

BETH AGAR
1701677
professional promotions

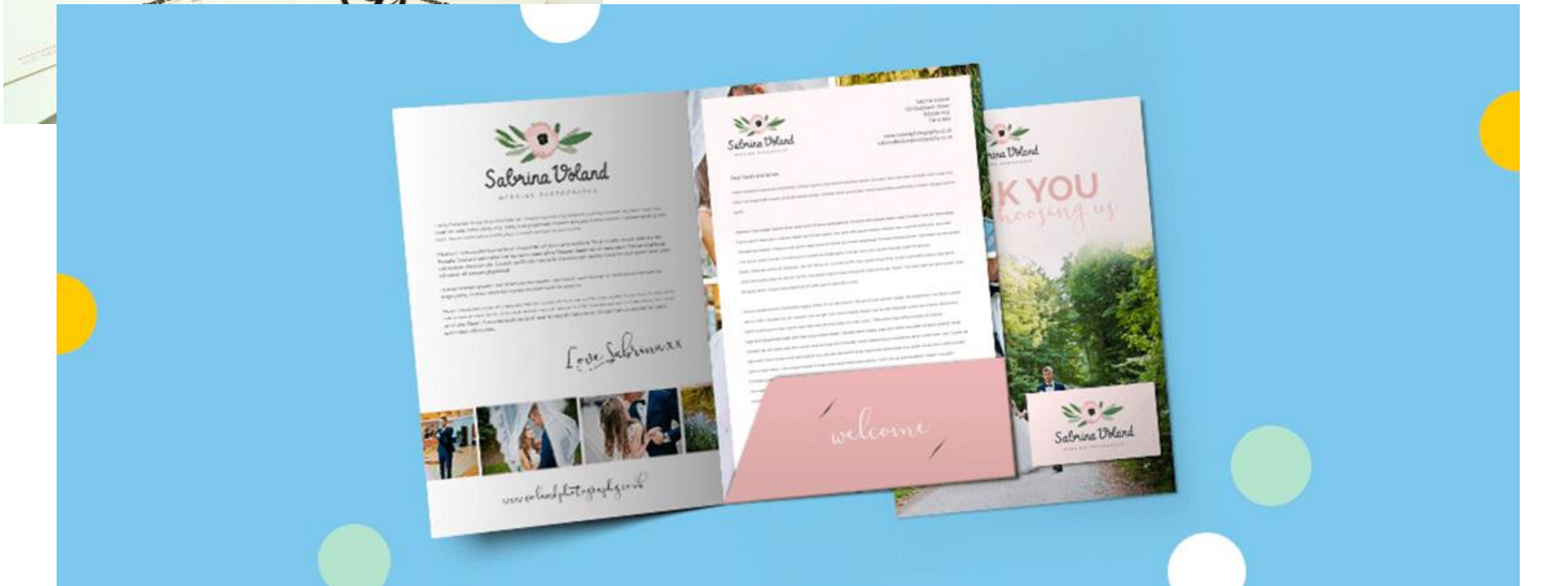
Press pack research, designing and development.

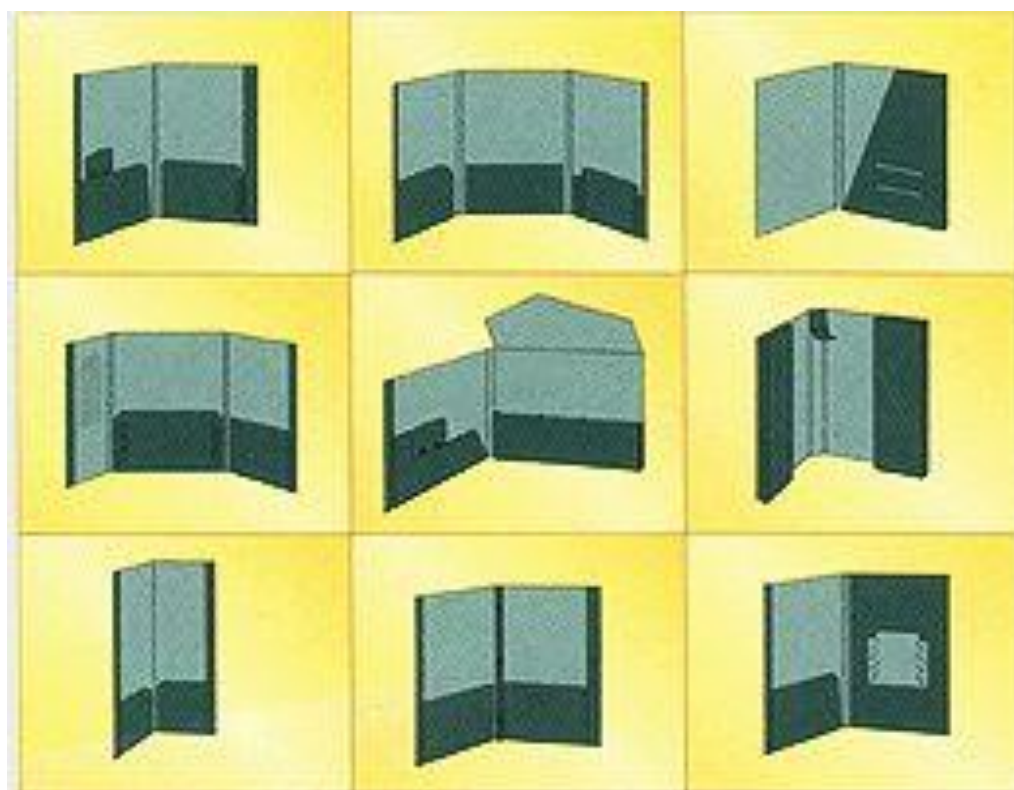
Pinterest research board

<https://pin.it/ux4AxjS>



Even though I think boxes for press packs are lovely I feel like they are compatible with what I need it for. If I were to be sending larger samples then I think I would very much go with this idea but because my samples are only small and most of the content is paper based.



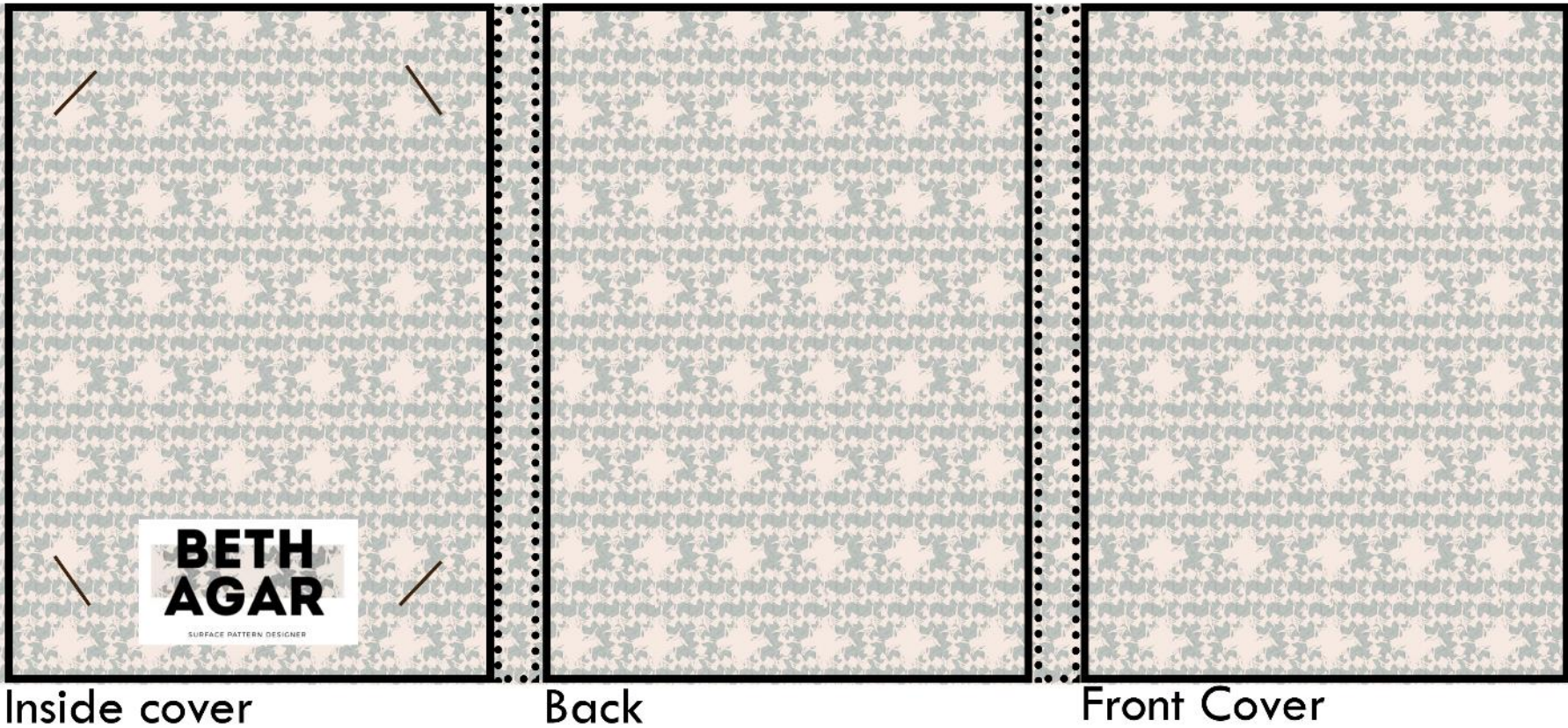




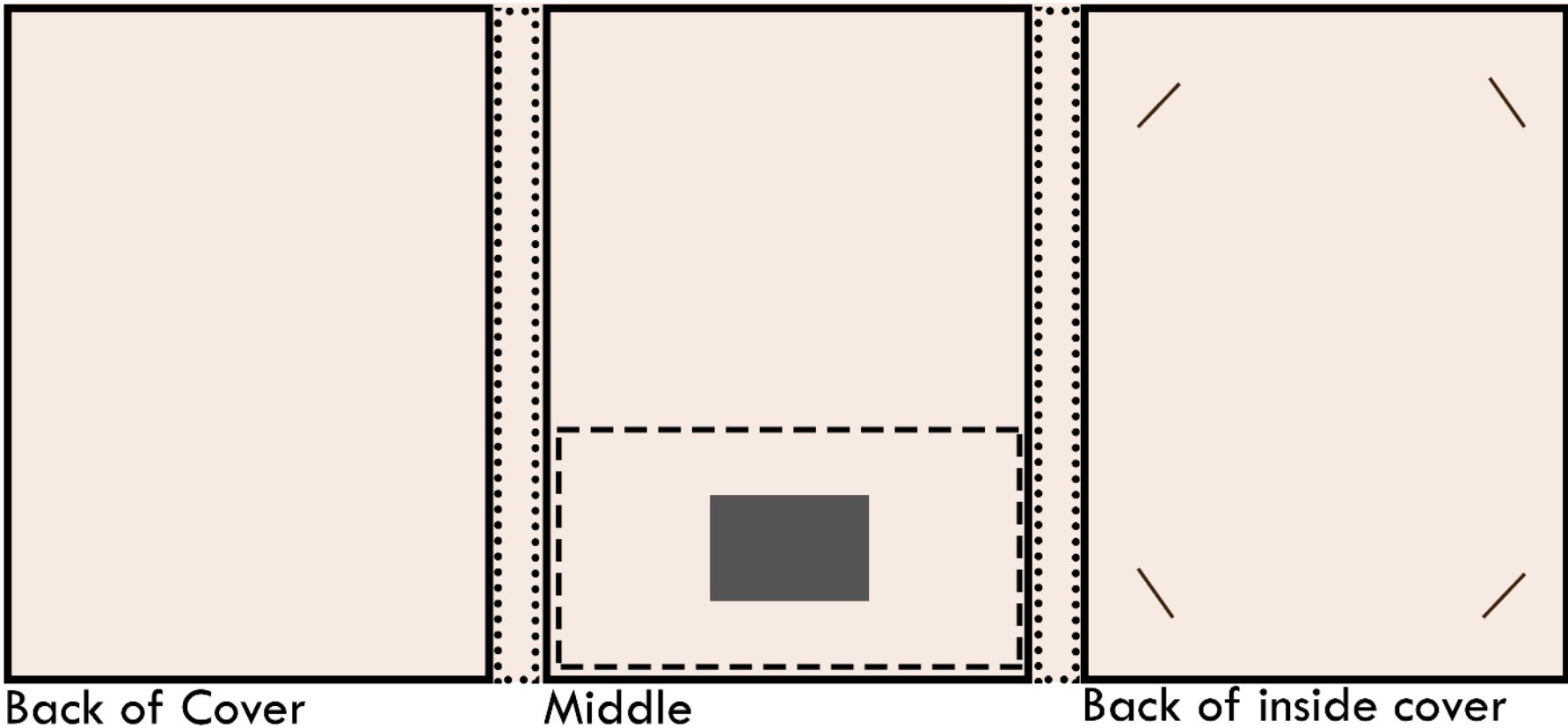
Jam jar double sided folder

During my research in press packs I found the company jam jar that created personalised products for business etc. I have come across this slightly oversized A5 folder, it fits perfectly with what I am looking for. It has pockets that I can use to hold the things that I will be putting inside.

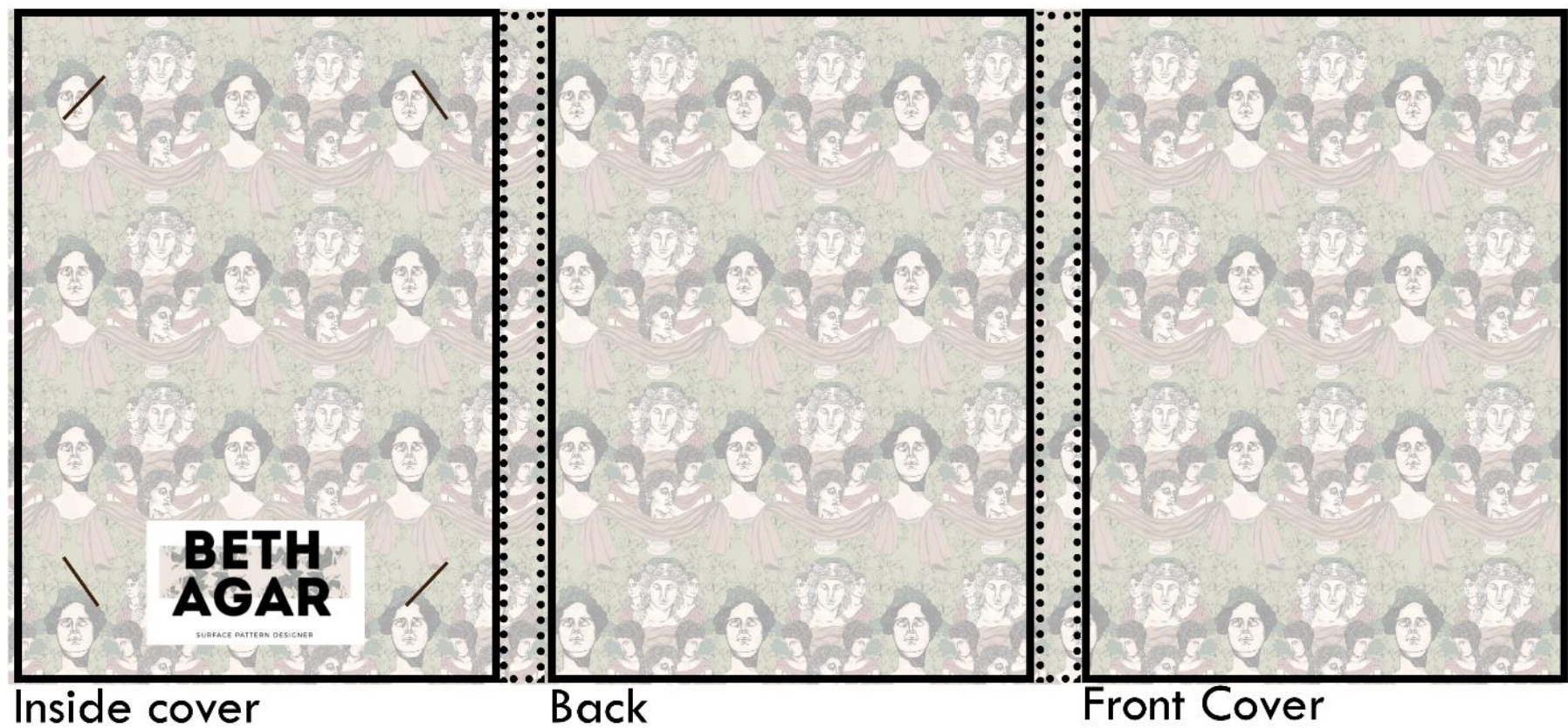
Layout of cover 155mm x 215mm with a 5mm gap between folds



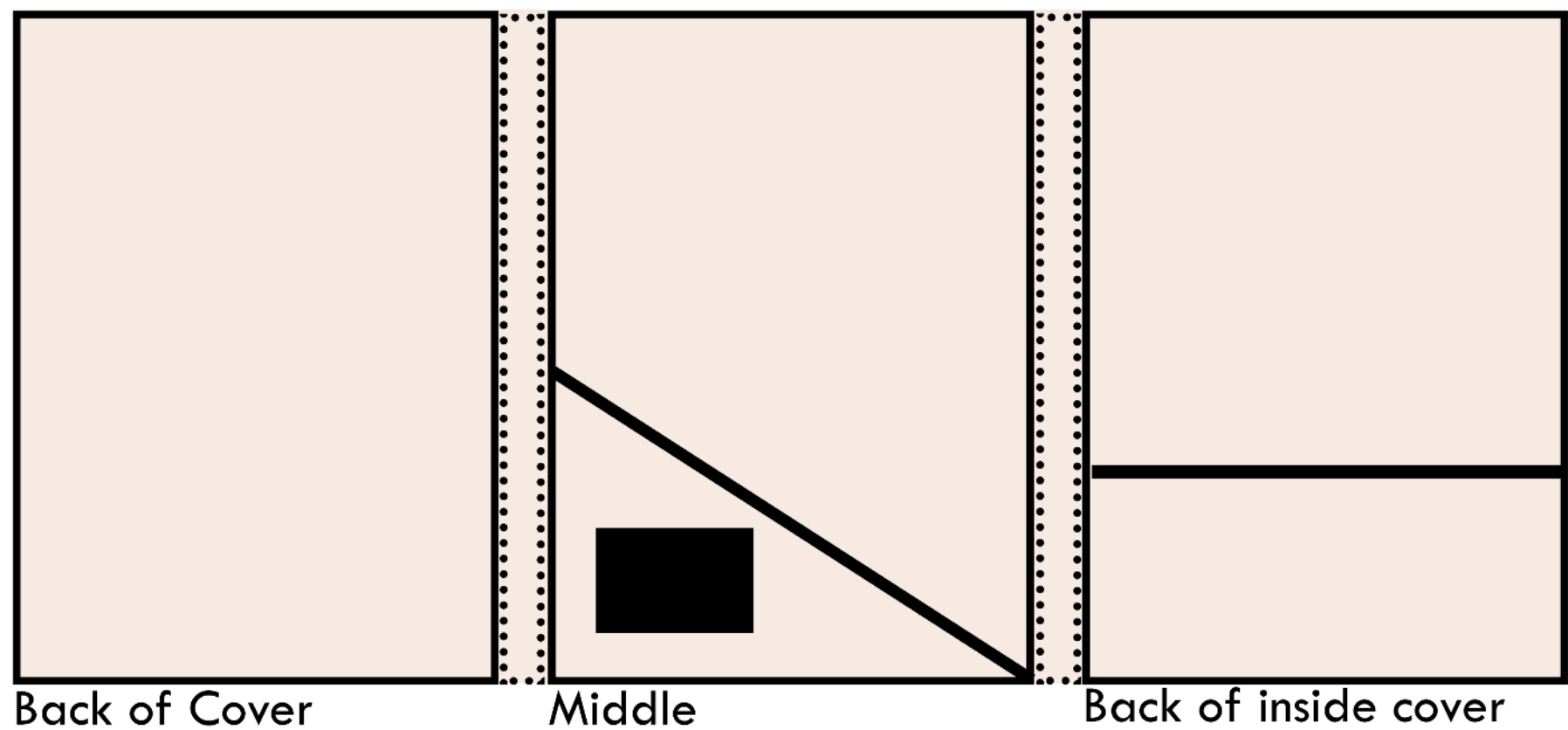
Layout of inside 155mm x 215mm with a 5mm gap between folds



Layout of cover 155mm x 215mm with a 5mm gap between folds



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BETH AGAR

Draft 1 of press pack designed.

What I need to include

- Cover letter A5
- Cv A5
- Business card 85 x 55mm
- Postcard A6 148 x 105mm
- Zine or visual booklet A6 or A5 - of work from my most recent collection`
- A7 samples wallpaper and fabric



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SURFACE PATTERN DESIGNER



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Facebook: [@designbybethagar](https://www.facebook.com/designbybethagar)

Website: <https://bethagarx.wixsite.com/website>

A hand is holding a business card against a grey background. The card has a repeating floral pattern in shades of green and brown. A white rectangular box is centered on the card, containing the name 'BETH AGAR' in large, bold, black capital letters. Below the name, in smaller black capital letters, is the text 'SURFACE PATTERN DESIGNER'.

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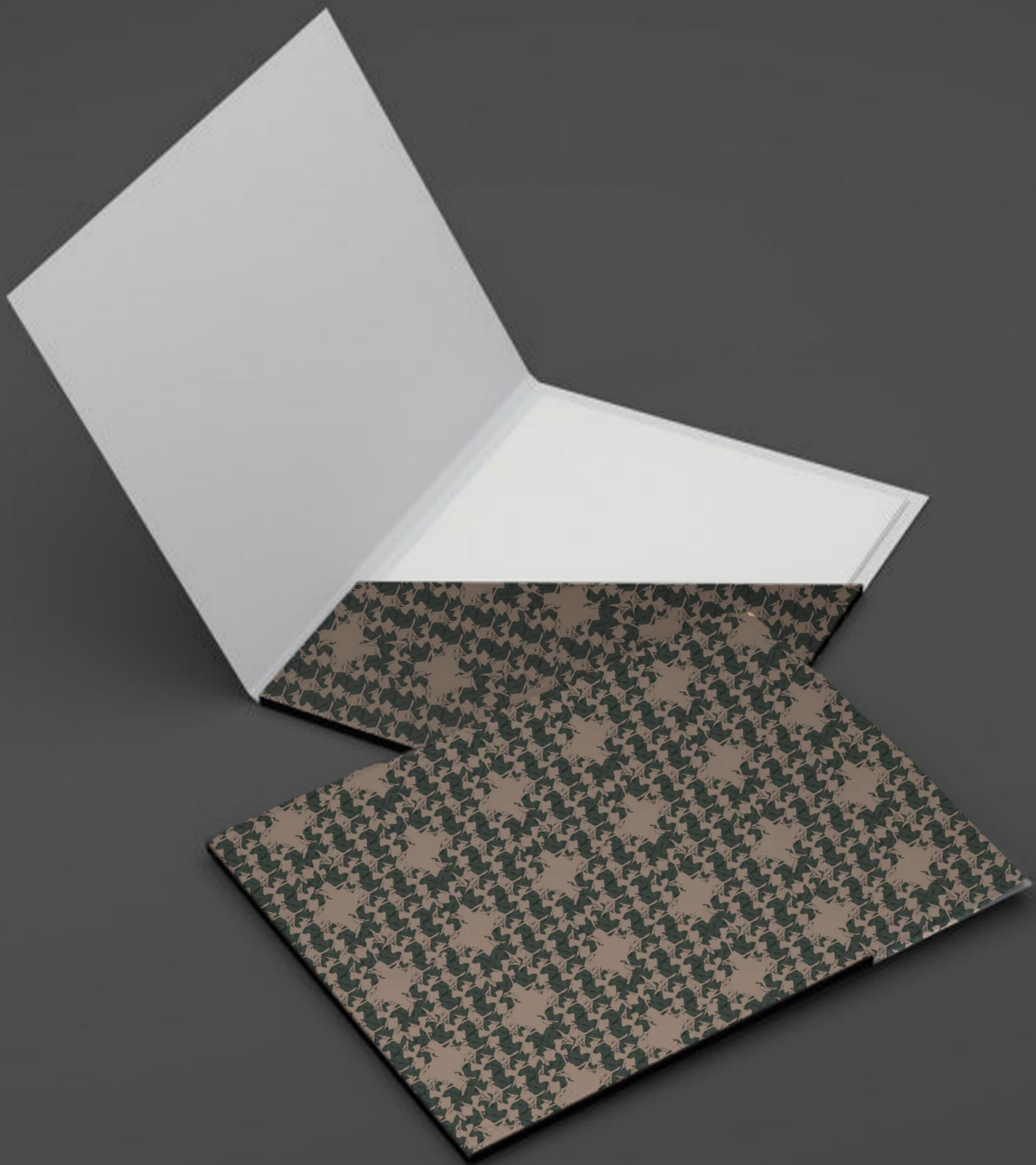
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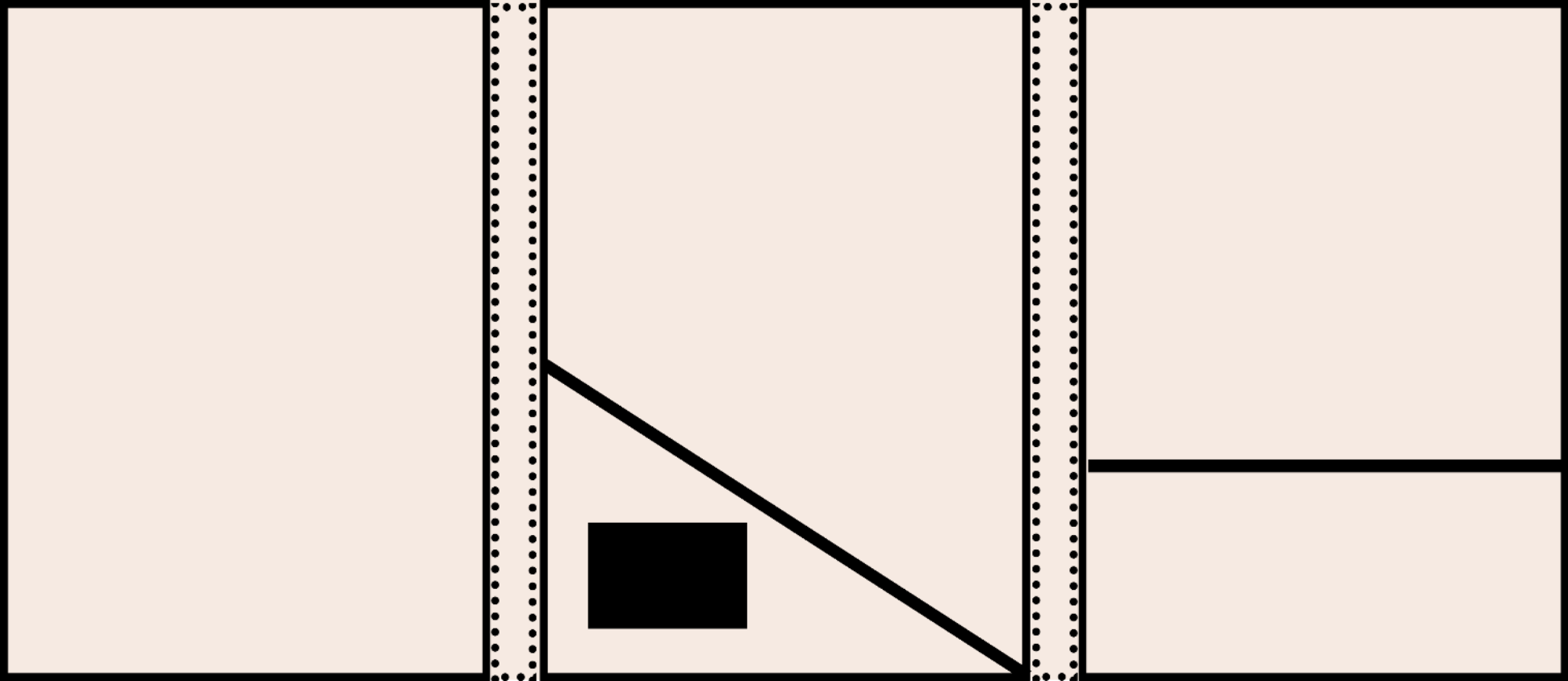
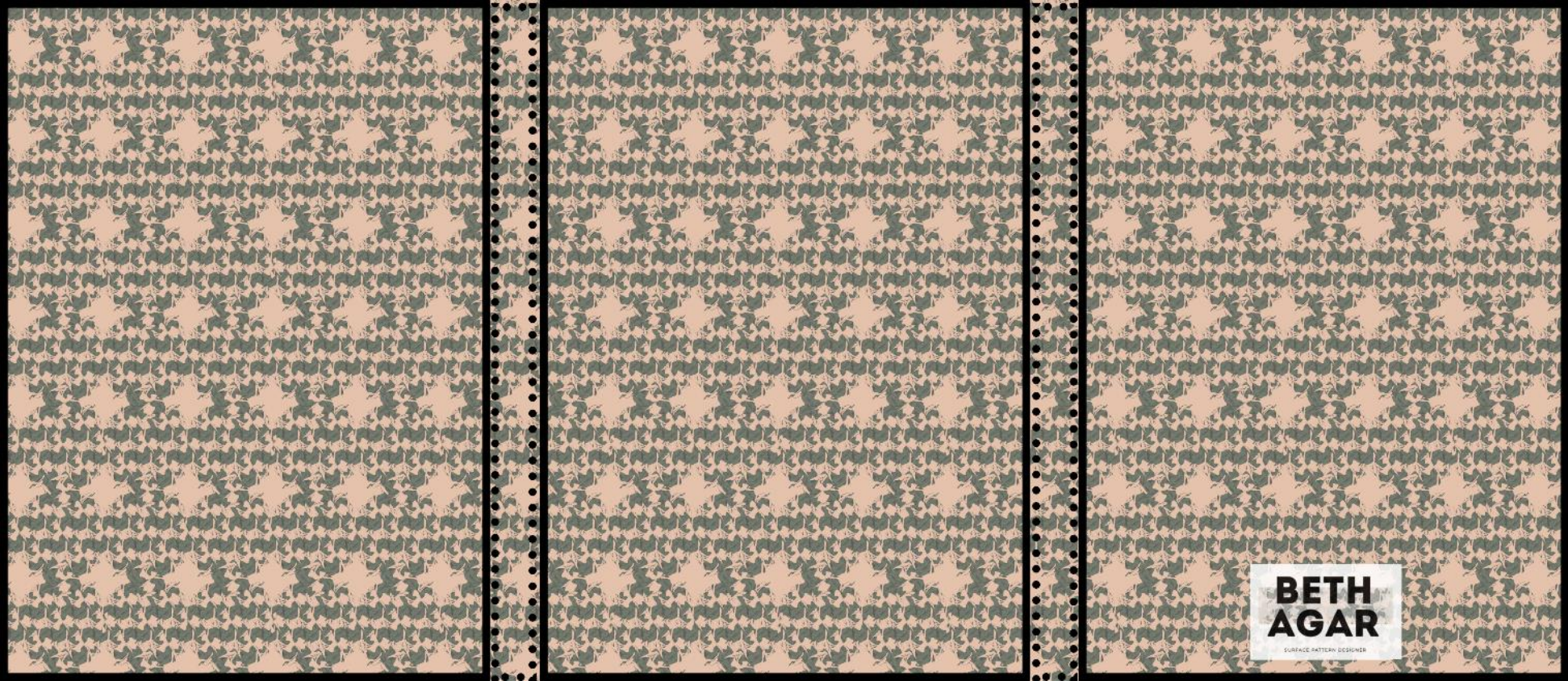
Religious Education(GCSE)- C

ICT- 0228C (2B's)

Principles of Applied Science(BTEC)-M2 (B)

Application of science (BTEC)-M2 (B)





Feedback and how I will develop

- After feedback with tutors it was pointed out that my press pack didn't showcase/ embrace as much of my quirky styles as it should. The packaging on its own is one of the first things that people will see, this is my first opportunity to tell people who I am as a designer before I even see them. I need to push myself to be bold with my packaging tell people who I am and what I do. Which is why I decided that I will be using prints directly from my major collection. As these are the prints that make boldest statement which is what I want to show people about my work.

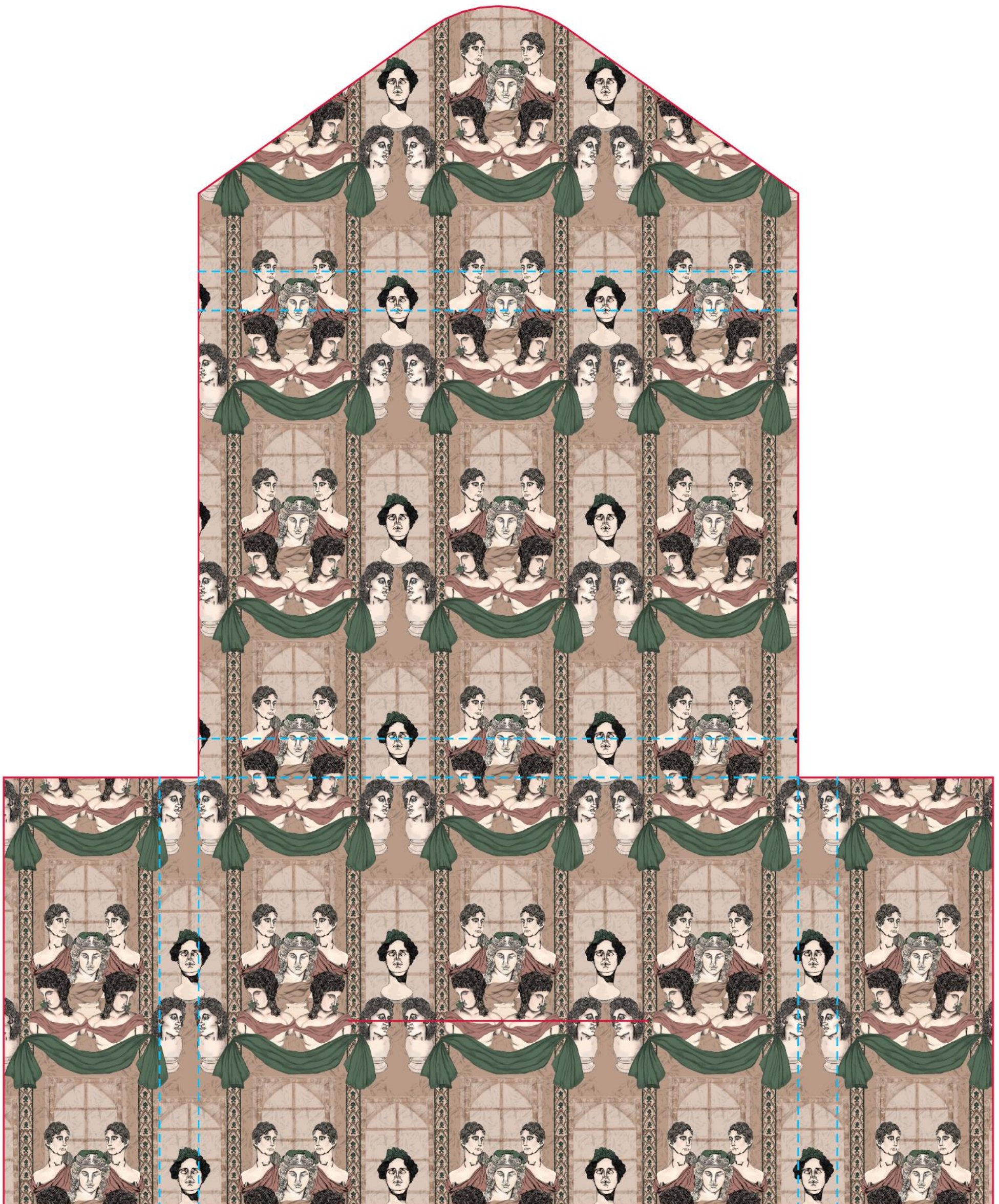
Final press pack design

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LinkedIn <https://www.linkedin.com/in/beth-agar-1a11681a3/>

Website <http://www.bethagar.com/>



Layout of cover 155mm x 215mm with a 5mm gap between folds



Layout of inside 155mm x 215mm with a 5mm gap between folds



My press pack is a folder that is slightly bigger than A5, separated into 3 selections. The cover showcases the hero print from my pink collection including my logo. I continue to showcase the hero from my green and brown collections

Inside my press pack

- A business card (85 x 55mm) which is created from my pink hero print, including my contact information.
- 3 postcard (A6 148 x 105mm) that show my 3 different coloured hero prints. The back is designed in away which those who reverse it are able to use send messages whilst promoting myself as I have included my social media and website at the bottom.
- Cover letter printed to A5 size
- Cv printed to A5 size
- 3 wallpaper samples and 3 fabric samples 10 x 10cm. Designs which are from my 3 different colour ways.
- A look book for my most recent collection 'frozen figures' that show my pattern designs along side with visuals to showcase how they can be used within the home.

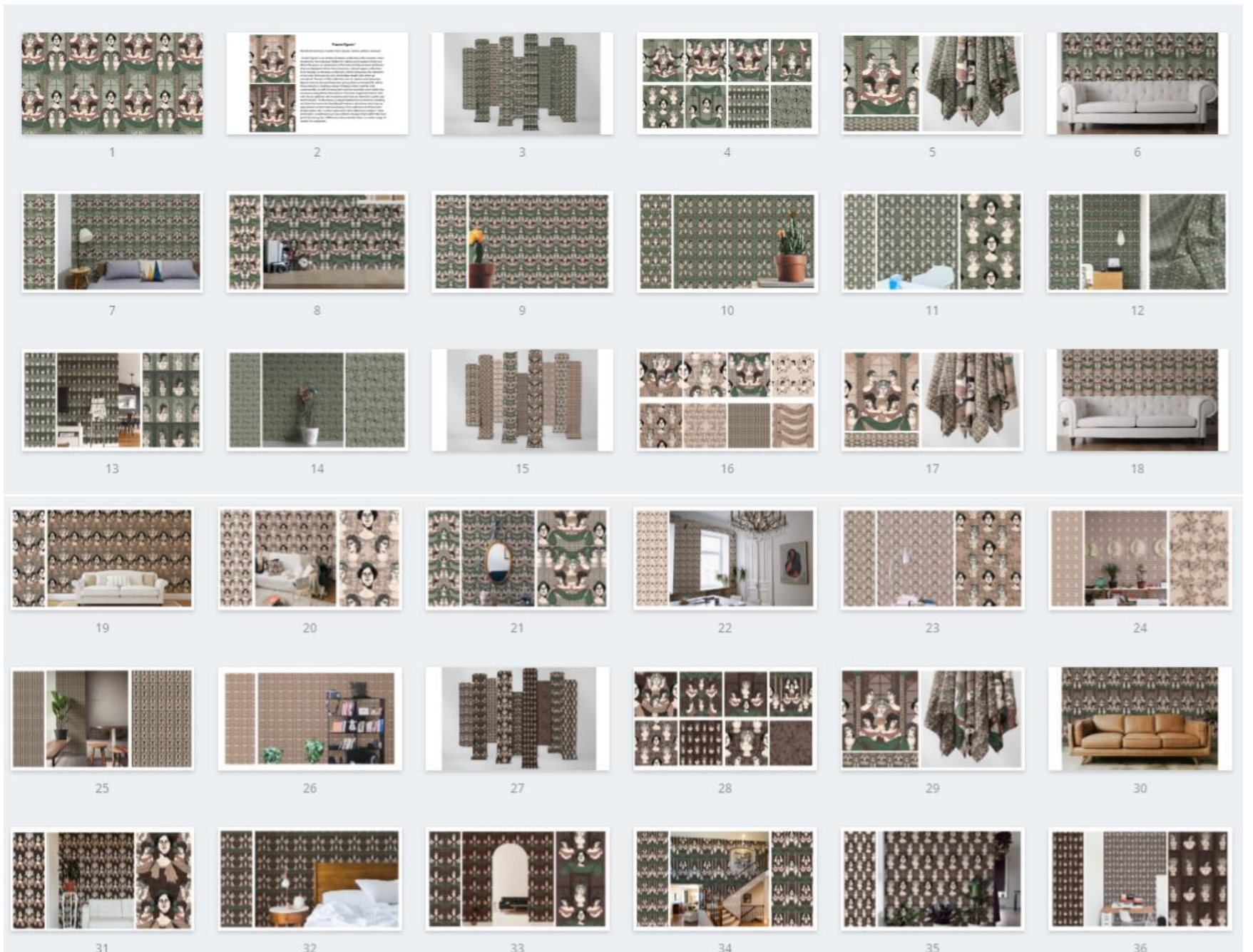






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Ambitions for the future

After graduation I hope to go on to work on creating a brand for myself as an independent designer. Showcasing the range of skills that I have to showcase. I hope to still have the opportunity to work with company and brands on live briefs particularly those in which I will send my press pack to, I would love to work on project within the local community and business's.

In 2 to 3 years I hope to go on to complete my PGCE in art and design where I can go onto teach in a college. Where I can go on to encourage others to pursue a career in art and design. Showing young people that there are jobs out there in these pathways. Whilst still pushing to myself work on my own brand, I feel that I need to show people that I can do both successfully.

After graduation I have a number of different projects I have planned for myself:

- Children's interior collection
- Children fashion collection (something new and different for me).
- Packaging and wrap for Halloween and Christmas theme that I want to send as press pack to LUSH.
- A Christmas wrapping paper collection