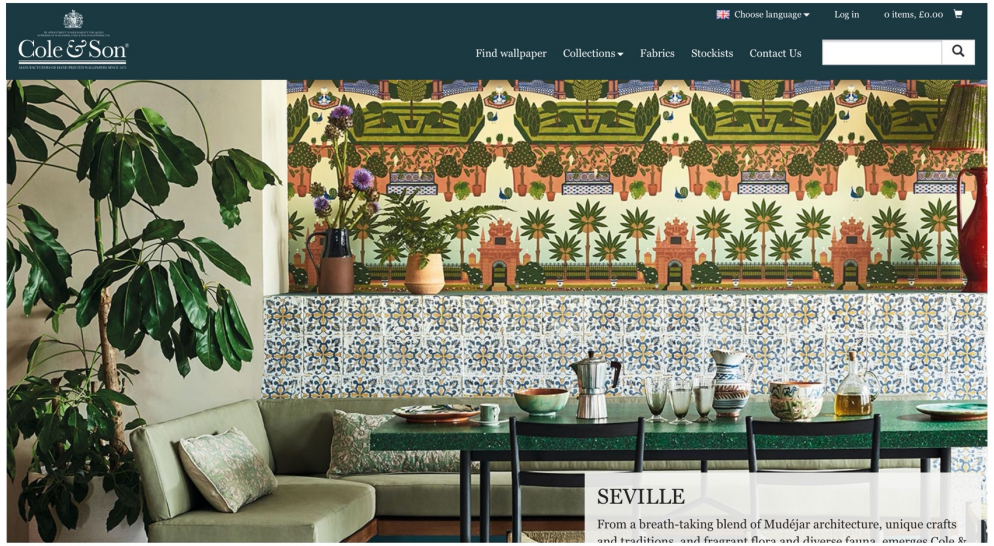


I am really keen to approach high end design companies because this is the market which I aspire to work within. Hermes feature many beautifully illustrated designs within their collection of interiors and I can really see myself working well in this kind of way. It would be a real goal to be able to work for somewhere as high end as this, but still remains my target audience.



**HERMES**



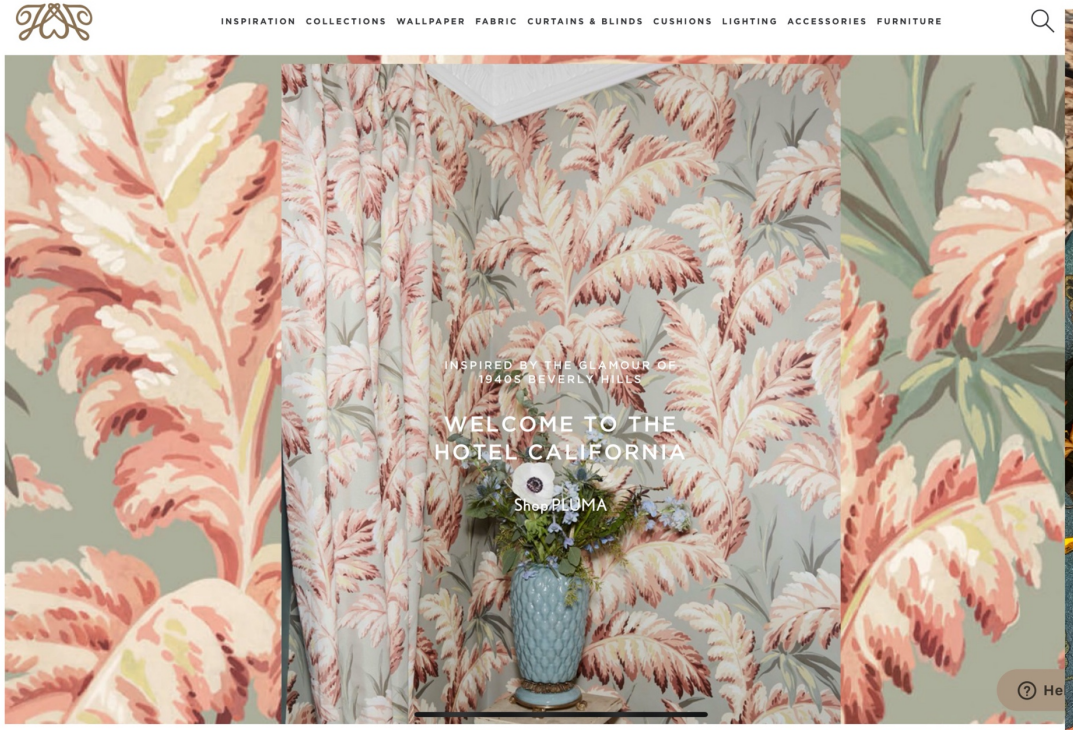









Cole & son is a company who I always look up to. I love that they offer such a wide variety of designs and I feel that I would be able to exercise all areas of my design abilities effectively within a company such as this. I didn't want to be working anywhere which has a really key style or motif, such as Cath Kidston for example, as I feel that I would find this boring and unfulfilling








House of Hackney really is my dream company to work for. The colours and imagery which they use are so appealing to me as a designer I feel that I could really improve and expand my artistic abilities here. The style of illustration is something which I really aspire to in my own design work and the quirky themes which they introduce to their collections would keep me on my toes and allow me to remain creative



# *OSBORNE & LITTLE*

I have chosen Osborne & Little for a similar reason to Cole & Son. I feel that the brand really offers a wide variety of designs which are suited to all customers whilst still having a more luxury feel. I like the versatility which I feel a could achieve in my designs within this company and feel that the illustrative drawing style which they demonstrate across their various designs is one which I could very quickly adapt to.







Timorous Beasties really offers that whimsical expressive side to design which I love and enjoy. The designs contain an exquisite amount of detail and depth whilst having some fun and quirkiness throughout. I love the idea of working within a company such as this as I feel that I could really push my creativity and also my drawing skills to achieve new and improved standards for myself.

***TIMOROUS BEASTIES***





