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University of Wales
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BA (Hons) Computer Games Design
Personal Portfolio Development
ACCA6033

"Your Exit Strategy: Personal Promotional Material"

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Contents:

1.0 Task 1: Application Database.....	3
1.1 Application Database Excel Spreadsheet Link.....	3
2.0 Task 2: Personal Showreel.....	4
2.1 Morgan Jones – 3D Character & Creature Showreel – Video Games & VFX.....	4
3.0 Task 3: Business Cards.....	5
3.1 First Drafts.....	5
3.2 Industry Business Card Examples.....	7
3.3 Business Card Research.....	9
3.4 Business Card Templates.....	11
3.5 Final Drafts.....	12
3.6 Business Card Conclusion.....	13
4.0 References & Bibliography.....	14
4.1 References.....	14
4.2 Bibliography.....	15

1.0 Task 1: Application Database

1.1 Application Database Excel Spreadsheet Link:

[PPD ApplicationDatabase.xlsx](#)

2.0 Task 2: Personal Showreel

2.1 Morgan Jones – 3D Character & Creature Showreel – Video Games & VFX



Showreel link: <https://youtu.be/MeIMnDCPp6o>

- The first and last character showreel shots were taken in Unreal Engine 5 using the level sequencer. This allows for easy swapping in and out of characters for future projects.
- I'd also like to revisit the characters and put rigs into them to do dynamic posing.
- Originally I wanted to include UV maps, but after looking into other showreels within the same field of character design, the majority only showed the character and the models topology so I opted out of showing the UV maps.

3.0 Task 3: Business Cards

3.1 First Drafts

Morgan Jones Portfolio "Art of MoJo"

Front View



THE ART OF MOJO

Back View

ARTOFMOJO@GMAIL.CO.UK



THE ART OF MOJO

MORGAN JONES

CHARACTER & CREATURE DESIGNER FOR VIDEO GAMES

- CONCEPT ART
- 3D MODELLING
- TEXTURING AND MATERIALS
- RIGGING
- ANIMATION

GAME DESIGN CONSULTANT

- GAME MECHANICS ANALYSIS
- USER EXPERIENCE DESIGN
- DESIGN DOCUMENT CREATION
- NARRATIVE DESIGN
- CREATIVE DIRECTION
- MARKET AND TREND RESEARCH
- PLAYTESTING AND FEEDBACK

Blaid Drwg Studios Business Card

Front View

STUDIO

BLAIDD



DRWG

STUDIOS

INDEPENDENT GAME STUDIO
SWANSEA, WALES.

Back View

Morgan Jones
Co-Founder and CEO
of

STUDIO

BLAIDD



DRWG

STUDIOS

CONTACT DETAILS:
BLAIDDRWGSTUDIOS@GMAIL.COM
WWW.BLAIDDRWG.CO.UK

3.2 Industry Business Card Examples



(Figure 1: Sean Richardson Concept Art Business Card[1]).

Sean Richardson - Concept Art Illustration

- The character concepts are displayed on the business card.
- Having the characters share the same silhouette is a nice touch.
- The profession is clearly indicated at the front.
- Basic information such as the name, contact details, and website is presented in a clear and easy-to-read format, which is preferable for a business card—unlike the back view of “The Art of MoJo” business card.



(Figure 2: Business Card design, Jonah Buzeta[2]).

Jonah Buzeta - Concept Artist

- The business card is a creative design that uses a playing card as its template.
- The artist has included a self-portrait on the business card, which adds a personal touch and showcases their concept art. However, I believe this could be improved by featuring two contrasting characters, perhaps in different art styles, to better demonstrate adaptability.
- The QR code is an excellent feature for easy access to Jonah’s website and ArtStation profile. The social media handle is also displayed at the bottom. However, having both QR codes so close together may make scanning difficult. The business card could benefit from having a single QR code that directs to a Linktree, which would then list multiple websites and social media pages.
- Professional details are presented in a clear, simple list format.



(Figure 3: Business Cards, Resume and Postcards, Kaylie Benner[3]).

Kaylie Benner - Environment Artist & Animator

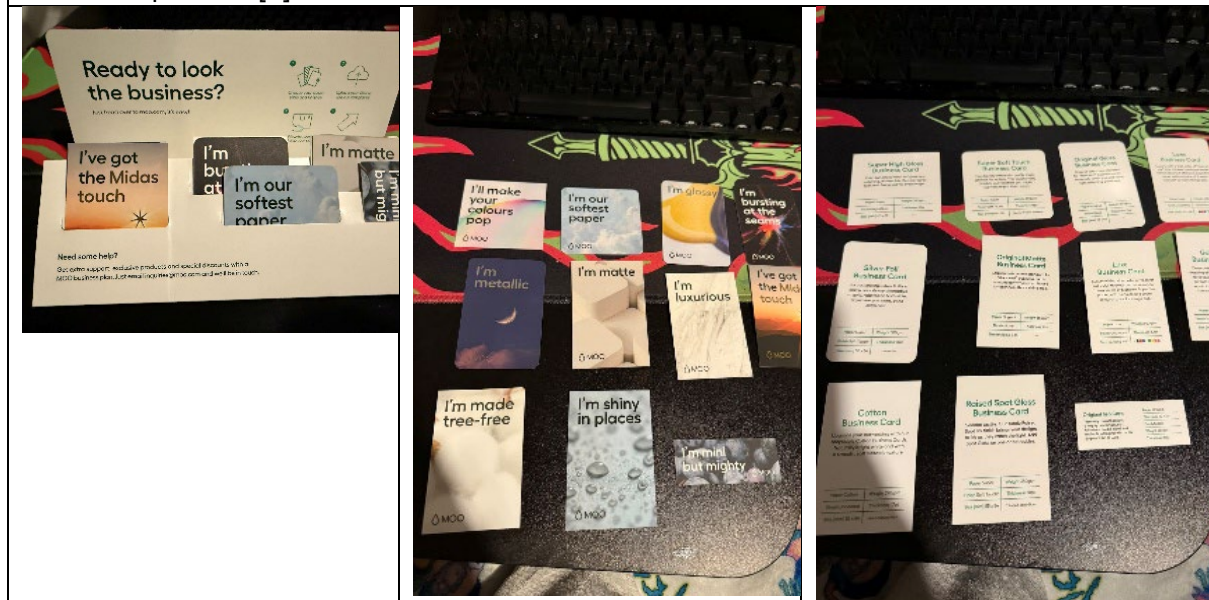
- The name is prominently displayed at the front of the business card, with a hillside image embedded within the text. While I like this design, it doesn't powerfully convey that the person is an environmental artist.
- The professions are listed on the business card, but only on the front.
- Including logos of the software programs used is an interesting addition to the business card, as it demonstrates proficiency in those applications to potential employers. However, this could also backfire if the employer uses different software, leading them to question the card's relevance. Details about software proficiency would be better suited for a personal website.
- Additionally, the software logos alone might be slightly confusing.
- Including the location on the business card can be a helpful detail, primarily if the employer is based in the same area.
- Mentioning a BA in Animation could be a double-edged sword: many companies may prefer not to hire recent graduates, but it does indicate that you have the capability to obtain a degree. Again, this information might be more appropriate for an "About Me" section on a website.

3.3 Business Card Research

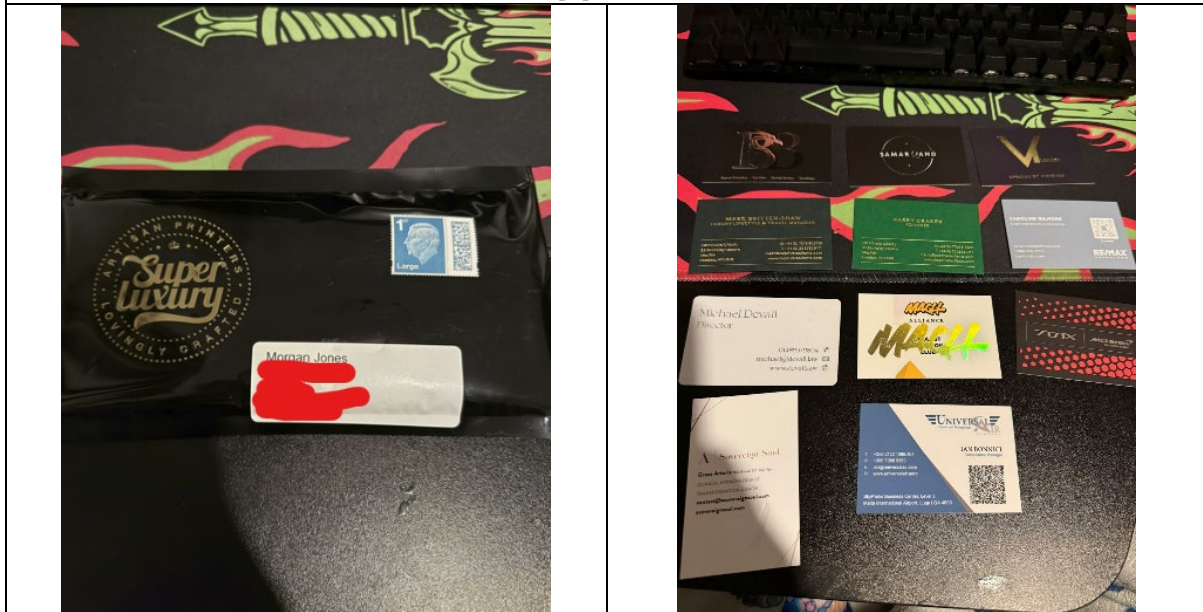
Instant Print Sample Pack[4]



MOO Sample Pack[5]



Super Luxury Business Cards Sample Pack[6]



Target Audience - “The first rule of creating an effective business card is to target your audience and industry”[7]. A business card should clearly reflect your profession, business, or industry.

Essential Information - When creating a business card, there are several elements that need to be evaluated before including them on the card. However, some elements are non-negotiable, such as your name, profession, contact information, logo, and relevant social handles[8].

Portfolio - “Show your outstanding work. Make sure it reflects the whole of what you do”[9]. Incorporating portfolio level work into the business card design can show proof of work to a potential employer but can also help the business card stand out from the competition.

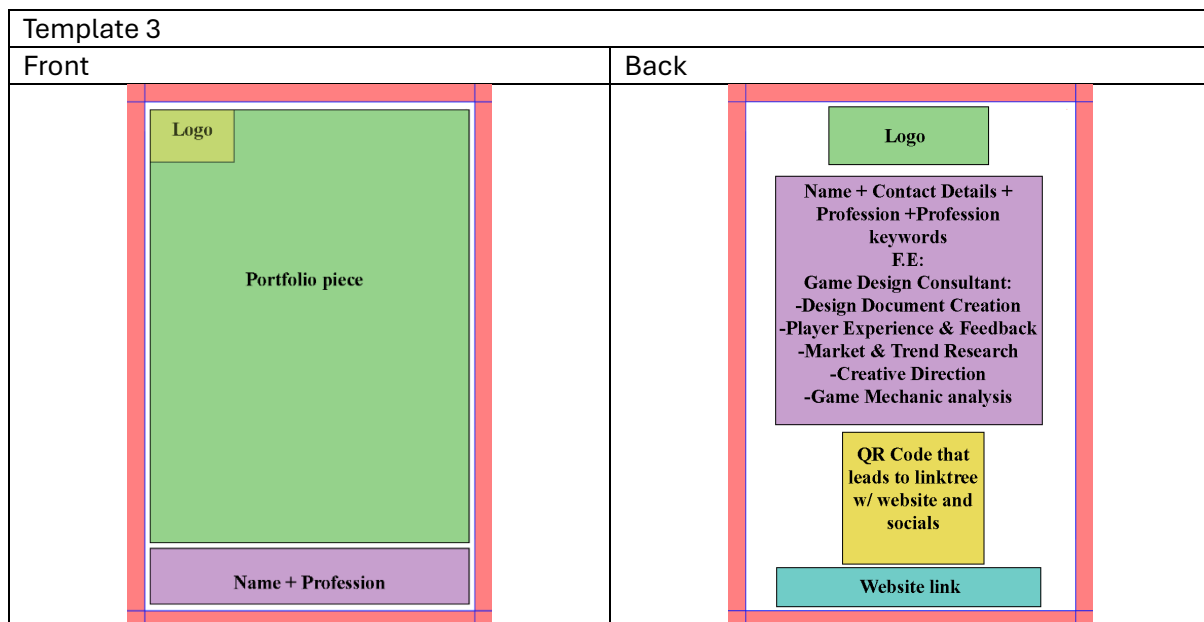
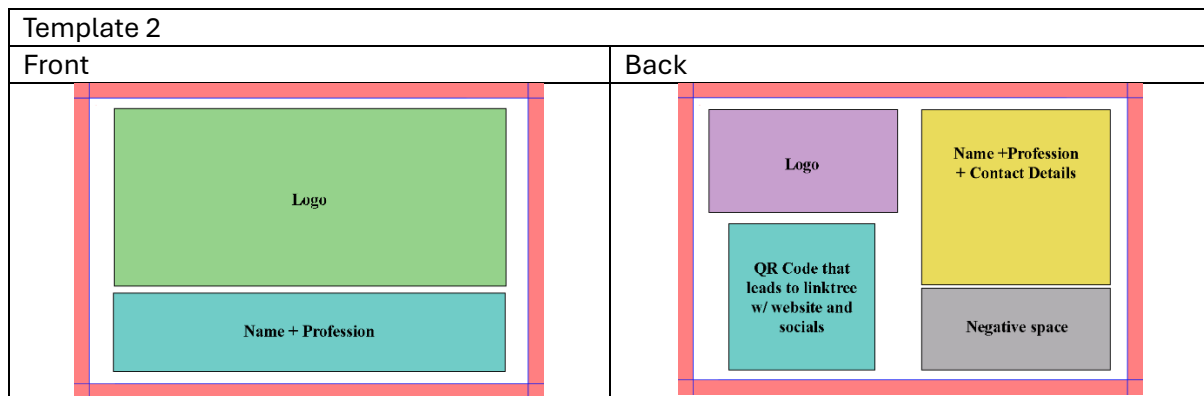
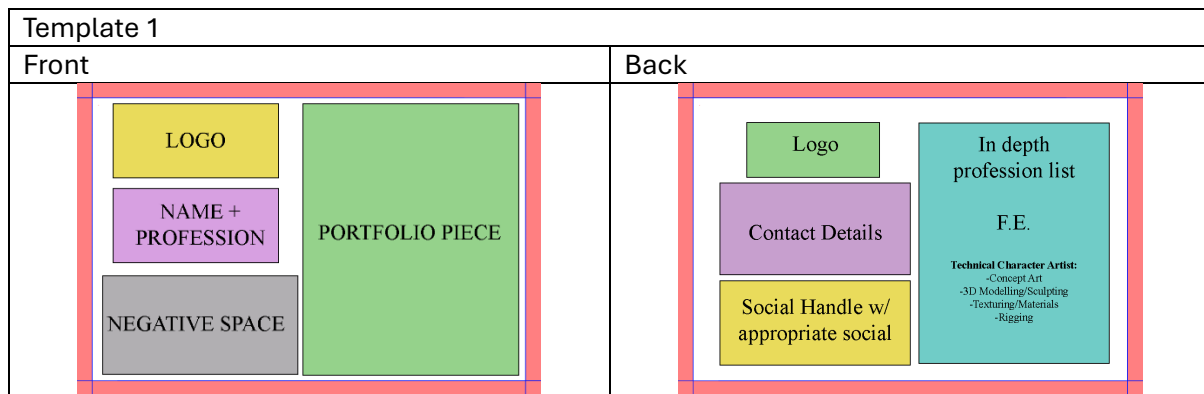
Typography - “The font you choose should always represent your brand”[10]. It's important to maintain consistency with your font by limiting the differences in size and using no more than one or two font styles. Additionally, the font style should reflect your brand identity. For example, if you are an artist who specializes in science fiction themes, you might consider using fonts that resemble the typography of the Star Wars logo. It is important that the text remains clear and legible, as the business card is already quite small. Avoid using fancy stylistic fonts and opt for standard fonts that are easy to read.

Shape and Size - “The standard business card size in the UK is 85mm x 55mm (or 8.5cm x 5.5cm)”[11]. Sticking with the standard business card size ensures that your card fits easily into cardholders and wallets without risk of damage. Additionally, using the universal size makes it easier for people to recognize your card as a business card.

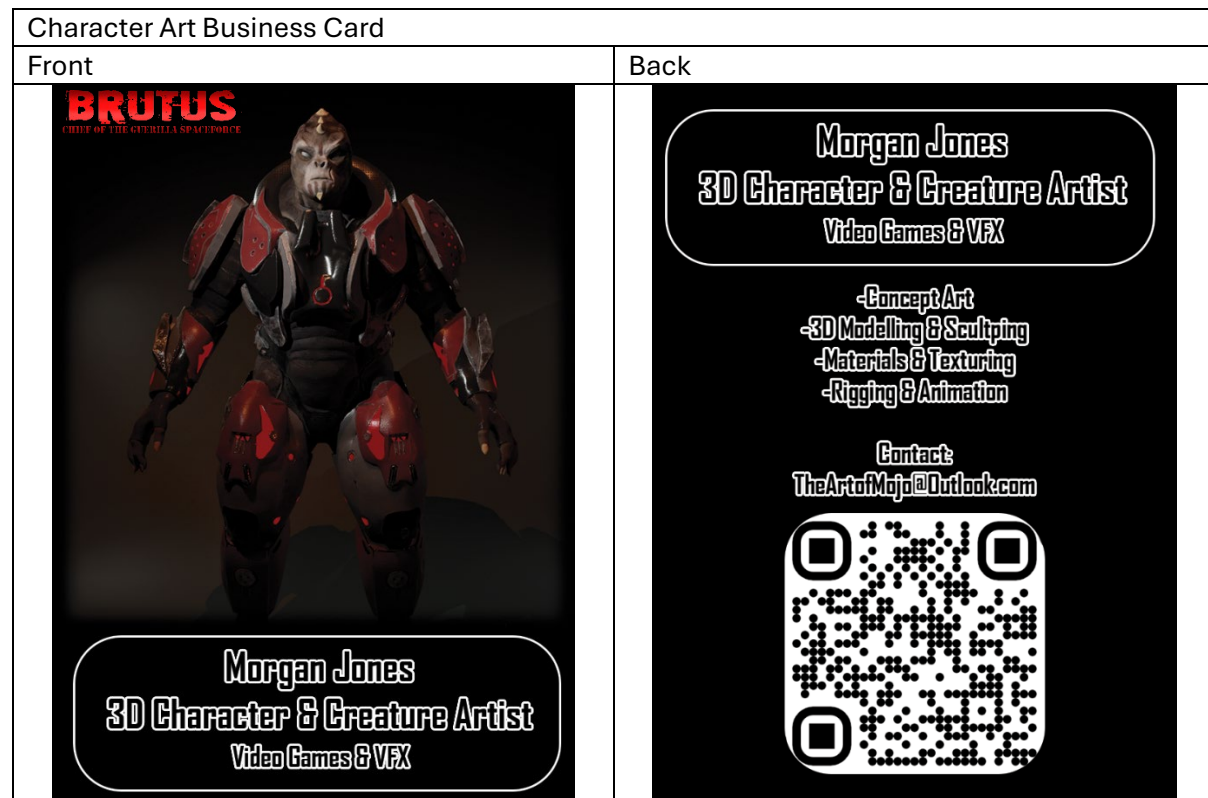
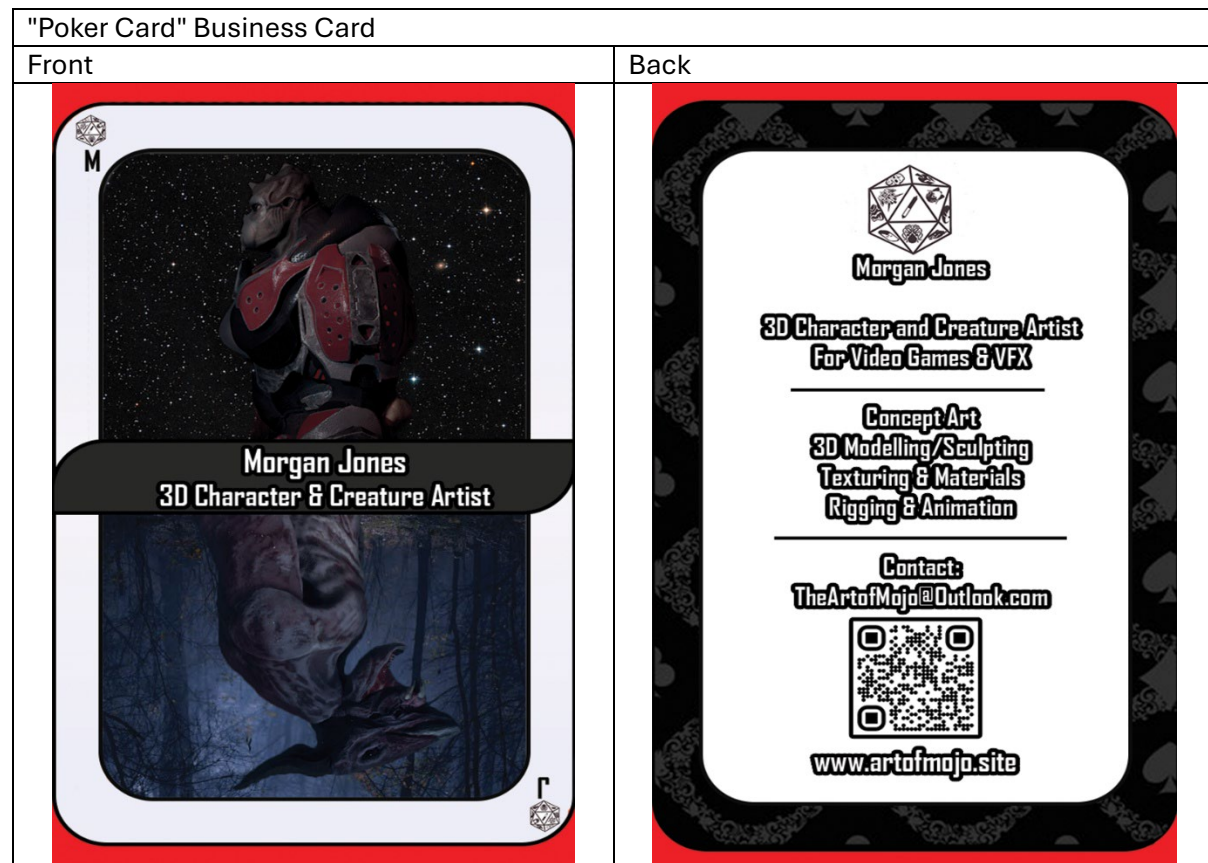
Also to ensure the cards are mass-printed without error, it is worth considering having a bleed area to avoid any cropping of text or graphics on the card. “To make your design with bleed, set your business card size to 91mm x 61mm”[11].

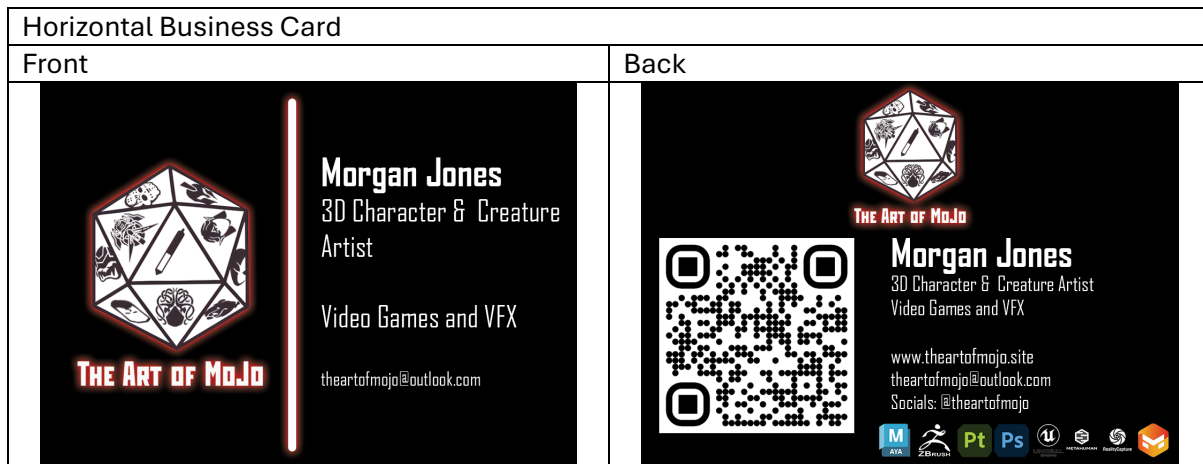
Avoid Clutter - Negative space is important; there's no need to overcrowd a business card with design elements, as negative space can be quite effective as people like to write down little messages and reminders on the business card, and this can be like a phone number or a date; and so leaving negative space for that reason is a great idea” [12].

3.4 Business Card Templates

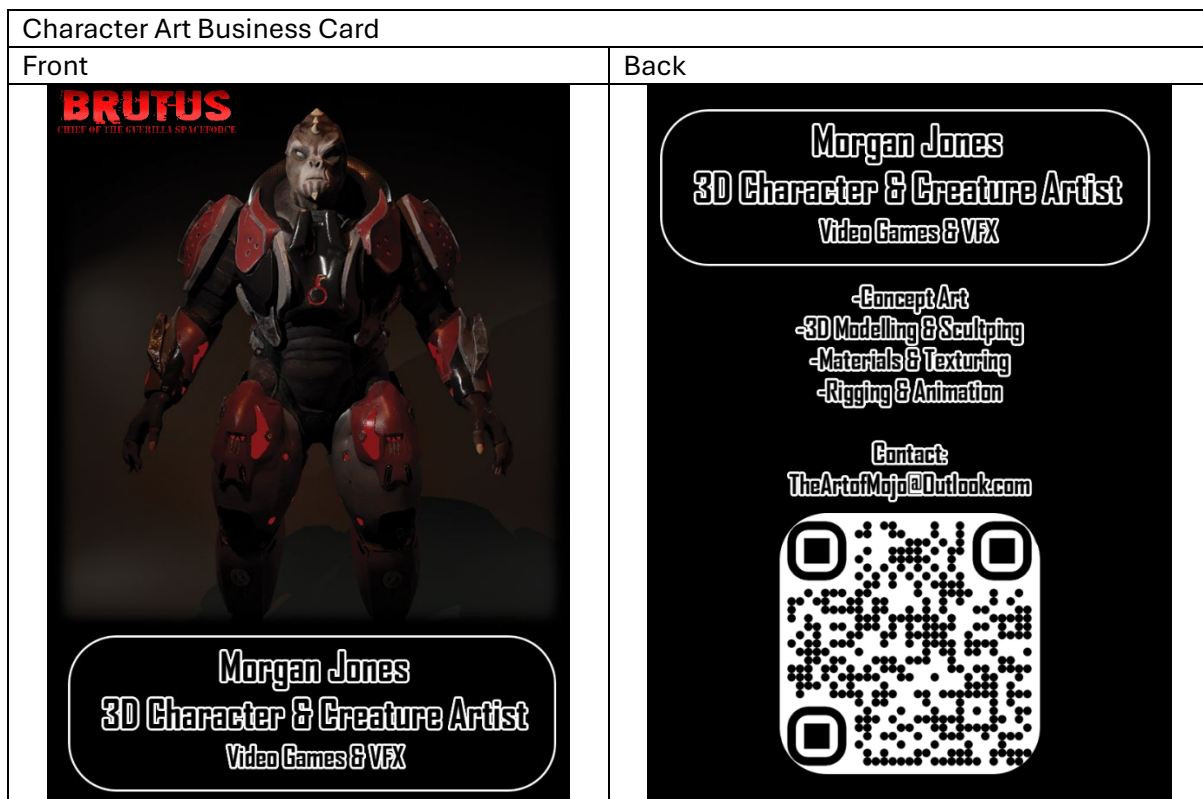


3.5 Final Drafts





Business Card Conclusion



For my business card I have decided to go with the "Character Art Business Card". I feel that it's simple and easy to read thanks to the use of spacing and black and white colours. The black and white colour scheme is also consistent with my portfolio website.

I like the idea of having multiple business cards with different characters on them, almost acting as trading cards similar to American-style baseball cards. The text on the front is straight to the point with my name and role, whilst the back covers what I specialise in, my email address, as well as a QR code that takes you to a link tree for my portfolio website, LinkedIn profile and YouTube channel.

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