

Online Presence

Professional Liaison and Promotion 2021

March 18th 2021

Module Task:

A robust online profile comprising a replenished, externally facing website, refreshed, and updated since the 2nd year, featuring the process of designing, planning, and finalising your Major Project, aiming to speak to your intended market.

Two key social media platform profiles linked from your website – developed, logged, and enhanced through the lifespan of the module with a considered and actioned ‘posting plan’ for the build-up to the Degree Show period, during the summer shows period and up to your graduation/4th year and beyond.

Make your way through the following slides

- Peppered between the slides are some examples from last year's submissions and screen grabs from SPD social media.
- These are suggestions only – go your own way!
- Define your own voice
- Action these prompts sooner rather than later
- A gradual and sustained commitment will be much more worthwhile than a last minute deluge that is a one hit wonder!

But first a Thought Task:

Find the right language for you

- What do you want to say?
- Consider your message; both visual and verbal.
- What are you saying across your online presence presently?

5 Minute Task:

Go to your design social media accounts and Website.

- What words might a potential employer, or client associate with you if they found your online profile now?

Thought Task:

What words
would you ideally
want to be
associated with?

List courtesy of Dr Lewis Pearson UWTSD

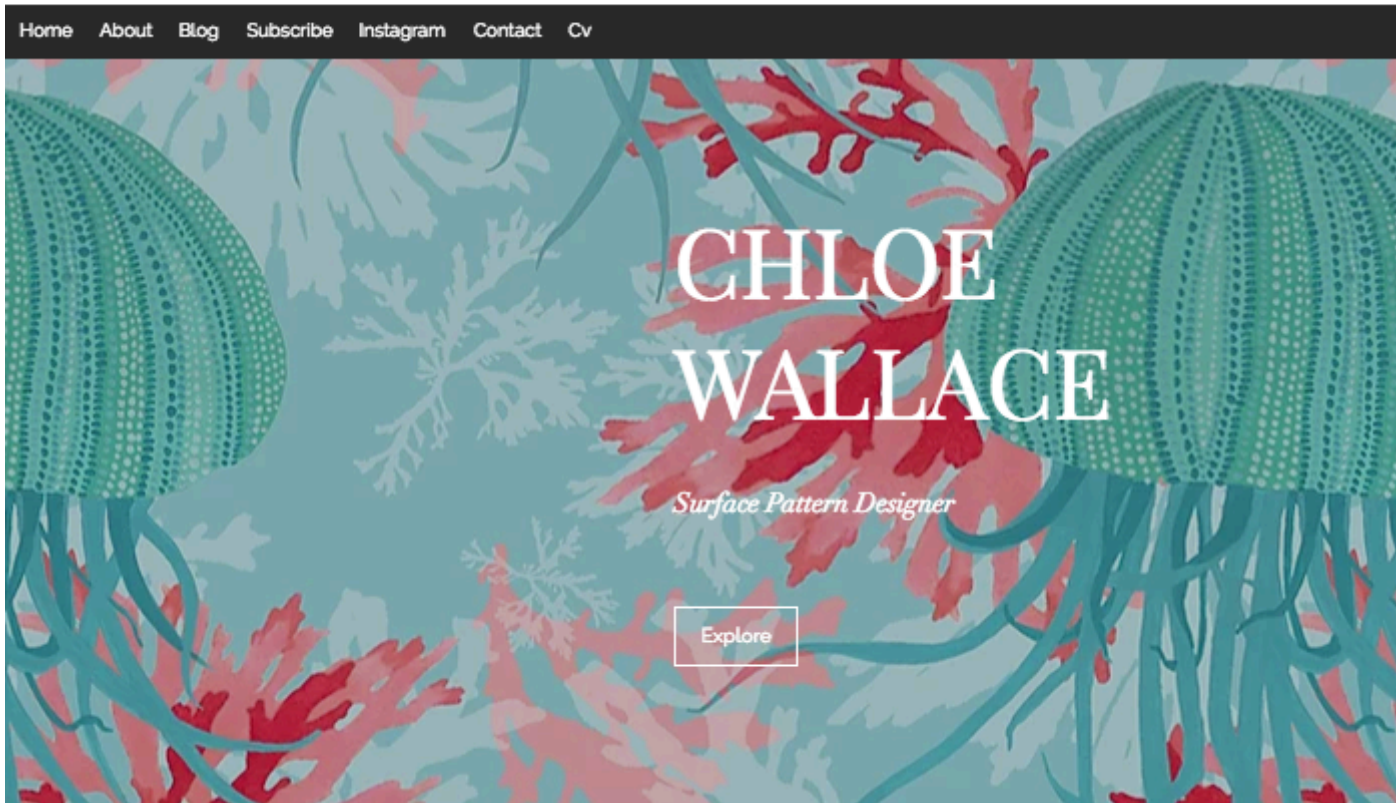
Active	Witty	Influential	Logical
Thoughtful	Erratic	Motivated	Follower
Independent	Practical	Optimistic	Decisive
Sociable	Persuasive	Stubborn	Organised
Promoter	Flexible	Dedicated	Cynical
Consistent	Open-minded	Confident	Energetic
Methodical	Team-worker	Uncertain	Focused
Impulsive	Friendly	Self-starter	Steady
Indecisive	Shy	Persistent	Dependent
Competitive	Reflective	Creative	Instinctive
Pessimistic	Networker	Achiever	Leader
Lazy	Caring	Communicative	Abrasive

Which from the shopping list above apply to you now?
Which would you like to imbue as you progress?
How can you ensure that this is the message you send?

Website: Recap, Refresh, Ready to Launch

- The website is a **formal introduction to your work**
- Websites are slightly more **curated**, perhaps less frequently updated than your social media
- Make these **impactful** and **full of the information** that your audience will want
- This information will undoubtedly extend into the **written word as well as through images**
- Make the impact immediate – think of your own attention spans when looking at other peoples' websites – we want **love at first sight!**
- A strong representation of your **design identity** should permeate
- Consider including more details in your *About or Biography* – a tab for your **CV and personal profile**
- Offer distinct **Gallery/Portfolio** pages where the work is grouped and easy to navigate – this is your formal digital portfolio which you can include links to in your email correspondence

WEBPAGE AFTER



I have fully updated my website with new imagery, links and a logo. My main homepage photo has now been changed from my first year project to a hero print from my current project Elements of the Sea. I have used this print and logo throughout my social media accounts for consistency. Not only is it good for consistency, including the same visual features for all media accounts makes my brand more recognizable to the audience as they have a visual aid to associate my brand with. All of the headings at the top of the webpage link to separate pages, this is a feature my webpage did not have before. I have added separate pages to my website for a more professional feel and to avoid overcrowding on the home page.



Heather Kelman
D e s i g n

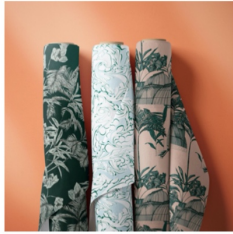
EFFLORESCENCE 2020



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



Remember the Key Website Features

- **About / Biography / Profile / A hello from you / An introduction**
- **CV Gallery / Portfolio / Projects**
- **Links to Social Media**, and potentially an embedded version of it
- **Contact** page

What additional ones might you also have?

- **Blog**
- **Digital Press Pack**
- **Etsy Shop**

Revisit your 2nd year Professional Practice work and **UPDATE**





Heather Kelman
D e s i g n



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.

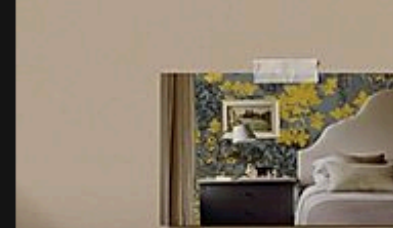
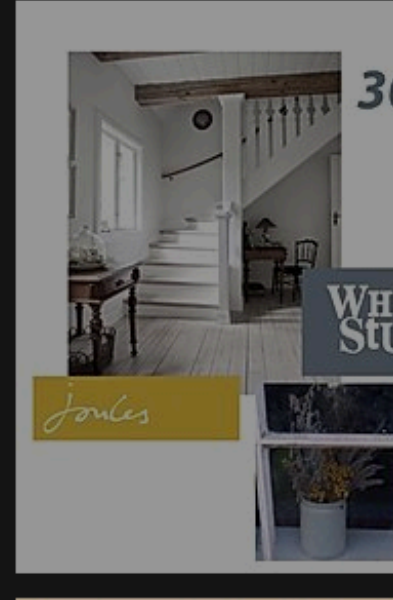
IDOTT COMPETITION

portfolio

I decided to incorporate Idott into my portfolio because it is a large body of work and shows that I can do interiors as well as fashion.

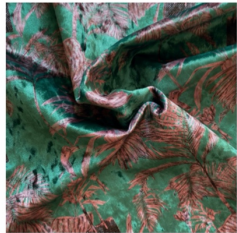
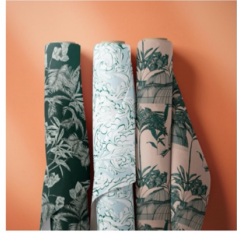


COLE & SON





FIND ME ON INSTAGRAM



Show More



Home

Efflorescence FMP

Live Brief; Conversational print

About

Contact

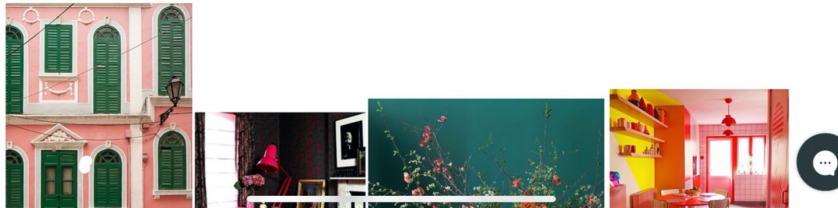
Blog

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

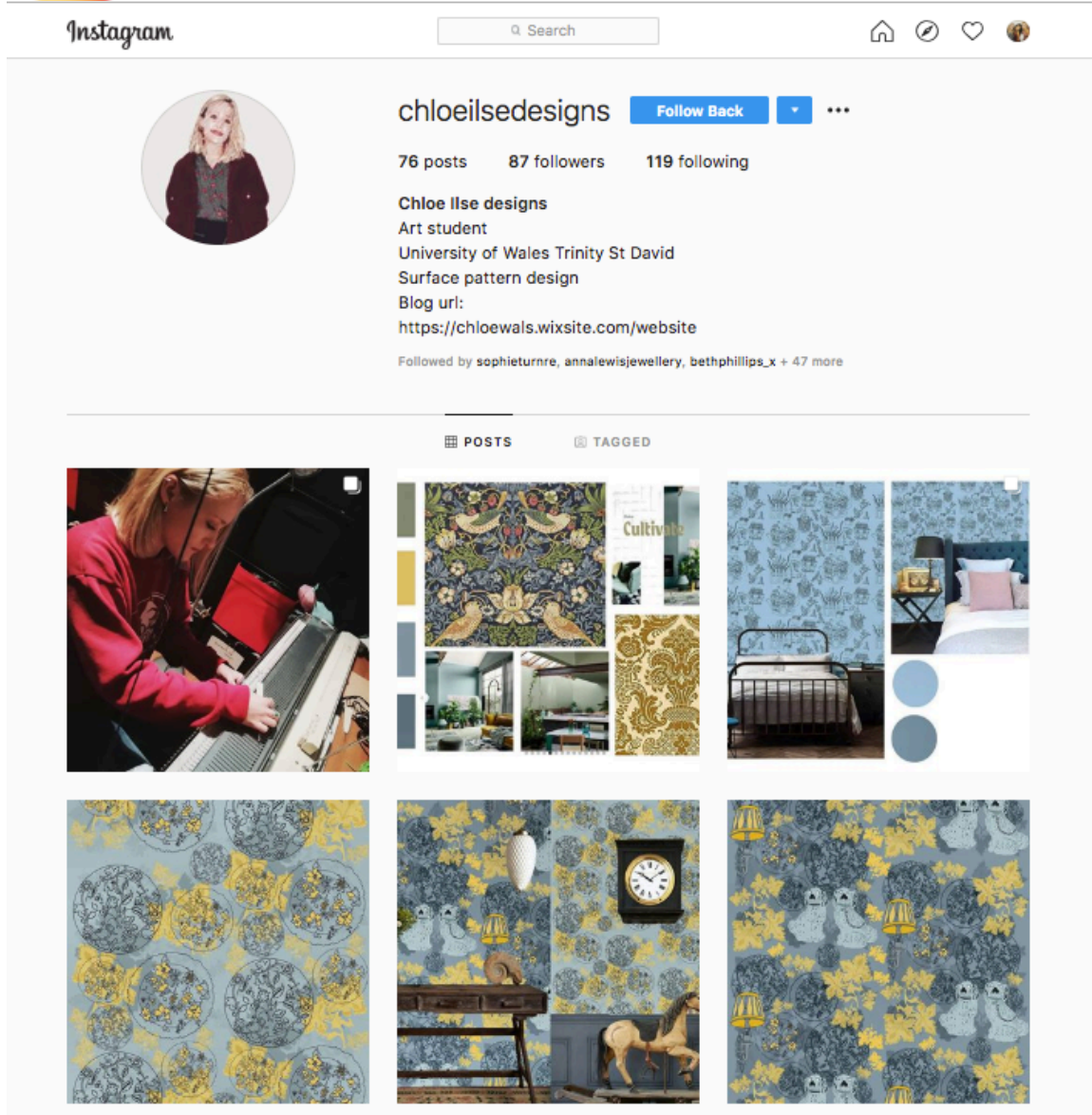
Colour was something which I really wanted to explore and celebrate within this project. I often find that I dull the colours of my designs down to more muted and deep shades, yet I like to wear and surround myself with much more exuberant tones. I wanted this project to be a piece of me and therefore 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.



Social Media

- You've been asked to establish 2 platforms to a developed and an active stage during the lifespan of the module.
- Some of you will want to explore more widely to increase your audience. Your main choices are from the list below but you may explore others too.
- Instagram – all things to all people so keep your design account separate
- LinkedIn – Professional network, huge presence of creatives on there
- Artsthread or The Dots – Specifically for Art and Design Graduates
- Facebook – all things to all people so keep your design account separate
- Personal blogs – a great tool to enable sharing more
- Tiktok – newest potential for innovation and growth for creative social accounts, scope for you to be pioneers
- Youtube – all things to all people so keep your design account separate

INSTAGRAM BEFORE



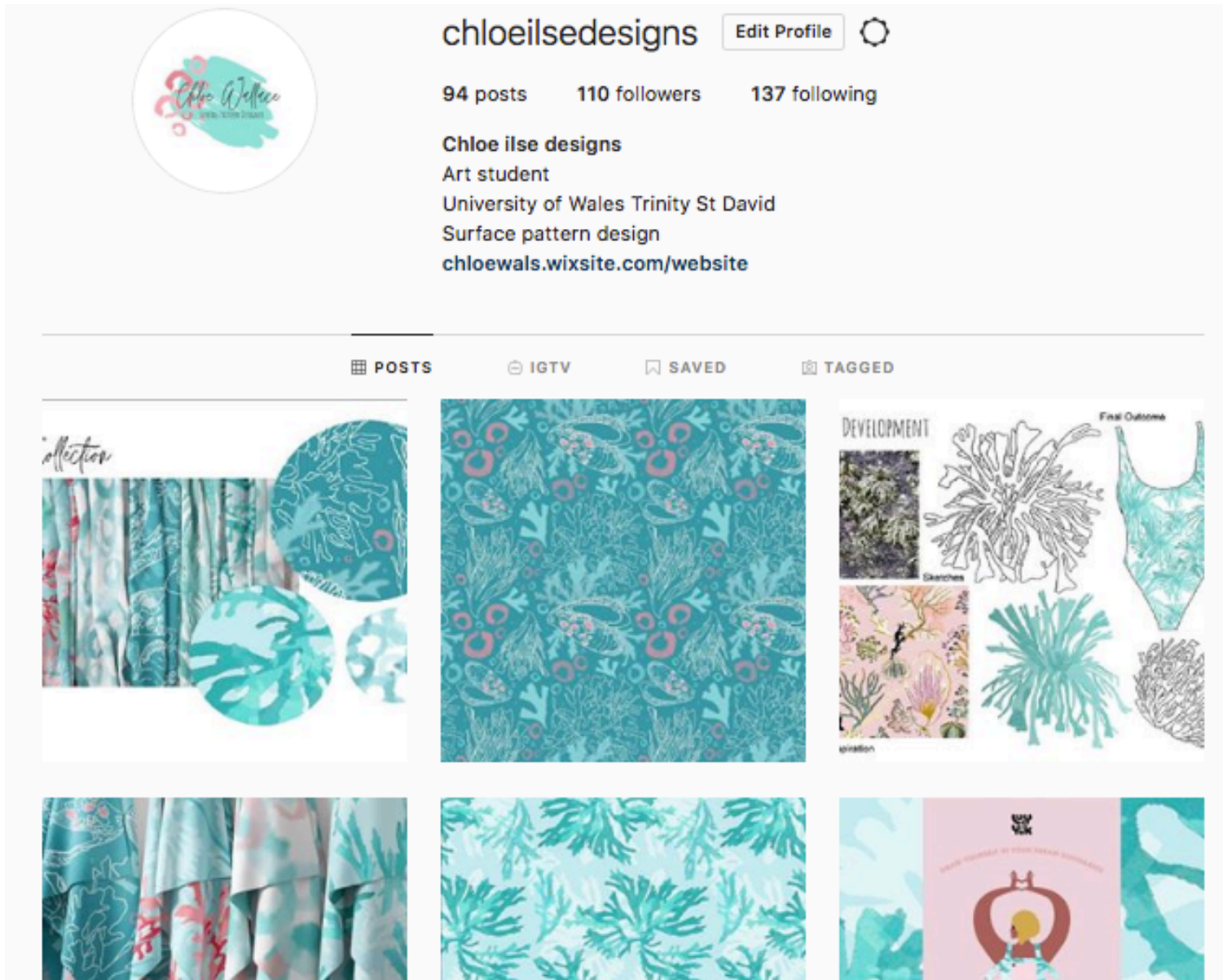
Posts: 76

Followers: 87

Following: 119

I have taken this screenshot a few weeks ago to show my progression. I initially did not have a logo, my profile picture was a photograph of myself with a handrawn effect. This was a nice personal touch because the handrawn effect was a quirky way to show my creativity. I started becoming a lot more confident with my posts and even included a photograph of me working on my internship. At this moment in time I did not post very often and I did not have an organized posting plan. My content was very random and the length of time between each post was very irregular.

INSTAGRAM AFTER



Posts: 94

Followers: 110

Following: 137

Since the screenshot on the previous page I have updated my Instagram. I now have a logo as my profile picture instead of a photograph of my myself. I made this decision because people may struggle to recognize my brand if I kept the picture of myself. With a logo people will have no doubts that this is my official Instagram account. Also I have incorporated my logo into all of my social media platforms for consistency. In my bio I have included a link to my website for easy access. Hopefully this will encourage more people to view my webpage. I now have a posting plan and post much more frequently.

Key to Social Media success

Your success is based on

Engagement – without this you are invisible

This applies to all platforms

- Social media works on algorithms and you have to fuel the algorithm so that it promotes you to the audience you are looking for. The truth is you could post everyday – the most beautiful work and no one will find you unless you take the vital steps to be recognized.
- Regular targeted activity is key
- How do you go about this? Follow steps 1-9.

1. Follow others in your field

- By doing so you make a connection to them through the algorithm, and your profile will be offered to similar audiences as a potential profile of interest in the future
- Learn from their activity
- How often do they engage?
- How do they engage?
- What do they post?
- How does it look?
- Engage with them – they rely on your engagement as much as your hope to invite theirs
- Engage with their posts - like, comment, save, interact, take part in polls and dialogue
- Be seen
- This is the same across all platforms

in LINKED IN BEFORE



[Add profile section ▼](#) [Interested in ▼](#) [More...](#) 

Chloe Wallace

Student at University of Wales Trinity Saint David
Swansea, Wales, United Kingdom · [Contact info](#)



Debenhams



University of Wales Trinity
Saint David

Profile Strength: **Intermediate**



I have only recently created a linked in account as another social media platform. Therefore it is not as developed as I would like it to be. I made a start by incorporating my then logo design and a snippet of one of my prints. At this point I did not have any connections at all on linked in so my profile strength was intermediate. I did include all of my basic information like contact details and place of work.

LINKED IN AFTER



Chloe Wallace

Student at University of Wales Trinity Saint David

Swansea, Wales, United Kingdom · [51 connections](#) ·

[Contact info](#)

Open to job opportunities

Designer, Fashion Designer and Textile Designer roles

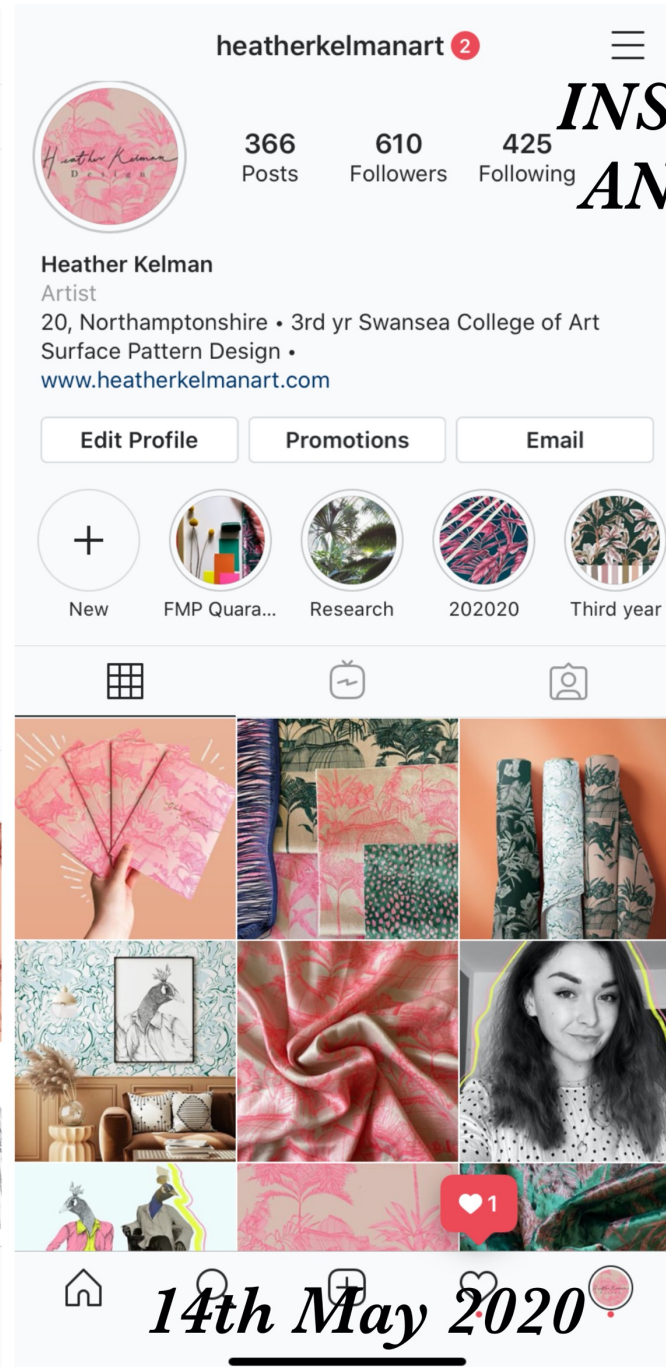
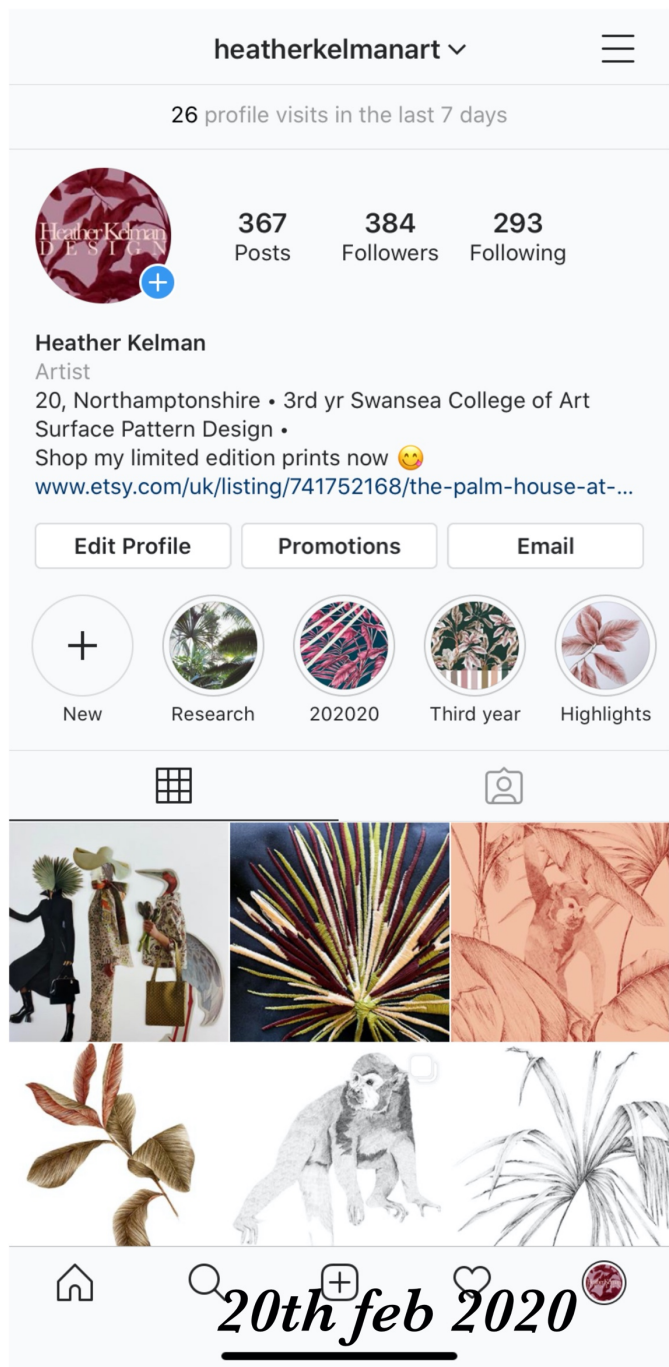


Debenhams



University of Wales Trin
Saint David

This is a recent screenshot of my linked in account. I have changed my profile picture from my old logo to a photograph of myself. Unlike my other social media accounts I have not included my logo because I think it is important on linked in to show what I look like. I have now made 51 connections which is not a massive following but a good start considering I only started this account within the past two weeks.



INSTAGRAM GROWTH AND IMPROVEMENT

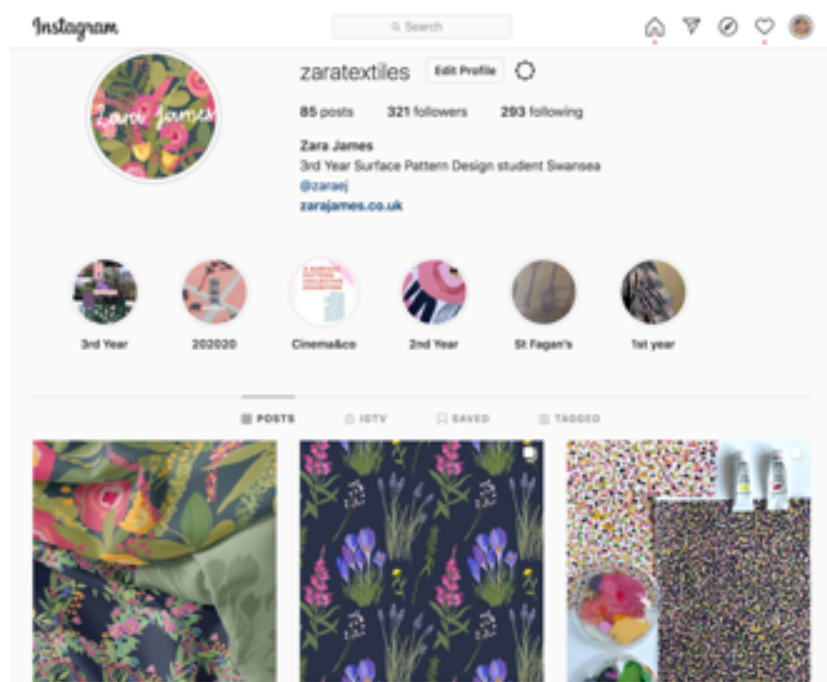
Instagram is something which I invest a huge amount of time and effort into. I feel that it is a really important tool to market yourself in our modern world and I have really worked hard to grow my account and make it look and feel more professional. I also find that having my Instagram as an immediate 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 led 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.

Social media accounts

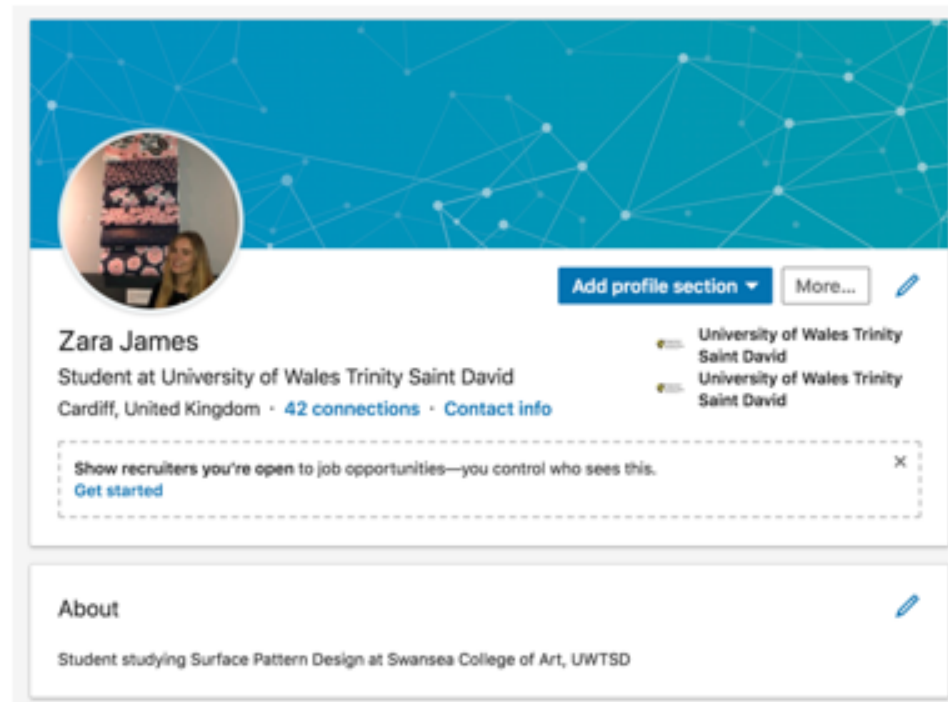
I love social media and I think it's such a good platform for people to see your work and discover others.

Instagram is by far my favorite, there is such a good community of surface pattern designers on there and it's so easy to share things on there. The other accounts I have made is LinkedIn which is very 'professional' and defiantly a different audience to Instagram.

Screen shots taken on 29/4/20

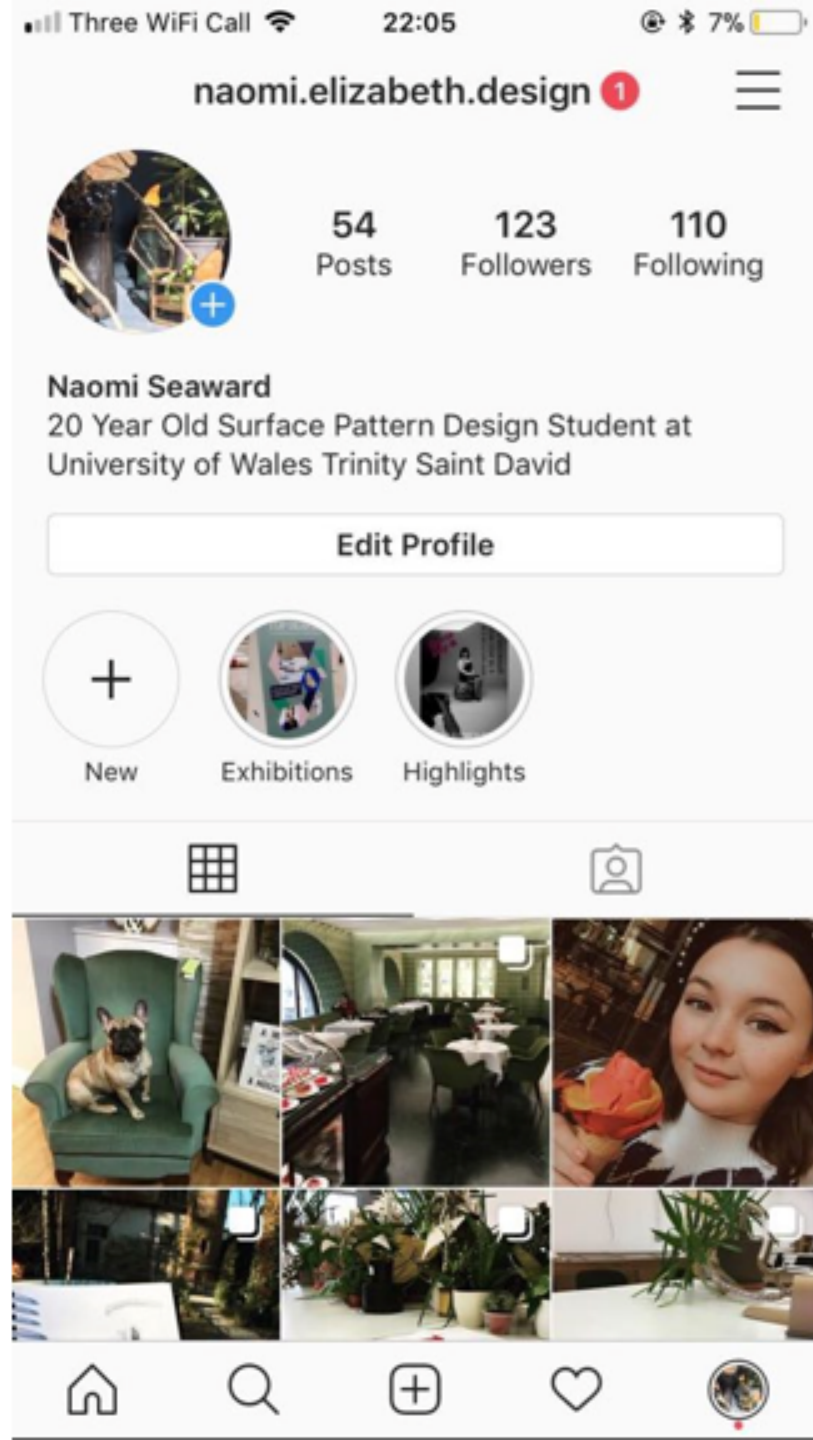


I also have a Facebook page. I have managed other Facebook pages in the past and this is such a good platform as unlike Instagram when someone shares your page or a post from your page all of their friends can see it too, reaching more people.

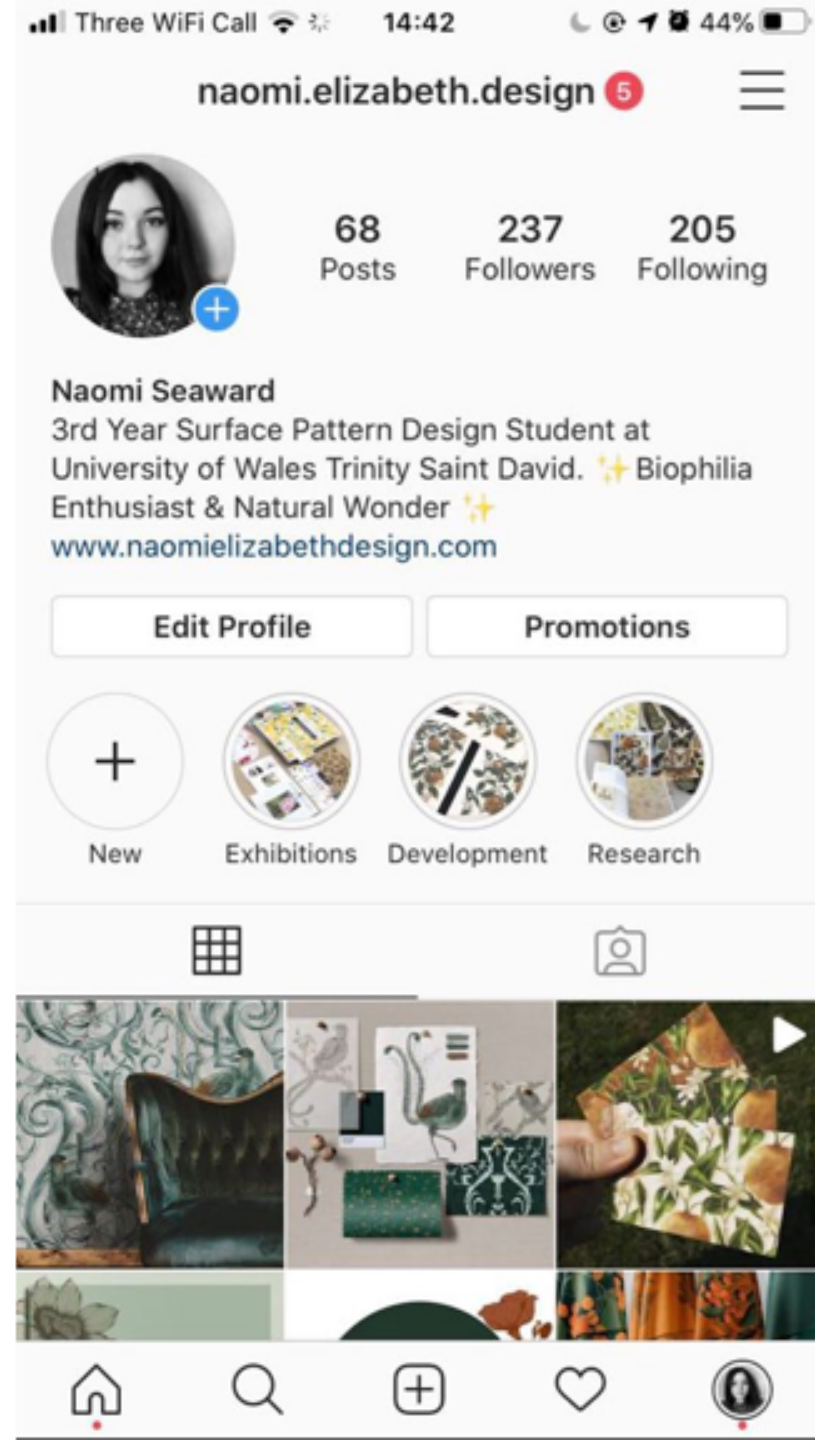


2. Follow your target audience

- You make a connection to them through the algorithm, and your profile will be offered to similar audiences as a potential profile of interest in the future
- Speak their language – read, understand and consider from your own perspective
- Get to know them
- Get to know exactly what you need to be doing to make yourself the perfect fit for them
- Engage with them – they rely on your engagement as much as your hope to invite theirs
- Engage with their posts – like, comment, interact, take part
- Be seen
- This is the same across all platforms



Before
And
After



3. Use the features

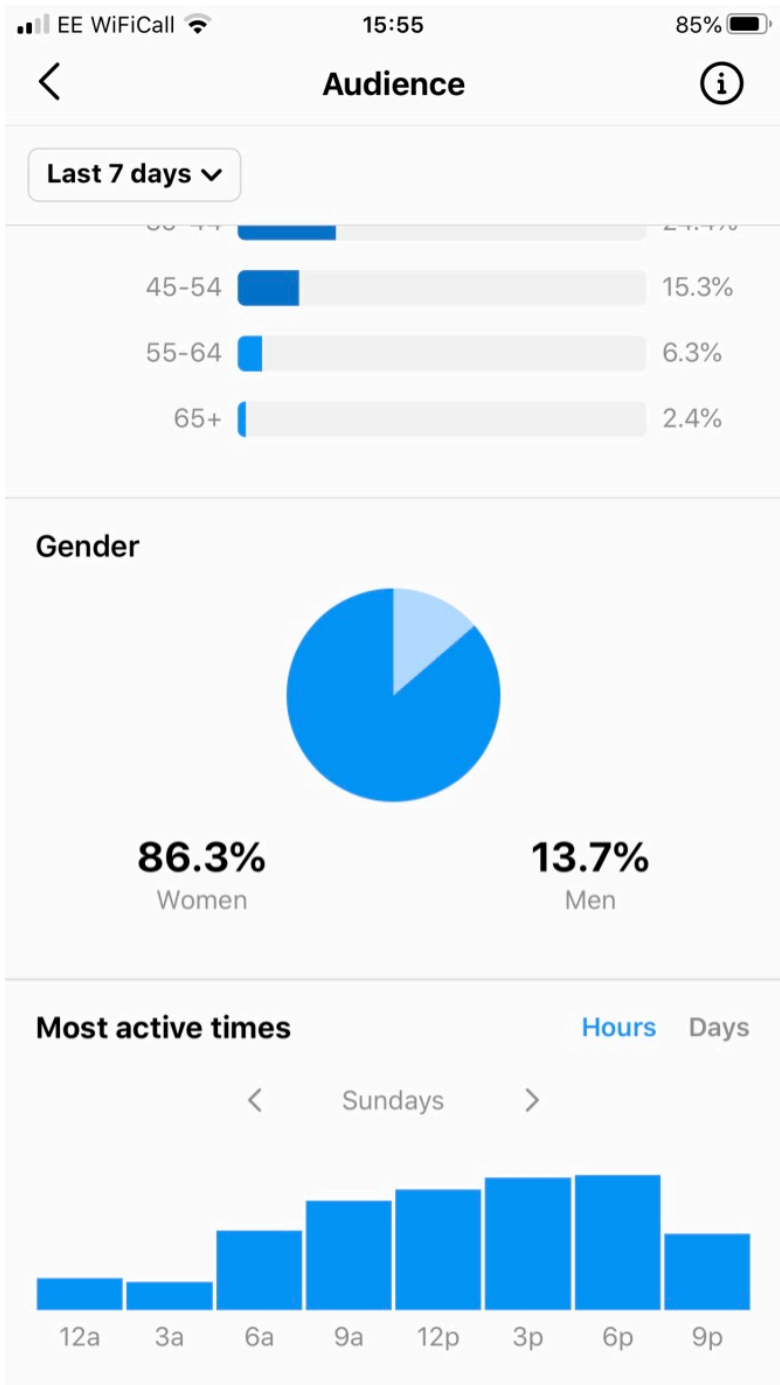
- Make sure the profile is complete
- Systematically address all the features offered, ensuring you include working links to your website
- Profile – what are you saying?
- Logo/Brand – strong, visual, relevant
- More formal details required on sights such as LinkedIn – CV etc
- Accuracy and relevance to the platform and audience – vital
- Use the insights available on some platforms where you can see the specifics of your audience and how they engage with you.

Some Insights into the SPD insta...
@surfacepatterndesignswansea

Know your audience.
What time are your followers most active? Consider posting then.

Are you connecting with the right demographic?
Our followers are 86.3% female, with 12.9% being in the targeted school leaver age bracket.

We actively engage with schools and colleges to grow this for the long term health of the programme.



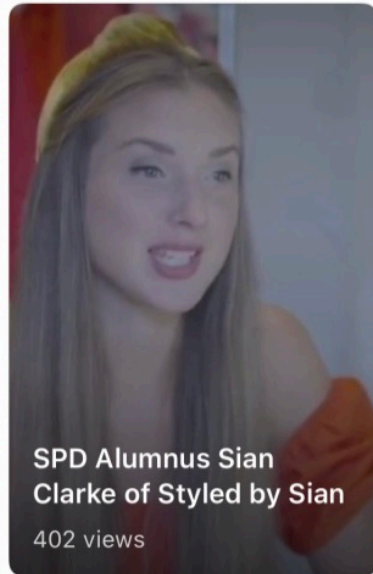
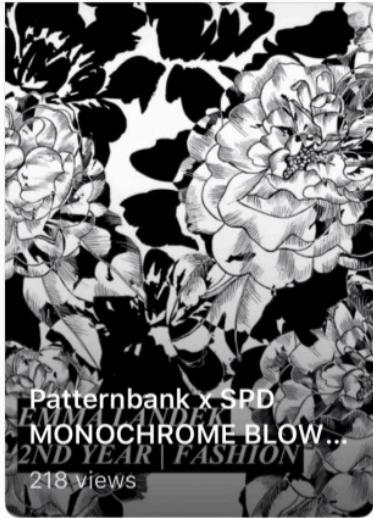
4. Hashtag-tastic

- Link through tags, hashtags and location
- Look up popular hashtags in your specific sector – who uses and looks for what?
- eg 30 hashtags allowable per post on Instagram – use them!
- If you are at an event, use the location
- Tag in those you were involved/featured/present or you may have been collaborating with
- These mechanisms draw traffic to you – people interested in the same links as you
- Anniversaries/Endorsements on linkedin – actively take part in these features
- Trends – what is going around on which platform? Get in the know.
- Viral trends – eg March Meet the Maker, take part in the relevant ones.

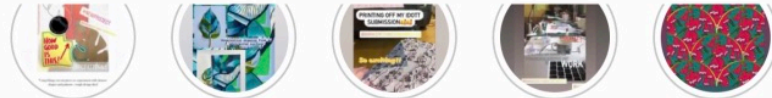
5. Stories/Reels/IGTV/News feeds

- These evolve and change – eg the introduction of Reels to Instagram, keeping pace with the trends popularized via apps such as Snapchat and Ticktok
- Story type features – eg Stories on Instagram - these are only available for 24 hours unless you store them in featured stories files which is useful
- Stories and Reels can be more fun and less curated, and reach a wider audience
- Stories and Reels generate different audiences, and generally see more traffic
- Think about the value of process videos, progress shots – differing content – the journey as well as the outcomes.
- Posts are where you house things more permanently, although these can be deleted.
- Feeds on Facebook, Linkedin move on in a similar way. People tend to look at the feeds in the present rather than refer back to as a showcase.
- IGTV on Insta allows you to house longer film content.

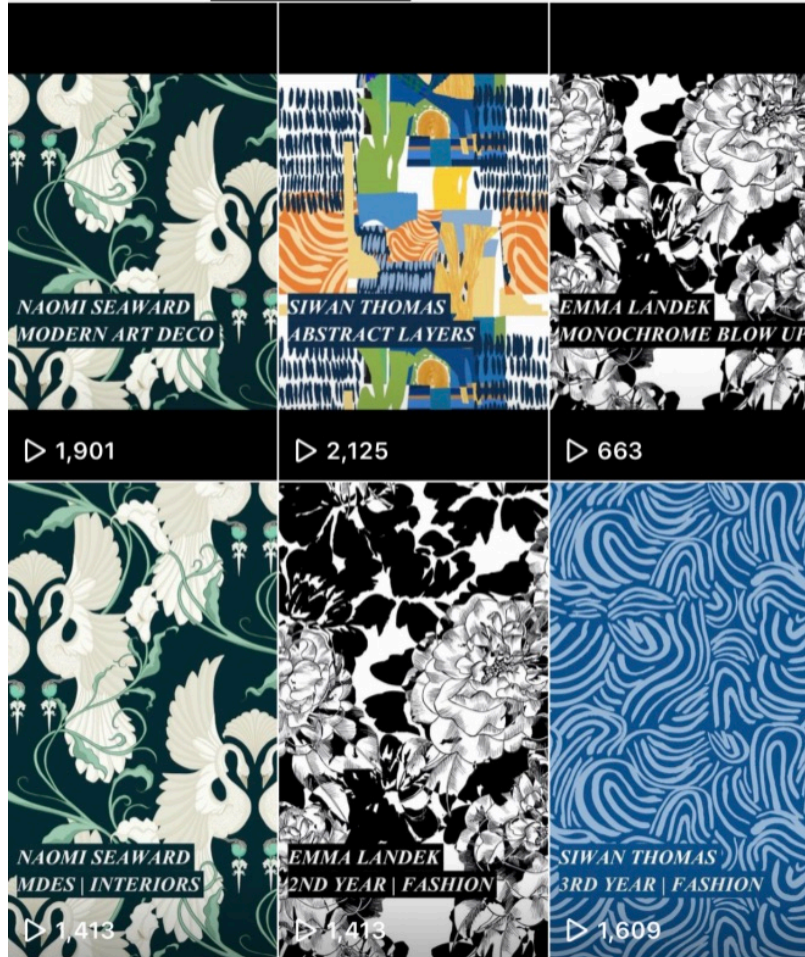
surfacepatterndesignsw... 9+ + ≡



surfacepatterndesignsw... 9+ + ≡



New projects InstaSTARS Idott Home desks Patternbank



6. Posts

- Permanent posts – these can be more considered as stories
- People refer back to your profile feed on your accounts and look at them almost as a portfolio
- LinkedIn and Artsthread offer a formal landing page, which again has a formality to it – keep this updated and relevant.
- Post with regularity and consideration
- Have a posting plan based on your research into your targeted niche

7. Connect your visual identity across all platforms

- This reinforces your impact
- Make sure the links from your website to the social media accounts work
- Make sure the links from your social media accounts to your web work – people look!
- Highlight and feature the activity happening on other platforms across your differing feeds “new blog post,” “refreshed my gallery pages on my website today,” “over on my stories” etc.
- Character – many of you seem shy on social media, perhaps carrying the preconceptions of what social media means in a more “social” sense – this is different.
- Embrace your digital voice – you can be louder here, you can reinvent yourself slightly if you find public presentation more daunting...



Last 7 days ▾

Accounts reached

907 accounts

-15% vs 3 Mar - 9 Mar



Wed Thurs Fri Sat Sun Mon Tues

Accounts reached from 10 Mar - 16 Mar

Impressions

5,893

+24.1% vs 3 Mar - 9 Mar

Account activity

259

Profile visits

257

+28.4% vs 3 Mar - 9 Mar

Website taps

2

+100% vs 3 Mar - 9 Mar

Email button taps

0

0% vs 3 Mar - 9 Mar

Quantify your impact – look at the Insights

8. Online Posting Plan

We want to see this within your submission, it can be presented as a calendar, a grid, a spread sheet of sorts, as written paragraphs. Be specific. This framework will be **a vital tool** to fall back on when you are potentially feeling a bit lost or daunted once you have finished.

- Have a strategy.
- How often will you be posting?
- To where, which platforms?
- What content are you planning? What features? What themes? SPD works with self initiated themes – our SPDdeskoftheweek for example.
- What are you planning for the future and how will you maintain this in a future timeframe

Immediate – run up to completing Uni, and the weeks following

Midterm – the next 6 months

Long term – the next year and beyond

The images on the right show my online posting plan I created to help me stay organised before my final deadline and after. This was a really good idea because I now have something to stick to when I finish university to help me keep on track with my social media accounts.

ONLINE POSTING PLAN

HOW OFTEN WILL I BE POSTING ONLINE?

Instagram: Every 2 days
Linked in: Once a month
Website: Once a month

WHERE WILL I POSTING?

Instagram
Linked in
Wix website

WHAT CONTENT?

Visualisations of my final major project collection, new studio set up, inspirations, progress shots since finishing university, quick sketches, favourite artist of the week

WHAT FEATURES?

Links to other social media accounts, Link to website, contact details, blog posts, Link to portfolio, mailing list, logo

PLANS FOR THE FUTURE?

Post regularly even if it is just a few quick sketches. Prepare content in advance to ensure that there is always imagery ready to post. Enter competitions and advertise on social media.

HOW WILL I MAINTAIN THIS CONTENT?

Look at what other designers are posting for inspiration. Take regular research trips to keep ideas flowing. Take part in competitions. Posting plan every week.

IMMEDIATE

In the lead up to the final submission I will be posting on my instagram account every 2 days this is reasonably easy to upkeep because I am producing such a large quantity of work at the moment. I am uploading artwork that I have produced that day, visualisations and moodboards I am working on. As expected this 2 day posting gap may start to dip in the weeks following my university submission. To avoid this from happening I want to keep drawing from observation by taking research trips and draw whatever inspires me as well as entering competitions.

MIDTERM

In the next 6 months I will no longer have guidance from my university lecturers, this will be a challenge at first and something I need to quickly adapt to. In order to maintain a constant posting flow I will challenge myself to produce atleast one drawing, sketch or painting each day to ensure that I have plenty of content to choose from when posting online. This may be unattainable everyday due to other commitments but it is a challenge which will help keep me motivated to create. I want to set myself a deadline for the completion of work so that I don't spend too long on one project as it is important to provide viewers with new and exciting content.

LONGTERM

For the next year and beyond my plan is to intern at a few companies to gain further experience in the creative industry. This will have an impact on the content I am posting on social media in terms of my time and the type of content produced. I will be learning lots of skills and processes that I have never encountered before it would be a great opportunity to share my progress on my social media feeds. Inbetween internships I would love to do some travelling around the world, I want to document my travels in the form of drawing and painting. This would be an excellent source of inspiration to design which will feed the imagery on my social media accounts whilst providing viewers with interesting content.

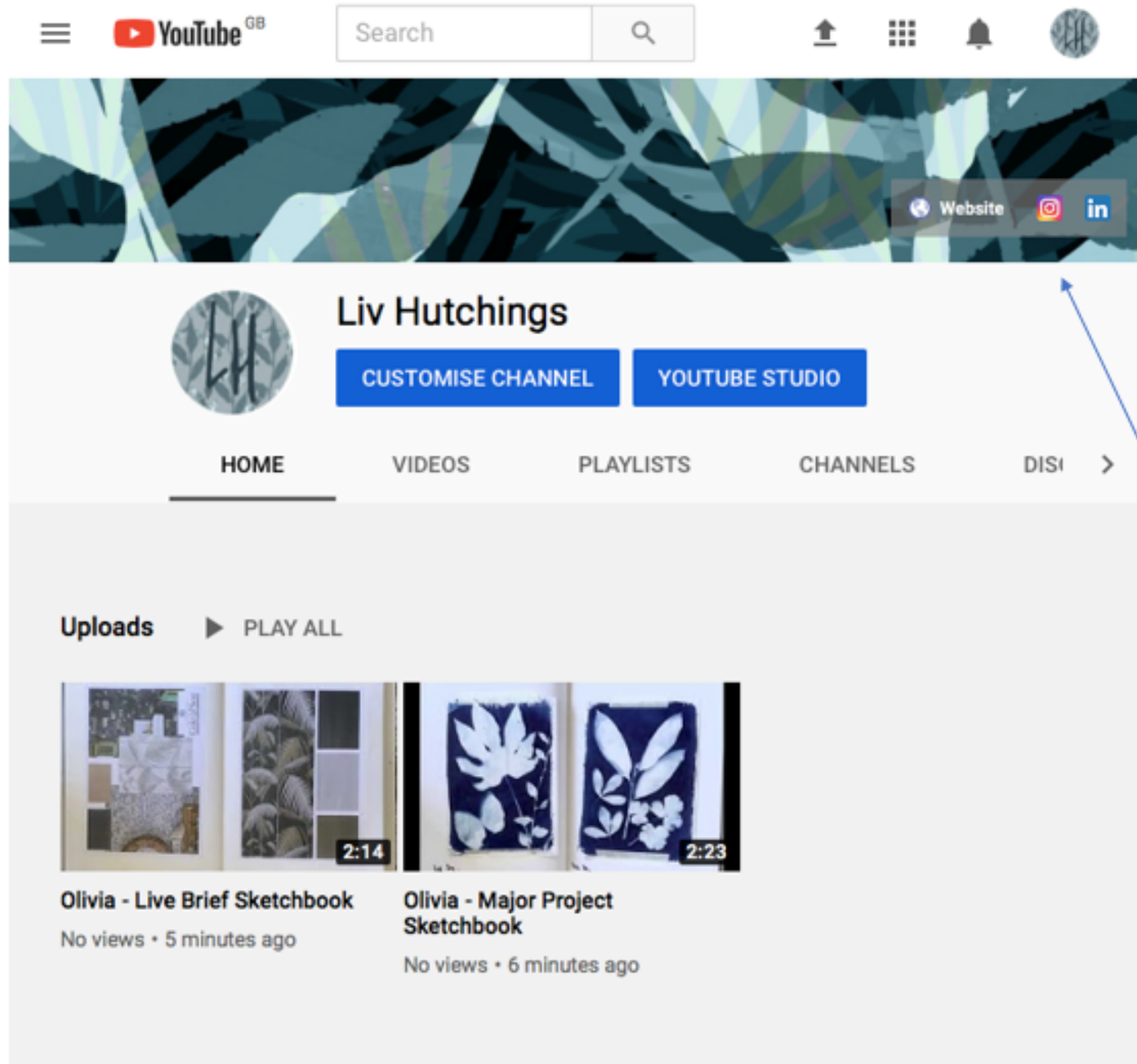
9. Opportunities to feature

- The **Swansea College of Art Summer Show**– actively promote it.
- Engage with the **SPD** programme and each other – keep doing that into your futures as graduates. We power each other's popularity and exposure!
- **Artstthread** free hosting – make the most of this
- **New Designers** – tag them into what you are doing in your Major (Keep your awards under wraps)
- **Celebrate** the process of the final term ahead and being back on campus
- **Celebrate** the final outcomes
- **Celebrate** the what next – launch yourself, put yourself out there, ask for help from your audience, allow yourself to learn and embrace the unknown
- Don't expect to nail this on day 1, stick at it, build gradually.
- **Project positivity**
- **YOU CAN DO THIS, WE BELIEVE IN YOU!!!!**

30 DAY POST PLAN CONCEPTS



ARTIST QUOTE	UPDATE ON PROJECT	BOOK REVIEW	LOCAL EVENT PROMO	SHARE AN ARTIST
BEHIND THE SCENES	EXPLORE NEW HASHTAG	REVISIT A DESIGN	ART CHALLENGE	SHARE INSPO
DESIGNER SPOTLIGHT	PRODUCT REVIEW	SHARE A TIP	BLOG ON NEWS	VISUAL MOCK UP
TRY NEW MEDIUM	PROMOTE PRINTS	STORY: DAY ROUTINE	PROMO A POST	THROW BACK PHOTO
RESEARCH SHARE	TRY NEW STYLE	SHARE WEBSITE	NATURE POST	UPDATE ON ME
UNI SELFIE	SHARE LECTURE	FABRIC SAMPLE	Q&A WITH ARTISTS	EXHIBITION PICS



YouTube Channel

This was initially set up to upload my sketchbooks for submission.

I didn't realise how easy it was to upload videos and I will definitely be uploading more.

Over the summer I plan to a video of some processes like cyanotypes.

On the YouTube channel account I added my social media links, when you click them it sends you straight to my profiles, Hopefully it will bring more traffic to my platforms.

https://www.youtube.com/channel/UC11mSEhJWL7g5pwwVSa3Lzw/featured?view_as=subscriber



Analytics ▾

Ads ▾

🔍 Search

Your Pins ▾

Home

Following

livhutchings ▾



livhutchings

2.8k monthly viewers

Edit profile

Surface Pattern

<https://www.pinterest.cl/livhutchings12/olivia-h-prof-prom-rj/>

Activity

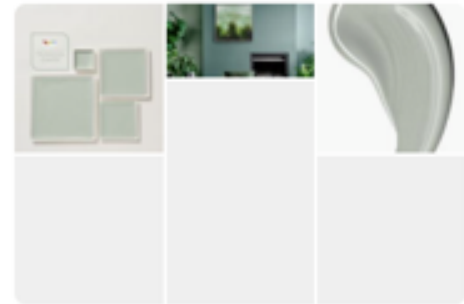
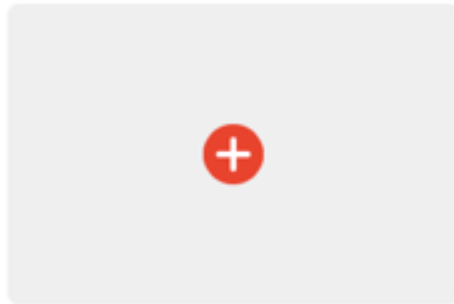
Community

Boards

Pins

Drag and drop ▾

29 Boards





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



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.



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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.



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