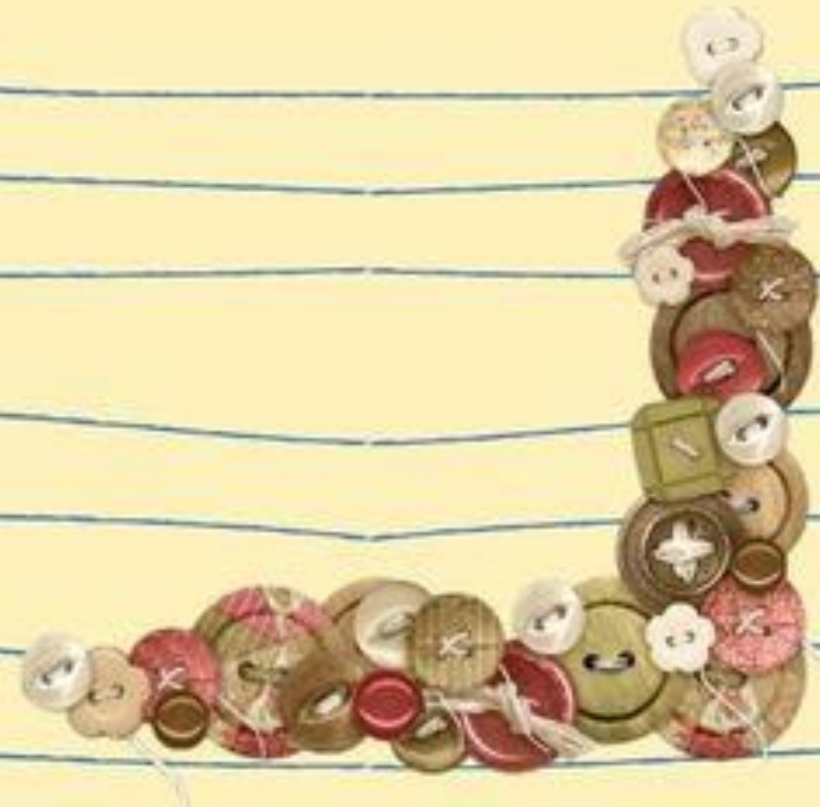


ADVA5001

Changemakers

Assignment 2

Annabel Carmichael (2404231)



Industry Research – Studio Contacts

Inkling Illustration Agency

Inkling Illustration is an agency that works with illustrators to try and help spread their art and get their name out into the industry.

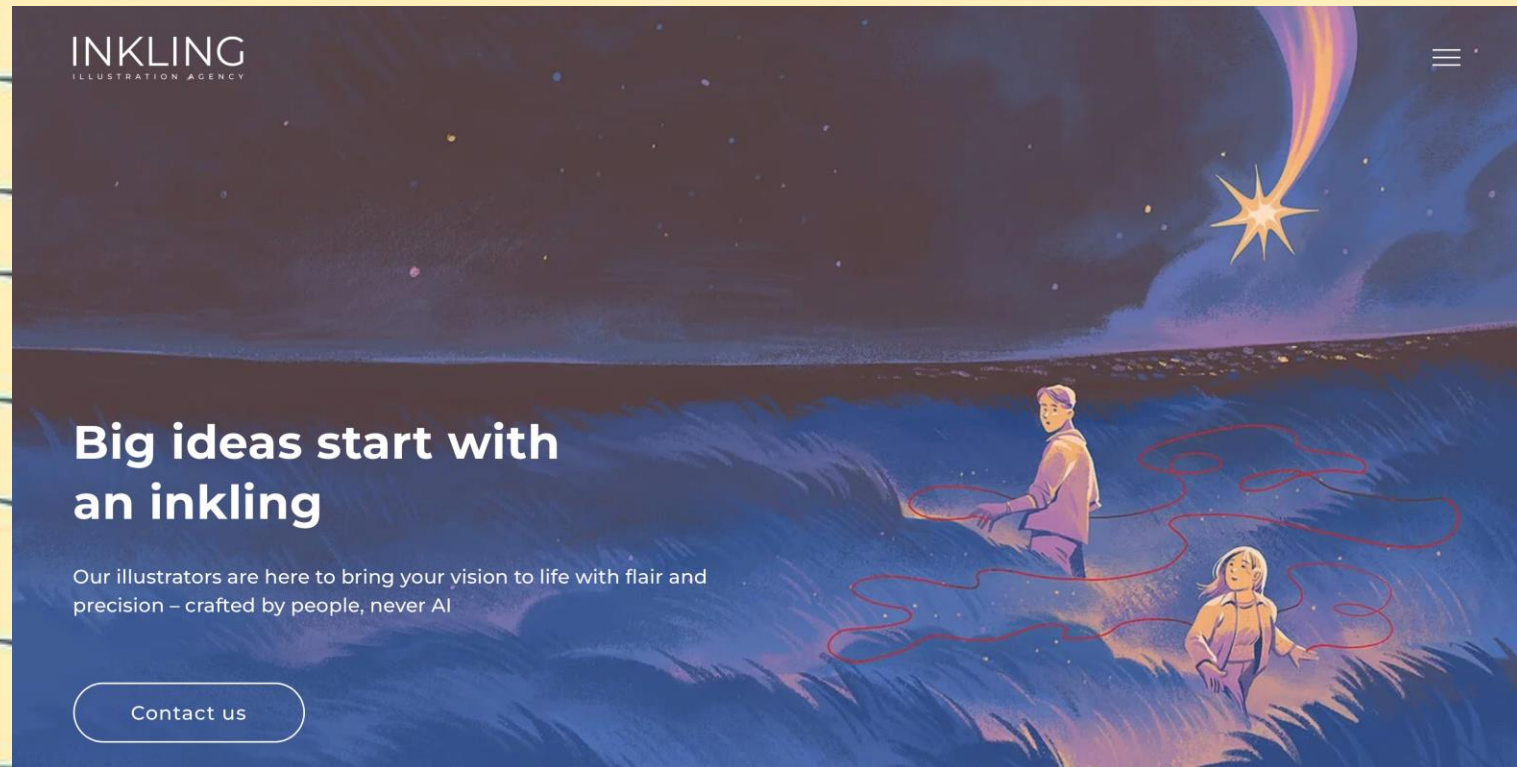
Company URL : <https://www.inklingillustration.com/>

Postal Address : 128 City Road, London, EC1V 2NX

Contact Email : hello@inklingillustration.com

INKLING

ILLUSTRATION AGENCY



Creative Cardiff

Creative Cardiff is an organisation that aims to connect and collaborate with creative people in Cardiff and to make the city a connected, collaborative, and inclusive capital of creativity.

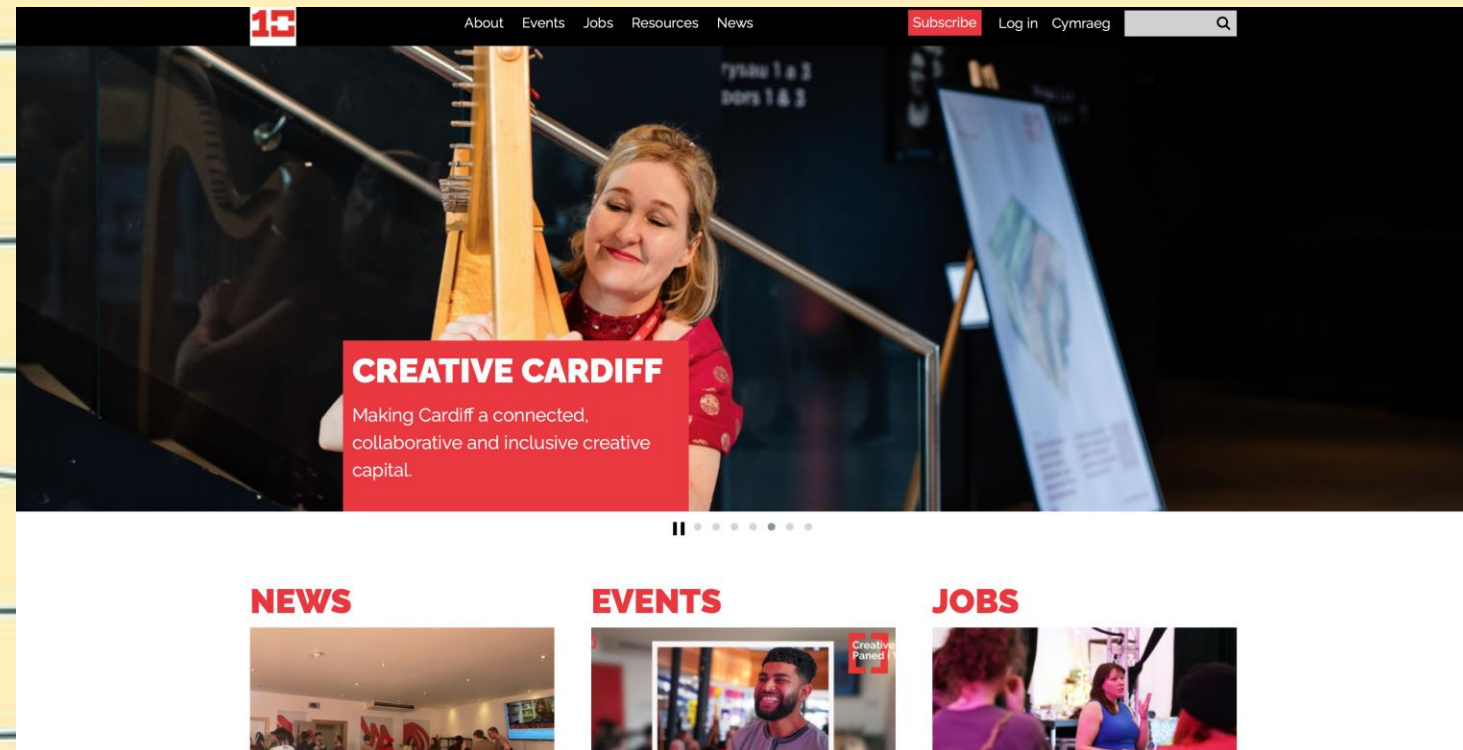
Company URL : <https://creativecardiff.org.uk/>

Postal Address : Maindy Rd, Cardiff, CF24 4HQ

Telephone Number : +44 2920 876188

Contact Email : creativecardiff@cardiff.ac.uk

**CREATIVE
CARDIFF** **[]**
CAERDYDD
CREADIGOL



Association of Illustrators

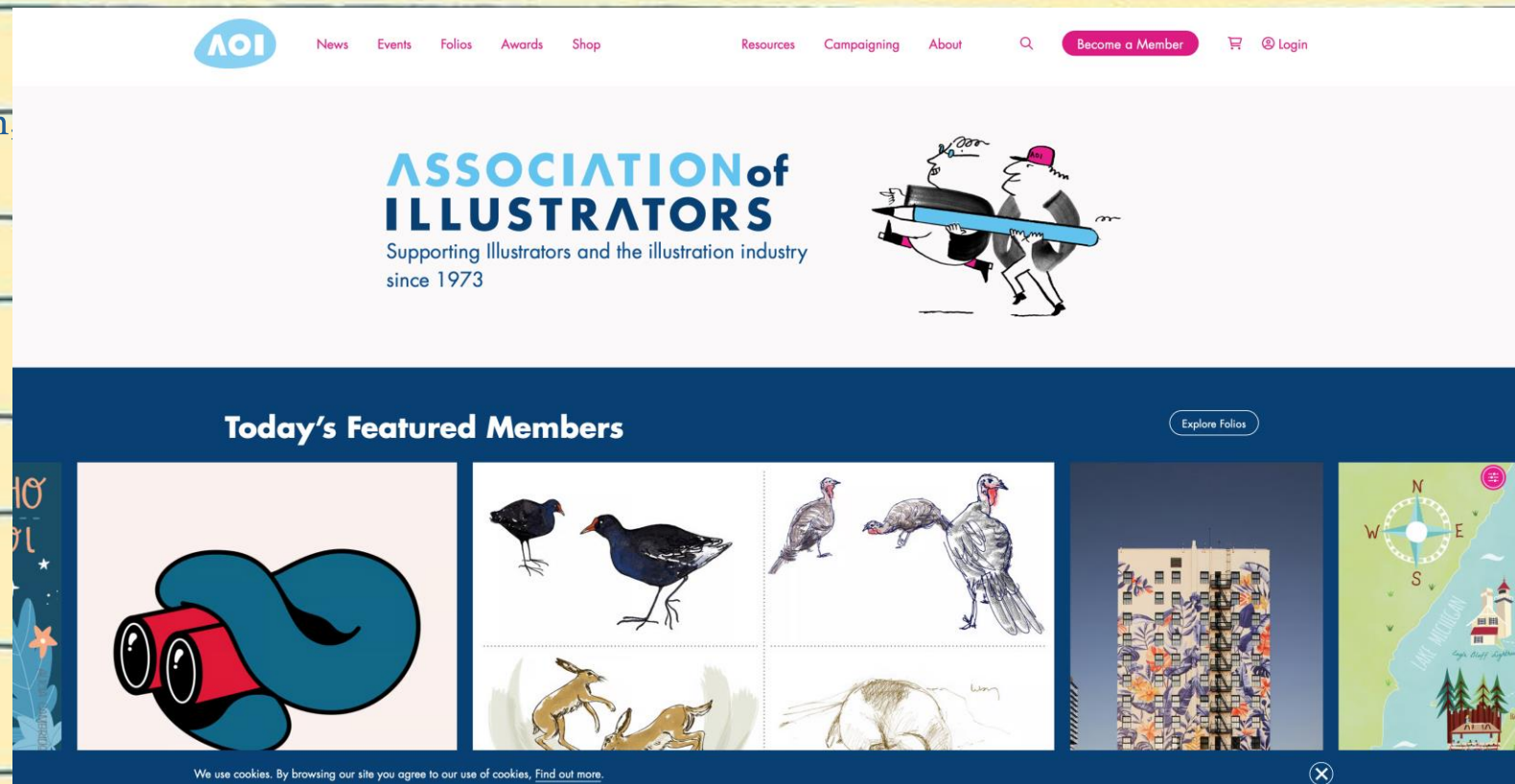
The Association of Illustration is a professional body and non-profit organisation for illustrators and animators across the UK that provide recourses, campaigns, news, and insights for its members.

Company URL : <https://theaoi.com/>

Postal Address : Somerset House, Strand, London.
WC2R 1LA

Telephone Number : 020 7759 1010

Contact Email : info@theaoi.com



Quentin Blake Centre for Illustration

Quentin Blake Centre for Illustration is the world's largest dedicated space for illustration, producing exhibitions and creative projects in collaboration with illustrators, collections, universities, schools, community groups and touring partners.

Company URL : <https://qbcentre.org.uk>

Postal Address : 1 Myddelton Passage

London EC1R 1AG

Telephone Number : +44 (0)20 8150 7100

Contact Email : info@qbcentre.org.uk

Quentin Blake Centre for Illustration

Quentin Blake Centre
for Illustration

[What's on](#) [Coming soon](#) [Getting here](#) [News](#) [Learn](#) [Projects](#) [Support us](#) [About us](#) 

 [Become a member](#)



Coming May 2026
A new London-based illustration in Claydon, London

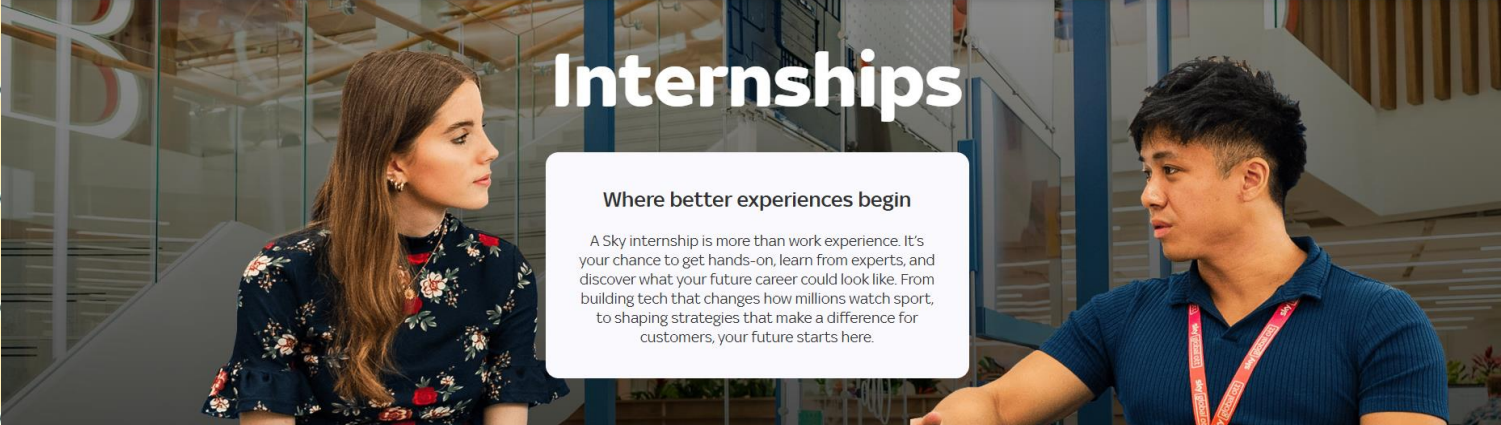
Internships and Job Experience

Sky

To find potential internships and job experience, I have looked at companies that offer them.

I started by looking into Sky's internships.

 [About Sky](#) [Life at Sky](#) [Our Teams](#) [Early Careers](#) [Locations](#) [Application Journey](#) [Blogs](#) [Jobs](#)



Internships

Where better experiences begin

A Sky internship is more than work experience. It's your chance to get hands-on, learn from experts, and discover what your future career could look like. From building tech that changes how millions watch sport, to shaping strategies that make a difference for customers, your future starts here.

See it for yourself

Hear from our interns as they share their journeys. From exciting projects to behind-the-scenes insights, you'll get a real sense of what it's like to be part of Sky.



[Find your programme](#)

Sky

I was a little put off by Sky's selection of internships since they only offered them in business areas and not creative ones, however I still looked into them to see what roles they offered.

Business

Data

Finance

Business areas

Sky internships are available in business, finance, and data. Wherever your interests lie, our internships put you at the centre of the action:



Business

Be part of the teams shaping Sky's future, and keeping us moving forward. Work alongside marketers, media planners and strategy experts. Learn fast, collaborate across teams, and see how decisions make an impact on millions.

Find out more



Data

Turn numbers into insights that matter. From personalising recommendations to improving how we work, you'll see how data creates real change.

Find out more



Finance

In Finance at Sky, your insights impact. Work on projects with business challenges, and see how you shape Sky's future.

Find out more

Find your programme

Sky

These are some of the internships that I found through their website; a commercial strategy internship, a marketing internship, and a strategy internship. All of these required travel to a London location, which I am currently unable to do, and had a time period of 8 weeks. The main one I looked into was the marketing one since it best matched my creative skills and required campaign planning and creative development.

Marketing Internship

This programme is now closed.

[Register your interest](#)

Curious about how big brands make noise?

On Sky's eight-week Marketing Internship, you'll get behind the scenes of the campaigns that shape what millions of people watch, stream and buy. You'll work with creative minds, bring bold ideas to life, and help make sure our products and shows reach the right audience – in the right way.

It's hands-on, fast-paced, and full of opportunities to learn. You'll explore everything from campaign planning and creative development to customer insights and digital media – all while getting a taste of what a career in marketing could look like.

Impress us, and you could land a place on our Business Graduate Programme, starting in September 2027.

 Duration	8 weeks
 Location	Osterley, London
 Salary	£27,010 per annum pro rata
 Eligibility	Open to penultimate-year university students from any degree subject
 Right to work	You'll need to have the appropriate right to work in the UK or Ireland by the start date. Sky does not offer sponsorship for this programme.

Commercial Strategy Internship

This programme is now closed.

[Register your interest](#)

Spot new market trends. Shape sales plans. Help keep customers coming back.

On Sky's eight-week Commercial Strategy Internship, you'll step inside one of the UK's most dynamic media and technology businesses. You'll explore how big decisions are made – from product planning and pricing to campaign launches and customer strategy.

It's a chance to gain real commercial experience, sharpen your analytical skills, and see how creativity and data work together to shape the future of entertainment. Impress us, and you could land a place on our Business Graduate Programme the following year.

 Duration	8 weeks
 Location	Osterley, London
 Salary	£27,010 per annum pro rata
 Eligibility	Open to penultimate-year university students from any degree subject
 Right to work	You'll need to have the appropriate right to work in the UK or Ireland by the start date. Sky does not offer sponsorship for this programme.

Strategy Internship

This programme is now closed.

[Register your interest](#)

Ever wondered how a company like Sky decides what to do next? Whether it's launching a new product, investing in cutting-edge tech, or expanding into new markets, our Strategy team is behind the big decisions that shape Sky's future.

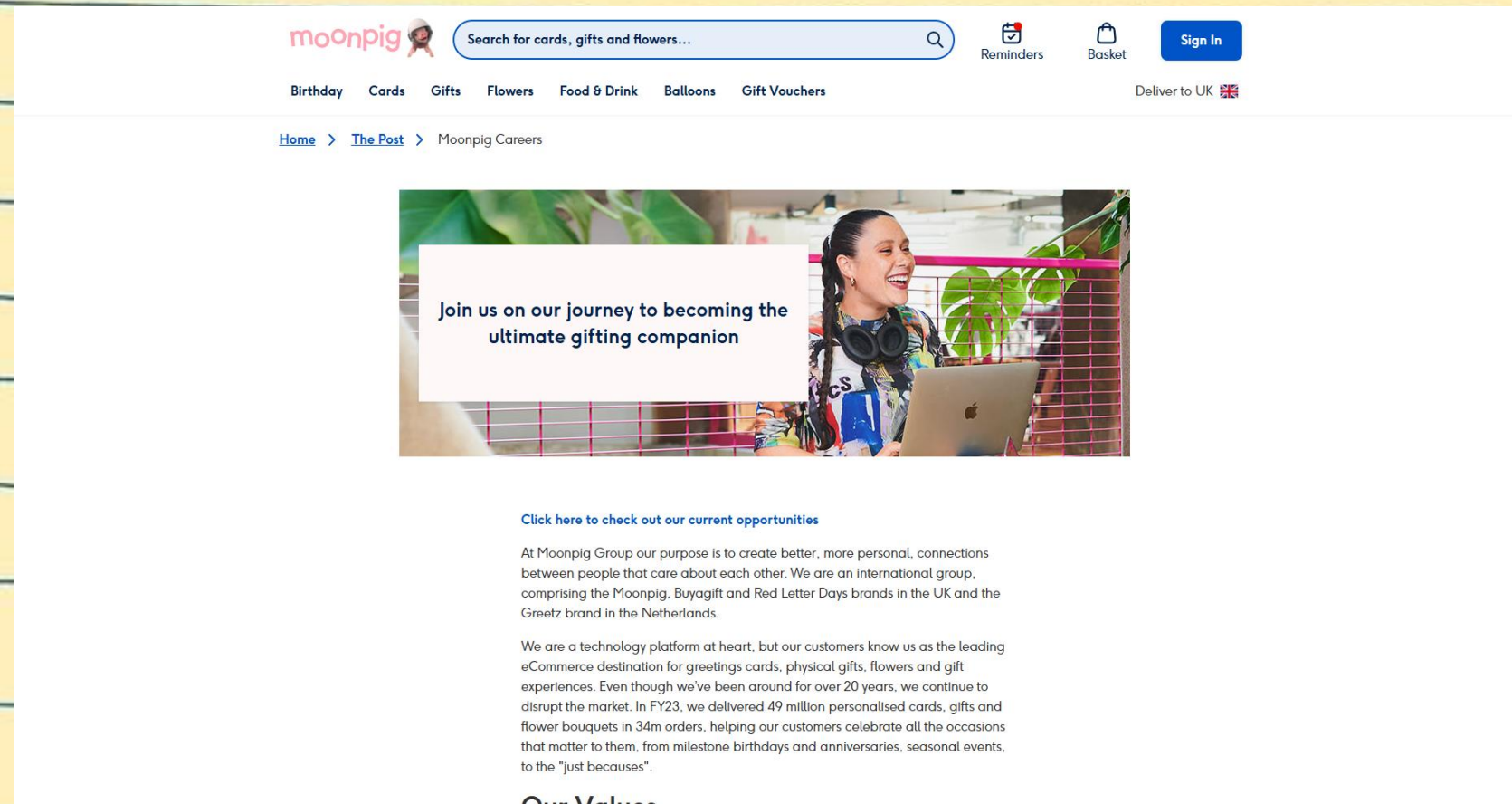
On this eight-week internship, you'll work with senior leaders, dive into real business challenges, and help answer the big questions that guide one of Europe's leading media and entertainment brands.

We're looking for curious minds, fresh perspectives, and people who love solving problems. If you're someone who asks "why?" and "what if?", this is your chance to turn those questions into real impact.

 Duration	8 weeks
 Location	Osterley, London
 Salary	£30,000 per annum pro rata
 Eligibility	Open to penultimate-year university students from any degree subject
 Right to work	You'll need to have the appropriate right to work in the UK or Ireland by the start date. Sky does not offer sponsorship for this programme.

Moonpig

I next looked into the internships that Moonpig offered since I felt that their internships would better suit my line of work with them being a design heavy company.



Moonpig

Although when I did look into them, most of them also turned out to be along the lines of sales, strategy, finance, and operations.

moonpig

group plc

LOCATION TYPE

LOCATION

TEAM

WORK TYPE

COMMERCIAL

COMMERCIAL (BUYAGIFT & RED LETTER DAYS)

Director of Sales

HYBRID – FIXED TERM CONTRACT

LONDON

APPLY

Head of Partner Growth

HYBRID – PERMANENT

LONDON

APPLY

Strategic Partnerships Manager (12 Month FTC)

HYBRID – LONDON

APPLY

FINANCE, LEGAL, ANALYTICS & PROCUREMENT

LEGAL (GROUP)

Lead Counsel

HYBRID – PERMANENT

LONDON

APPLY

OPERATIONS

OPERATIONS (BUYAGIFT & RED LETTER DAYS)

moonpig

group plc

OPERATIONS

OPERATIONS (BUYAGIFT & RED LETTER DAYS)

Head of Partner Operations

HYBRID – PERMANENT

LONDON

APPLY

OPERATIONS (GREETZ)

Productie medewerker

ON-SITE – PART TIME

ALMERE

APPLY

OPERATIONS (MOONPIG)

Head of Supply Chain

HYBRID – FIXED TERM CONTRACT

LONDON

APPLY

Maintenance Technician

ON-SITE – PERMANENT

TAMWORTH

APPLY

Shift Manager

ON-SITE – PERMANENT

TAMWORTH

APPLY

PEOPLE

moonpig

group plc

PEOPLE

PEOPLE (GREETZ)

People Advisor Netherlands (Part-time,12 months FTC)

HYBRID – PART TIME

ALMERE

APPLY

PRODUCT & PRODUCT DESIGN

PRODUCT & PRODUCT DESIGN (MOONPIG)

Director of Product - 12 month Fixed Term Contract

HYBRID – FIXED TERM CONTRACT

LONDON

APPLY

TECHNOLOGY

TECHNOLOGY (BUYAGIFT & RED LETTER DAYS)

Data Engineering Manager

HYBRID – PERMANENT

LONDON

APPLY

Moonpig

There was one for a product design position however, though it had a fixed 12 month contract and was a director's position and was also located in London.

moonpig group plc

Director of Product - 12 month Fixed Term Contract

APPLY FOR THIS JOB

London

Product & Product Design – Product & Product Design (Moonpig) / Fixed Term Contract / Hybrid

We're the Moonpig Group – home to Moonpig, Greetz, Red Letter Days and Buyagift – and we're on a mission to make people feel loved, celebrated and remembered. Whether it's a card that gets them laughing out loud or a gift that makes their day, we help people stay close, no matter the miles.

We're proud to be leading the online gifting revolution, with brilliant products, clever tech and a whole lot of heart. Our platform makes it easy to create moments that matter – packed with personal touches and delivered with care.

We're not just about selling cards or gifts – we're here to spread joy, spark smiles and make every celebration feel extra special. And with values that guide how we work and support one another, we've built a place where people (and ideas) can truly thrive.

If you're looking to make an impact, bring your spark and be part of something meaningful – we'd love to have you on the team. 🍌🐱

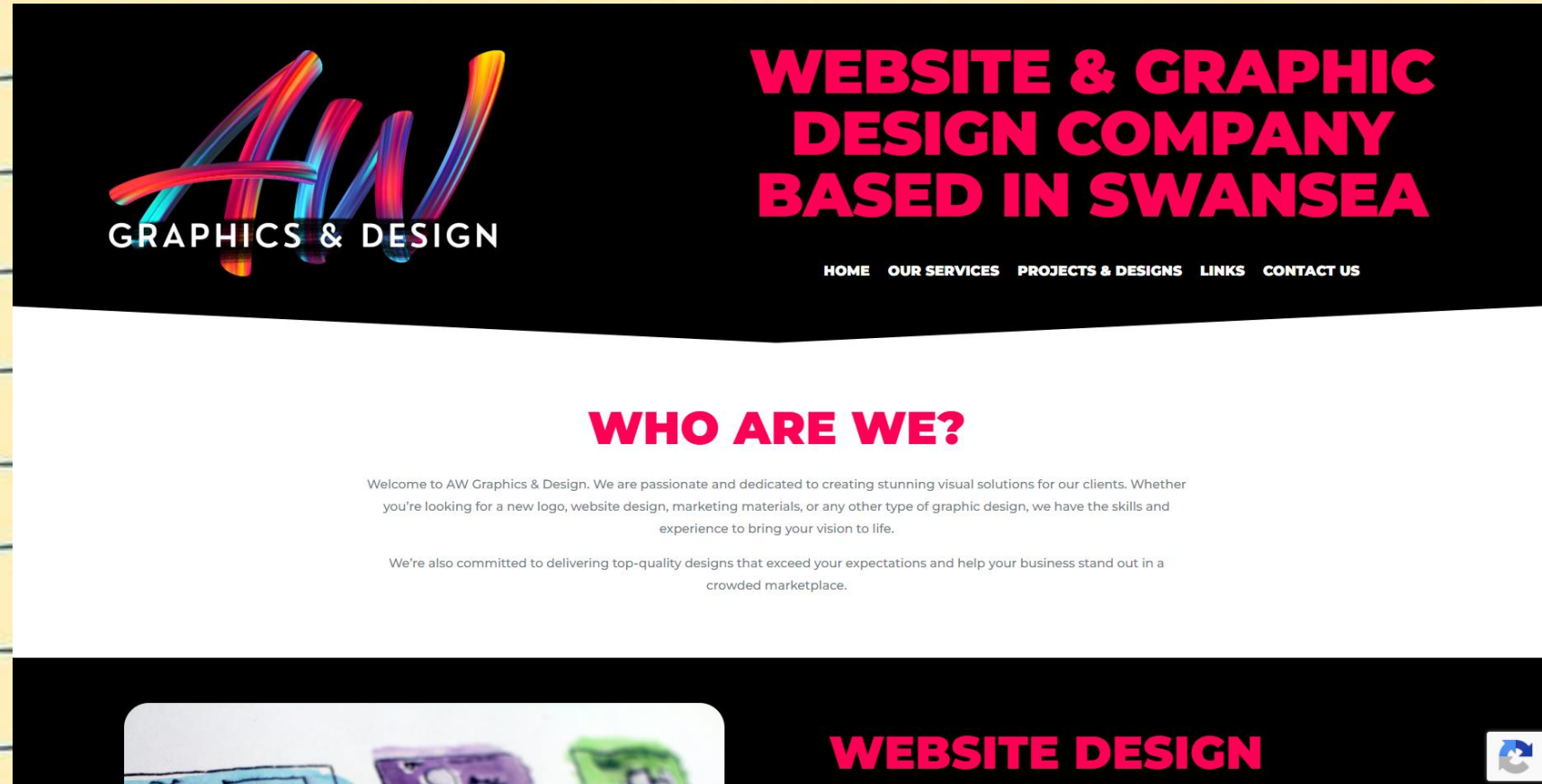
At Moonpig Group, our mission is simple: to help people connect and create moments that matter. As we evolve from an ecommerce brand into the ultimate personal gifting companion, we're looking for a Director of Product (Ecommerce) to lead some of our most critical customer and platform experiences.

AW Graphics and Design

After speaking with my career's advisor, I was forwarded some design and illustration companies that may offer some work experience.

AW is a website and graphic design company based in Swansea. This company I looked into based on its close proximity meaning there would be no travel complexities.

I will be reaching out to this company via email to enquire about any possible job experience or opportunities over the summer before third year.



Carmarthenshire Council

I also was advised to look into Carmarthenshire Council since they offer work experience placements.

This is a marketing and media work experience placement that I found in their listings in which you would be involved in graphic design work, web content and design, and marketing and advertising. I thought this would be great experience to add to my creative CV.

Cyngor Sir Gâr
Carmarthenshire
County Council

Choose a language

Audio / visual help

A-Z of Services

Search the site...

Council services

Business

Council & Democracy

Newsroom

My Accounts

Pay

Apply / Request

Report

Claim what's yours

Jobs & Careers

Senedd Election 2026

Hide

Information about the 2026 Senedd Cymru Elections, including changes to constituencies, the new voting system, and voting details for Sir Gaerfyrddin.

READ MORE

Marketing & Media Work Experience Placement

Interested in communications, media, or creative content? This placement offers hands-on experience across a wide range of marketing and media activities.



What you'll do

Graphic Design

Support the creation of visual content for campaigns, publications, and online platforms.

Tourism & Promotion

Learn how marketing initiatives promote local attractions, events, and services.

Journalism & Content Creation

Gain experience in writing, editing, and producing news stories or press releases.

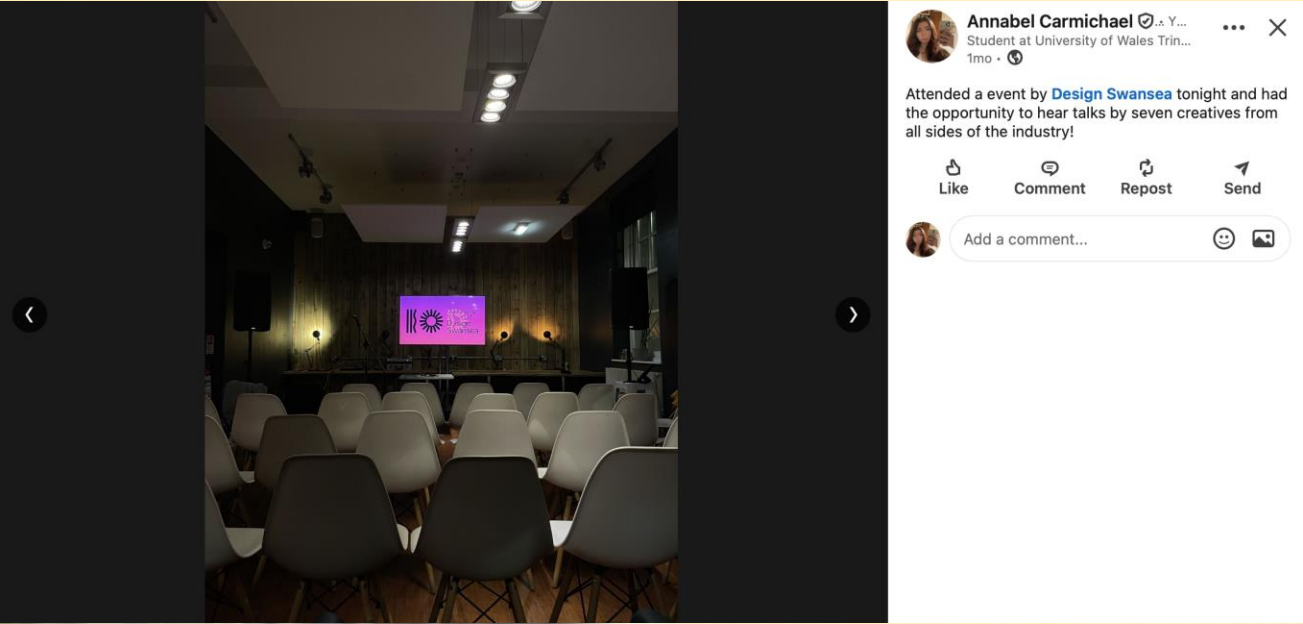
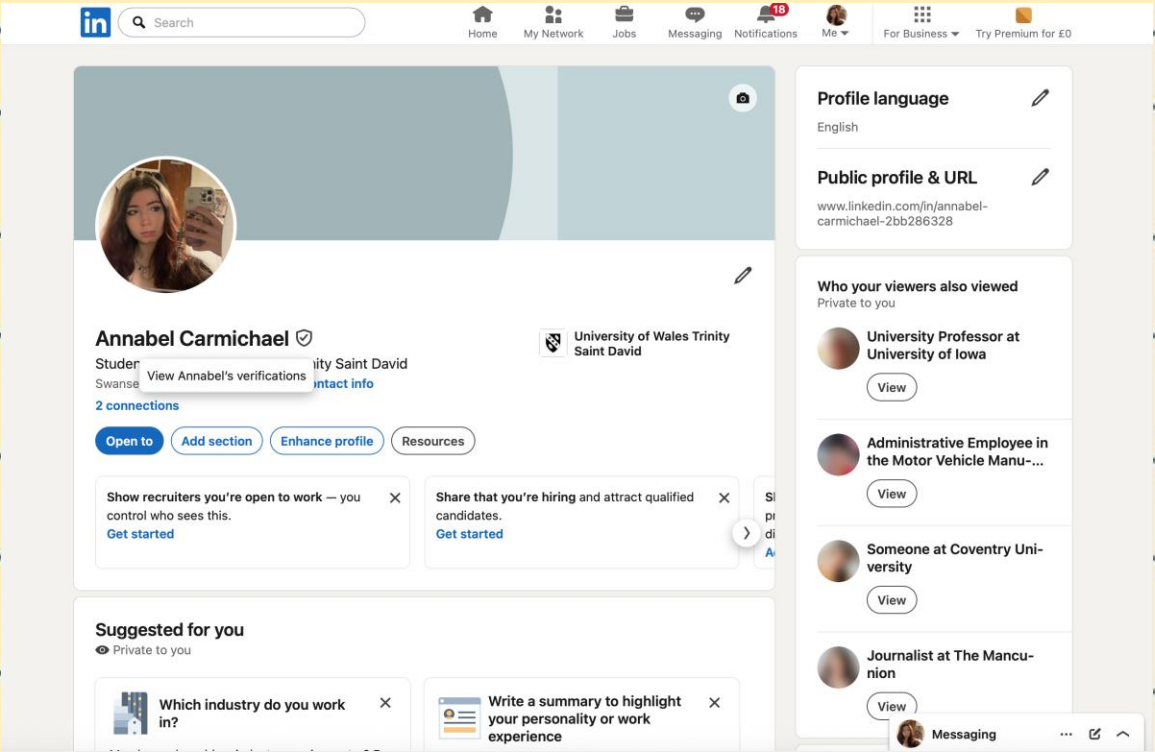
Web Content & Design

Assist with website updates, online content management, and digital campaigns.

LinkedIn Profile

LinkedIn Profile

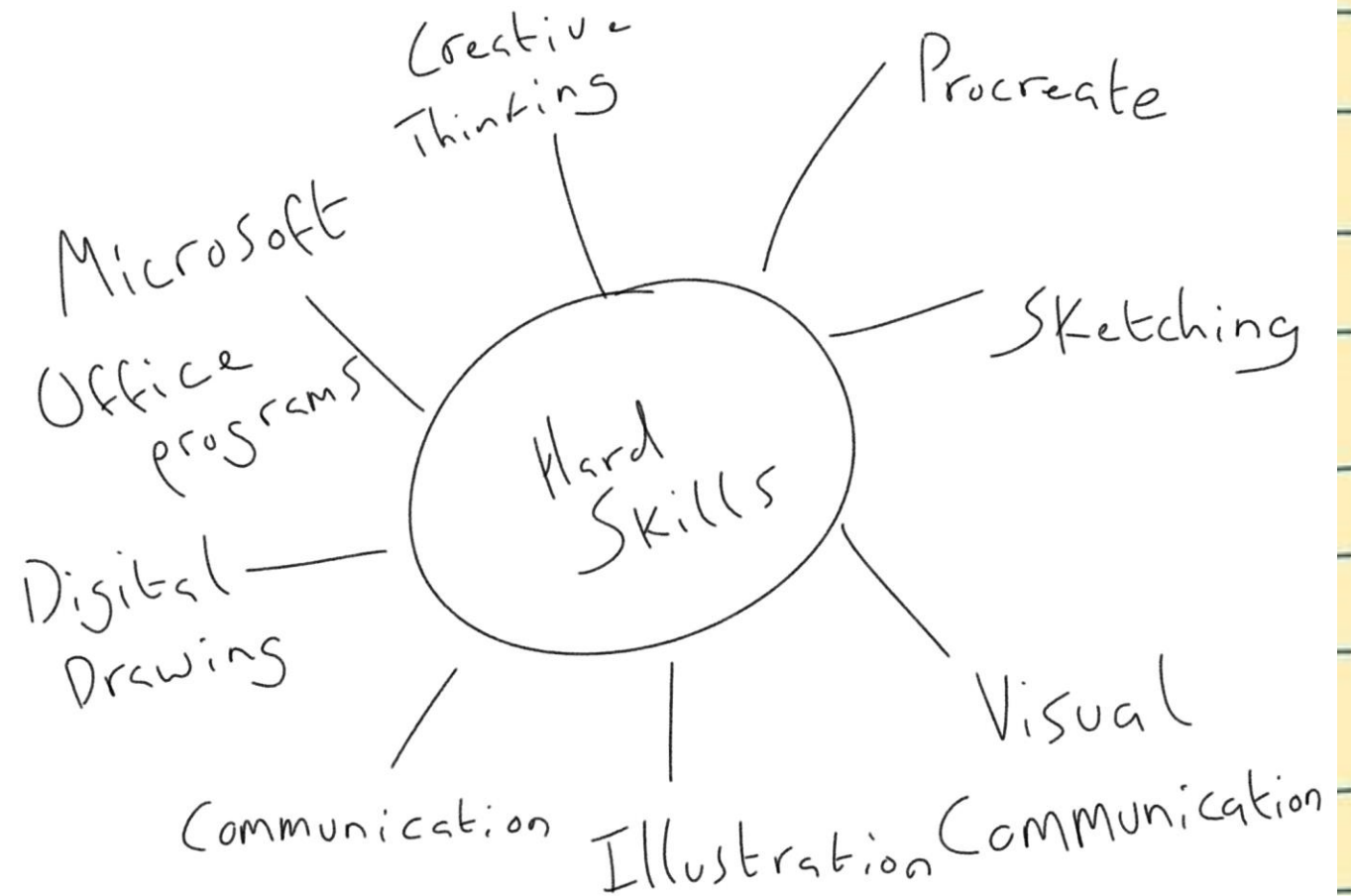
I have made a LinkedIn profile to help get my name and presence out there and to connect with peers and potential industry professionals. On this profile, I have posted about design events that I have attended.



My Skills

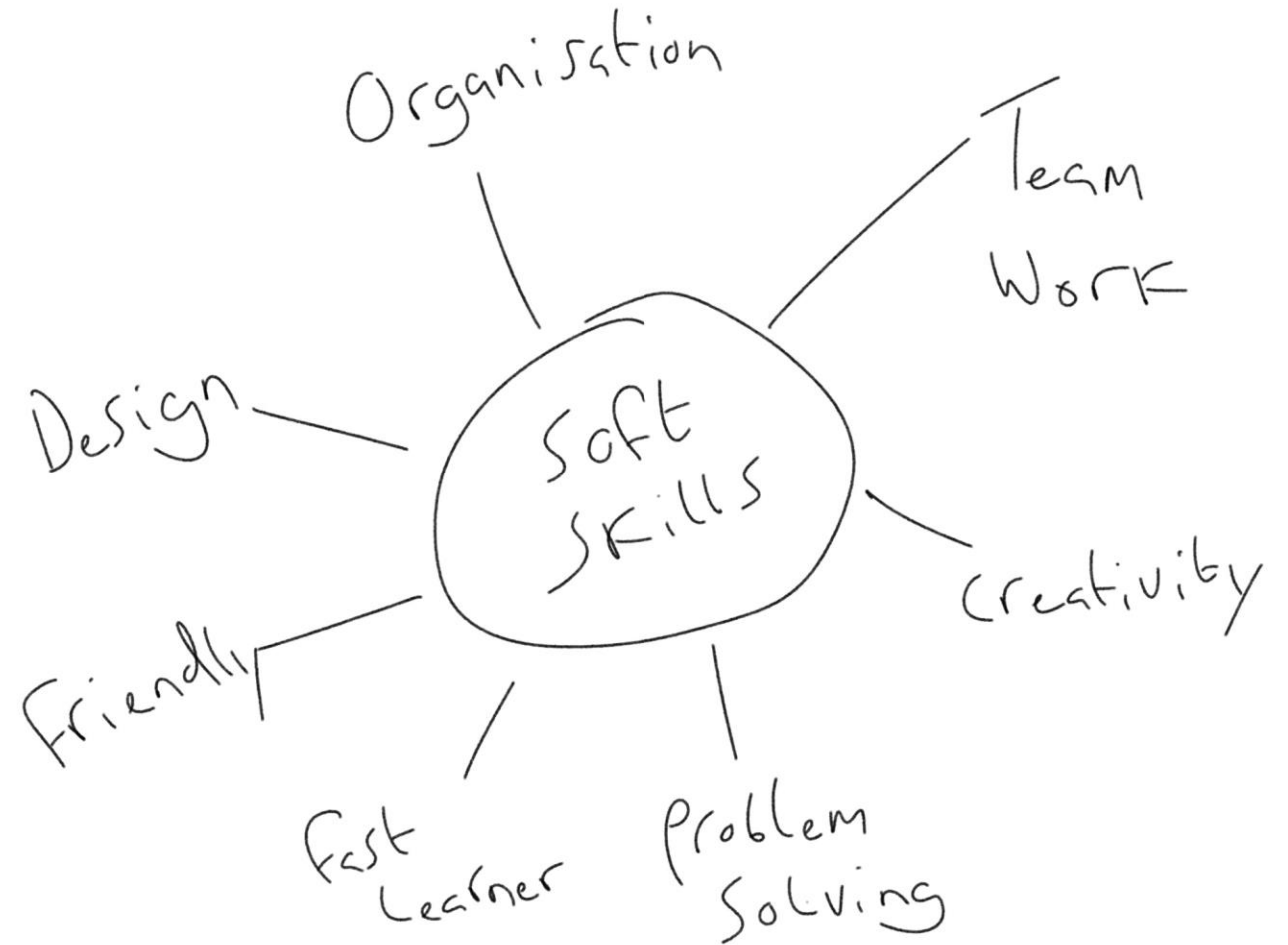
Identifying My Skills

Using a mind map, I identified my hard and soft skills and my areas of weakness as an illustrator to evaluate what I need to work on for the future.



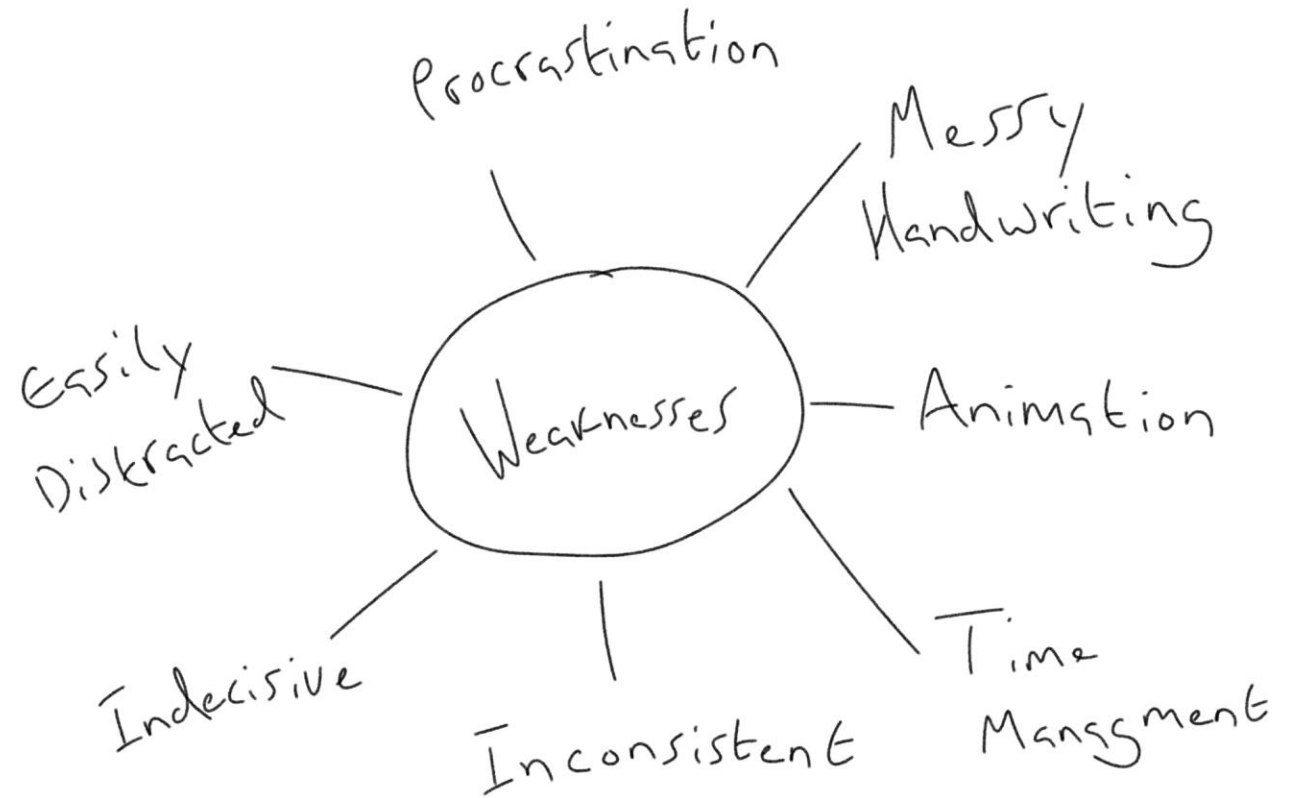
Identifying My Skills

Using a mind map, I identified my hard and soft skills and my areas of weakness as an illustrator to evaluate what I need to work on for the future.



Identifying My Skills

Using a mind map, I identified my hard and soft skills and my areas of weakness as an illustrator to evaluate what I need to work on for the future.



SWOT Analysis

SWOT Analysis

This is the personal SWOT analysis sheet I filled out based on my skills as an illustrator. For this I considered my areas of strength and weakness, opportunities that I could currently take advantage of, and threats that I could potentially face.



Building My Brand

Building My Branding

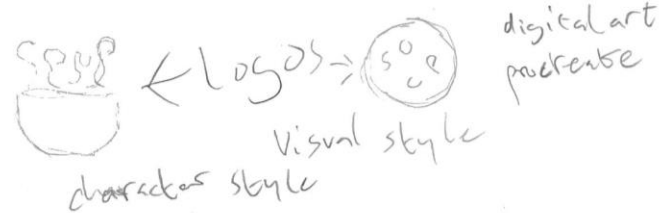
These are some worksheets that I have filled out on my personal branding and how I want to look to a potential client base.

Changemakers: Building your Personal Brand for Sustainable Employment Personal Branding Exercise

What do you want to be called? Names suggestions???

Annabel's soup
soup

How will you visually get across you USP in your branding? Ideas and doodles



How will you make your brand identity memorable? Ideas and doodles

style character design

What I choose to illustrate
(original characters, celebrities,
music artists, fictional characters)

How will you reach your audience? Promotional ideas outline below

Art account on social media
ArtTrails offer work for local shops cafes,
vinyl shops)

What will be the right promotional strategy for you? Ideas and doodles

stalls
stickers in public
promotional posters
Business cards

Building My Branding

4 Pillars of Branding

Brand Name Annabel's soup

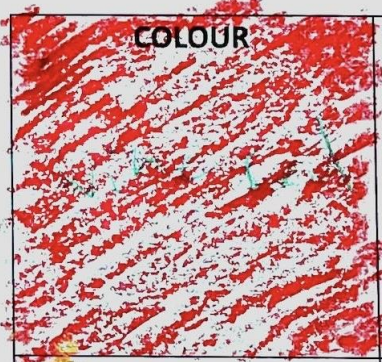
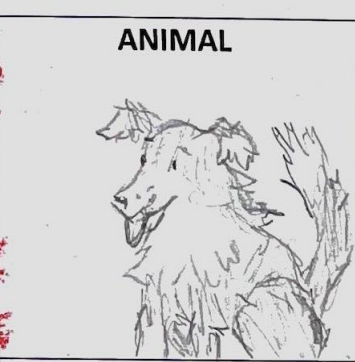
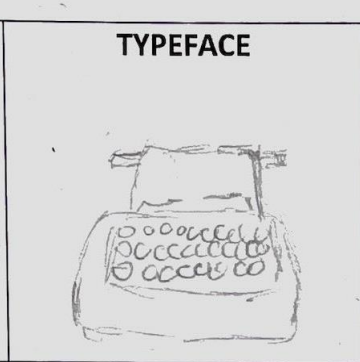
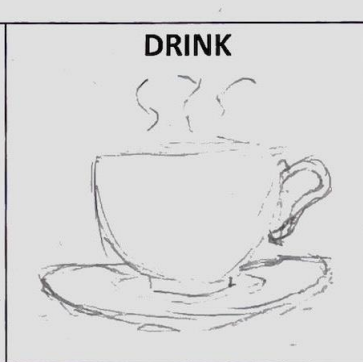
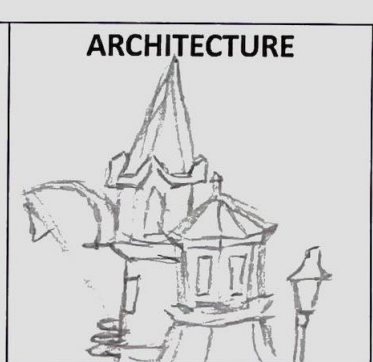
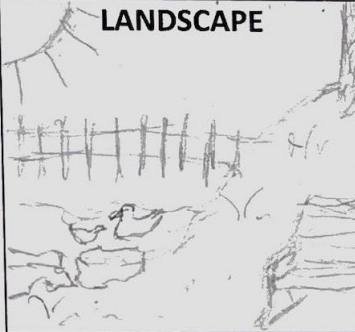
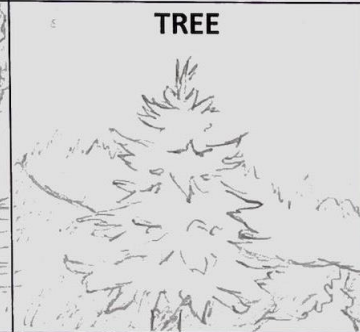
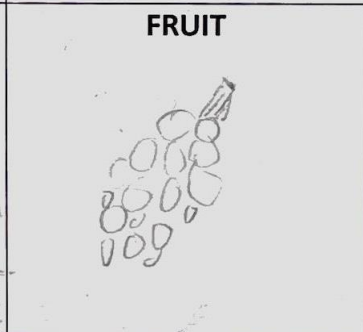
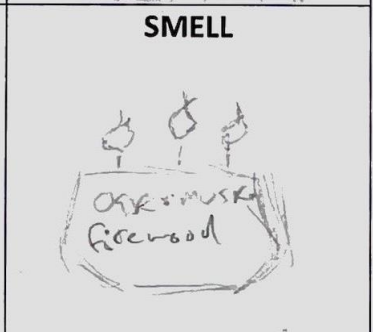
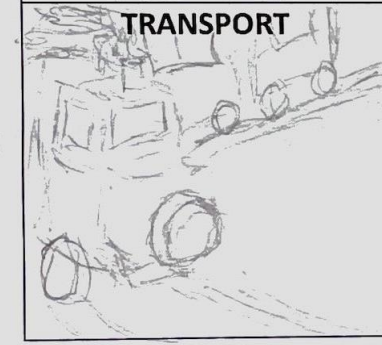
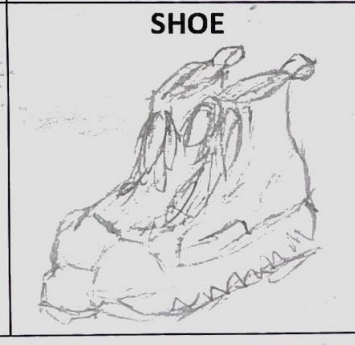
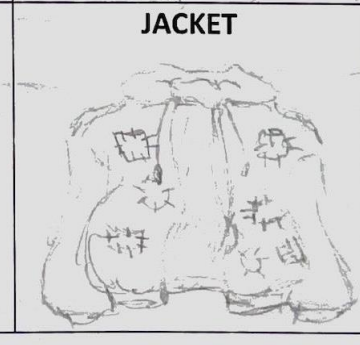
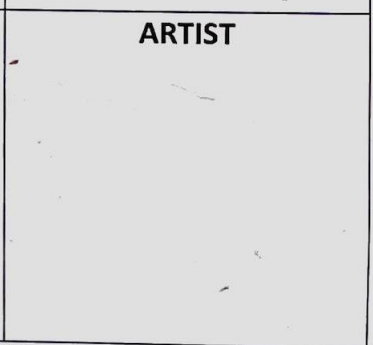
Narrative	Differentiation	Communication	Consistency
• Use illustration as an outlet for my interests • Escapism • Movies / Musicians / artists / media I like	• Unique character style → Δ F • Alternative • Small communities	• Advertising in target audience areas • Art account on social media	• Visual style • shades of colour (muted, faded) • Linework

Fill the boxes with notes, doodles, collage, anything you like.

Building My Branding

Metaphor Gestalt

If my brand was a it would be

COLOUR 	ANIMAL 	TYPEFACE 	DRINK 	ARCHITECTURE 
HAIRSTYLE 	LANDSCAPE 	TREE 	FRUIT 	SMELL 
TRANSPORT 	SHOE 	JACKET 	SINGER Elliott Smith Nick Drake Sparklehorse Denzel Curry	ARTIST 

Business Card

Research

To help inspire me for my business card, I looked online at some examples of other artists' business cards to try and look at the elements they included and to see what I could include in my own.

This card by creative director Derk de Geus is the first one that I looked at. What I liked about it was its simple layout and colour palette of just three colours. The illustration is simple and to the side and the typefaces both have character and are easy to read.



Research

This is the business card of illustrator Kano Nakajima. What I like about this card is its focus on the art, with everything else like the text, fonts, and colours being intentionally simple.



Research

This is the business card of visual artist Elli Maanpää.

This card's unique square shape caught my attention, teaching me that a business card does not have to stick to its generic card format and could be any shape you want it to be.



Research

This is a business card of an artist, Ana Clerici, whose shop that I found in Barcelona. I think their card fits their work very well, with the colours, medium and typeface all adding to their already established brand image.

Alongside their business card, they also offered stickers of a piece of theirs. I think this could be a good idea for my branding.



Designs For

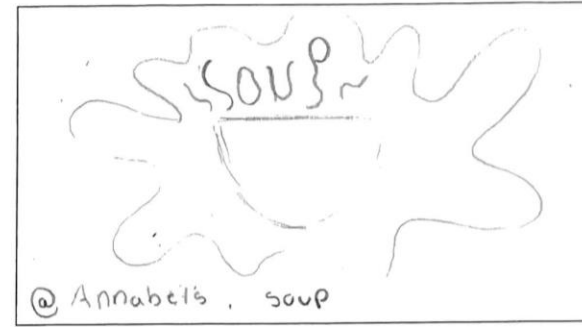
Business Card

These are two ideas that I had for my business card and also one that was designed for me by my classmate. Through both designs I tried to show the two sides of my art; the more cute and bright side, and also the more grunge side.

Changemakers: Building your Personal Brand for Sustainable Employment Personal Branding

Visual Exercise

Design a business card (in the box below) for the person next to you and then give it to them.



How do you see yourself and your skills right now? Design a business card in the box below.



How do you want to be seen? Design a business card in the box below.



Designs For Business Card

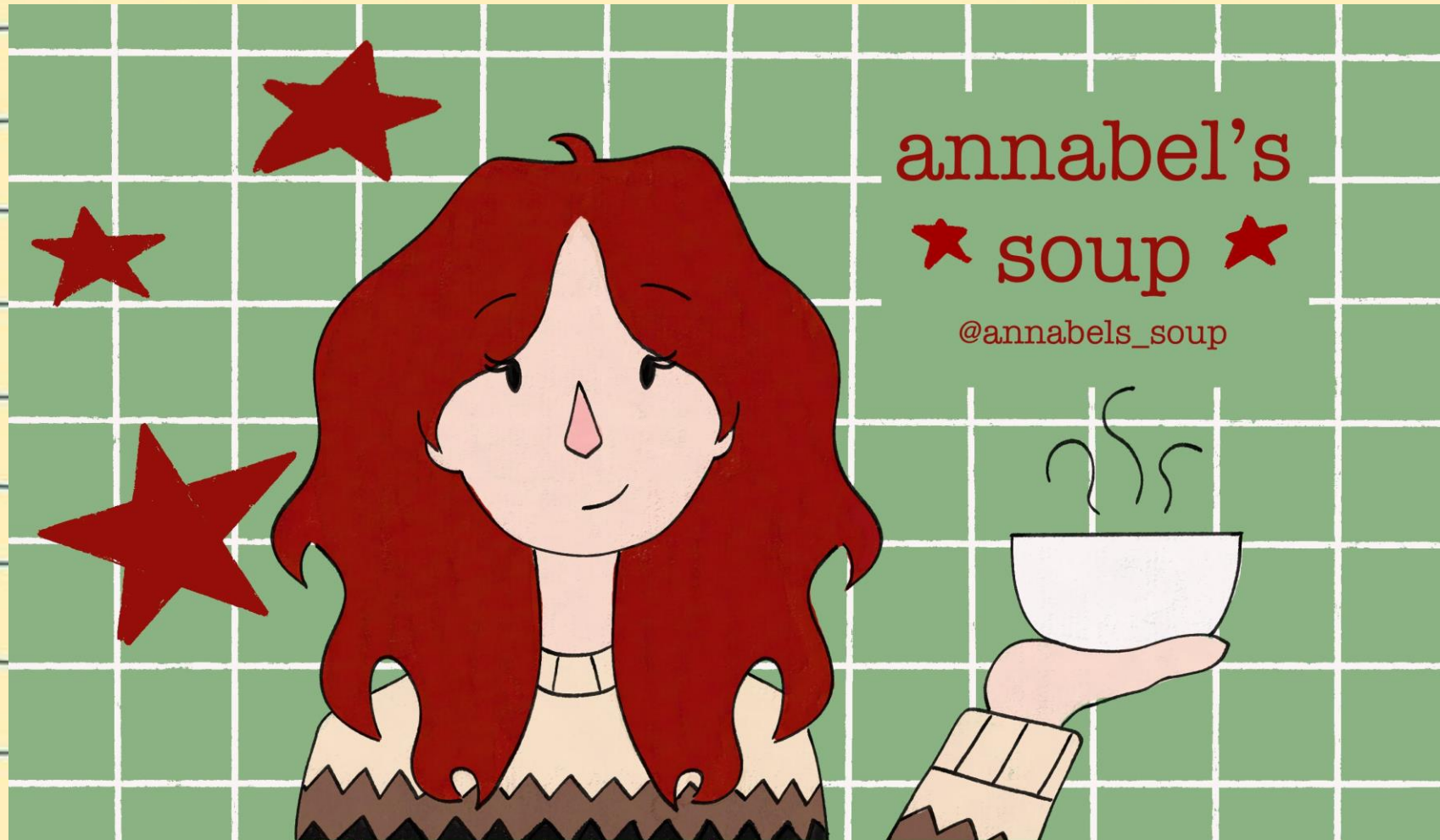
These are the two designs slightly more developed.



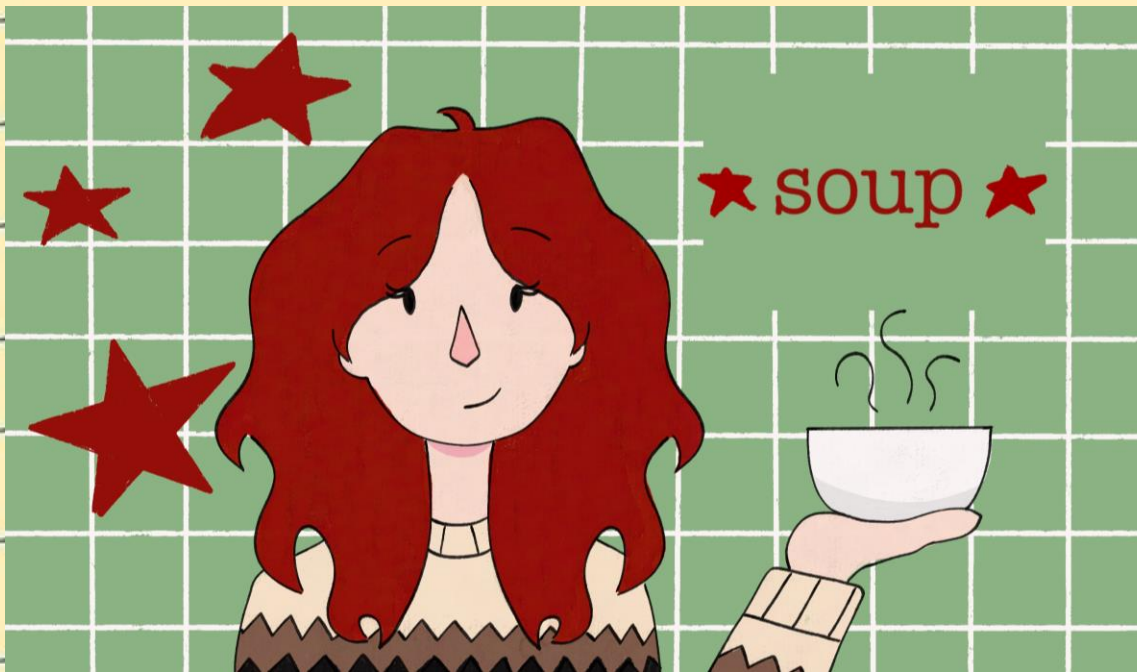
First Business Card

Alternative Version

This is the first design drawn digitally in Procreate with my name and Instagram handle on it. I designed the front of this card without considering what to put on the back so this was later changed.



Final Version Front and Back



This is the final version of the front and back of my first business card design. The back of this card had both of my Instagram handles on it before I decided to separate my personal online presence from my art one. This is not the design I chose to use for my business card since I felt it didn't convey the aesthetic that my work has.



Designs For Business Card

This is a more refined sketch I did for my second business card design. I took this sketch into Procreate to create the full design for the card.



Second Business Card Alternative Versions



For this version of my business card I did two illustrations that I could pick from to go on the front.

Second Business Card Alternative Versions



This is the illustration I decided to put on the front of the card and some different variations of the card's front and back. For the back of my card I made sure to add only my handle for my art account and also my business email and the link to my website.



Final Version Front and Back



This is the final version of the business card that I will be using for my business.



Compliment Slip

Compliment Slip

For research for my compliment slip, I looked at examples of them from other artists to gather how they are laid out and what they include on them.

These two are examples I looked at by Miriam Smith and Kimberly Harrison.

Although the two look different, they both show different ways in which you can display a compliment slip using your branding and art style.



Compliment Slip

To help keep my branding consistent, I reused the illustration, font, and layout from my business card for my compliment slip.



Letterhead

Letterhead

For my letterhead, I first considered using an old logo I created which played on my user, Soup, and showed the name in steam rising from a bowl of soup. However, I felt that it no longer suited my art style or branding.



Letterhead

I decided to keep it simple and take the bow from my business card and use that instead. The colours and drawing itself better matched how I now identify visually as an illustrator, and I think it would look clean and professional at the top of a cover letter while also still showing my personality and brand image.



Contacts List

Contacts List

I have started a list of all my contacts for other creatives that I already know and for when I meet new ones. This is where I will store contact details for each person.

Contacts List

Name: Jess Parker

Contact: Sunny.illustration29@gmail.com

Description: Illustrator

Name: Maisie Clapham

Contact: Taintedlustart@outlook.com

Description: Illustrator

Creative CV and Cover Letter

Creative CV

This is the creative CV that I made including my hard and soft skills. I made this using a Canva template, changing the colours to match the branding of my website and adding one of my illustrations as a main image and my letter head from my business card at the top to keep my branding consistent.

ILLUSTRATOR

07477 070732

annabelcarmicheal@gmail.com

ANNABEL CARMICHAEL

ABOUT ME



A passionate illustration student from Swansea who works with both digital and traditional mediums for their work. Enjoys editorial work and character design. Would like to be an illustrator that captures personality within artistic expression and make work that people can connect with through aesthetic vision and common interests. Aims to pursue entrepreneurial work and sell prints, stickers, and more in the future.

PERSONAL SKILL

- Illustration
- Creative problem solving
- Visual communication
- Creativity
- Adaptability
- Planning and organisation
- Digital literacy
- Microsoft office programs
- Motivated

EDUCATION

BA Hons Illustration

University of Wales Trinity Saint David's
2024 - 2027

EXPERIENCE

Oasis Cardiff Volunteer Work

- Volunteered as part of a collaborative art project with refugees in Cardiff, developing communication skills, adaptability, and confidence in an unfamiliar environment.

Urban HQ Map Design Commission

- Commissioned by Urban HQ to redesign the map for the Swansea Creative Quarter. This was done using digital software and made use of both illustration and graphic design skills.

Commission Work

- Has done commission work for clients such as tattoo designs. This has required and improved upon creative skills since attention to detail and professionalism is important with designing tattoos. This has also built up client rapport and brand image for potential future business opportunities.

Cover Letter

This is the cover letter I made that will accompany my CV when I apply for creative roles.



Annabel Carmichael

24 Nicholl Street SA1 4HF

Annabels.soup@gmail.com

Annabelsoup.carrrd.co

07477 070732

Inkling Illustration Agency

128 City Road, London, EC1V 2NX

3rd May 2026

Dear Sir/Madam,

My name is Annabel, and I am a final year BA(Hons) Illustration student studying at Swansea College of Art. I am writing to express my admiration for the work you do at Inkling Illustration and to ask if you would consider looking at my work.

I appreciate you must be very busy and receive many letters such as this, but I would greatly appreciate it if you would take time to look at my work at annabelsoup.carrrd.co. I would appreciate any feedback you could offer, as well as any opportunity you may have to work together.

I look forward to hearing from you in the near future.

Kind Regards

Annabel

Future of Employment

Future of Employment

In the next few decades, creative jobs and roles will continue to be under threat by the rise of ai and the constant development of technology. While being in a creative or people-focused industry may keep your job safe for the next 10 years or so, it's very hard to predict what will happen 20 years into the future.

To work around this threat, I have imagined and created a job that, in thirty years, will be a new field of work that will offer employability.



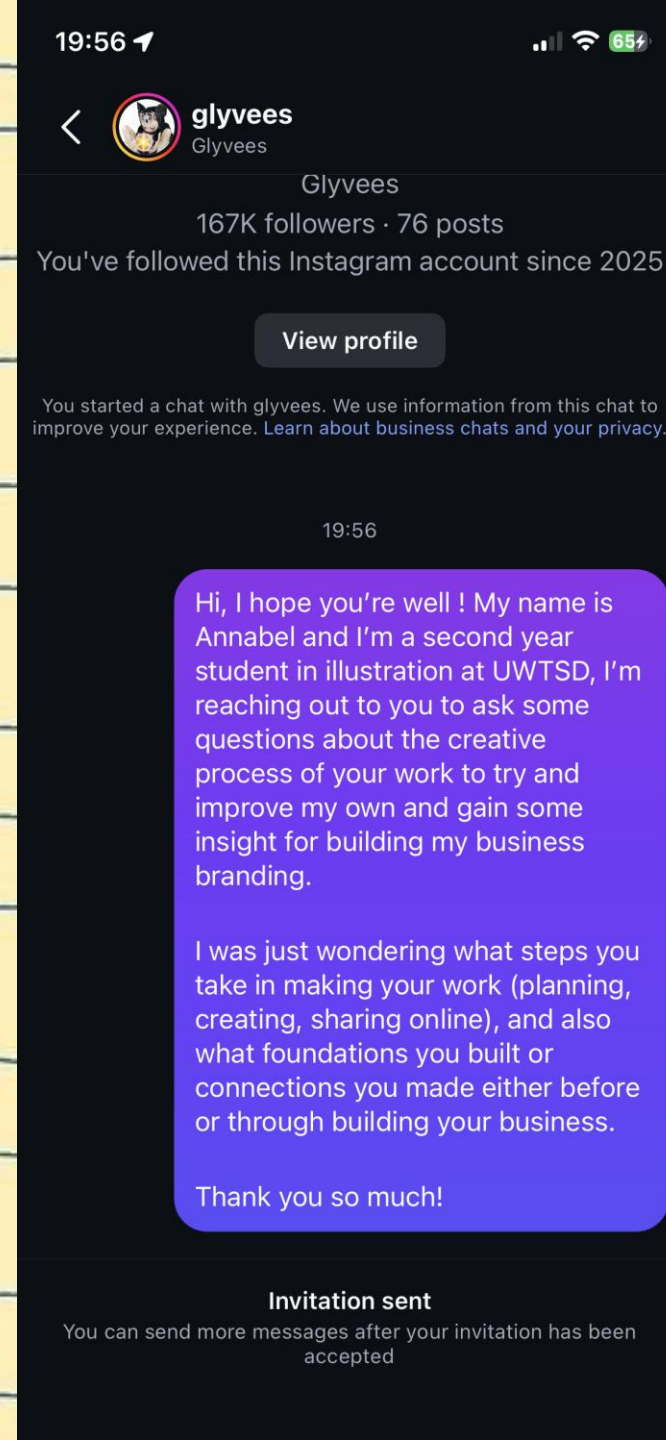
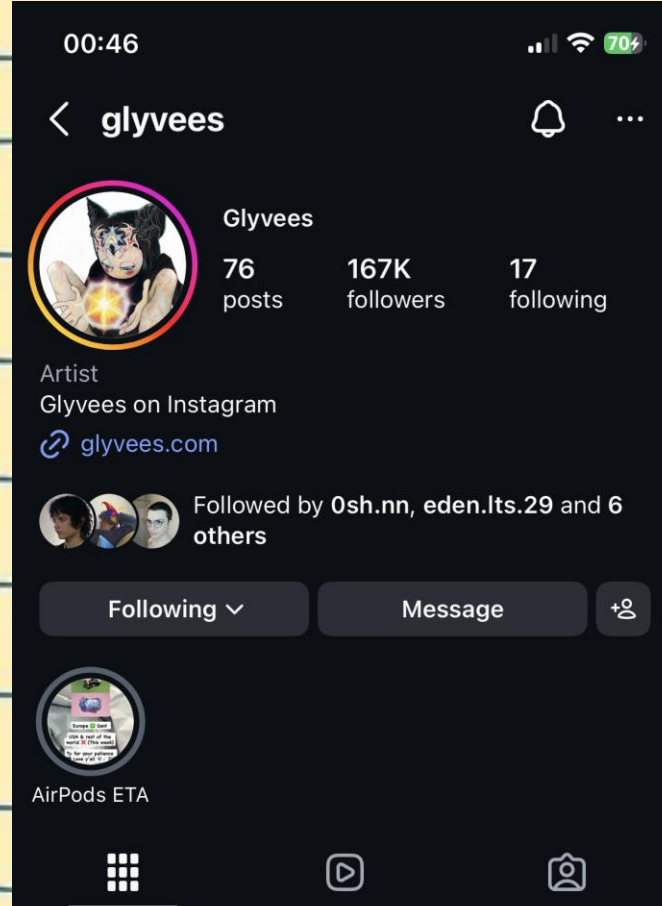
The job that I have created is a dream set architect. This is someone who designs the physical environments of dreams. This job would require skills in areas like set design, architecture, stage operation, and creative writing.

Engagement With Industry

Engagement With Industry

To start branching out and making connections with people who do work that I am interested in, mainly other illustrators and digital artists, I sent messages to some artists that I follow on Instagram. I asked for advice for building my business, how they had built theirs, and what steps they took in creating their work and what connections they had made through their process as an artist.

The first artist that I messaged was Glyvees who's character design work I am a big fan of.



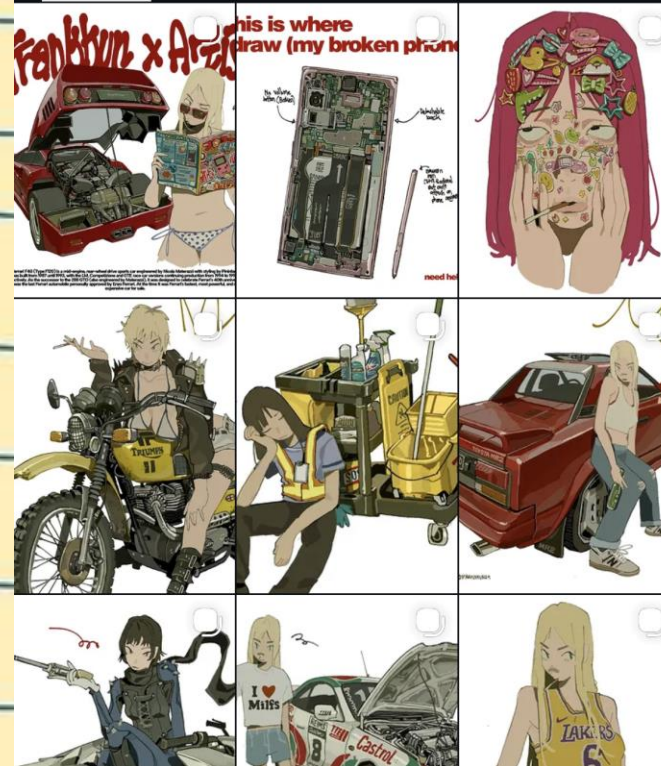
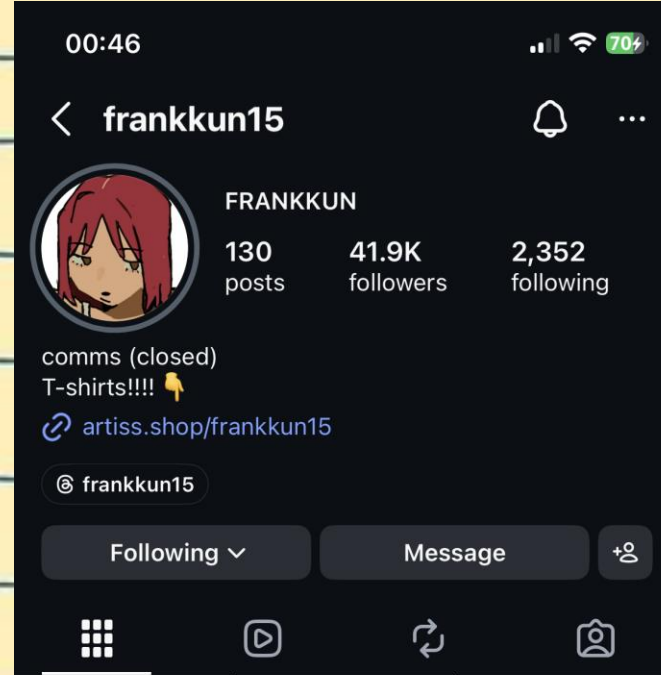
Engagement With Industry

The next artist I reached out to was

Frankkun. Their style of work is something

that I aspire to be able to recreate or

emulate with my own work.



Hi, I hope you're well ! My name is Annabel and I'm a second year student in illustration at UWTSD, I'm reaching out to you to ask some questions about the creative process of your work to try and improve my own and gain some insight for building my business branding.

I was just wondering what steps you take in making your work (planning, creating, sharing online), and also what foundations you built or connections you made either before or through building your business.

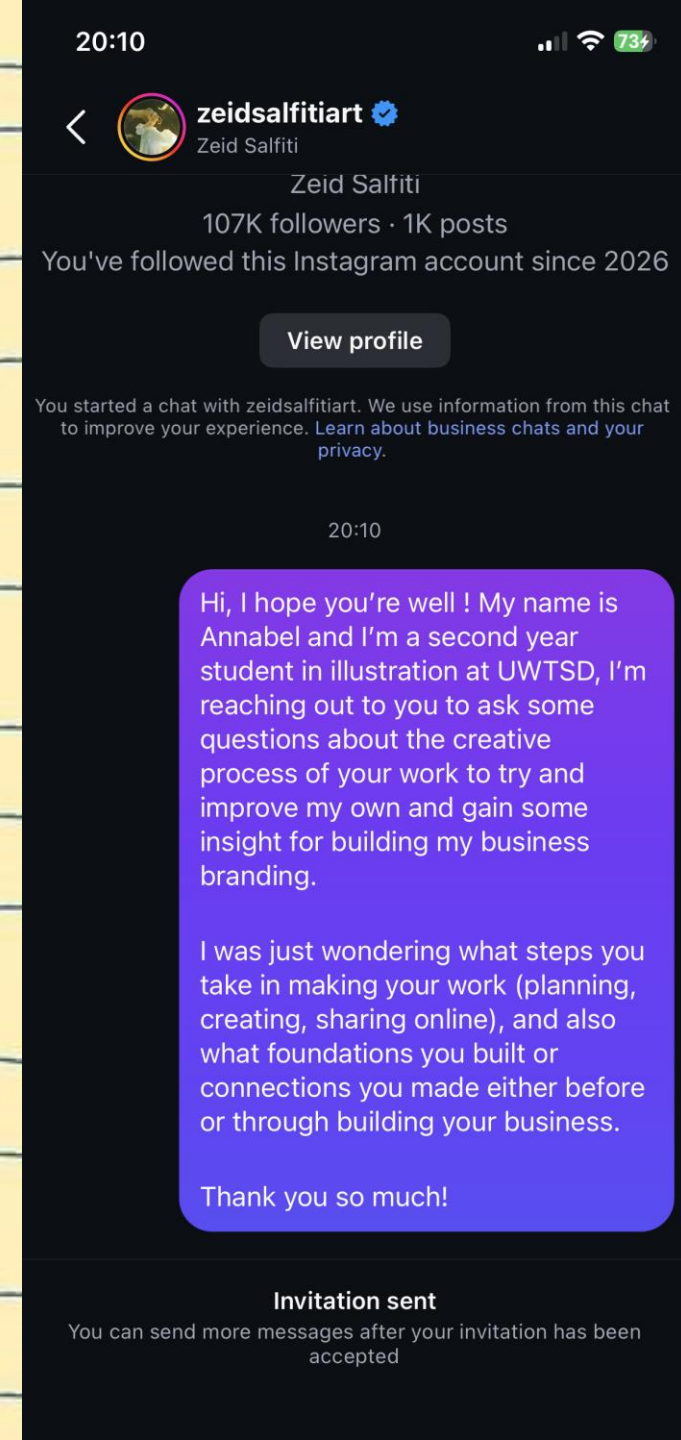
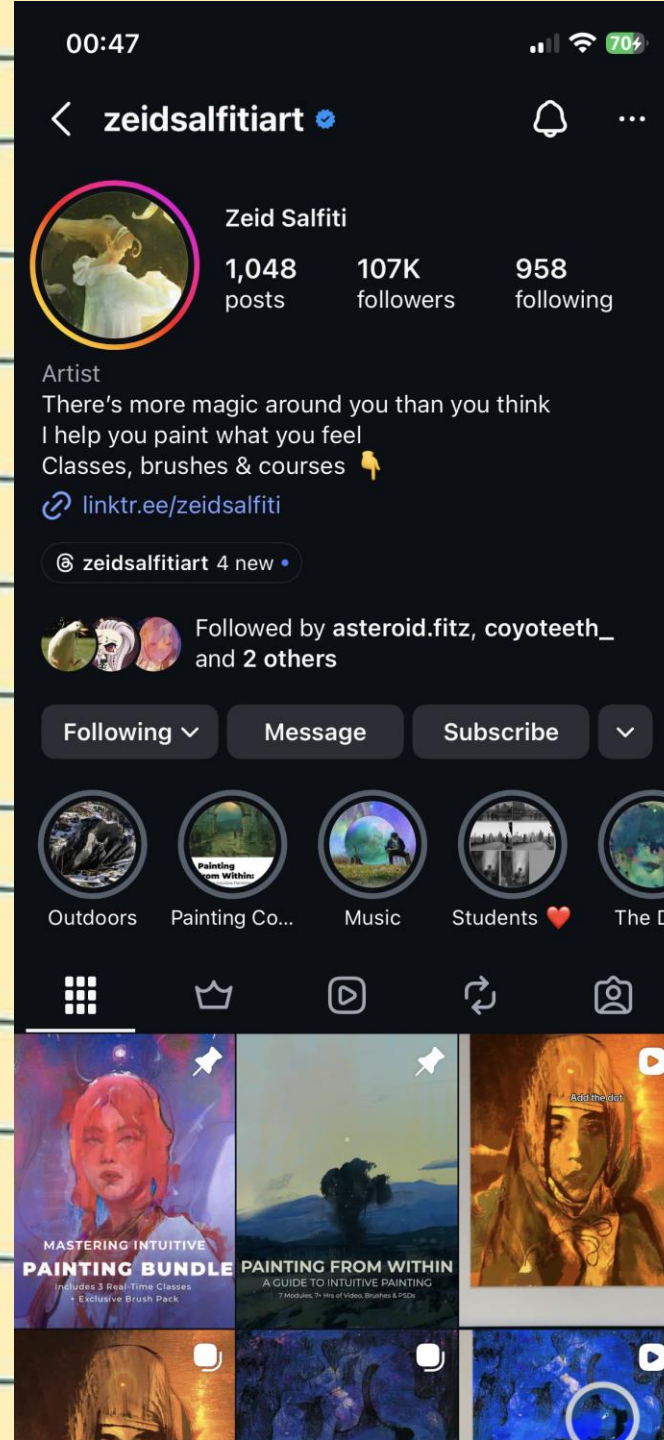
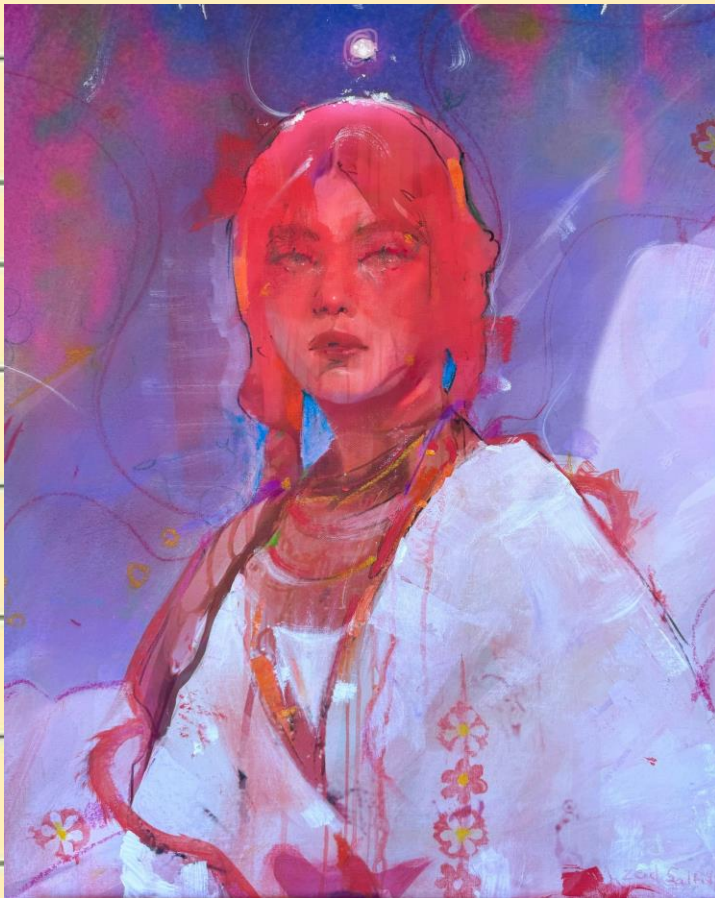
Thank you so much !

Invitation sent

You can send more messages after your invitation has been accepted

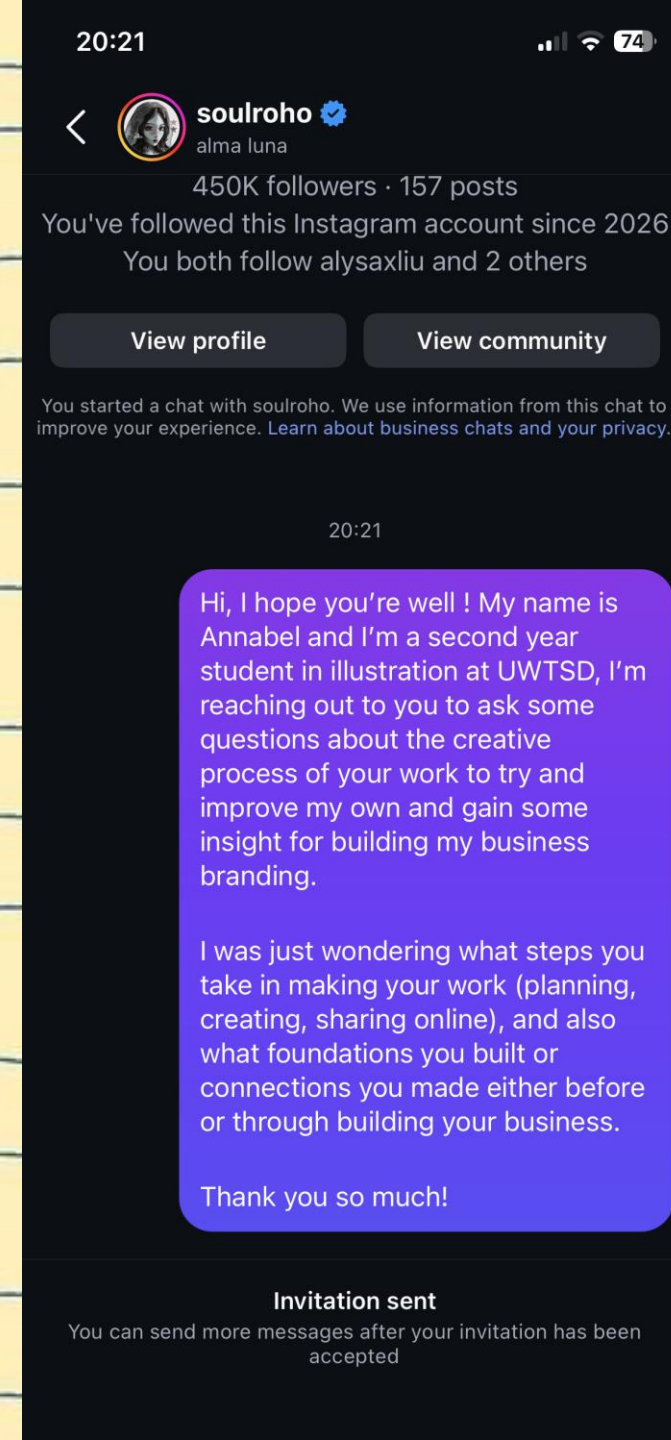
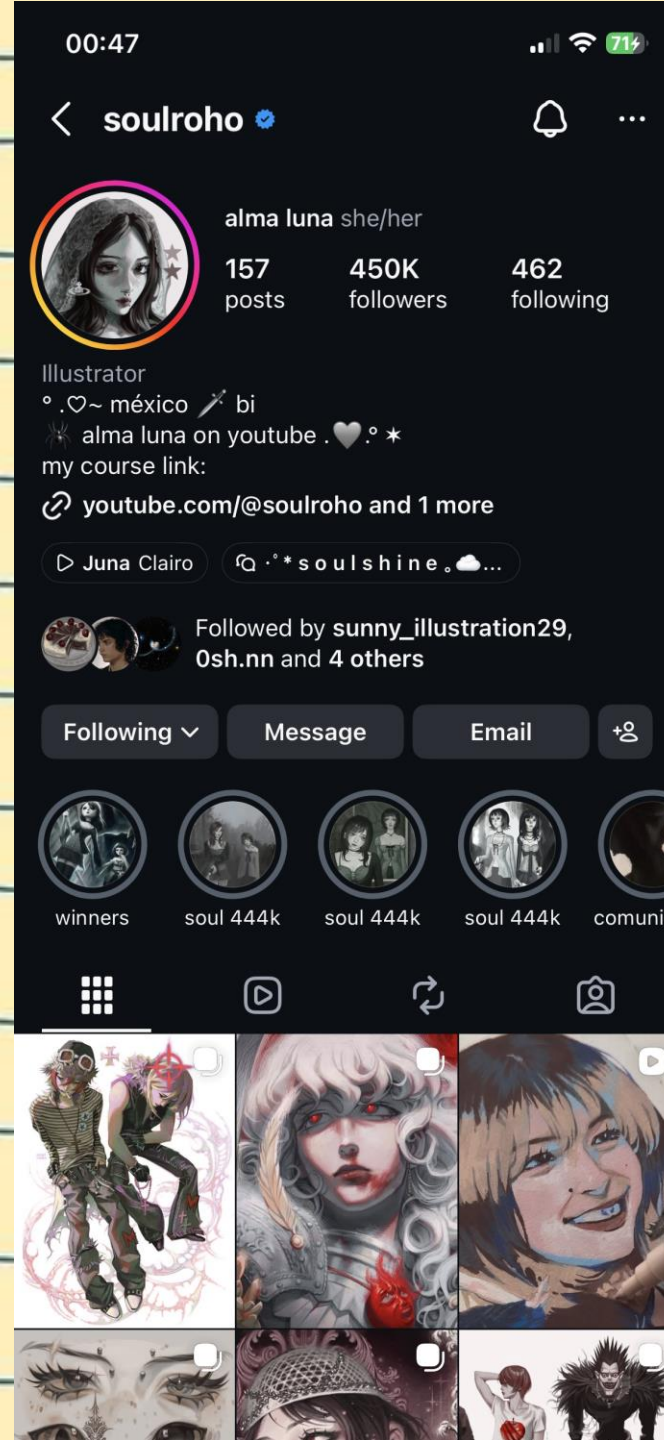
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The next artist was Zeid Salfiti. They are a digital artist who creates and sells their own Procreate brushes and also classes and courses on digital drawing.



Engagement With Industry

The next artist was Soulroho. This is an artist who's art I personally adore. They create their work both traditionally with watercolour paints and digitally.



Engagement With Industry

The final artist I messages was o.d.defiance.

Their work has an alternative street art style to it with elements of early 2000's inspiration being seen through the clothing of their characters. This is something I am also inspired by and is a style I would love to emulate through my own art.

