

Naila Amjad
1704897
Surface Pattern
Design- Interiors

PROFESSIONAL PROMOTION
ADAD6002

PRESS PACK

Cover letter

3 Pen Isa Coed

Swansea

SA1 8EX

15.05.20

Dear Sir / Madam

I am writing this letter to apply for work experience at your company, I have been looking on your website and have seen the email address to contact.

I am currently completing my BA Hons in Surface Pattern Design at University of Wales Trinity Saint David, graduating in July 2020. During this time, I have created designs drawing inspiration from nature, everyday objects, my Pakistani cultural background, Swansea local life. I have worked with a very diverse range of materials to produce, for example, ceramic objects framed prints, upholstery, wallpapers and cushions. Some of these have been exhibited at St Fagan's Museum and Clerkenwell design week.

My strongest skills are Gold embroidery (zardozi), screen printing and detail oriented conversational drawings. My preferred method of working is using my initial lino prints and drawings to create unique digital patterns that are commercial. My love for raised and engraved surfaces is also evident in my work.

I am looking for any kind of learning experience with you. I am a hard-working individual who works well in a team but also individually. My patterns are inspired by a mix of East and west which makes my designs unique and stand out. I also have a detailed knowledge of dyeing fabrics using both acid and direct.

I very much hope to be able to show you some of the creative outputs from various projects, through an interview.

I eagerly await your reply.

Thank you for your time.

Yours truly

Naila Amjad

Urdu Cover letter

3 پن اسا کو عد
سوانسی
سا 18 عک

میں آپ کی کمپنی پر کام کے تجربے کے لئے درخواست دینے کے لئے یہ خط لکھ رہا ہوں ، میں آپ کی ویب سائٹ پر دیکھ رہا ہوں

آنرز کی سطح کے پیٹرن کے ڈیزائن میں مکمل کر رہا ہوں ویلز سینٹ ڈیوڈ یونیورسٹی ، جولائی میں BA میں فی الحال اپنے گریجویٹشن 2020 . اس وقت کے دوران ، میں نے فطرت ، روزمرہ اشیاء ، میرے پاکستانی ثقافتی پس منظر ، سوانسیا مقامی زندگی کی طرف سے ڈیزائن ڈرائنگ پیرتا پیدا کیا ہے . میں نے پیدا کرنے کے لئے مواد کی ایک بہت متنوع رینج کے ساتھ کام کیا ہے ، مثال وال پیپر اور کشن . ان میں سے کچھ سینٹ فاکان کے میوزیم اور دکھانے کے قابل ، کے طور پر ، سیرامک اشیاء پرنٹس کے فریم . کلرکنویل ، لندن ڈیزائن ہفتہ میں نمائش کی گئی ہیں

میری مضبوط ترین مہارت گولڈ کڑھائی (زاردوزا) ، سکرین پرنٹنگ اور تفصیل پر مبنی سنوادی ڈرائنگ ہیں . کام کرنے کا میرا پرنٹس اور ڈرائنگ کا استعمال منفرد ڈیجیٹل پیٹرن بنانے کے لئے جو تجارتی ہیں پسندیدہ طریقہ ہے کہ میرے ابتدائی لی سطحوں کے لئے میری محبت بھی میرے کام میں واضح ہے

میں آپ کے ساتھ سیکھنے کے تجربے کی کسی بھی قسم کی تلاش کر رہا ہوں . میں ایک مشکل کام کرنے والے فرد ہوں جو ایک ٹیم میں اچھی طرح سے کام کرتا ہے بلکہ انفرادی طور پر بھی . میرے پیٹرن مشرق اور مغرب کا ایک مرکب کی طرف سے حوصلہ افزائی کر رہے ہیں جو میرے ڈیزائن منفرد اور باہر کھڑے ہوتا ہے . میں نے بھی ایسڈ اور براہ راست کا استعمال کرتے ہوئے

میں بہت زیادہ امید کرتا ہوں کہ آپ کو ایک انٹرویو کے ذریعے مختلف منصوبوں سے تخلیقی نتائج میں سے کچھ دکھانے کے قابل

میں نے اپنے جواب کا انتظار کر رہا ہوں

آپ کے وقت کے لئے آپ کا شکریہ

آپ واقعی

نانلہ امجد

Cover letter working

Explain why the company
should choose you

Why?

Introduce

Why I am writing

Intro

Cover letter

List skills

Skills

Offer to the company

Look forward to hearing

Outro

Thanks

Dos of writing a Cover Letter:

- Keep it short and simple.
- Address the letter to a person rather than to a Madam/Sir.
- Every time you send it out, customize your cover letter.
- Write from reader's point of view rather than yours.
- Start with something interesting about their job notification or their recent news, to catch their attention.
- Direct the reader to your CV, mentioning about some key skills notified in the advertisement and how your candidature fits into them.
- Be assertive but polite.
- Get the spellings and the grammar correct.
- Prompt the reader to take an action.

Don'ts of writing a Cover Letter:

- Dear Sir/Madam. Find out the name of the responsible person and address your cover letter to him.
- 'I', 'my' in the cover letter make you egomaniac.
- Aggressive language.
- Spelling mistakes are the biggest turn off.
- Addressing your self as Mr. / Ms.
- Sending out hand written cover letters.
- If you are addressing it to Dear XYZ, it needs 'Yours sincerely' at the end.
- If you are addressing it to Dear Sir, it should end with Yours faithfully.

CV



Skills

- Self-motivated
- Fluent in English, Urdu and Punjabi
- Attention to detail
- Skilled in photoshop
- Visual storytelling
- Team leadership

Education

2020

UWTSD | Swansea
Bachelor of Arts: screen printing, digital printing, laser cutting and embroidery

NAILA AMJAD

01792930649 | 07533730003 | nylah-786@hotmail.com
Pen Isa Coed, Saint Thomas, Cymru SA1 8EX

Professional summary

Meticulous fabric printer, excellent at juggling multiple tasks and working under pressure. Familiar with systems and digitals fabric printers.

Work history

06/2019 - 02/2020

SASS | Swansea

Art Worker

Arranged art sessions for children and elderly on regular basis.

03/2019 - 09/2019

Open University | London

Research Consultant

- Researched and updated all required materials needed for firm and partners.
- Performed research and formal interviews within the art therapy department of UNHCR

Accomplishments

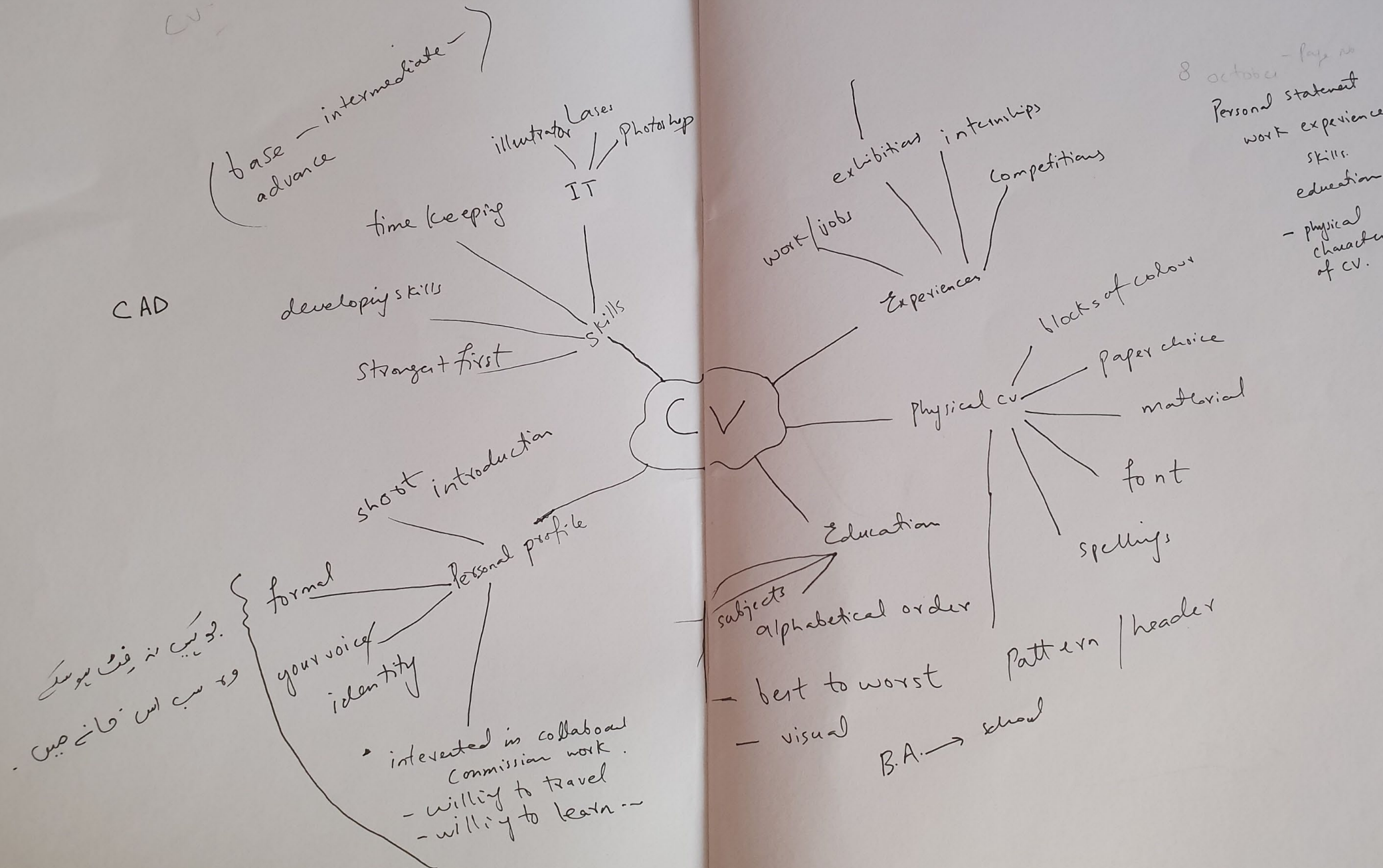
Short listed in I-dott National wallpaper competition 2018 and 2019

Produced fabrics for National History Museum of Wales, Produced tea towel for National wool museum and produced a hand printed stool design for The Orange-box furniture company.

Displayed my work at Clerkenwell design week in London.



CV Working



Idea for press pack folder



I received this bag from Pakistan , it's a clothing brand , I fell in love with the packaging and I knew I wanted to do something like this for my press pack .



MAKING OF SEED PAPER

Recycle paper ,
Tear it into
small pieces
Blend it with
water
Use the paper
making
Tray to pour the
pulp
Add seeds
And create
sheets
Let it dry for 24
hours



TESTING THE NEWLY PREPARED SEED PAPER

Testing the seed paper – video



Seeds germinating on paper – indoors



Seeds germinating in biodegradable pots-outdoors

PRINTING LOGO AND DETAILS ON SEED PAPER FOLDER / PRESSPACK PACKAGING

I could print on paper digitally because it was too thick
Also I had to put minimum print on the packaging because the seeds that get ink on them would not germinate ,
So I had to find a way that would not destroy seeds .

Stencil that I used to hand print my logo



Tested acetone transfer print on seed paper



FRONT

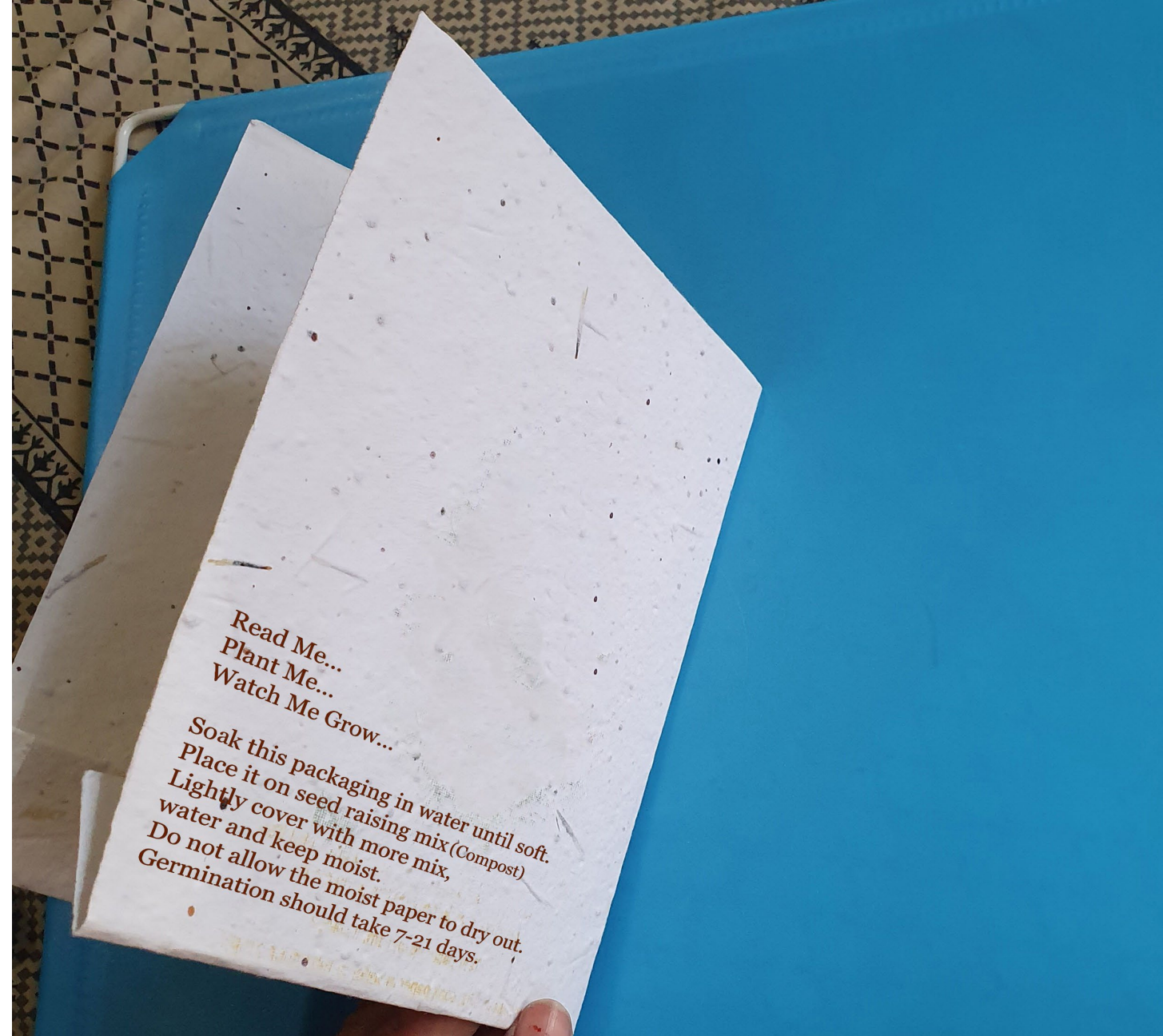


INSERTS IN THE PACK (VISUALISED)

Fabric Samples
CV
Cover Letter
English/Urdu
Business Card



BACK



Read Me...
Plant Me...
Watch Me Grow...

Soak this packaging in water until soft.
Place it on seed raising mix (Compost)
Lightly cover with more mix,
water and keep moist.
Do not allow the moist paper to dry out.
Germination should take 7-21 days.

INTENDED RECIEVERS FOR MY HANDMADE PRESSPACK

SAPPHIRE PAKISTAN

GUL AHMED PAKISTAN

MARIA B. PAKISTAN

KASHEES PAKISTAN

Pakistani hotels Interiors – Southall/Bradford/Sheffield (TKC , CHAUDHARY , LAHORE KARHAI)

I have already spoken to a few of them .

Debenhams

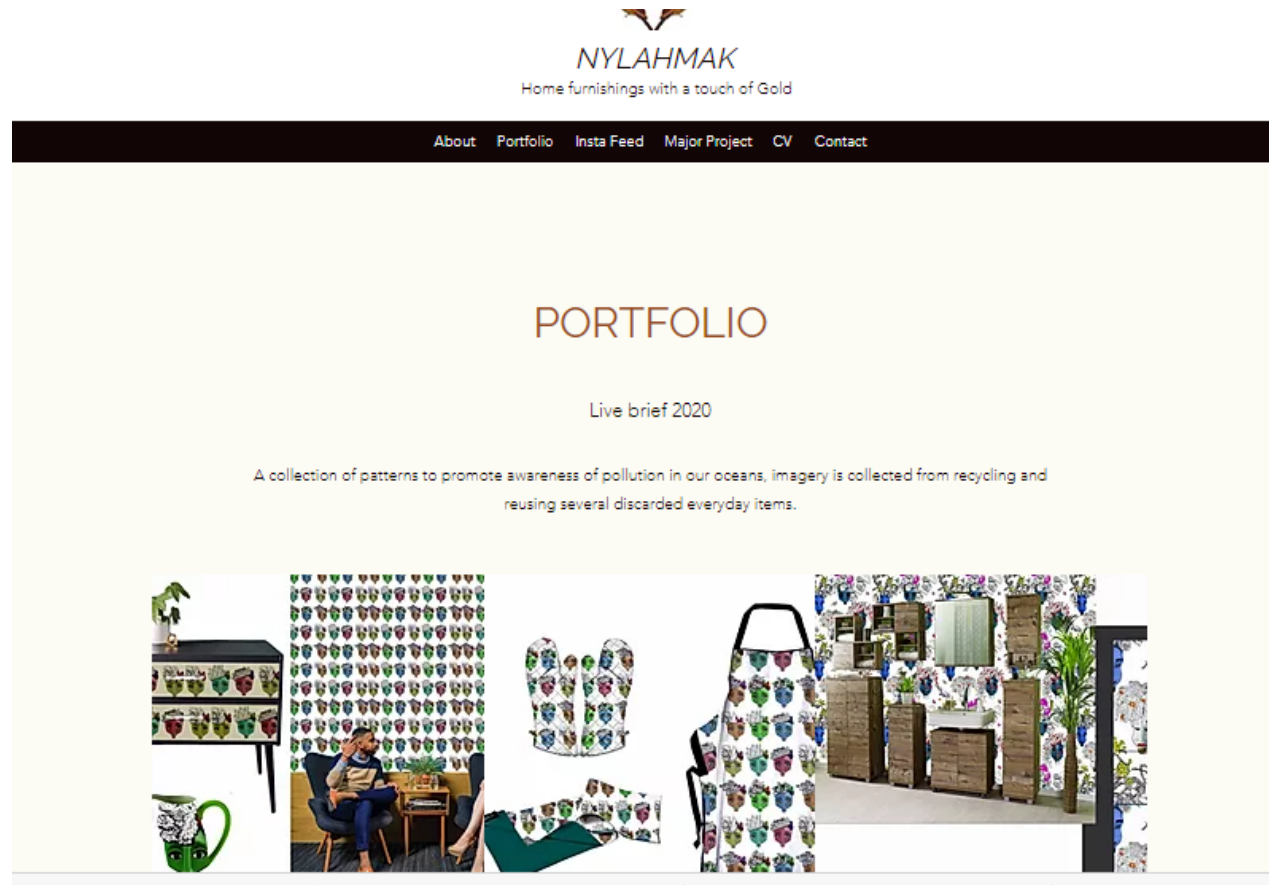
NEXT

M&S

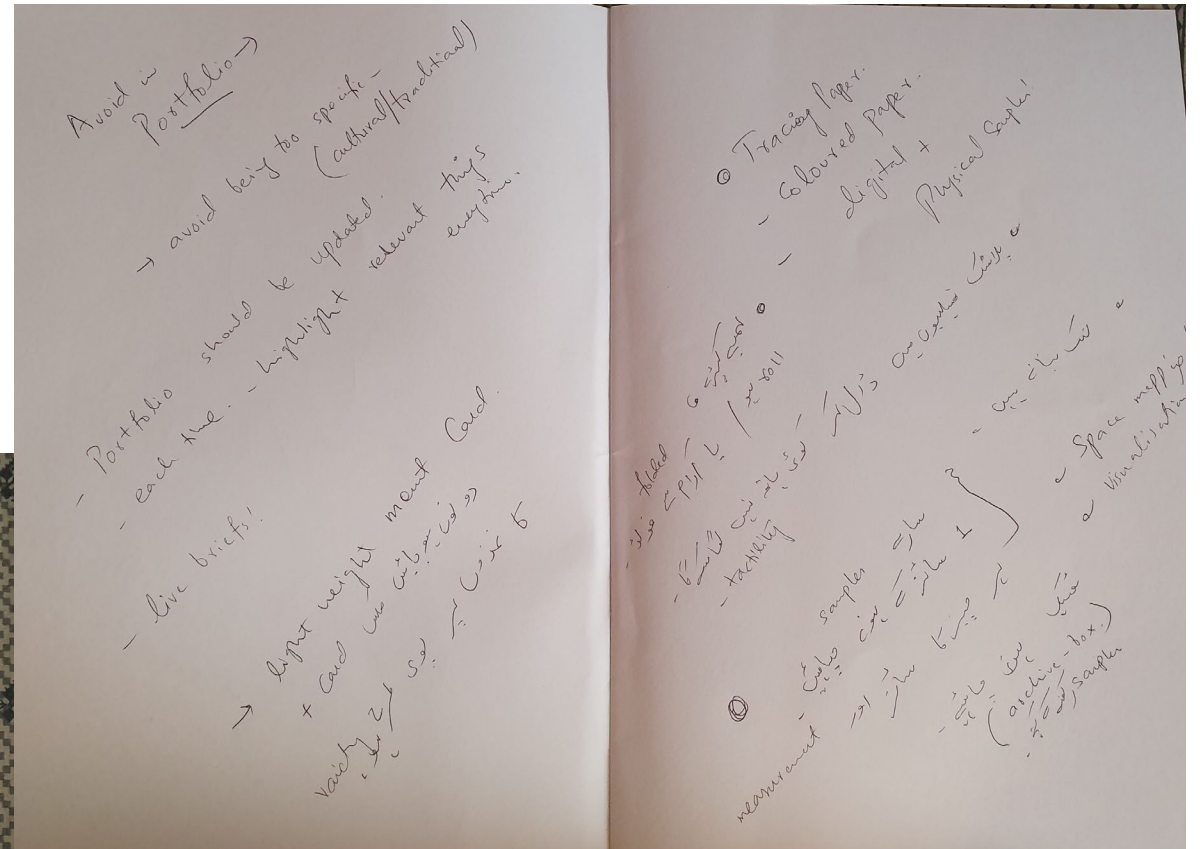
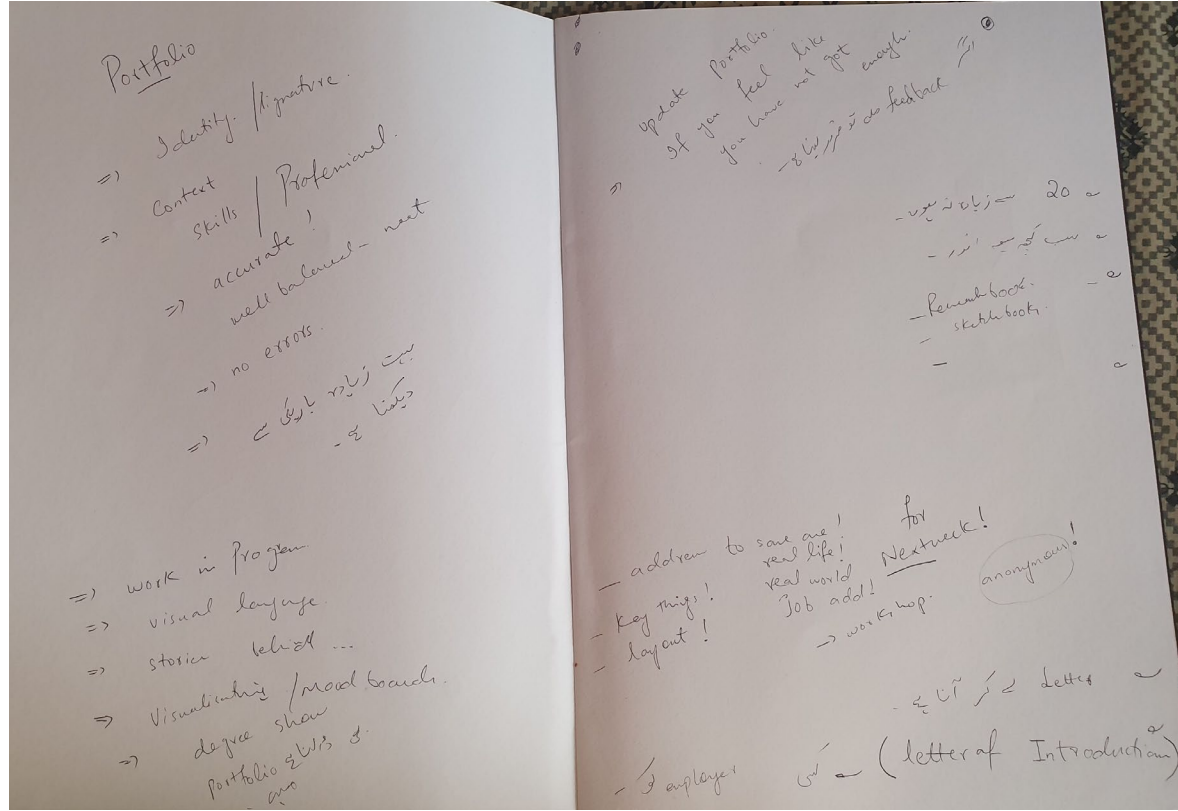
WEBSITE/PORTFOLIO

WWW.NYLAHMAK.COM

Portfolio on website



What to include in a portfolio



Portfolio

- live brief.
- Major.
- 2-3 projects.

Social media

Insta - link account.

+ embroidery
design style. etc
Brand Identity
↓
about

WEBSITE

workshops.
kids - art club.

Home
↓

Contact.

- email.
- phone.
- address.
- form - Query.

Website in working

WELCOME ? X

WELCOME TO NYLAHMAK

Section Design

TITLE ☒

Welcome to NylahMAK

SUBTITLE ☐

DESCRIPTION ☐

MEDIA ☒

Edit & Replace

https://www.nylahmak.com/ Home Portfolio Contact About

Edit Design ⋮

↓ ↑

WELCOME TO NYLAHMAK

Get in Touch



ALL ABOUT US

NylahMAK is a multi disciplinary pattern designer based in Swansea.

Her work is a mix of Gold work embroidery, cross cultural motifs and hand printed details. Nylah's love for textured surfaces and detailed conversational patterns is also evident in her designs.

Trained in printed textiles and embroidery, her background in furnishing fabrics and traditional printing techniques, tangibly informs her art, exploring the relationship between patterns and cultures.

As well as constantly developing her personal practice and creating prints. Nylah has worked on the following projects..

- Idott – shortlisted for National Wallpaper competition.
- Orangebox- designed a hand printed sully for Orangebox furniture company.
- St.Fagans- Displayed her hand printed and devore fabrics at National History Museum Wales.
- National Wool Museum- Hand embroidered a tea towel in response to 'Women in the War'.

For full portfolio ,

[Click here](#)

Its starting to look like a proper website now ?



NYLAHMAK

Home furnishings with a touch of Gold

[Home](#) [About](#) [Portfolio](#) [Insta Feed](#) [Contact](#)

WELCOME TO NYLAHMAK

[Get in Touch](#)





NYLAHMAK

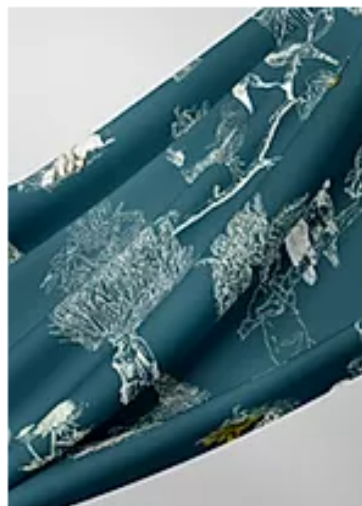
Home furnishings with a touch of Gold

[About](#) [Portfolio](#) [Insta Feed](#) [Major Project](#) [CV](#) [Contact](#)

MAJOR PROJECT

Collection 1-found objects

Based on reimagining found objects and a quirky, playful mix of flora and fauna..



SOCIAL MEDIA

I have been more active in social media since we started working on our live briefs , I did not have a set plan in mind but I tried my best to keep posting updates from my work .

I also joined many art groups to find the right audience for my work .

I have gained new followers in past two months so may be that's what kept me motivated to share my work on regular basis .

I have also been posting on my Facebook page and WhatsApp status regularly since February.

Instagram

Search



nylahmak

Edit Profile



121 posts

635 followers

908 following

NylahMAK

PATTERN DESIGNER

Studied at UWTSD

www.nylahmak.com



Highlights

INSIGHTS

