

BETH AGAR

1701677

Professional Promotion journal

Content:

- Branding research and development
- CV and cover letter
- Social media and website development
- The 10 company's I would send my press pack to

BETH AGAR

Branding research and development



PREVIOUS BRANDING

My previous branding was centred around my second year major project 'Building Conversation'.

As you can see my logo was very simple doesn't say a lot about how I am as a designers as well as not even stating my name.

FRONT OF BUSINESS CARD

Front of business card was a success it worked well at showcasing my style of work whilst giving people a tasted of what I can do.



BACK OF BUSINESS CARD

Looking back at my business card now I feel that the font didn't work well at all. My contact information is not clear and the larger font at the top looks weird this maybe due to the size or font but it doesn't look right



The card in which the business card was printed on isn't one which I would use again, that being that it was some what thin doesn't have much structure to it. Over time the corners have worn, it is a standard business card print from a online printing website.

MAIN LOGO

ALTERNATE LOGO

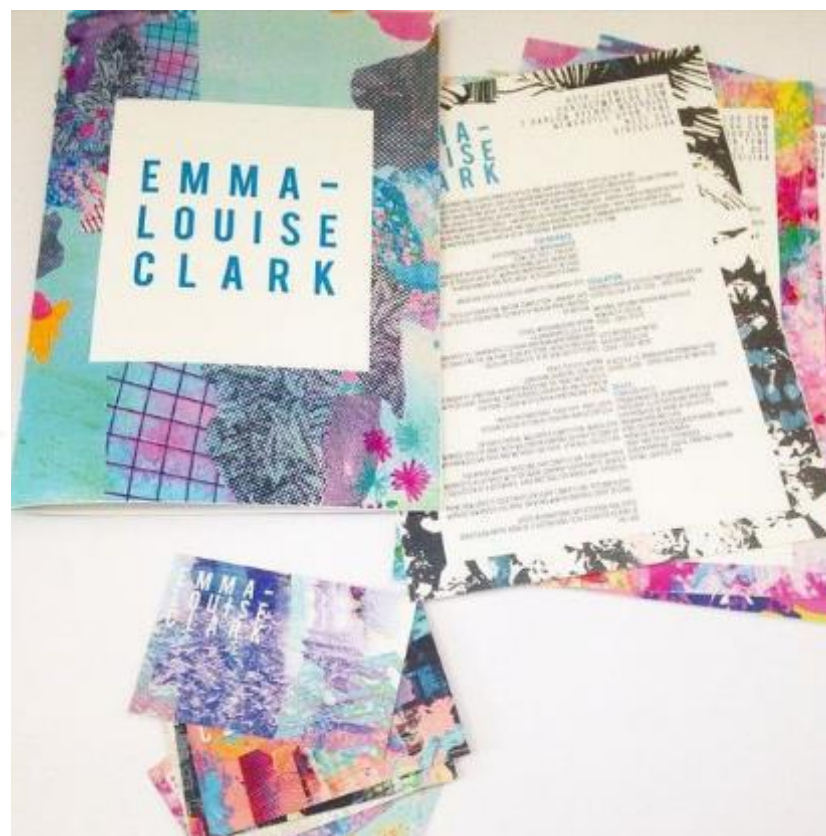
SUBMARK

BUSINESS CARD DESIGN

INSPIRATION

FONTS

etsy.com/shop/VisualDize



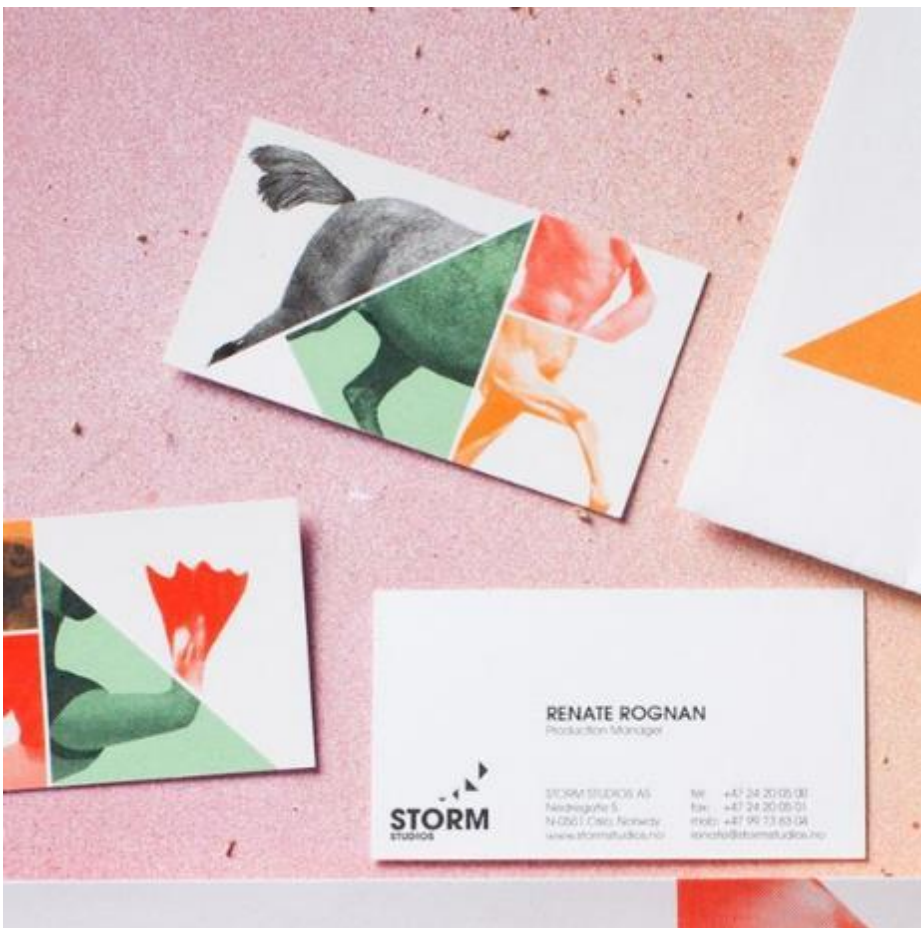
COLOUR, FONT, STYLE

LOGO RESEARCH



With logos I feel that simple with a twist is always better. Being that it is professional but still gives a hint/ insight that would tell you what is it for.

BUSINESS CARD RESEARCH



I am drawn to the business cards that have a quirky as I myself have a quirky element within mine. I like to see peoples style within there business cards, an insight to what this person is about and who they are in this case as a designer.

Looking at different fonts

Sunset Boulevard by Woodcutter [↗](#)

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Testing font styles for self branding

Another Typewriter by Johan Holmdahl [↗](#)

Troutbeck [↗](#) [↗](#) by Hanoded [↗](#)

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Market Deco by Steve Ferrera

Qillo by Type and Company [↗](#)

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Louis George Café [↗](#) [↗](#) by Chen Yining

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Dolce Vita [↗](#) [↗](#) by Muraknockout Media [↗](#)

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Regatto [↗](#) [↗](#) by Sani Sanjaya [↗](#)

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Minimal [↗](#) by Rita Escobar

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Simple Print [↗](#) [↗](#) by Peter Wiegel [↗](#)

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Neothic by Daymaris [↗](#)

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A Pompadour by Ana [↗](#)

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Loves by mlkwn [↗](#)

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Sanchez [↗](#) [↗](#) by Latinotype [↗](#)

Beth Agar

Modern Space [↗](#) by Floral Studio [↗](#)

BETH AGAR

Morva by Alit Design [↗](#)

BETH AGAR

Geometos [↗](#) [↗](#) by Deepak Dogra [↗](#)

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About Love by R Studio

Beth Agar

Bargain by Makashi

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Open Sans Condensed

Mama by NJ Studio

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Fonts
Lulo Clean

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Fonts
Trend

Photoshoot by Suby Studio

Beth Agar

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Fonts
DIN Neuzeit Grotesk

Serenity by Yumna Type By d

South Signature by Riyadh Rahr

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Hello by Graphix Line Studio

Artifact by Indriyanti

Beth Agar

Beth Agar

Autography by Hendra Pratama

Blues Malone by Subectype & Orenari

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Andrea Bilarosa by Bangkit Tri Setiadi

Better Together Spaced by Katsia Jazwinska

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Wildy Sans by Dikas Studio

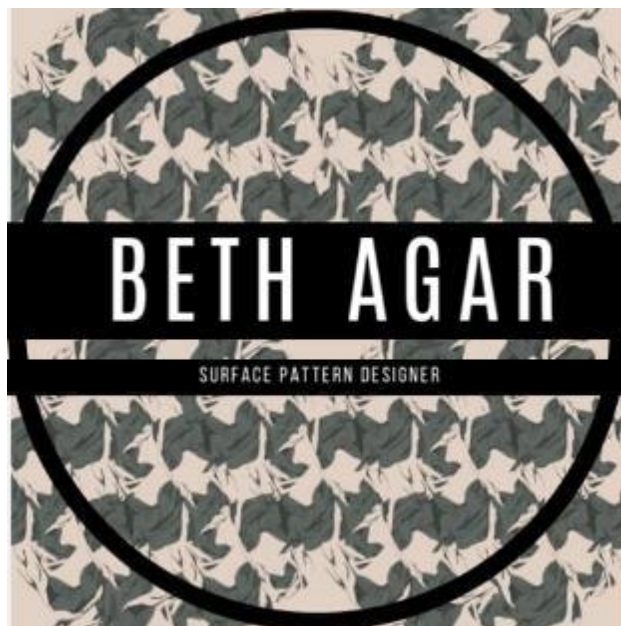
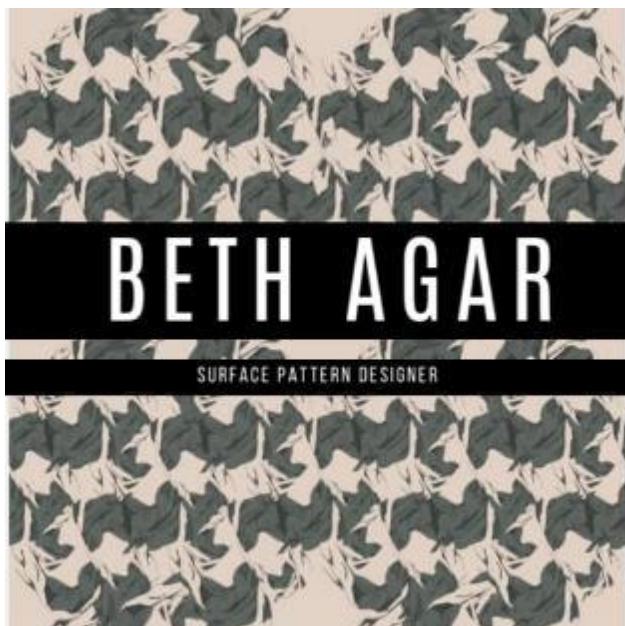
Andolucia by Kotak Kuning Studio - kotakkuning.com

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LOGO SAMPLES

I have began to experiment creating different logos, I wanted it to be simple but style showcase some of my designs. These ones look at white font on black backgrounds, although I feel that these maybe to dark and loses the important information it needs to tell.





These samples have been much more effective, there are clear, clean and professional.
The lighter background with the black font works well together.



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SURFACE PATTERN DESIGNER



**BETH
AGAR**

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

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LOGO, COLOUR, FONT



BUSINESS CARD SAMPLES

Designed the template of card 85 x 55mm, looking at imagery in which I can use or keeping it simple with my logo design



My business card designs will develop and change my project develops, meaning that I will only know what my final design will be when finished.

Currently I feel that I will use either my logo design or my hero print from my major collection.



Beth Agar
Surface Pattern Designer

Email: bethagar@outlook.com

Phone number: 07792730394

Website:

Instagram: [@_bethagar](#)

Facebook: [@designbybethagar](#)



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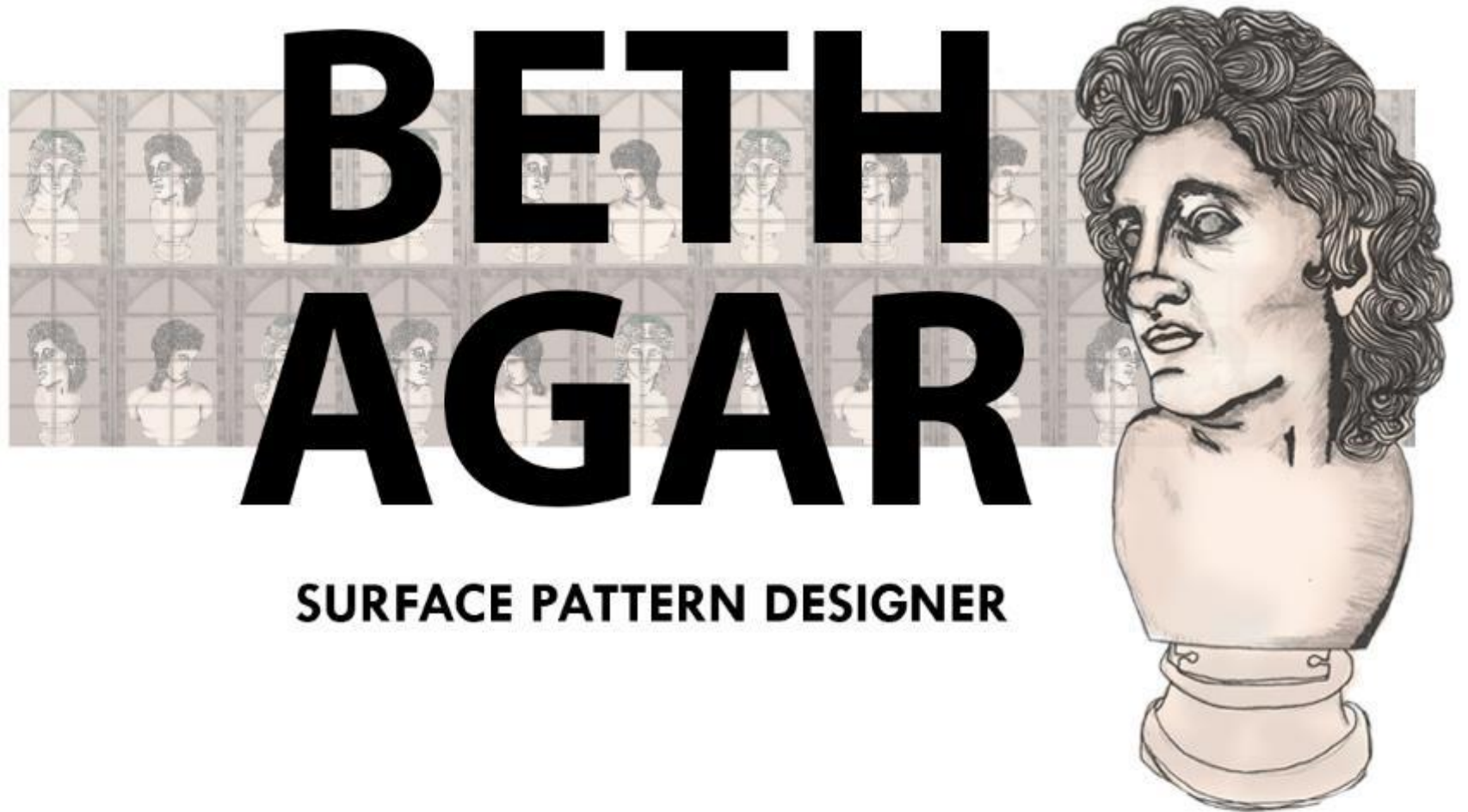
Facebook: [@designbybethagar](https://www.facebook.com/designbybethagar)

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

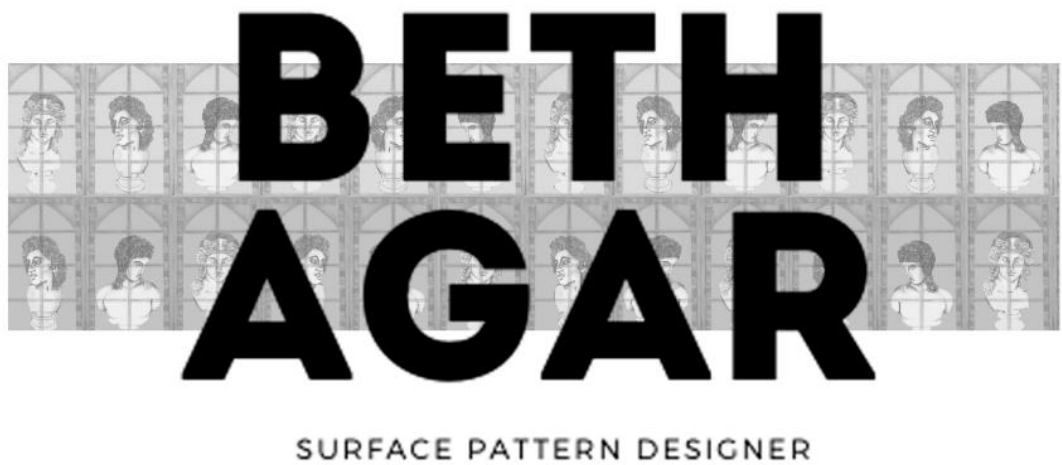
DEVELOPING DESIGNS

During feedback, one of the things which were pointed out was that my brand doesn't showcase the quirky side of my style.

This has made me step back and re think the way I am presenting myself within my branding. Although I really like my current new logo doesn't tell people a lot about me as a designer.



Don't like the font don't think it sits as well as the previous, also the figured motif doesn't fit well in my Instagram profile picture. Although I do like that I have added the window motifs as boards and background. It works well at show casing my style but still not over powering that it makes it hard to read.



Original font works a lot better, clear and still able to showcase my quirky motifs. What I like about this design in that I am able to change it as time goes on, it simple enough that I can change the backgrounds as I develop new projects.

Out of the 2 colour ways I feel that the first is the most effective. With the second it is slightly harder to make out the imagery that I am trying to show; but this is something I will continue to look at and develop.



Although I like these 3 designs I feel that they are some what boring and don't showcase enough of my imagery that I would like them to. There are also somewhat dark and don't go particularly well with my current frozen figures project.



SURFACE PATTERN DESIGNER



I have decided the best way for me to showcase my current project style/ theme was to use imagery directly from it the collection. This logo showcases my style which I am trying to showcase but doesn't over power so much it looks child like or unprofessional.







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CV and Cover letter

More about me

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BISHOP GORE SCHOOL FEBRUARY 2020

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Shortlist Nomination Recognition of Achievement

Two of my designs from the Category 1 Artisan

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Pending Graduated in 2020

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School of Art, Design and Fashion

Foundation Degree in Art and Design

Graduated 2017

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Programme: Bachelor of Arts with Honours in Design

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Level 3 In Art and Design

Result; Triple Distinctions (*Distinction *Distinction
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English Language (GCSE)-D

English Literature (GCSE)- C

Art- Textiles (GCSE)- B

Religious Education(GCSE)- C

ICT- 0228C (2B's)

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

Application of science (BTEC)-M2 (B)

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Job Description

- **An exciting opportunity has become available for a Surface Pattern Designer to join a vibrant design team, based at our head office in Speke, Liverpool. This is a temporary position for 6 months.** The role would suit a creative designer overflowing with ideas and keen to work in a fast paced, developing department. B&M Surface design covers an incredibly diverse spectrum of product, so we are looking for a flexible & agile designer to join the team!
- **The role will involve:**
- Working on hundreds of ranges, with a variety of styles covering textile, homeware, gifts and craft.
 - My specialism area, and able about to work in a range of different styles
- Creating pattern designs and presenting new ideas
 - Passion about working and developing myself as a design
- Supporting the Senior Designer to translate new ideas into real product design
 - Have created collections during my time at university, creating wallpapers for idott competition and tea towel for competition with the National Wool Museum
- Liaising and building relationships with our Buying team
 - Have worked with Orange Box in presenting and developing ideas with them for live brief, presenting ideas and seeking feed back
- Remaining up to date, anticipating future market trends and designs
 - Passioned about researching what's new within the design world, mood boards and research journals to document what's going on within the design world.
- Ensuring projects are completed on time
 - Organization skills and time management very important to me and my way of working

- **Essential requirements are:**
- BA (Hons) degree in Textiles/Design or illustration
 - Will be living University with a BA Hons in Surface Pattern Design
-
- 3 years+ experience working as a designer in a homeware capacity
 - Although I don't have this experience make it clear that I am passionate about design which makes up for this lack of experience
-
- Working knowledge of CAD programs: Adobe illustrator & Photoshop are essential
 - Specialise in Photoshop design, with known of Adobe Illustrator
-
- Highly diverse and creative portfolio with multiple styles
 - The range of different projects that I have worked on over my time at university
-
- Able to communicate at all levels and present ideas
- Passionate about design
- Team player with a positive and can do attitude!
 - Hard working passionate about surface pattern design. Works well with others and is big on teamwork and designers supporting designers. Always willing to listen and learn from those around me, as well as sharing my own ideas and methods with others.

I based my cover letter around this job ad for a Surface Pattern Design job for B&M in Liverpool. \I have also made notes of the part criteria that I meet and how I meet them.

Draft letter before feedback

Hello there, Dear Whomever, this may concern,

I am writing to you express my interest in the position of Surface Pattern Designer advertised on Indeed. I specialise in digital design for interiors and am passionate about combining my love of traditional hand rendering design with digital techniques using Photoshop and Illustrator. I pride myself in the diversity of both my designs and skills, keeping up to date with what is going on within the design world alongside seeking new projects and inspiration.

I feel that I have the skills required to be a great addition to your design team. Passionate about surface pattern design I push my work to the best of my abilities, always looking to learn and develop my skills from those around me alongside sharing my own skills and methods with others. Time management and organization are vital tools to my way of working and have a goal approach to each project, I understand the importance of deadlines from both University and with clients on live briefs. I enjoy working both independently and as a part of a team and am a big believer in teamwork and designers supporting designers.

What I may lack in experience I made up for with passion and positivity I am always ready to showcase my skills as a designer, determined and driven to reach both my goals, and to achieve what is expected of me. Although about to complete my degree, I have experience with communicating and working on live briefs with companies such as Orange Box. I am ready to bring new fresh ideas that I feel will benefit your company. I am used to working in a highly motivated environment with a fast-paced turnover of projects, utilising a wide range of skills and creativity.

I look forward to hearing from you.

Yours faithfully,

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Unit 3 Tower View Development
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Yours faithfully,

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DEVELOPING

- After feedback it was discussed that I needed to show more of my quirky style with my branding. I have to think clearly about how much quirkiness I should add within my cv and cover letter. I want to make a good impression

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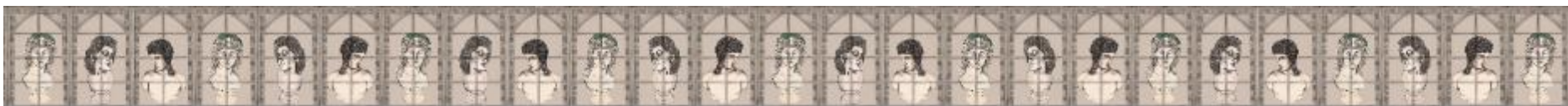
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15th May 2020

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I am writing to you express my interest in the position of Surface Pattern Designer. I specialise in digital design for interiors and am passionate about combining my love of traditional hand rendering design with digital techniques using Photoshop and Illustrator. I pride myself in the diversity of both my designs and skills, keeping up to date with what is going on within the design world alongside seeking new projects and inspiration.

I feel that I have the skills required to be a great addition to your design team. Passionate about surface pattern design I push my work to the best of my abilities, always looking to learn and develop my skills from those around me alongside sharing my own skills and methods with others. Time management and organization are vital tools to my way of working and have a goal approach to each project, I understand the importance of deadlines from both University and with clients on live briefs. I enjoy working both independently and as a part of a team and am a big believer in teamwork and designers supporting designers.

What I may lack in experience I made up for with passion and positivity I am always ready to showcase my skills as a designer, determined and driven to reach both my goals, and to achieve what is expected of me. Although about to complete my degree, I have experience with communicating and working on live briefs with companies such as Orange Box. I am ready to bring new fresh ideas that I feel will benefit your company. I am used to working in a highly motivated environment with a fast-paced turnover of projects, utilising a wide range of skills and creativity.

I look forward to hearing from you.

Yours faithfully,

Beth Agar



INSTAGRAM: @_bethagar FACEBOOK: @designbybethagar WEBSITE: <https://bethagarx.wixsite.com/website>



BETH AGAR

SURFACE PATTERN DESIGNER

MORE ABOUT ME:

I am a Surface Pattern Designer that has a passion and interest for all things pattern, digital, interiors, home and living. Specializing in Photoshop design my work combines my love of handcrafted design with digital software. Pushing the boundaries of bring the two methods together to create bold, out going quirky designs. Also encouraging the creativity in others I am passionate about sharing the my skills with those around me. With belief that it is important to educate children on the possibilities that are out there in the world for artist and designers.

SPECIALIZATIONS:

- Adobe Photoshop
- Pattern Making
- Designing
- Traditional Rendering
- Digital Printing
- Digital Pattern Design

WORKSHOPS & PLACEMENTS

BELLERIVE FCJ CATHOLIC COLLEGE JUNE - JULY 2019

Creating digital repeat pattern workshop.
6 workshops over a 2 day period to 3 different year groups

BISHOP CORE SCHOOL FEBRUARY 2020

Work shop and talk with GCSE and A-level students, showing them how they can develop there artwork into design.

GET IN TOUCH!

Phone number: 07792730394
Email: bethagar@outlook.com
Website: bethagarx.wixsite.com
Instagram: @_bethagar

EXHIBITIONS & COMPETITIONS:

PRINT THIS 20 20 20

at Creative Bubble November 2019
Print sale and exhibition to celebrate 20 years of Surface Pattern at Swansea College of Art UWTSD

A SURFACE PATTERN COLLECTIVE EXHIBITION at Cinema & Co 2019

A range of different Digital Textile designs from my collective 'Building Conversation'

REIMAGINING THE ARCHIVE 2018/2019

UWTSD Surface Pattern Design collaboration with St Fagans

Digital Textiles for Interior named 'Re- imagining the 50s' displayed within the archives

IDOTT DESIGN COMPETITION 2018

Shortlist Nomination Recognition of Achievement
Two of my designs from the Category 1 Artisan

ACADEMIC BACKGROUND:

UNIVERSITY OF WALES TRINITY SAINT DAVID

Swansea College of Art

Bachelor's in Surface Pattern Design & Textiles

Pending Graduated in 2020

Awarded- Pending

UNIVERSITY OF CENTRAL LANCASHIRE

Hugh Baird University Centre

School of Art, Design and Fashion

Foundation Degree in Art and Design

Graduated 2017

Completed with 2:1

Programme: Bachelor of Arts with Honours in Design

HUGH BAIRD COLLAGE 2014/2016

Level 3 in Art and Design

Result; Triple Distinctions (*Distinction *Distinction Distinction)

BELLERIVE FCJ CATHOLIC COLLEGE 2009-2014

Mathematics (GCSE)- C

English Language (GCSE)-D

English Literature (GCSE)- C

Art- Textiles (GCSE)- B

Religious Education(GCSE)- C

ICT- 0228C (2B's)

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

Application of science (BTEC)-M2 (B)



BETH AGAR

Woodchip & Magnolia Limited
Unit 3 Tower View Development
Brussels Road
Darwen,
Lancashire
BB3 3JJ

33 Borella Road
Liverpool
L13 0BZ
07792730394
bethagar@outlook.com

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I look forward to hearing from you.

Yours faithfully,
Beth Agar



BETH AGAR

Social media and website development

Instagram @_bethagar

Facebook <https://www.facebook.com/designbybethagar/>

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

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

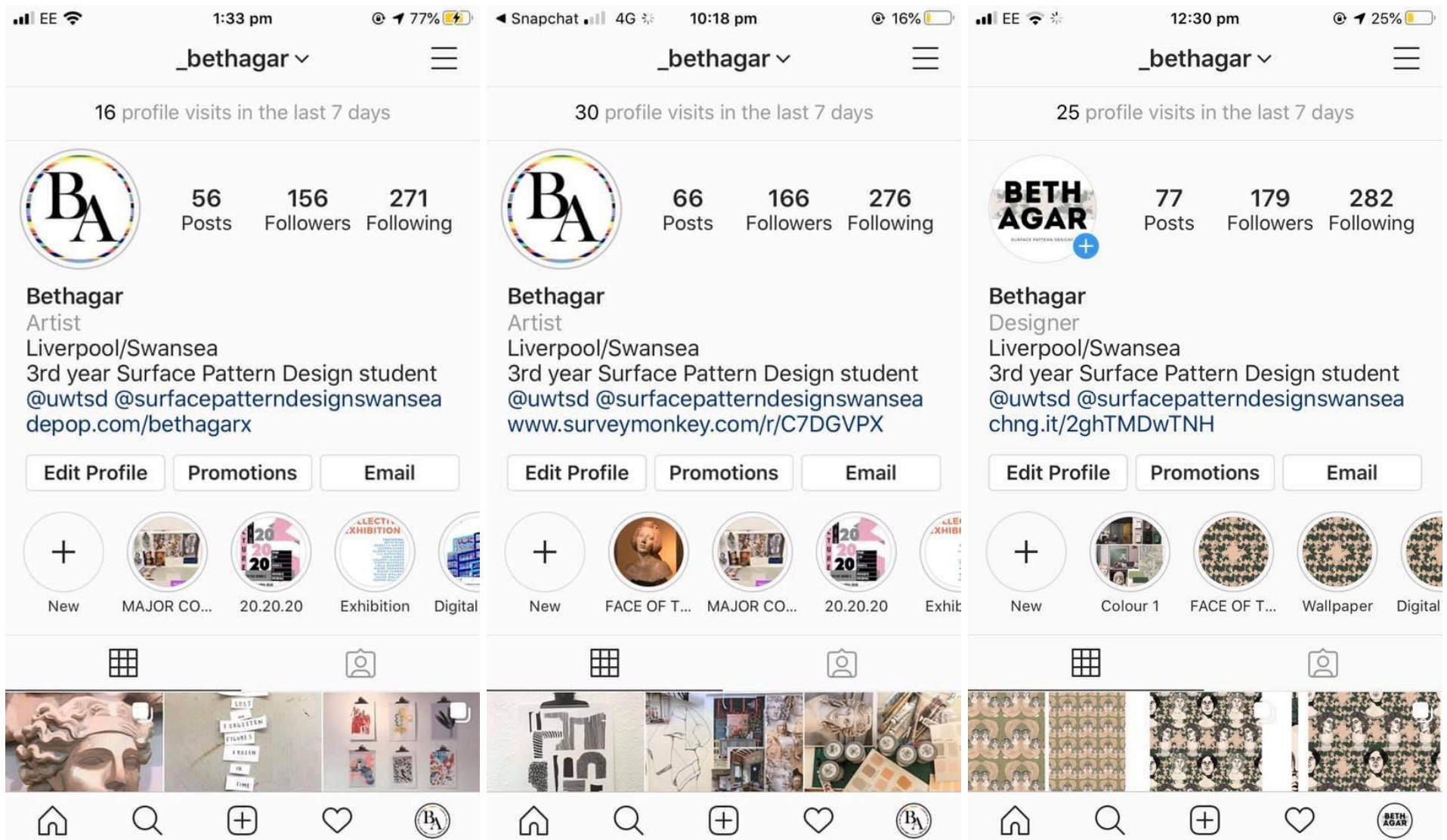
SOCIAL MEDIA PLATFORMS

Today social media is an important tool of promoting business or brands. It is something which is easy to access and at the end of our finger tips. Instagram, Facebook and LinkedIn are 3 platforms which I will be using to push my self branding.

SOCIAL MEDIA PLAN

- 3 post on updated on major developed
- Friday desk develop story
- Monday and Friday countdown to exhibition day
- Log current number of followers
- At least 3 stories pre week on updates on what I am working on

Due to the Coronaviruses and being busy with work, its not easy to keep up with social media plans. Although from the start of this I can see the growth in my followers. Which shows me that this is an important effective tools that I should continue to keep up and develop and take a little time out of my day to make an effort to do this.





_bethagar

Edit Profile



82 posts

191 followers

328 following

Bethagar

Liverpool/Swansea 3rd year Surface Pattern Design student

@uwtsd @surfacepatterndesignswansea

bethagarx.wixsite.com/website



Colour 1



FACE OF T...



Wallpaper



Digital desi...



Exhibition



20.20.20



_bethagar

Edit Profile



86 posts

207 followers

354 following

Bethagar

Liverpool/Swansea 3rd year Surface Pattern Design student

@uwtsd @surfacepatterndesignswansea

bethagarx.wixsite.com/website



20.20.20



Digital desi...



FROZEN FI...



FACE OF T...



Wallpaper



93
Posts

254
Followers

369
Following

Bethagar

Designer

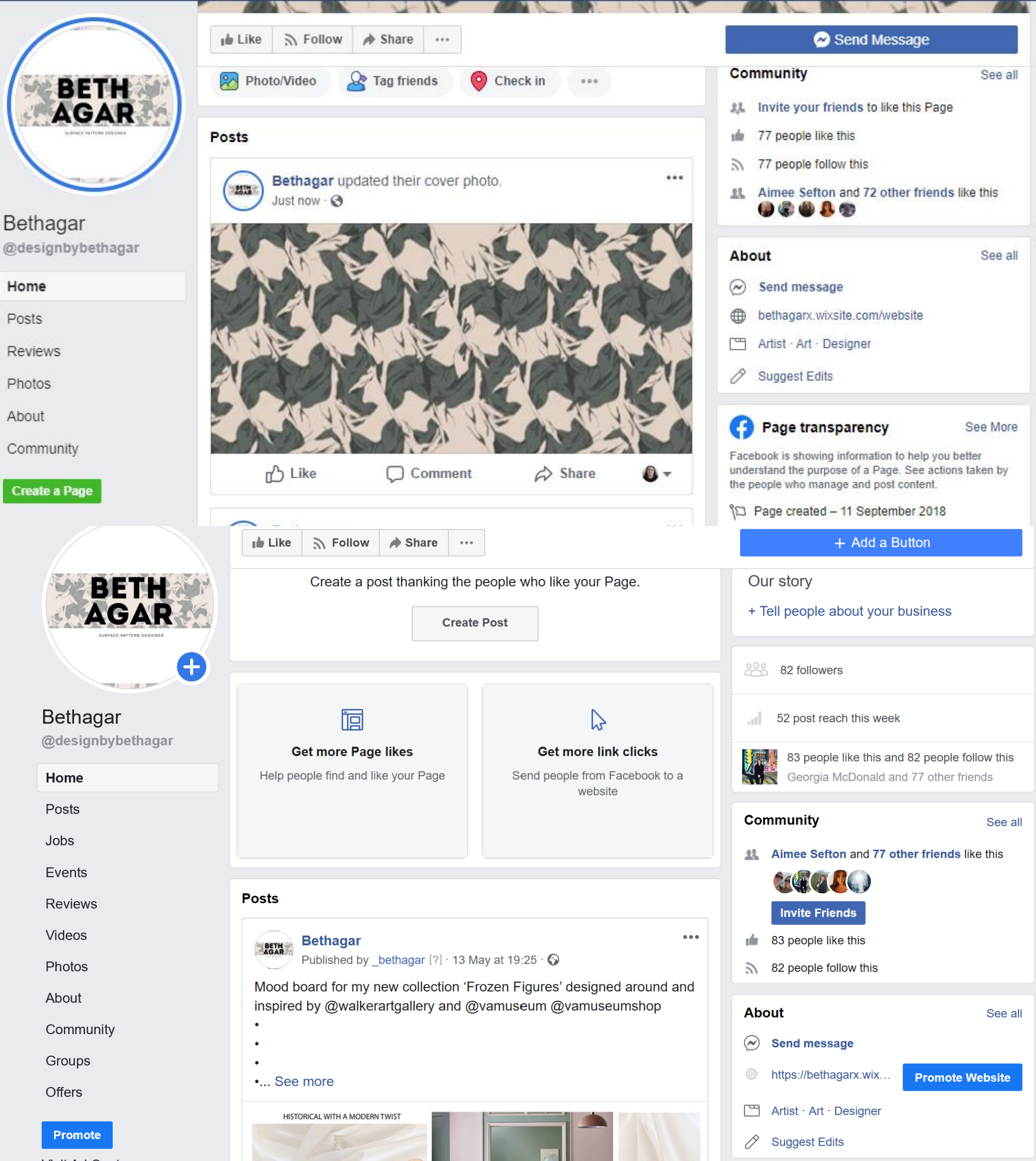
Liverpool/Swansea

3rd year Surface Pattern Design student

@uwtsd @surfacepatterndesignswansea

bethagarx.wixsite.com/website

As time went on realised that the more active I was being on Instagram the more my followers were growing. Sharing other peoples work on social media and giving them appreciation through comments on there work actually helped my own platform. I noticed the more I made an effort to give out likes and comments the more followers I was gaining. Along with hash tagging key words that fit in with my line of work and tagging other account. Showing me that it is not only important to be present in others platforms not only my own. Reminding that social media is a tool that I should not dismiss it is at the end of my figure tips and it such a good way of presenting my work to others.



I have also connected my Instagram account to my Facebook page, it is just an extra platform that I can use to promote my work. By connecting them I am able to post and update both at the same time.



Add profile section ▼

More...



Beth Agar

Student at University of Wales Trinity Saint David

Swansea, Wales, United Kingdom · [39 connections](#) · [Contact info](#)



University of Wales Trinity
Saint David

About



Currently a 3rd year Surface Pattern Design student from Liverpool studying in Swansea. Specialising in digital design for interior, home and living. I combine my love of pattern, colour and drawings into the digital world creating bold bright quirky designs.



Beth Agar

Student at University of Wales Trinity Saint David

Activity

[See all](#)

39 followers [Manage followers](#)



Creating repeat patterns by combining my observational drawings on photoshop....

Beth shared this
2 Reactions



#interiordesign #digitalart
#visualdevelopment #designer...

Beth shared this
1 Reaction



Developing my ideas and creating repeat patterns using my observational drawin...

Beth shared this
1 Reaction



Taking my tonal drawings and developing them into repeat pattern...

Beth shared this
2 Reactions

Education



University of Wales Trinity Saint David
Bachelor of Arts - BA hon, Surface Pattern Design
2017 – 2020



Hugh Baird University Centre
Foundation degree, Art and Design
2016 – 2017



Add profile section ▼

More...



Beth Agar

Student at University of Wales Trinity Saint David

Swansea, Wales, United Kingdom · [58 connections](#) · [Contact info](#)



University of Wales Trinity
Saint David



Add profile section ▼

More...



Beth Agar

Student at University of Wales Trinity Saint David

Swansea, Wales, United Kingdom · [102 connections](#) · [Contact info](#)



University of Wales Trinity
Saint David

About

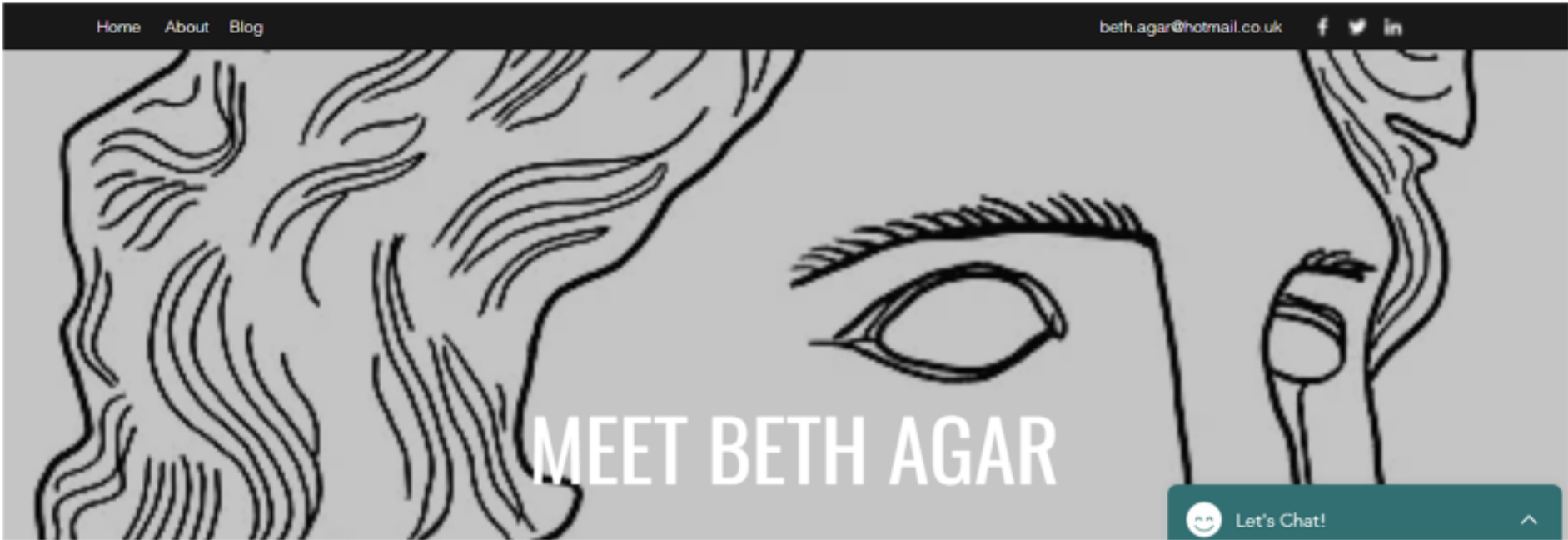


Beth Agar is a Surface Pattern Designer from Liverpool, currently completing her BA Hons in Surface pattern design at Swansea College of Art UWTSD. Beth is passionate about colourful pattern and unique design. Specialising in digital design for interior, home and living she combines her love of hand-rendered design with the digital world. H... see more

Current logo design
Very simple design

This mix and match of fonts doesn't look great needs to all be the same thoughtout all elements of branding.

Current Home page layout is very simple not alot current on there; also the top opipions bar is clearly layed out. The different pages on one side and my social media platforms on the other. Although I like the image that I have used for my header and it is a good repertion of my style of work I dont like the 'MEET BETH AGAR' now feel that the 'MEET' is needed.



The only information that is curently on my 'About' page, as you can see I have given almost no information about myself or my partacise. I also think that the language that I am using doesnt sound very formal. if I am going to be using my website as way of showing ym work to furture empolys I need to be more profesional with what I say and the way I say it.

Hi my name is Beth Agar I am Northern Surface Pattern Designer in the making from Liverpool. Currently studying a BA Hons in Surface Pattern Designs at Swansea Collage of Art UWTSD in Wales.

Do not like this font anymore I dont think that they work well together.

All Posts



Login / Sign up

 bethagar7 
Mar 30, 2019 • 1 min



Think before you waste

Within the Orange box project, I have become much more aware of sustainability and the environmental impact that is created during the production process. S...

2 views Write a comment



 bethagar7 
Mar 30, 2019 • 1 min



Travels, Ambitions and Goals

Over the summer I will take the opportunity to collect a range of primary and secondary research. Visiting museums, studios



What I like about Jazz's website is this the only thing that she has on her Home page. Very simple giving you a small insigh to who she is as a designer. They layout of the other papers are very clear, simple, clean and tidy.

Seprated into different projects there is one image that respesents each projects and then you are able to click on the ones that interseted you to find out more information/ images. This is something that I am going to think about with my different projects on my website. Picking out key images that responents each one.

JAZZ STAN



Pretty Wow Salon, Dubai



Floral and Foliage Murals



Abstract Murals



Liverpool Cityscape walls



Disney X Jazz Stan



Cityscape Murals



Liberté Bar murals



One Aesthetic Yoga Studio wall

JAZZ STAN



EXHIBITIONS

Instagram X Creative Debuts "First Thursdays" - Shoreditch, London (2017)
"Aerosol" Group exhibition, Dot Art Gallery, Liverpool (2016)
"Aerosol Live" Exhibition of works produced from a live window event, Rex Liverpool (2016)
"LightNight, Open Studio" 104 Duke street Studios (2015)
"Showcase with Creative Debuts", The Black and white building, Shoreditch (2015)

EVENTS AND PROJECTS

Live Mural painting at the Baltic Market launch, (2017)
Custom canvas personalisations commissioned by Instagram for the Creative Debuts X Instagram first Thursdays exhibition (2017)
Live mural painting at the Brookfield Citypoint opening (2017)
Hand painted Designs for building installation at Citypoint, Moorgate (2017)
Mural painting and installation at The People's Park Tavern,

BIO

Liverpool based artist Jessica Arrowsmith Stanley, AKA Jazz Stan, works in a mix of media in a diverse range of styles and sizes depending on the client's tastes.
Fusing traditional fine art techniques and modern street art styles usually combining bold colours, angular structures, typography and striking imagery. Her work is typically a visual commentary on popular culture past and present. Mostly using a combination of a spray paint base, Acrylic block colour and fine liner and acrylic detail on wall, wood, canvas or paper.

CLIENTS

Disney
Instagram
Estrella Damm
Waterstones
Red Bull
Independent Liverpool
The Roll & Stop Photography Shop

[Using Format](#)

I don't really like this About page, I feel that it is a little bit boring. The over load of text with the overpowering bold bright photo dont work well together. It hurts my eyes almost with the amount of busy information that is on tehe page. It might have been better if the information as seprated in to sub pages.

[All](#)
[Bespoke](#)
[Fabric](#)
[Prints](#)
[Workshops](#)

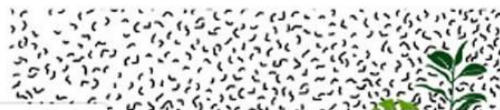

Hope the Cat // A4 Print
£20.00



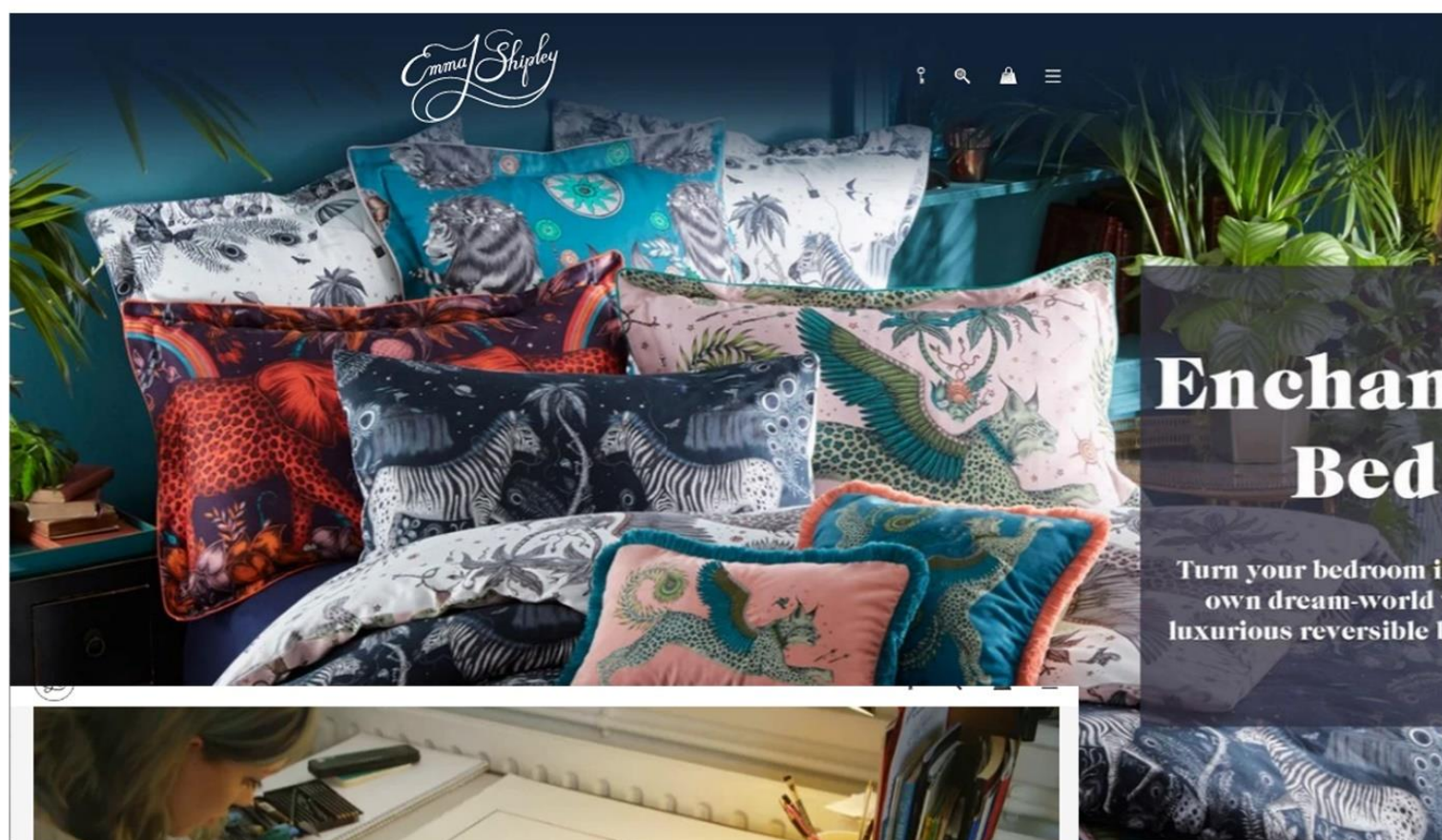
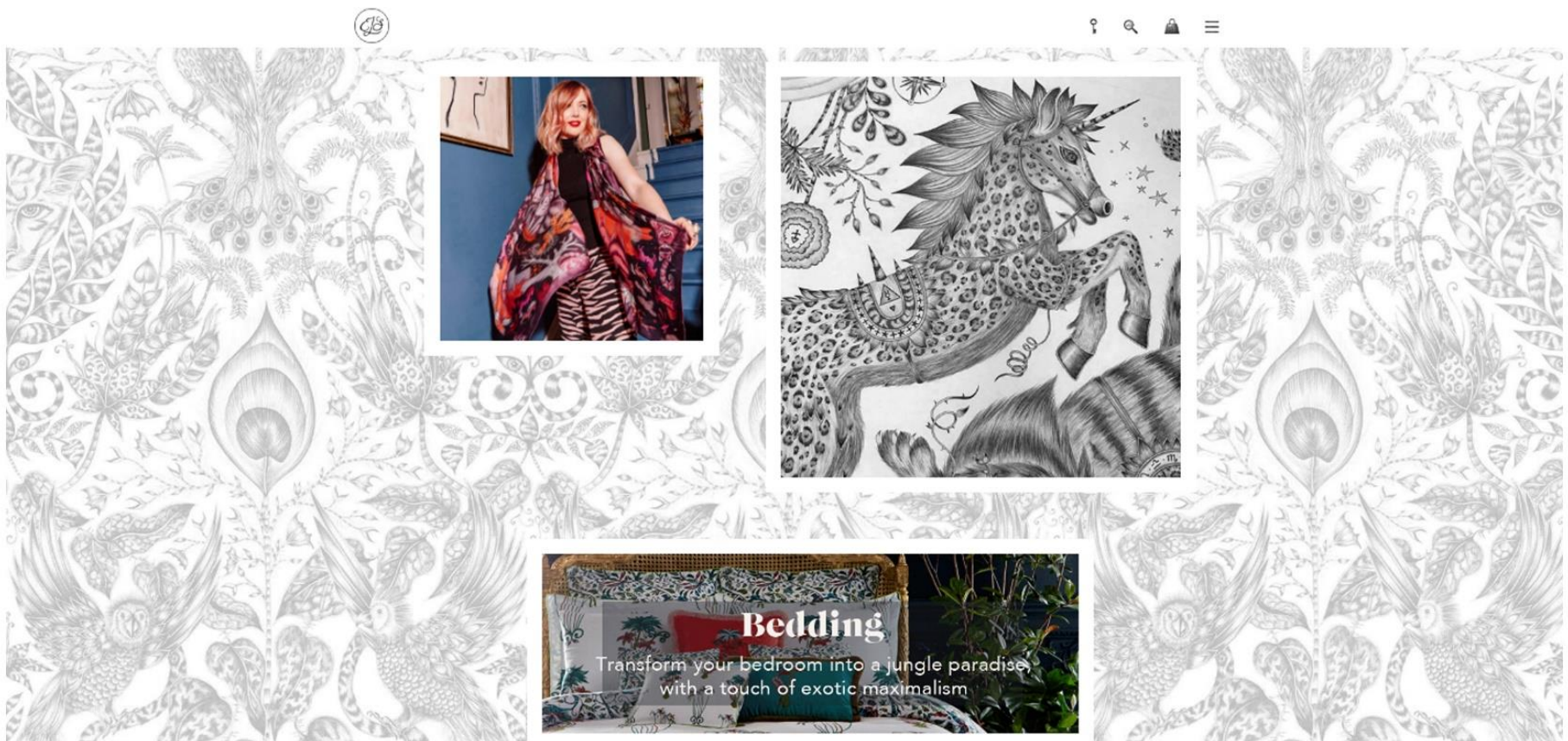
Bristol Print
£25.00



St Paul's, London // A4 Print
£20.00



Something that I have noticed whilst researching other designers/ artist websites that some of them do not have a 'Home' page they open into there online stores. That meaning that the first thing people see when looking at there website is what products they have to offer. Something which currently does not really ally to what I need my website for, but in the future as an indepetend design this is soemthing that I need to think about, what do I want people to see when they first look at my website.



About

Emma J Shipley is a graphic artist specialising in fine drawing, luxury scarves and cushions; taking inspiration from myths, legends and the unique beauty of the natural world. Emma painstakingly draws each design by hand in pencil, fusing highly skilled draftsmanship with a subversive imagination; capturing nature's unpredictable beauty.

The label launched at London Fashion Week in 2012, after Emma graduated from the Royal College of Art. The famous boutique Browns launched Emma's graduate collection of printed scarves, and more recently Emma J Shipley has won the Emerging Brand prize at the WGSN Global Fashion Awards and the Newcomer Award at the UK Fashion & Textile Awards, presented by HRH Princess Anne. The brand is now stocked in some of the best department stores and boutiques around the world, including Liberty and Fortnums in London.

Emma has recently collaborated with brands including Disney on a Star Wars collection and Aspinall of London on a collection of printed leather bags, and has previously worked with Atelier Swarovski, Anthropologie and Nails Inc.

When I think about designers that have created a brand identity for them within their social media and website I think of Emma J Shipley. She has created a unique bold style for herself that now when seen I associate with her.

Key things I need to include in my website/ plan

- Home Page –
- About page

Beth Agar is a Surface Pattern Designer from Liverpool, currently completing her BA Hons in Surface pattern design at Swansea College of Art UWTSD. Beth is passionate about colourful pattern and unique design. Specialising in digital design for interior, home and living she combines her love of hand-rendered design with the digital world.

Her work often showcases bold quirky motifs and bespoke conversational pieces, that push us to bring modern design with a twist into our homes.

Beth also shares a passion for teaching believing that it is important to encourage the creativity in children and those around her and feels that it is important that especially children understand the opportunities available for artist and designers.

- **Projects/ portfolio**– the most relevant work that showcases my skills
 - St Fagans
 - Building Conversations
 - Mirroring Joy
 - Frozen Figures
- **Contact**
 - email bethagar@outlook.com
 - Instagram; @_bethagar
 - Facebook: @designbybethagar

St Fagans – website content

Reimagining the 50s

Alongside her fellow peers Beth took part in a two day take over exhibition at St Fagans historical museum in Wales. She was giving the opportunity to display her work within the actual museum being a part of its décor. Creating a large scale digitally printed fabric, inspired by the 1955 kitchen and the terraced houses, Rhyd-y-Car. The design itself showcases observation drawings of objects found within the museum, combined digitally to create the repeating pattern. This was designed to fit in with the decor of the kitchen fully embracing the 50's theme, using colours which were gathered from this specific location. The fabric piece was displayed placed over the drying rack in the kitchen.

Building Conversation – website context

The interiors collection ‘Building Conversation’ was created using hand drawn imagery which was digitally manipulated in Photoshop and later printed on to cotton satin. Beth’s goal was to create a design which provokes conversation straying away from the more traditional interior styling, embracing colour, abstract and geometrics. The piece itself utilised the combination of Swansea architecture with imagery from within the Walker Art Gallery and Tate in Liverpool, greatly influenced by their recent OP Art exhibition. Inspired by Deborah Bowness, Memphis Art and Curious Egg, she looked at artists and designers that pushed the boundaries creating bold, quirky, outgoing statement pieces something which she has embraced within her own designs.

Mirroring Joy – website content

Mirroring Joy was a project in response to the live brief set by the RSA 'platform for joy'. The brief asked Beth to create a response in a creative format that brings joy into train stations, identifying the problem that is currently within stations and posing a solution. Beth identified that currently people have a negative perception of train stations, our emotions and behaviours are impacted by our surroundings and in turn have an impact on those around us. Beth investigated this issue through research trips to train stations and by undertaking surveys and questioning those who have direct contact with the environment concerning the theme of joy. Beth has successfully gathered a range of information that she has used to inform her designs, based on what people felt would improve that stations and colour schemes they consider to be joyful which was a key characteristic within her designs.

Finally, Beth has created a series of life-sized figures that are designed to showcase colour and pattern inspired by the 10 aesthetics of joy from the book 'Joyful' by Ingrid Fetell Lee. This is intended to create a joyful atmosphere promoting happy emotions and behaviours. Within 'Mirroring Joy' Beth want people to see these figures and try to see themselves within this context embracing the bright colourful patterns with the response of lifting their moods.

Frozen Figures – website content

‘Frozen Figures’ is an historical interior collection with a modern twist. Inspired by the Liverpool Walker Art Gallery and London’s Victoria & Albert Museum, in celebration of the historical figure head and busts that are displayed within these locations. Using imagery collections from displays to develop a collection, which showcases the elements of not only the busts but also the hidden details that often go unnoticed. The aim of this collection was to capture and showcase figures that are lost and forgotten giving them a renewed life within these interiors. Creating a range of designs that could be sold commercially as well as being both sold and possibly used within the museums and galleries themselves. These are targeted at those who visit the art galleries and museums and have an interest in quirky and bold interiors. Furthermore, a target market that is intent on standing out from the ‘norm’ and ‘traditional’ interiors, also those who have an appreciation of the historical displays.

After research I have now began thinking of different ways to present my website. I am currently keeping it simple expormenting with fonts and size. Currently I am keeping it simple with black and white design I will continue to develope using bold pops of colour to bring in my quirky style.

HOME

ABOUT

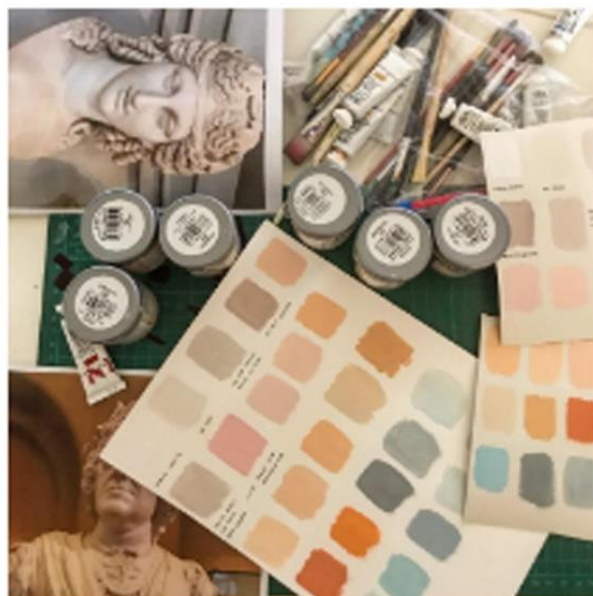
PORTFOLIO

BLOG

CONTACT

BETH AGAR

SURFACE PATTERN DESIGNER



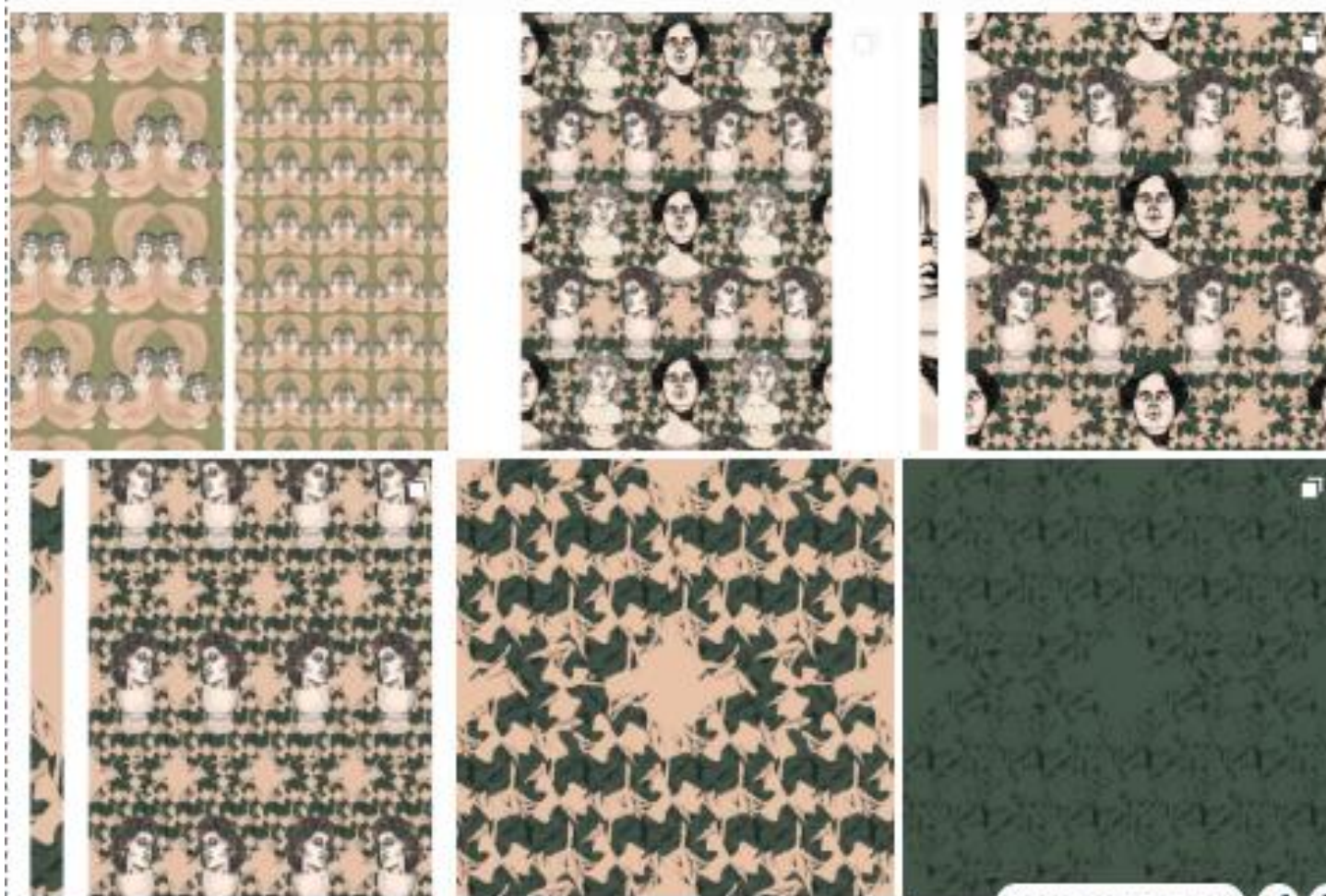
BETH AGAR

Fonts

Lulo Clean

LULO CLEAN

SURFACE PATTERN DESIGNER



I experimented with the impact that adding different pattern backgrounds into the heads of the website. I felt that by having the background it over powered the logo and two didn't work well together.

BETH AGAR

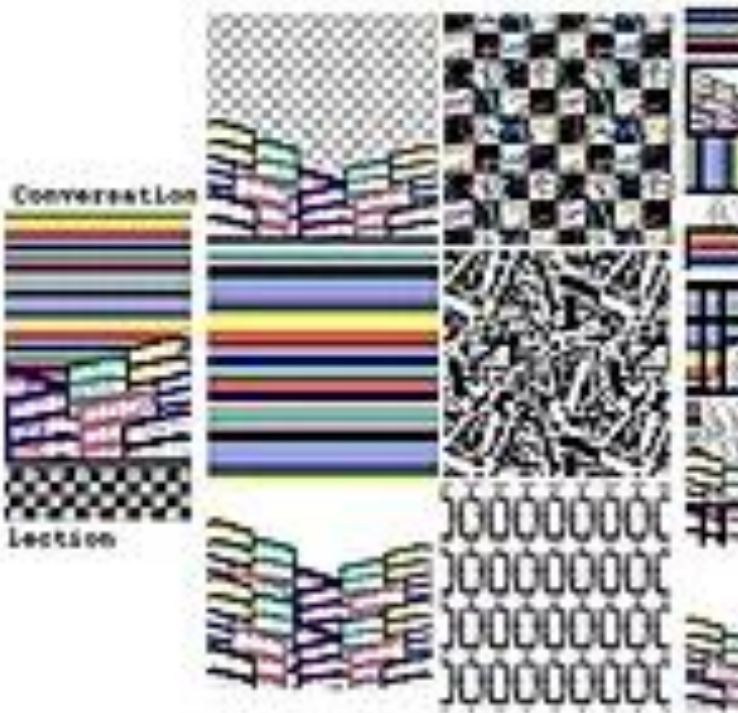
I decided that I would be better for my website to open straight into my portfolio, to give people a look at my range of different work.

PORTFOLIO

ABOUT

BLOG

CONTACT



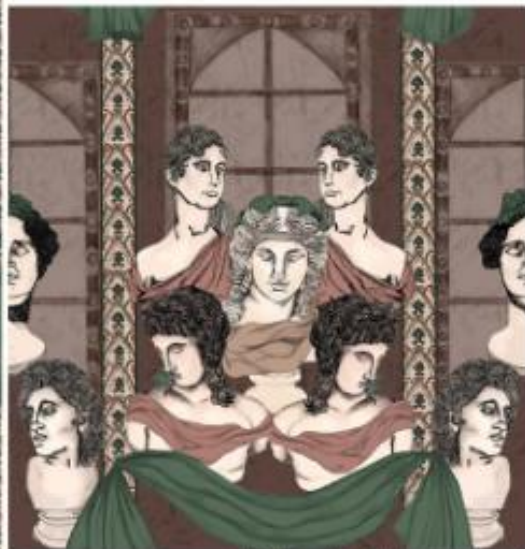
These images are actually links to my different projects pages.

When this is a textile design, it's a great idea to have a small sample of the fabric made up, so you can see how it looks in real life. It's also a good idea to have a small sample of the fabric made up, so you can see how it looks in real life. It's also a good idea to have a small sample of the fabric made up, so you can see how it looks in real life.

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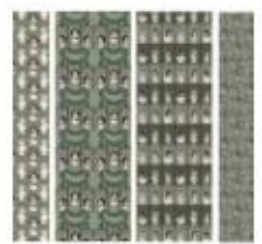
BETH AGAR

[PORTFOLIO](#)[ABOUT](#)[BLOG](#)[CONTACT](#)

'Frozen Figures'

Key Words; historical, modern twist, figures, interior, pattern, renewed

'Frozen Figures' is an historical interior collection with a modern twist. Inspired by the Liverpool Walker Art Gallery and London's Victoria & Albert Museum, in celebration of the historical figure head and busts that are displayed within these locations. Using imagery collections from displays to develop a collection, which showcases the elements of not only the busts but also the hidden details that often go unnoticed. The aim of this collection was to capture and showcase figures that are lost and forgotten giving them a renewed life within these interiors. Creating a range of designs that could be sold commercially as well as being both sold and possibly used within the museums and galleries themselves. These are targeted at those who visit the art galleries and museums and have an interest in quirky and bold interiors. Furthermore, a target market that is intent on standing out from the 'norm' and 'traditional' interiors, also those who have an appreciation of the historical displays. The collection itself has been broken down into 3 colour ways each mini collection contains 1 hero print and 8 coordinates each one reflects imagery from within the hero print. By having the 3 different colour palettes there is a wider range of variety for customers.



BETH AGAR

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'MIRRORING JOY'



Mirroring Joy was a project in response to the live brief set by the RSA 'platform for joy'. The brief asked Beth to create a response in a creative format that brings joy into train stations, identifying the problem that is currently within stations and posing a solution. Beth identified that currently people have a negative perception of train stations, our emotions and behaviours are impacted by our surroundings and in turn have an impact on those around us. Beth investigated this issue through research trips to train stations and by undertaking surveys and questioning those who have direct contact with the environment concerning the theme of joy. Beth has successfully gathered a range of information that she has used to inform her designs, based on what people felt would improve that stations and colour schemes they consider to be joyful which was a key characteristic within her designs.

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'MIRRORING JOY'

Finding joy within colourful, bright, playful life size figures mirroring ourselves waiting.

BETH AGAR

PORTFOLIO

ABOUT

BLOG

CONTACT

BUILDING CONVERSATION



The interiors collection 'Building Conversation' was created using hand drawn imagery which was digitally manipulated in Photoshop and later printed on to cotton satin. Beth's goal was to create a design which provokes conversation straying away from the more traditional interior styling, embracing colour, abstract and geometrics. The piece itself utilised the combination of Swansea architecture with imagery from within the Walker Art Gallery and Tate in Liverpool, greatly influenced by their recent CP Art exhibition. Inspired by Deborah Bowness, Memphis Art and Curious Egg, she looked at artists and designers that pushed the boundaries creating bold, quirky, outgoing statement pieces something which she has embraced within her own designs.

Building Conversation



Collection



BUILDING CONVERSATION

See your favourite designs in our online shop now



Chair, sofa and cushion cover
Available in all sizes and colors



All wallpaper designs featured on page

REIMAGINING THE 50S

Alongside her fellow peers Beth took part in a two day take over exhibition at St Fagans historical museum in Wales. She was giving the opportunity to display her work within the actual museum being a part of its décor. Creating a large scale digitally printed fabric, inspired by the 1955 kitchen and the terraced houses, Rhyd-y-Car. The design itself showcases observation drawings of objects found within the museum, combined digitally to create the repeating pattern. This was designed to fit in with the decor of the kitchen fully embracing the 50's theme, using colours which were gathered from this specific location. The fabric piece was displayed placed over the drying rack in the kitchen.



MA

HOM

[VIEW ST FAGANS REIMAGINING THE ARCHIVE CAT...](#)

SEE PAGE 29 FOR BETH'S WORK

BETH AGAR

PORTFOLIO

ABOUT

BLOG

CONTACT



BETH AGAR

[PORTFOLIO](#)[ABOUT](#)[BLOG](#)[CONTACT](#)

MEET THE DESIGNER



Beth Agar is a Surface Pattern Designer from Liverpool, currently completing her BA Hons in Surface pattern design at Swansea College of Art UWTSD. Beth is passionate about colourful pattern and unique design. Specialising in digital design for interior, home and living she combines her love of hand-rendered design with the digital world.

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BETH AGAR

[PORTFOLIO](#)[ABOUT](#)[BLOG](#)[CONTACT](#)[ALL POSTS](#)[Login / Sign up](#)[bethagar7](#)

Mar 30, 2019 · 1 min



THINK BEFORE YOU WASTE

Within the Orange box project, I have become much more aware of sustainability and the environmental impact that is created during the production process. S...

[2 views](#) [Write a comment](#)[bethagar7](#)

Mar 30, 2019 · 1 min



TRAVELS, AMBITIONS AND GOALS

Over the summer I will take the opportunity to collect a range of primary and secondary research. Visiting museums, studios and galleries in and around Liver...

BETH AGAR

[PORTFOLIO](#)[ABOUT](#)[BLOG](#)[CONTACT](#)

TALK TO THE DESIGNER

For any questions or general enquiries please email
bethagar@outlook.com

You can also reach Beth by direct message on her
Instagram, Facebook and LinkedIn

Thank you for your interest

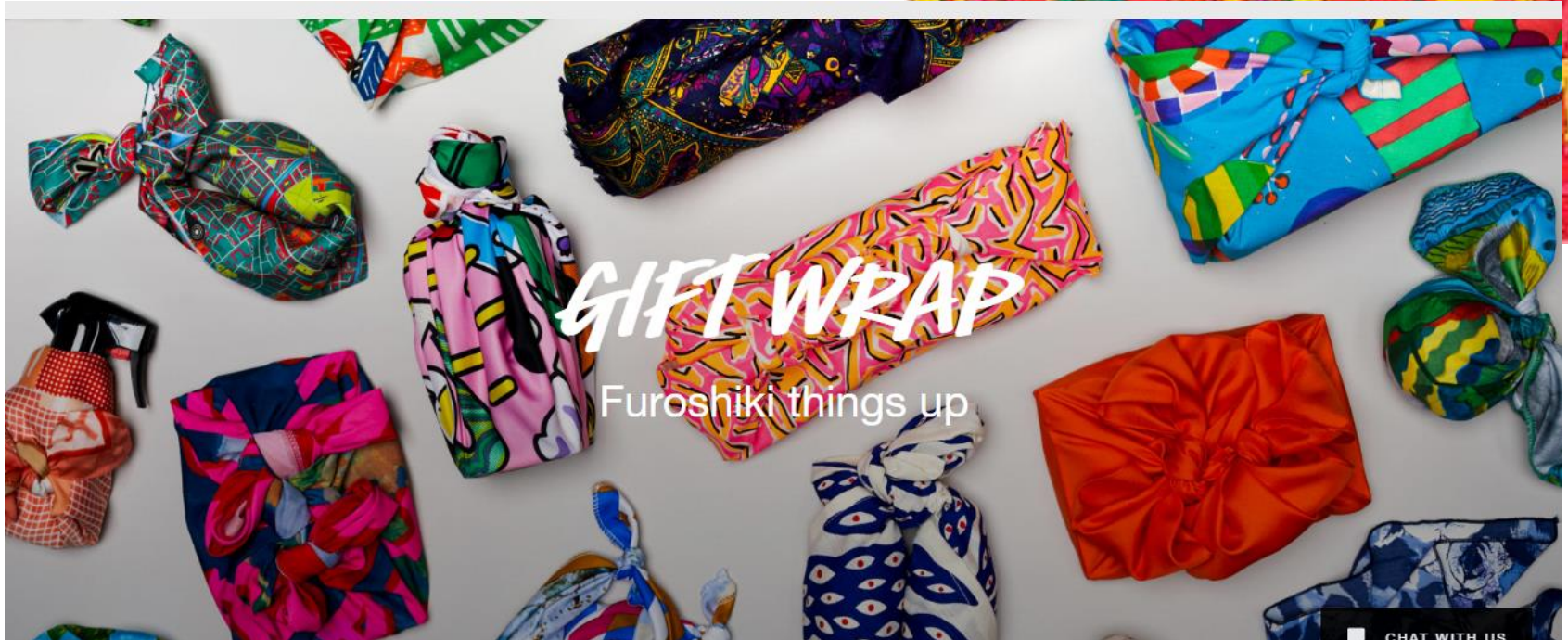
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BETH AGAR

The 10 company's that I have selected as those who I would send my press pack to all share simpler characteristics. I picked them based on the current products in which they sell, and how my style of work would fit in within them. They all showcased quirky, conversational and bold designs 3 things which I feel have a direct link with my style of work.

LUSH

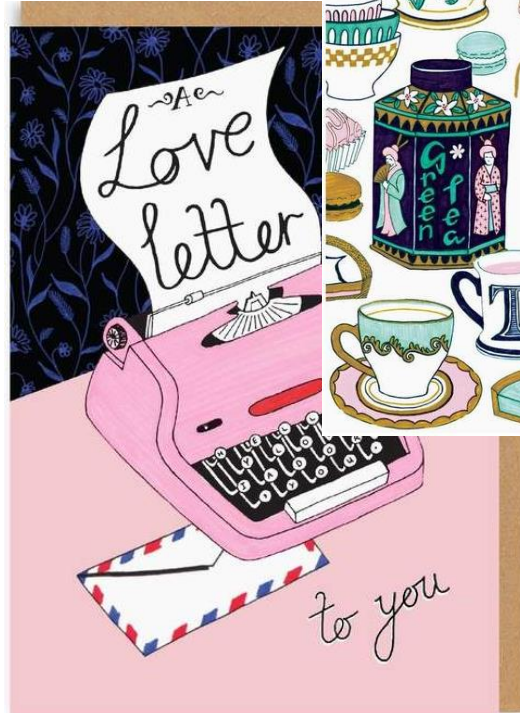
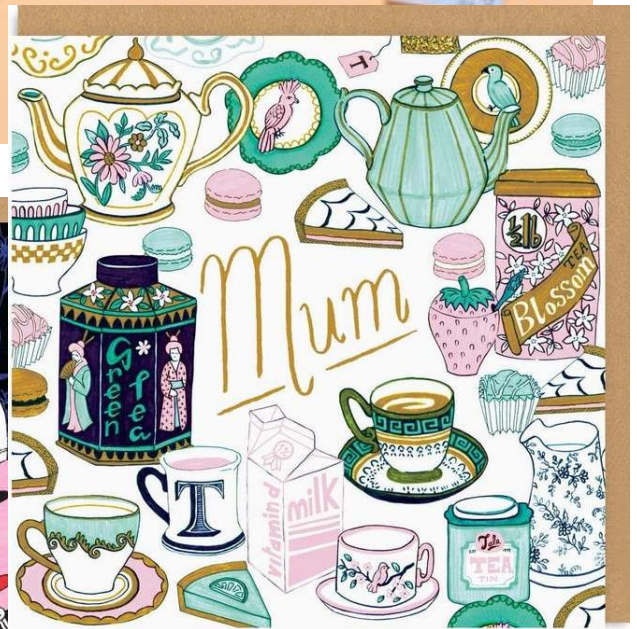
FRESH HANDMADE COSMETICS



The company Lush is one which I could see myself working with the future. Its product package has a bold bright quirky style characteristics which I would use to describe my own style of work. I feel that my work would fit in well with what current designs they sell. From my research of the company I understand that that they packaging is constantly changing with sessions and holidays, meaning that if I was to work with this company I would always have new projects to work on.

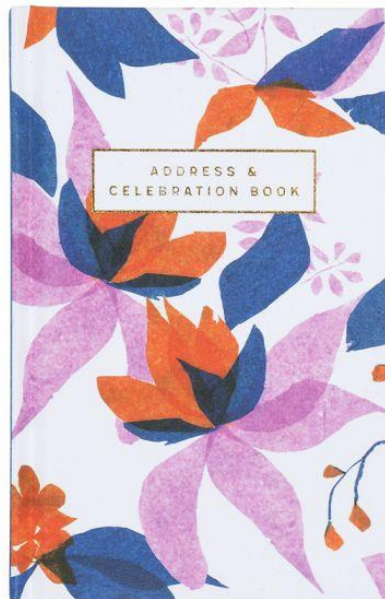
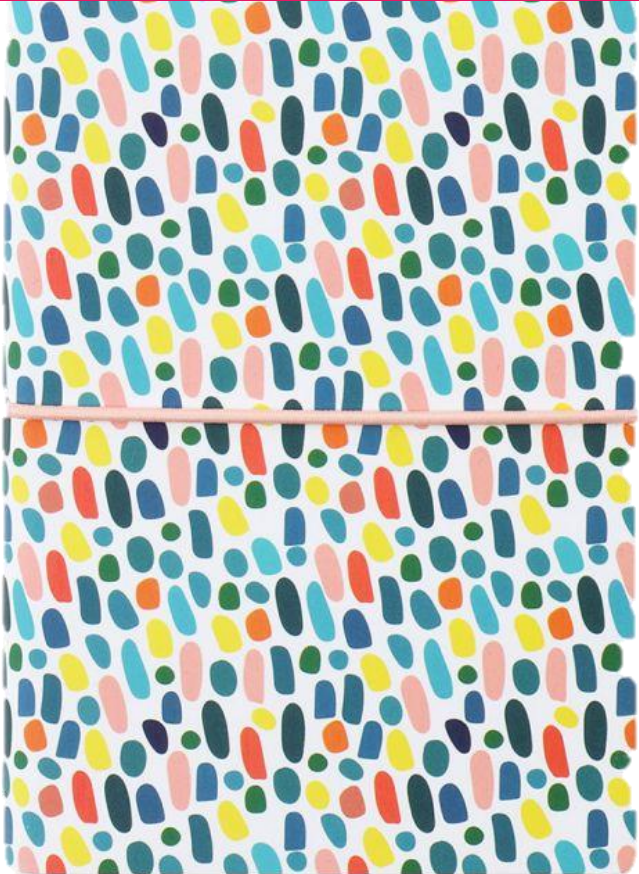


OH H DEER



Ohh Deer employs a range of different artist and designers with there company creating products for stationery, home and living. They don't have one particular style or theme to products. From my research I can see that they are open to a wide range of different work, although I do think that they speak arty, quirky and outgoing elements which I would like to think is elements that I have within my own work. I feel that like Lush my style would fit in well and my style would fit in well with there company.

Paperchase



Paperchase company sells a range of different stationary, home and living. They don't have one particular style or theme to products. From my research I can see that they are open to a wide range of different work, although I do think that they speak arty, quirky and outgoing elements which I would like to think is elements that I have within my own work. I feel that like Lush and Oh Deer my style would fit in well and my style would fit in well with there company. Has some good links with my live brief 'mirroring joy' fun silly and playful designs.



Paper gang is a month subscription box in partnership with Oh Deer, each month in a new theme from a different artist/ designers. I would like to develop imaginary for this monthly boxes, I feel that my quirky, conversational style would work well for the with this type of product.



PRESS PACK DESIGN

With the company:

- Lush
- Ohh Deer
- Paperchase
- Paper Gang

There products are a lot more bright and colourful my current project 'Frozen Figures' doesn't hit in well with what sort of work they would be looking for. Due to this I would have to make some changes, adding more colour bolder and brighter. My projects sure as 'mirroring joy' and 'building conversation' would be more suited, which is something I can develop before sending after submissions.

CURIOUS EGG



Curious Egg is one of my favourite interior company's the wide range of different products they have are big inspiration to my on practice. The work that they sell are bold, bespoke, conversational designs the characteristics that I inspire for my work to show. This company is one of the reason that gave me the encouragement to embrace my quirky style, because they are companies and people out there that do want interiors that aren't the 'norm'. If I was ever to work for an interior company this would be the one that I would like most, I feel that I would be able to continue to develop my way of working, knowing that it is apart of a company that shares the same creative style.

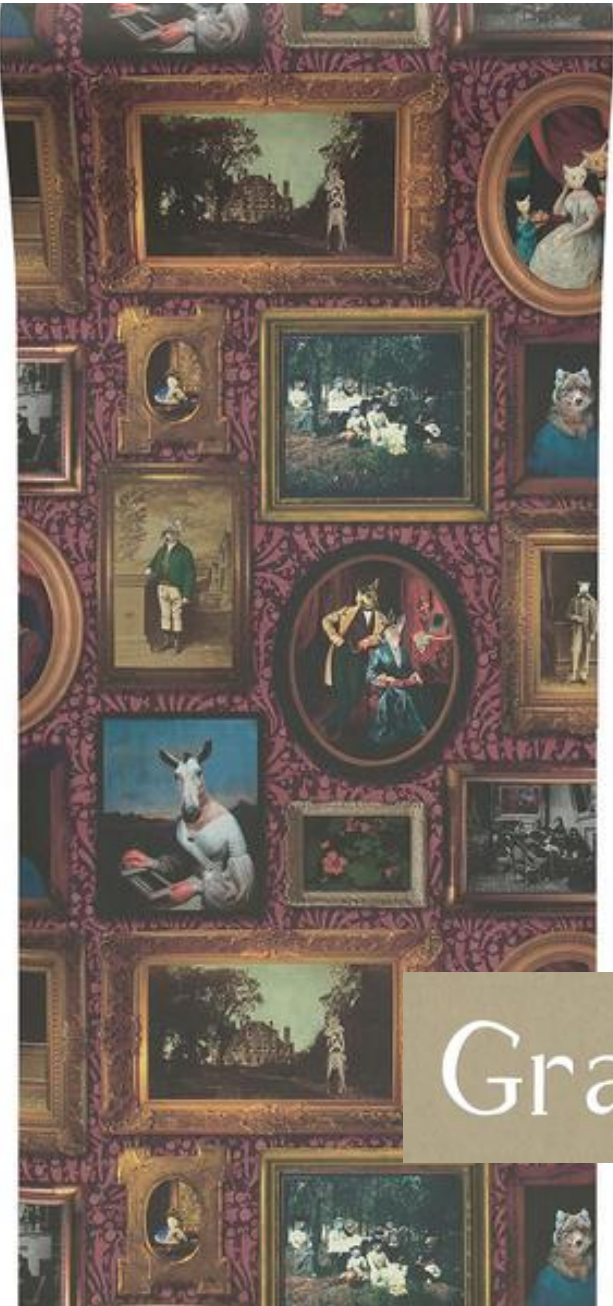
ARTHOUSE



Art House is an interior design company that employs a team of different designers to create these products. Looking through their website, I can see that they sell a wide range of different styles and aesthetics. I feel that if I was to work for this company, I would have the opportunity to develop/showcase my conversational style.



The Graduate Collection, has many different wallpapers that I can only describe as bold, unique, outgoing and conversational. I think that my major project would fit in very well with the current work that there company is currently selling. Feeling that this could be a good fit for myself like curious egg they both embrace interiors that are outside the 'norm' of traditional interiors.



Graduate Collection

GRAHAM & BROWN

EST. 1946



Graham and Brown has a device range of product styles, a lot of there work is fun bright and conversational. I could see myself working well within these company as they work that showcases the same style that I myself have. I feel like from what they have on there website they are open to make different kind's of interior design.

Woodchip & Magnolia



Address; Woodchip & Magnolia Limited
Unit 3 Tower View Development
Brussels Road Road
Darwen, Lancashire BB3 3JJ
This company is very close to my home so
that and its style of work would make me
more inclined to send them my press pack.

SHARON JANE

Abstract, artsy and unique all elements which I feel links in well with my style of work. Although I don't feel that my current major project fits in as well with there product, I have previous work that I feel Would fit in well and I could develop within the press pack making it more fitting.

