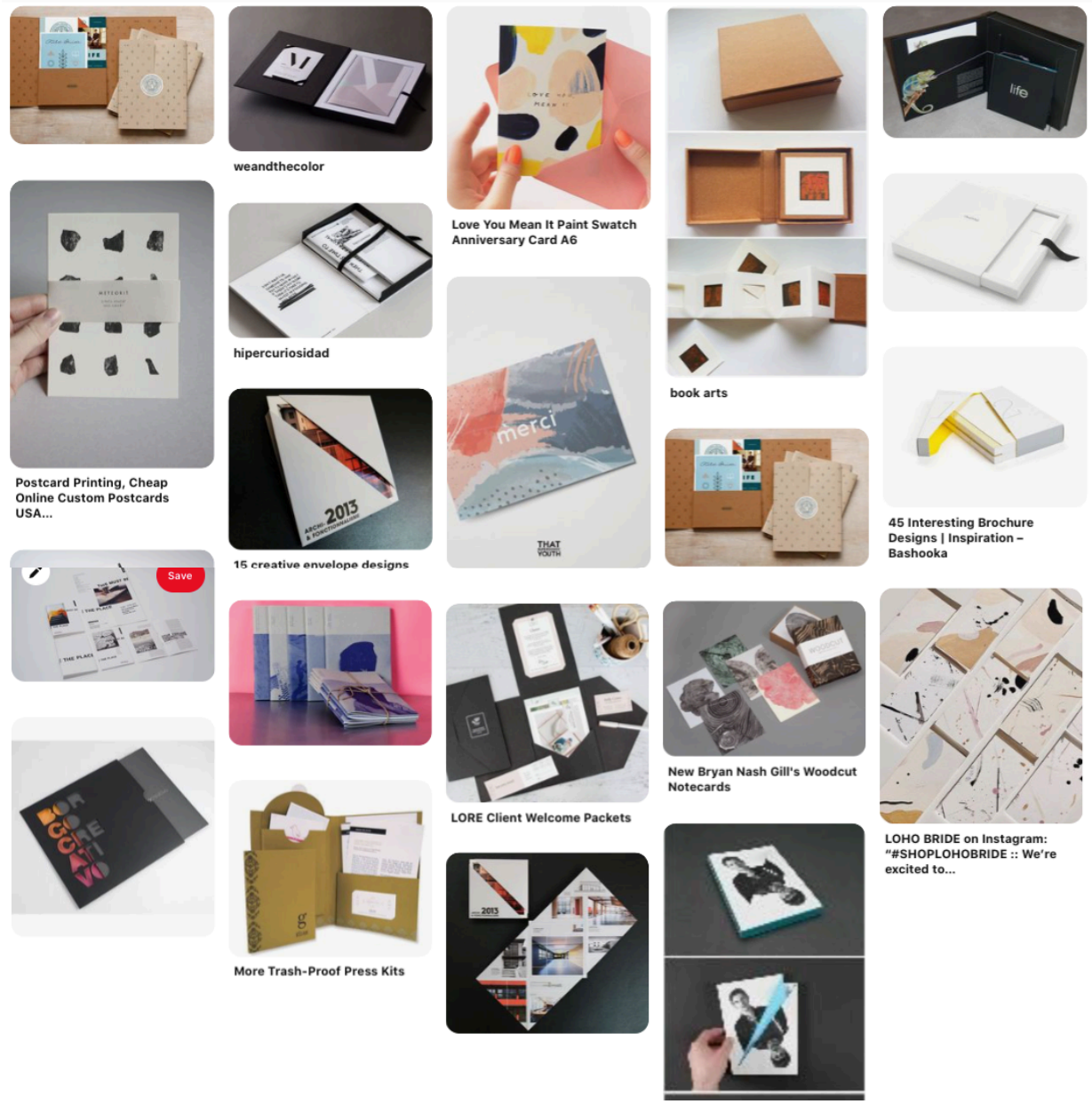
Professional Promotion Module

Press Pack

Hannah Morgan

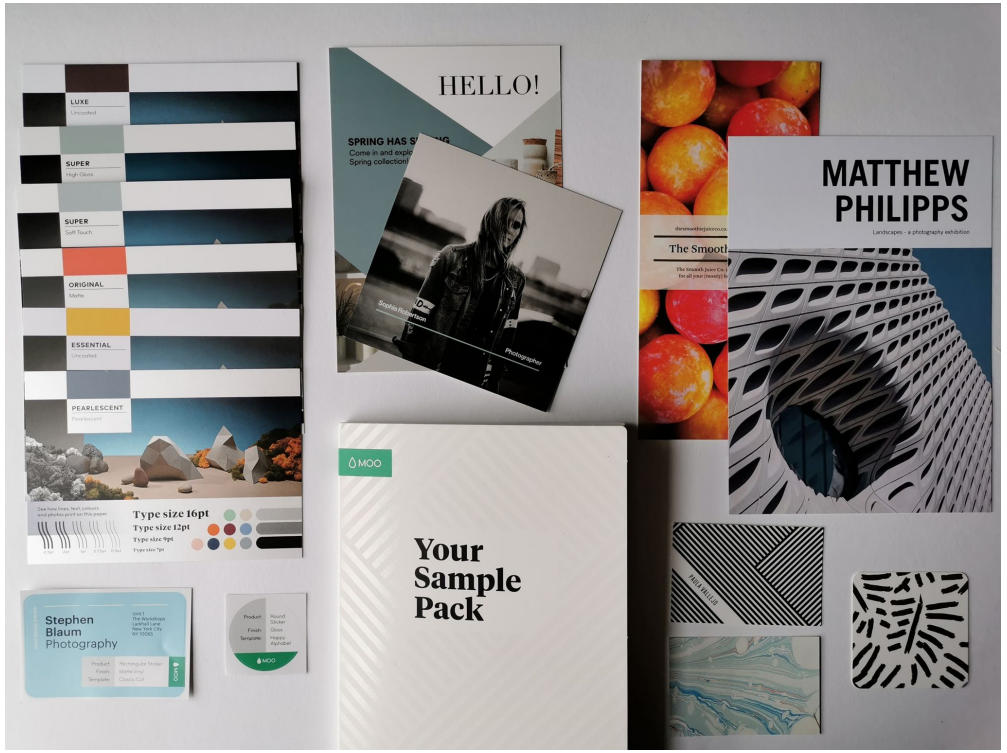


A press pack is used to showcase your work to potential employers. Within this module they must contain:

- cv
- covering letter
- business card
- samples of work

These images from Pinterest highlights the vast range of packs available which I think could work with my own potential design.

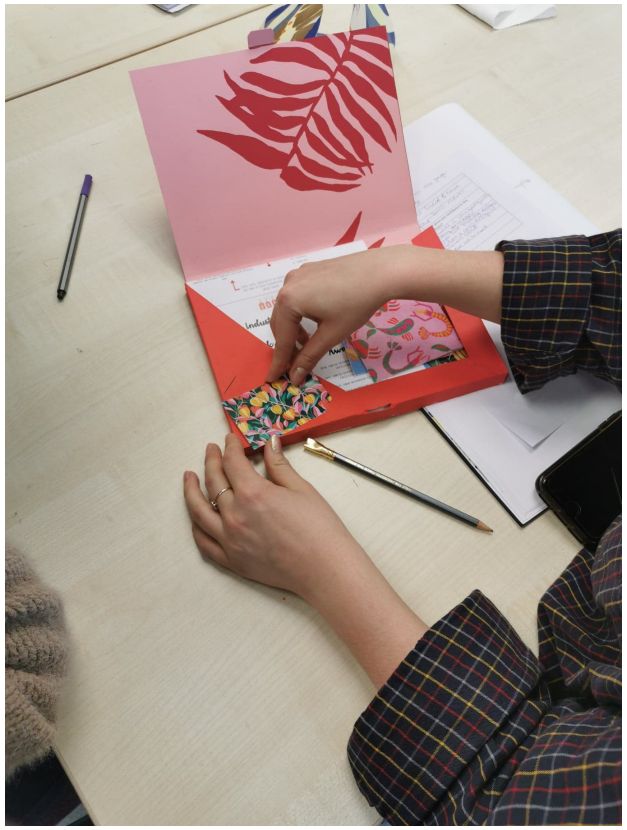
Moo Press Pack Sample



Researching how other people have used their own press packs has helped me to understand which different features would work for me. I have done that by collecting samples from Moo and being able to look at past students' submissions to the module.

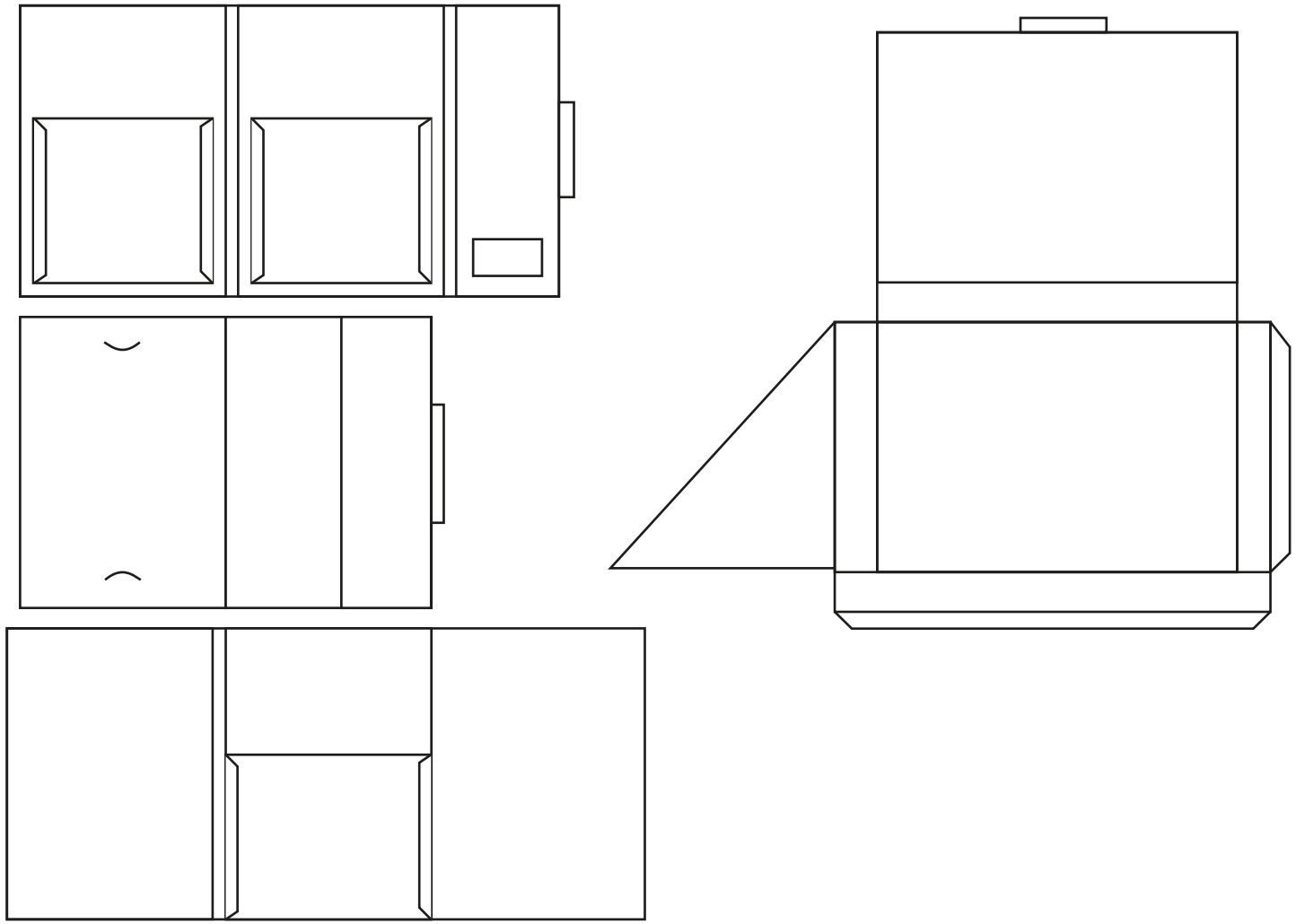
Moos free sample packs' main purpose was for buyers to understand that styles of designs are readily available from them to buy. I was able to see what kinds of products they had for sale, but they would not be appropriate for my work due to the format of it being in an envelope. It was a good way in understanding what standard of products were manufactured.





This design of press pack would be more successful to hold my portfolio of work. It would allow me to have a lot more space to add bigger samples of my work in an easier to read format.

Mock designs



After researching what was available, I began to take elements from each product and see how I could adapt it into my own pack to make it functional to my needs.

I found the idea of having pages which unfolded in different sized shapes impactful, so I wanted to see if I would be able to create something which would work alongside my design.

I did find that these designs would have been hard to contain a way to showcase samples of my work , for example, if they were in a book or small samples. The product would have to contain a more substantial three-dimensional side.

Developing a Potential Press Pack

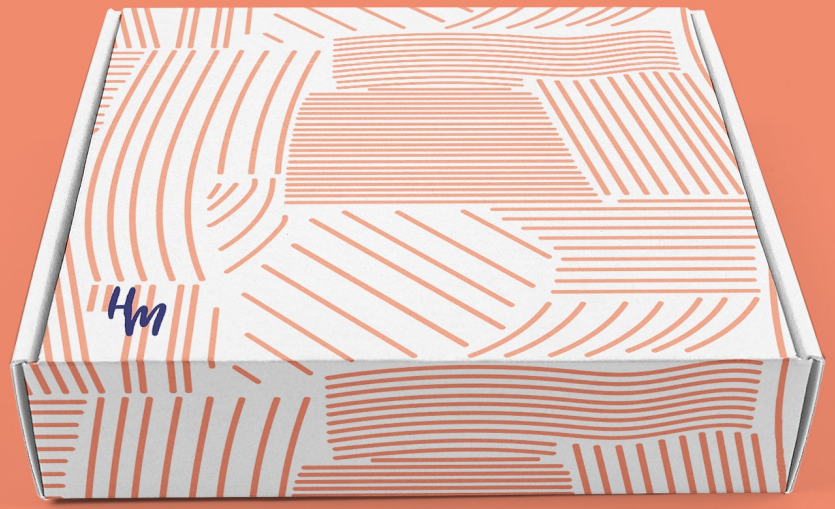








Space mapping onto Press Pack Design









With what I have learnt in mind, I decided to stick to a simple box to hold my portfolio in, which is held together by a sleeve with my designs on it to be able to show a small piece of my work before it was opened.

Having a pocket on one side containing documentation with a slit to hold a business card made it functional and easy for the viewer to take out what they wanted.

The other side would contain samples of my work. These could be shown in a book of images or physical samples of my designs. I think that having this option was important to tailoring the pack to the potential employer as they may or may not need to see a wider range of work.

Because of the samples of work I would have to make the box a lot deeper so that it would not be damaged, and I could add foam to protect it.

The size dimensions of the pack would be 25cm x 34cm x 6cm.

Final Mapped Design





Not to scale



Instagram — DOT STUDIO



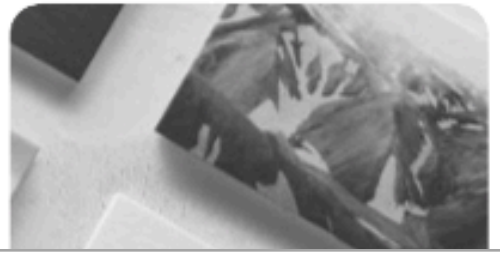
23+ New Ideas For Makeup Artist Business Cards Design Gold...



Business Cards Are Great to Promote Your Company or Brand

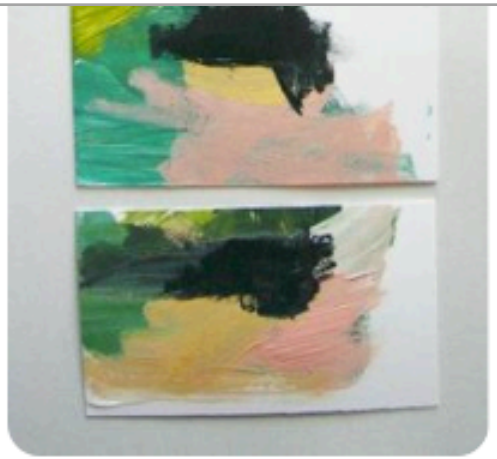








Business Cards



54 Best Ideas Jewerly Brand



Set Creative Freehand Cards Hand Drawn Stock Vector



17 Great Letterpress Business





8+ Artistic Card Designs - PSD, AI



I went through a similar process of researching business cards as I did with the press pack design but finding physical examples. After going to Collect and other shows and events I've gathered a large amount of business cards.

Once again, I ordered samples from Moo to understand the quality of products and be able to see what properties a business card could have.
Features in which I would be interested in exploring are:

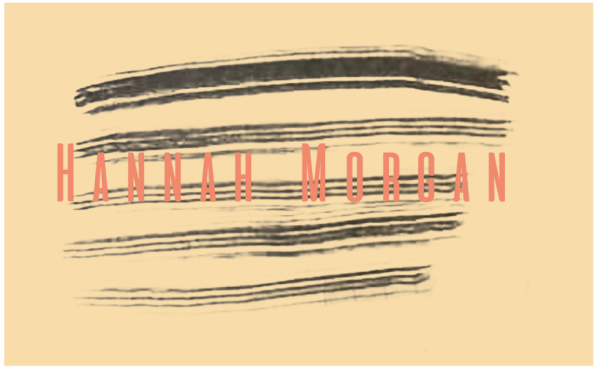
- Soft touch finish
- Raised spot gloss
- Gold foil
- Recycled cotton card
- Thicker paper – 600gsm





When creating a logo I wanted to be able to make something that was transferable over different products.





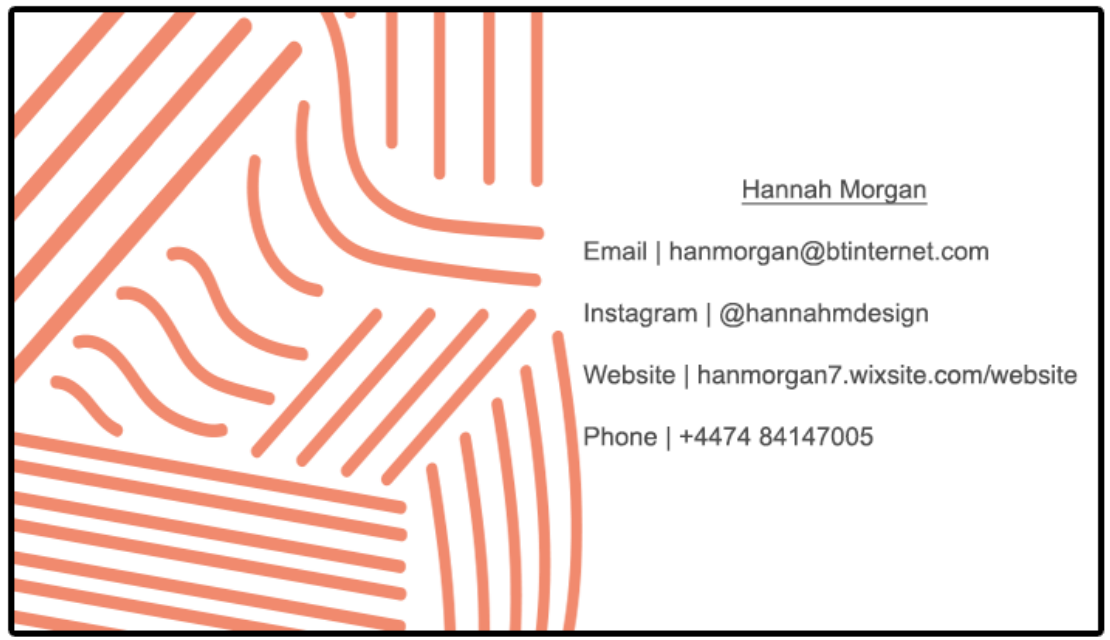








Business card development



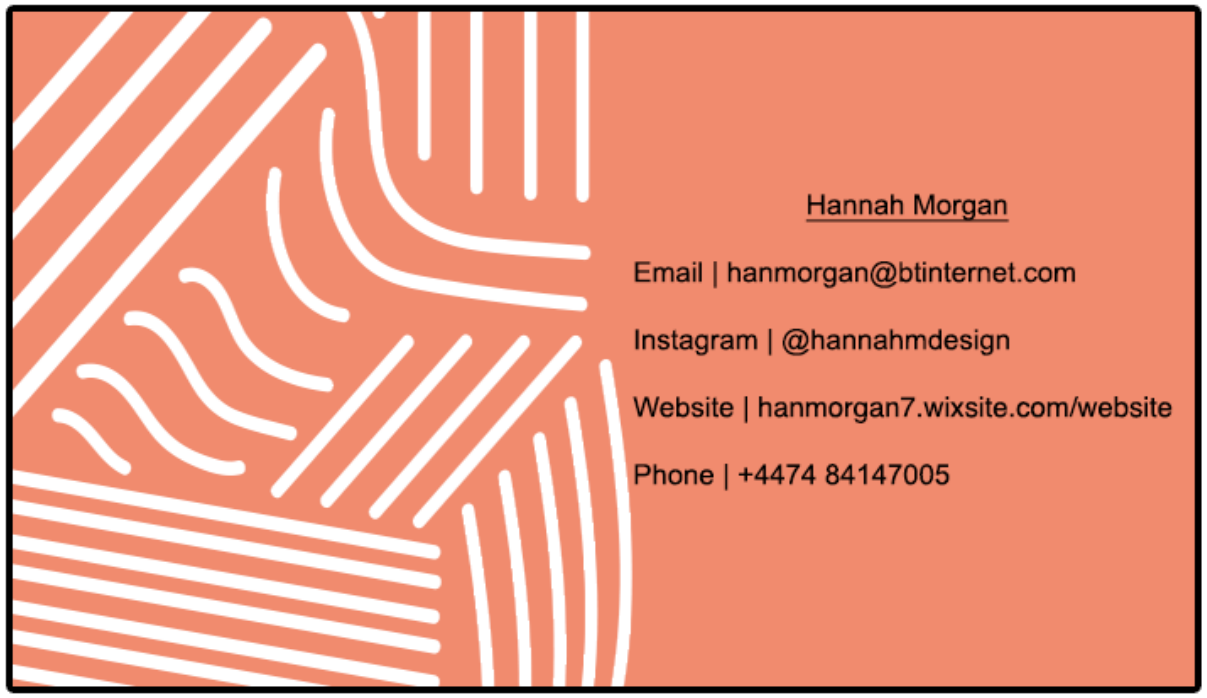


When researching what properties were available to have printed, I liked the effect that the embossed and reflected surface had on these cards. This subtle effect on these images was the feature I wanted to imply.





Final Business Card Design





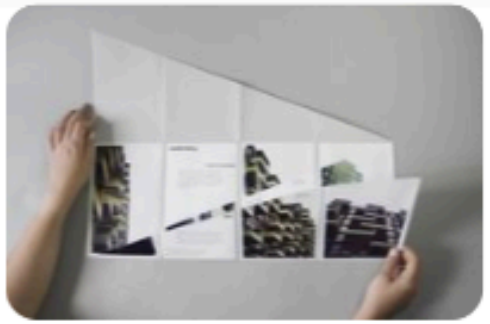
Final Mapped Design







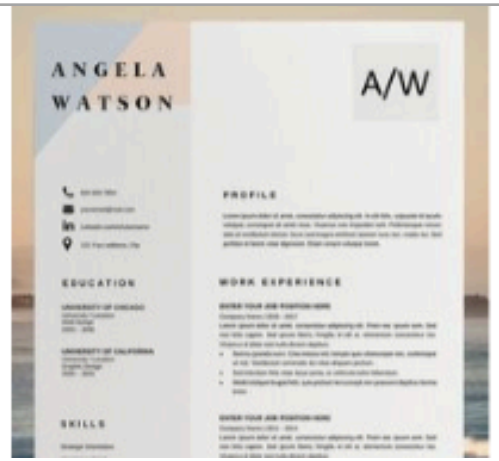




An entry from yayfortoday



CV and Covering Letter





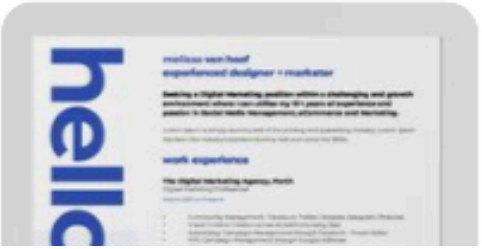


Alexa Resume Template #83022





Tamara Resume/CV Template...
Etsy



CV and Covering Letters are the first point of contact you have with a potential employer. Features needed to create a CV are:

1. Contact details
    - Name
    - Address
    - Telephone
    - Email
    - Website/social media
    - Date of birth

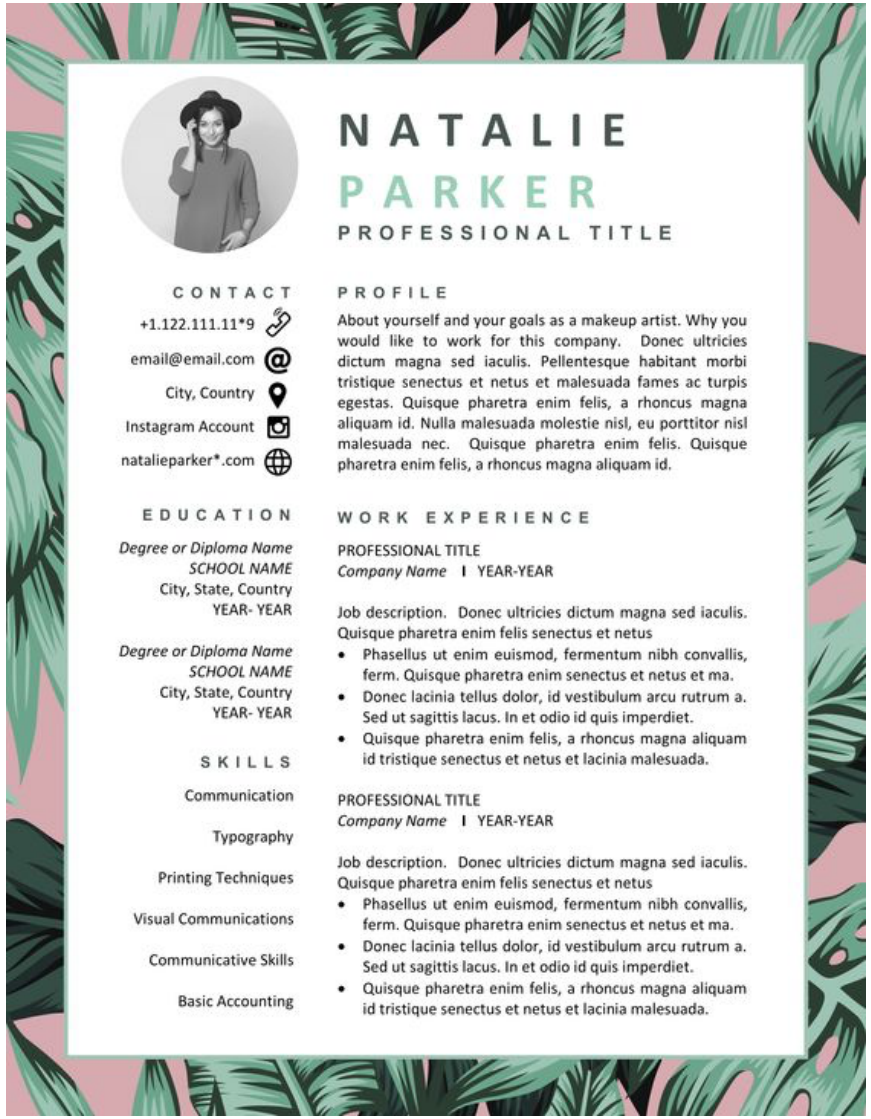
2. Education

3. Experience
    - Work experience
    - Exhibitions and Awards
    - Publications
    - Skills

4. References

5. Personal statement / profile

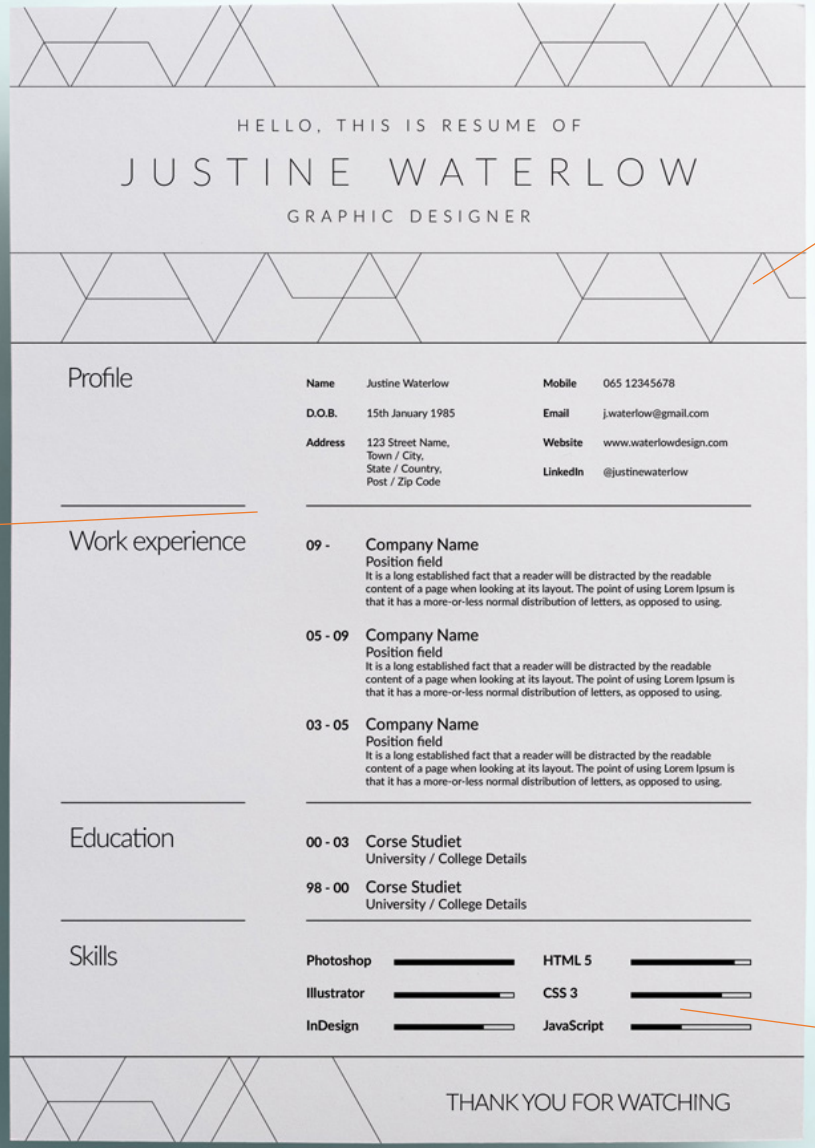
Assessing designs





I really like the element of what an artist's CV tells the reader about their style and brand identity as person. Looking at different examples has showed me how unique each CV can be. These two examples show strong elements I wanted to develop into my own work. I like the columned layout and the use of larger coloured headings as it showcases them as a professional persona.

Confusing use of line separation in my opinion looks like two different columns



HELLO, THIS IS RESUME OF

JUSTINE WATERLOW

GRAPHIC DESIGNER

Profile

Name	Justine Waterlow	**Mobile**	065 12345678
D.O.B.	15th January 1985	**Email**	j.waterlow@gmail.com
Address	123 Street Name, Town / City, State / Country, Post / Zip Code	**Website**	www.waterlowdesign.com
		LinkedIn	@justinewaterlow

Work experience

09 - Company Name
Position field
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using.

05 - 09 Company Name
Position field
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using.

03 - 05 Company Name
Position field
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using.

Education

00 - 03 Corse Studiet
University / College Details

98 - 00 Corse Studiet
University / College Details

Skills

Photoshop		**HTML 5**	
Illustrator		**CSS 3**	
InDesign		**JavaScript**	

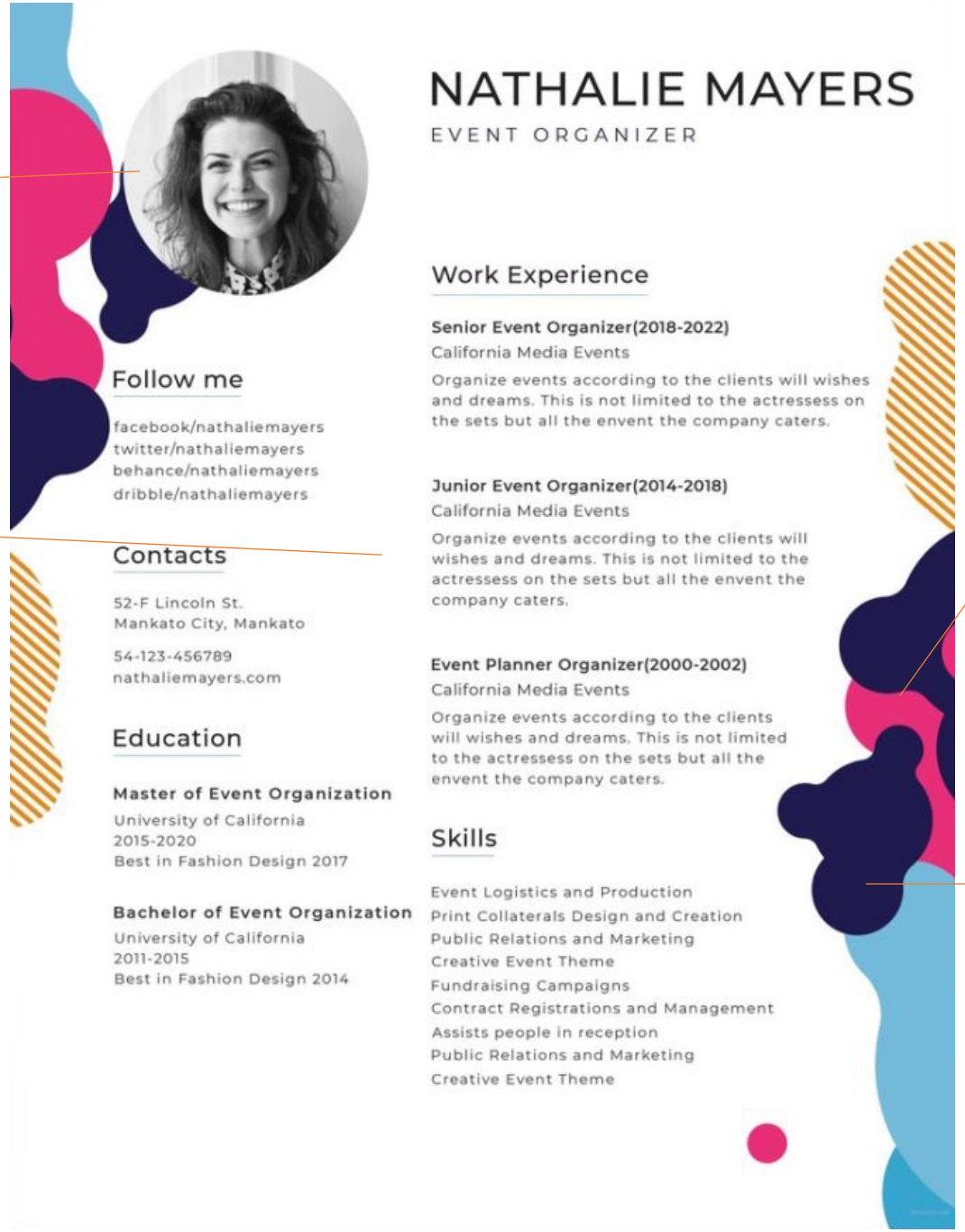
THANK YOU FOR WATCHING

Clear use of style identity

Scale needs a written value to understand what it is meant to say - unclear

Happy photo showing a sense of personality

Clear structure



The colour palette is impactful hinting at a fun personality to her identity. Although in my opinion I do not think the yellow works well as it seems a little out of place.

Great use of imagery to show a fun playful atheistic. Fitting in with her job and personality.



Amy Houghton

Profile

- Professional artist currently using animation, video and porcelain to explore the hidden and revealed histories and stories related to old textiles and photographs placed in the context of our lives in the present.
- Well organised project leader of commissions, residencies, exhibitions, arts management and education. Balancing advanced creative skills with attentiveness to administrative detail.
- Offers considerable experience and enthusiasm in innovative arts education and participatory arts practice.

Profile
Education and Training
Selected Exhibitions, Commissions and Residencies
Funding and Awards
Curating and Arts Management
Selected Lecturing and Participatory Arts Practice

Education and Training

MA Textiles
2005 - 2006
Goldsmiths University of London

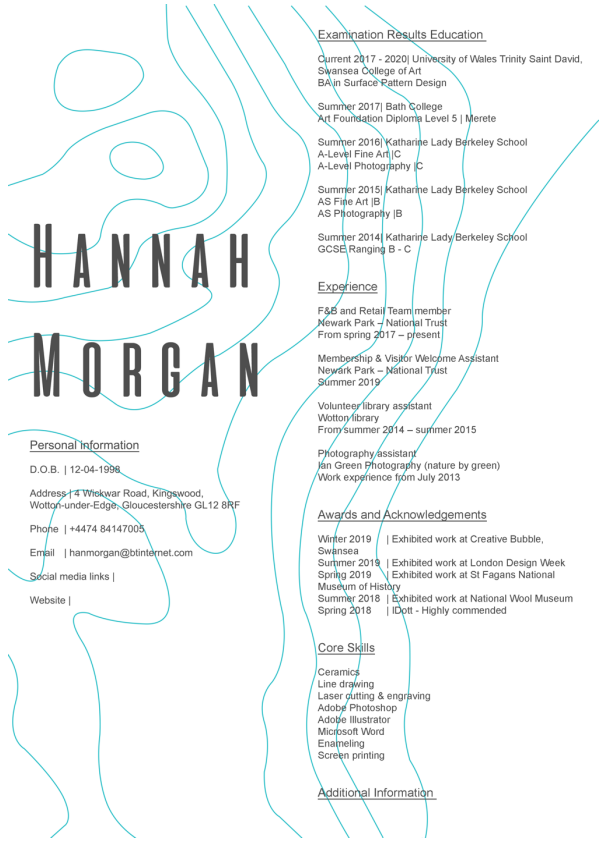
BTEC Professional Diploma in Arts Practice and Management
2002
City of Bath College

First Class BA (Hons) degree in Multi Media Textiles
1998 - 2000
Loughborough University School of Art and Design

HND in Textiles and Surface Pattern Design (2 Distinctions, 2 Merits)
1996-1998

The simple format makes the CV easy and simple to read.

Although a very basic and plain CV the hint of the fabric shows her working style and interests.



HANNAH MORGAN

Personal information

D.O.B. | 12-04-1998

Address | 4 Wickwar Road, Kingswood,
Wotton-under-Edge, Gloucestershire GL12 8RF

Phone | +4474 84147005

Email | hanmorgan@btinternet.com

Social media links |

Website |

Examination Results Education

Current 2017 - 2020| University of Wales Trinity Saint David,
Swansea College of Art
BA in Surface Pattern Design

Summer 2017| Bath College
Art Foundation Diploma Level 5 | Merete

Summer 2016| Katharine Lady Berkeley School
A-Level Fine Art |C
A-Level Photography |C

Summer 2015| Katharine Lady Berkeley School
AS Fine Art |B
AS Photography |B

Summer 2014| Katharine Lady Berkeley School
GCSE Ranging B - C

Experience

F&B and Retail Team member
Newark Park – National Trust
From spring 2017 – present

Membership & Visitor Welcome Assistant
Newark Park – National Trust
Summer 2019

Volunteer library assistant
Wotton library
From summer 2014 – summer 2015

Photography assistant
Ian Green Photography (nature by green)
Work experience from July 2013

Awards and Acknowledgements

Winter 2019 | Exhibited work at Creative Bubble, Swansea
Summer 2019 | Exhibited work at London Design Week
Spring 2019 | Exhibited work at St Fagans National Museum of History
Summer 2018 | Exhibited work at National Wool Museum
Spring 2018 | IDott - Highly commended

Core Skills

Ceramics
Line drawing
Laser cutting & engraving
Adobe Photoshop
Adobe Illustrator
Microsoft Word
Enameling
Screen printing

Additional Information



Hannah Morgan

Personal information

D.O.B. | 12-04-1998

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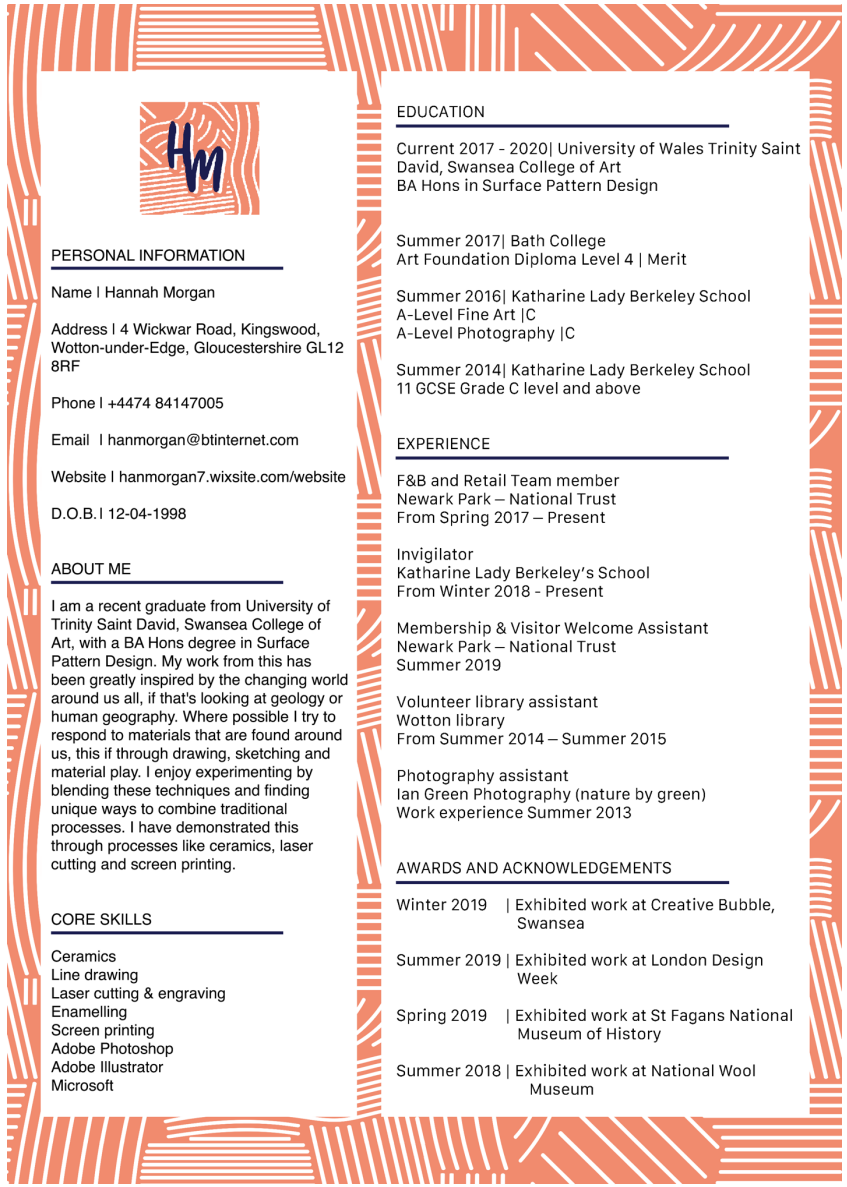
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Spring 2018 | IDott - Highly commended

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Adobe Illustrator
Microsoft Word
Enameling
Screen printing

Additional Information

These are CV examples which I started off with. I don’t think they showed the correct reflection of me because I felt the layout didn’t add anything to the writing, the font for my name was more distracting than impactful and the writing needed colour (if that was in titles or underlining) as it still just looked like a nice CV.



PERSONAL INFORMATION

Name I Hannah Morgan

Address I 4 Wickwar Road, Kingswood, Wotton-under-Edge, Gloucestershire GL12 8RF

Phone I +4474 84147005

Email I hanmorgan@btinternet.com

Website I hanmorgan7.wixsite.com/website

D.O.B.I 12-04-1998

ABOUT ME

I am a recent graduate from University of Trinity Saint David, Swansea College of Art, with a BA Hons degree in Surface Pattern Design. My work from this has been greatly inspired by the changing world around us all, if that's looking at geology or human geography. Where possible I try to respond to materials that are found around us, this if through drawing, sketching and material play. I enjoy experimenting by blending these techniques and finding unique ways to combine traditional processes. I have demonstrated this through processes like ceramics, laser cutting and screen printing.

CORE SKILLS

Ceramics
Line drawing
Laser cutting & engraving
Enamelling
Screen printing
Adobe Photoshop
Adobe Illustrator
Microsoft

EDUCATION

Current 2017 - 2020| University of Wales Trinity Saint David, Swansea College of Art
BA Hons in Surface Pattern Design

Summer 2017| Bath College
Art Foundation Diploma Level 4 | Merit

Summer 2016| Katharine Lady Berkeley School
A-Level Fine Art |C
A-Level Photography |C

Summer 2014| Katharine Lady Berkeley School
11 GCSE Grade C level and above

EXPERIENCE

F&B and Retail Team member
Newark Park – National Trust
From Spring 2017 – Present

Invigilator
Katharine Lady Berkeley's School
From Winter 2018 - Present

Membership & Visitor Welcome Assistant
Newark Park – National Trust
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Summer 2019 | Exhibited work at London Design Week

Spring 2019 | Exhibited work at St Fagans National Museum of History

Summer 2018 | Exhibited work at National Wool Museum

Improving on the elements I didn't like from past examples I created a clearer and more structured design of my cv that in my opinion worked a lot more successfully.



PERSONAL INFORMATION

Name | Hannah Morgan

Address | 4 Wickwar Road, Kingswood, Wotton-under-Edge, Gloucestershire GL12 8NF

Phone | +4474 84147005

Email | hannorgan@btinternet.com

Website | hannorgan7.wixsite.com/website

D.O.B. | 12-04-1998

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A-Level Fine Art IC
A-Level Photography IC

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Spring 2019 | Exhibited work at St Fagans National Museum of History

Summer 2018 | Exhibited work at National Wool Museum



4 Wickwar Road
Kingswood
Wotton-Under-Edge
Gloucestershire
GL12 8RF

COMPANIES ADDRESS

April 2020

Dear Sir/ Madam,

My name is Hannah Morgan. I'm writing to enquire about the potential of a work placement within your company.

I am a recent graduate from University of Trinity Saint David, Swansea College of Art, with a BA Hons degree in Surface Pattern Design and wish to pursue a career in Blank. The degree course covers many different disciplines and I have acquired skills in print, drawing and 3D surfaces. I enjoy experimenting by blending these techniques and finding unique ways to combine traditional processes. I have demonstrated this through processes like ceramics, laser cutting and screen printing.

During the first year of my degree, I developed my understanding of print making. I created many different wallpaper designs using screen printing and lino cutting methods and learnt how to do large scale printing. I was proud of the work I created as I was highly commended with two of my designs in the 2018 IDott wallpaper competition. Working alongside this I learnt about the concept of trending and the use of colour within interiors and fashion.

Last year it was all about experimentation within the work briefs. I set out to explore my interest in ceramics and my interest within textures. I studied different mentalities of hard and soft materials and combining the two together.

As a university student I've had experience working on live briefs with Orangebox and the National Museum Wales (St Fagans National Museum of History and National Wool Museum).

For further information about me and my work please refer to the CV enclosed, along with a section of sample images of designs I have produced throughout my university studies.

I am grateful to you spending the time to look at my work and I look forward from hearing from you soon.

Yours faithfully / sincerely

Hannah Morgan

Mobile: 07484147005
Email: hanmorgan@btinternet.com

Covering Letter

With my covering letter I thought it would be appropriate to continue with a more traditional format. I used a border so that I could continue my designs onto all elements of the press pack easier and it would keep a cohesive style to everything, making the overall presentation to this more professional.

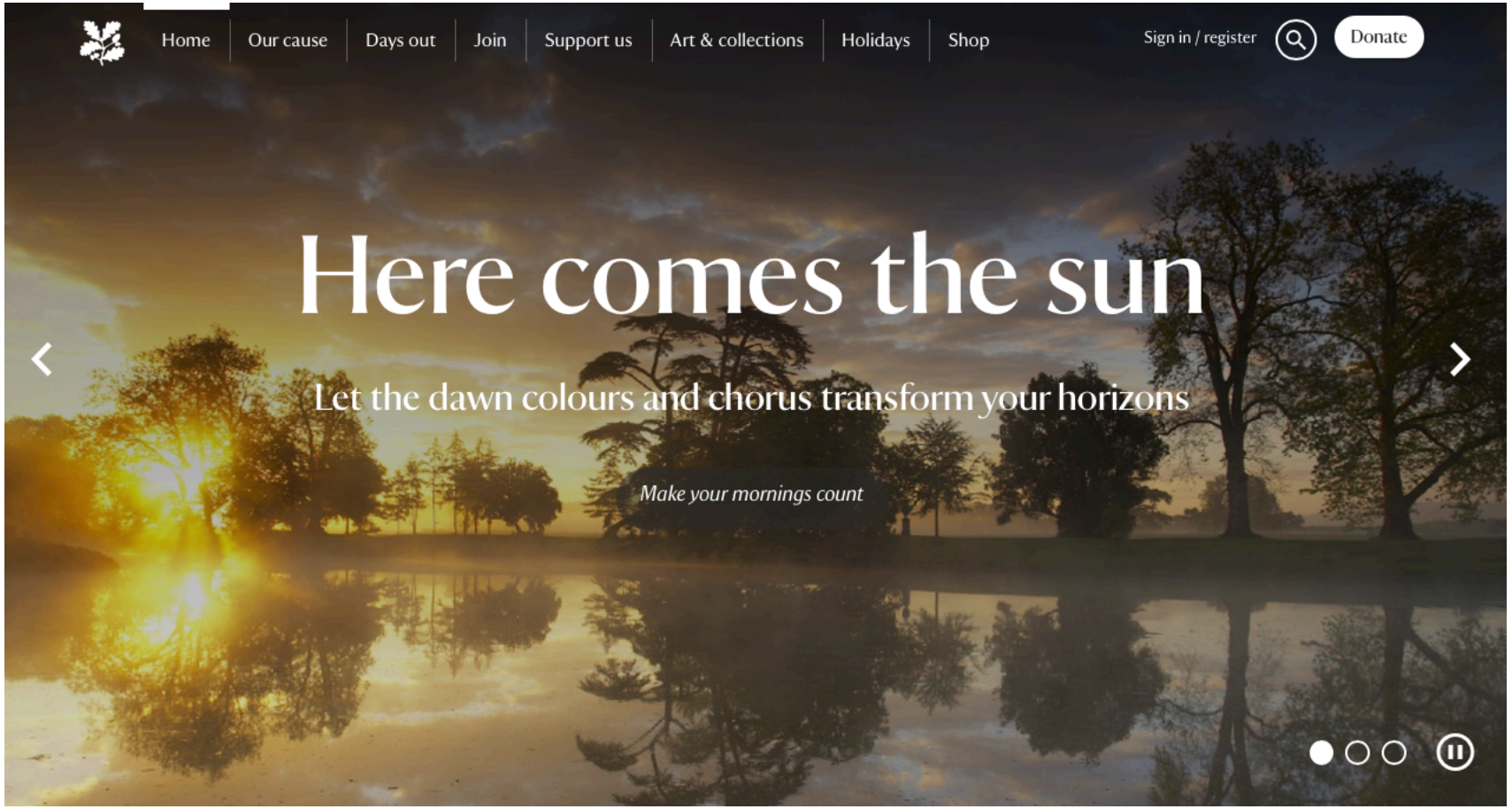
Sending out Press Packs

When coming to a decision on which companies I would send my press pack to, I thought of many different factors:

- I had to think about how I would see myself fitting into their current brand.
- What they could bring to my own designs.
- The values of the company and if they align to what I believe in.
- Type of business.
- Companies that reflect well to my own brand identity – if that is through material or style.

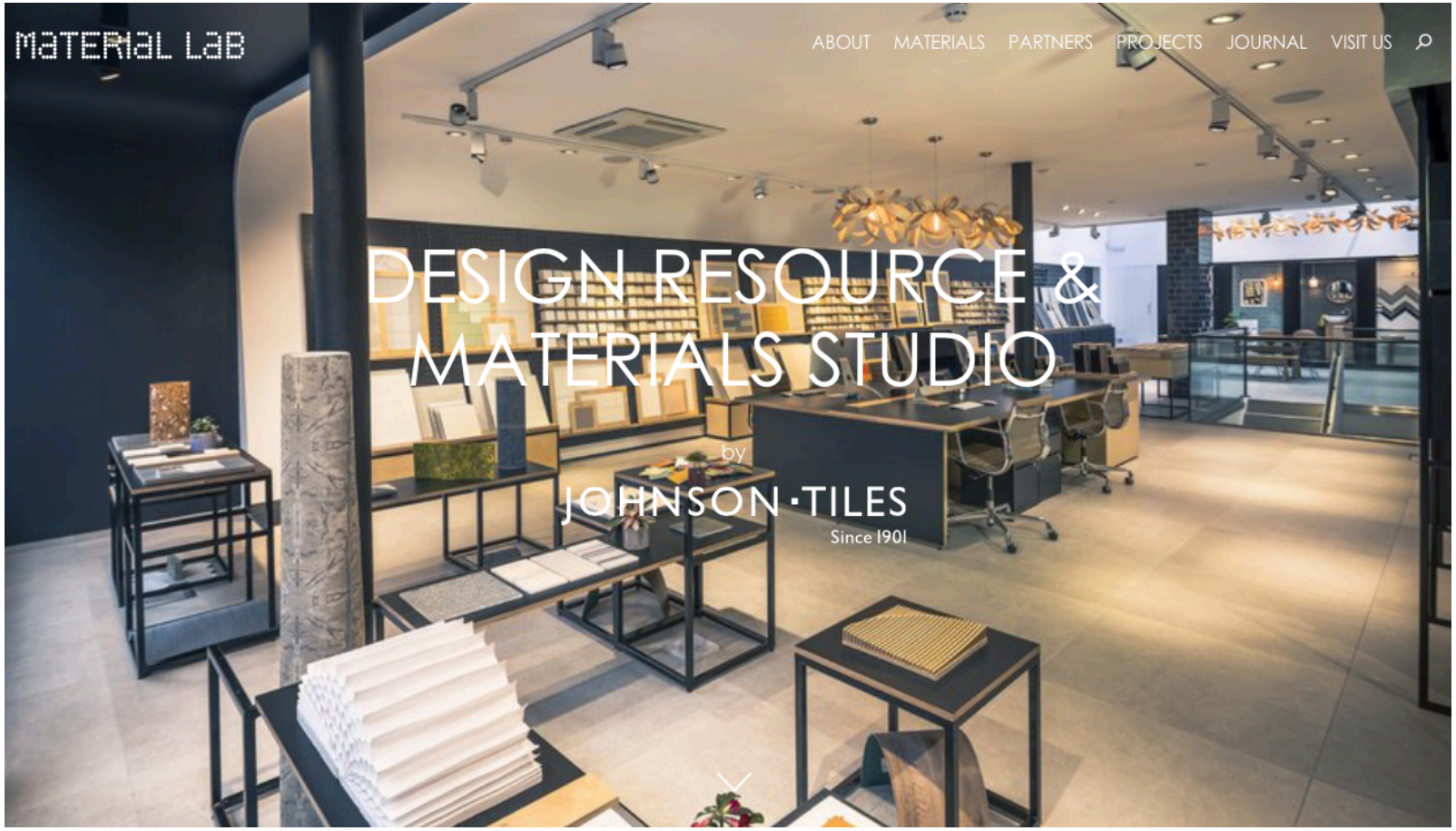
These are ten business which I would consider sending my press pack too.

National Trust www.nationaltrust.org.uk



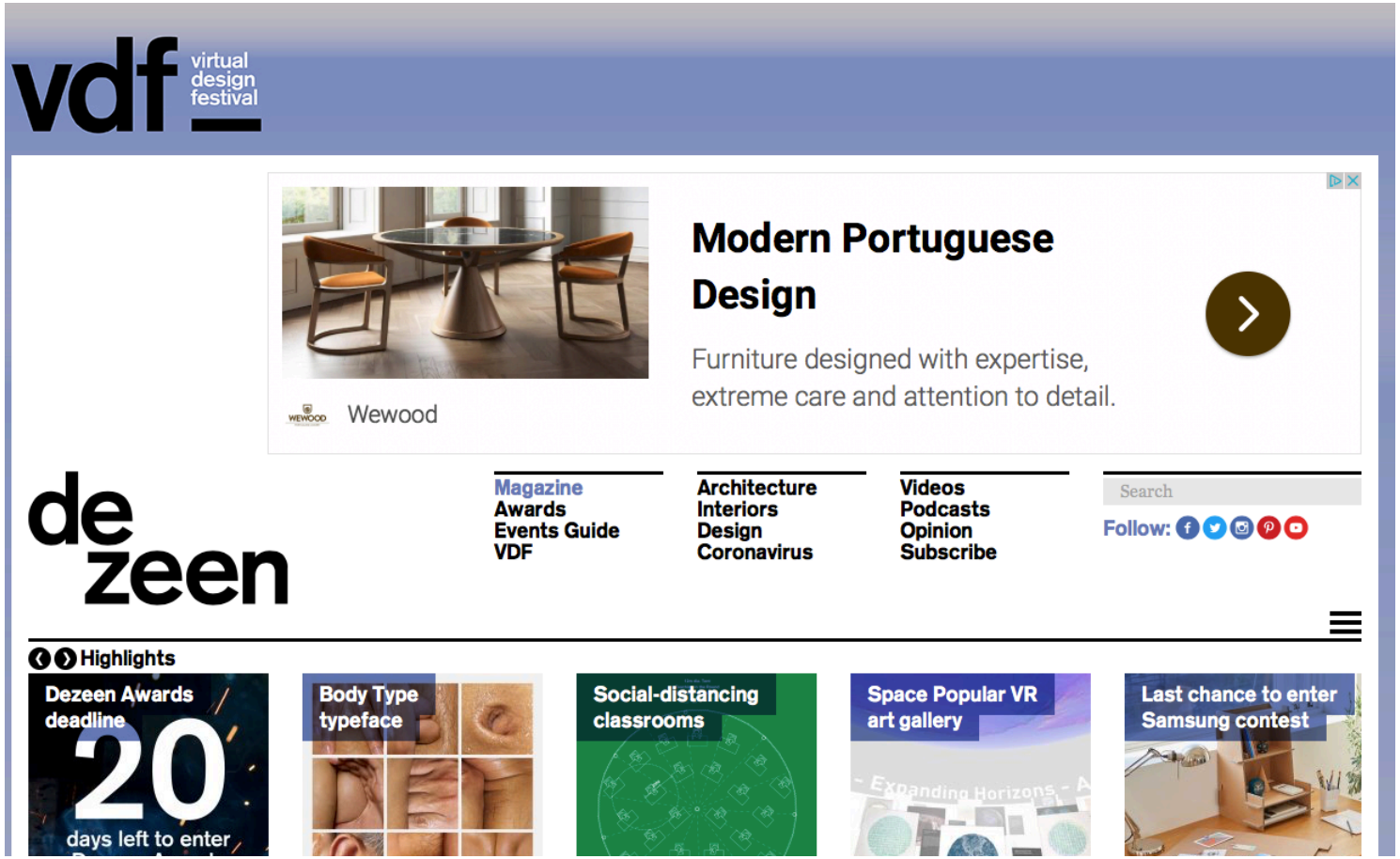
Carrying on working in the National Trust would be something that I really do see myself doing in the future even if it wasn't in their design sector as I really associate myself with their core values and behaviours which they set out over the Trust.

Material Lab www.material-lab.co.uk



Material lab is a working design source studio and material library based in London. It is a unique space being able to act as a hub of ideas which allows people to network and be inspired. For that matter I think it would be an exciting environment to be able to work in and it has been able to fit in well with my current creative interest.

Dezeen www.dezeen.com



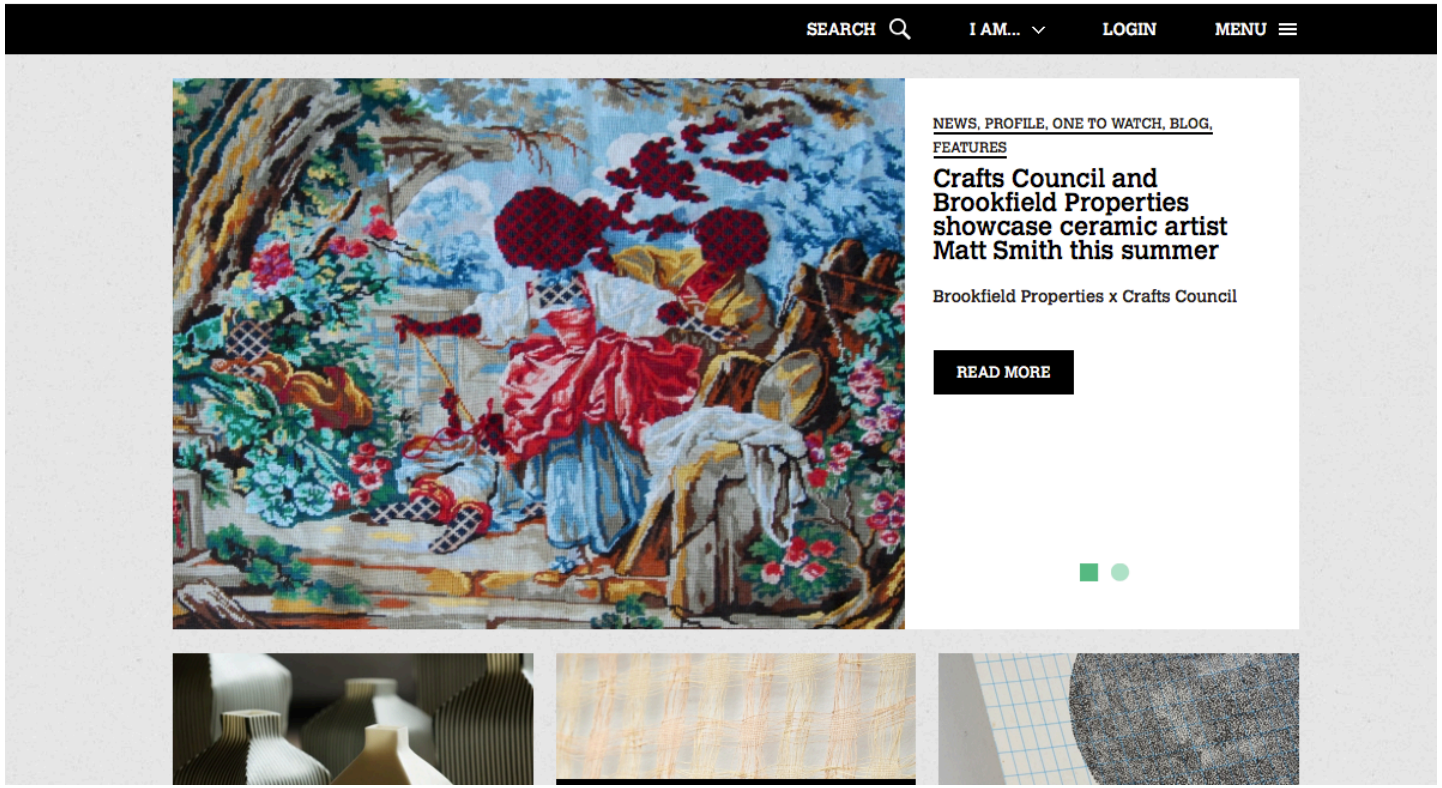
Dezeen is an influential architectural/design magazine. The brand has many different departments exposing people to current design which is happening all over the world. Because of the trendiness of their articles I would love be be able to work in a firm like Dezeen.

Sculpd https://sculpd.co.uk



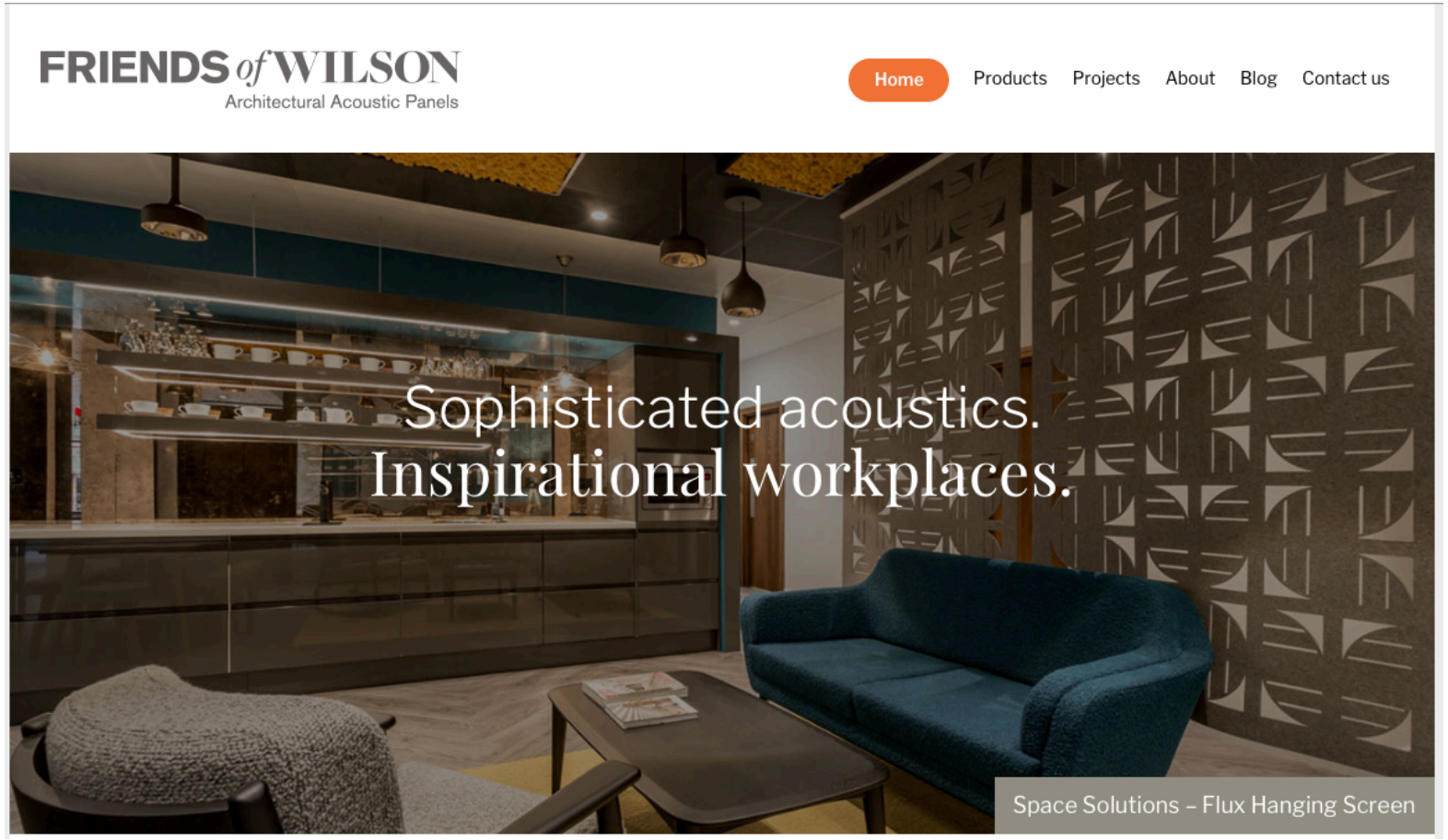
There are many kinds of subscription and one-off boxes out there targeted towards crafters and designers. Sculpd works as a singular purchase that gives you the equipment to craft your own clay piece. I've been subscribed to Sculpd on Instagram for a long time and I really enjoy their media presence and how they get their costumers involved on the platform. It shows the idea that crafting something from clay is open to anyone and its simple to do. This is due to the material being air dried clay and the product being fun and marketable at a mature audience.

Craft Council www.craftscouncil.org.uk



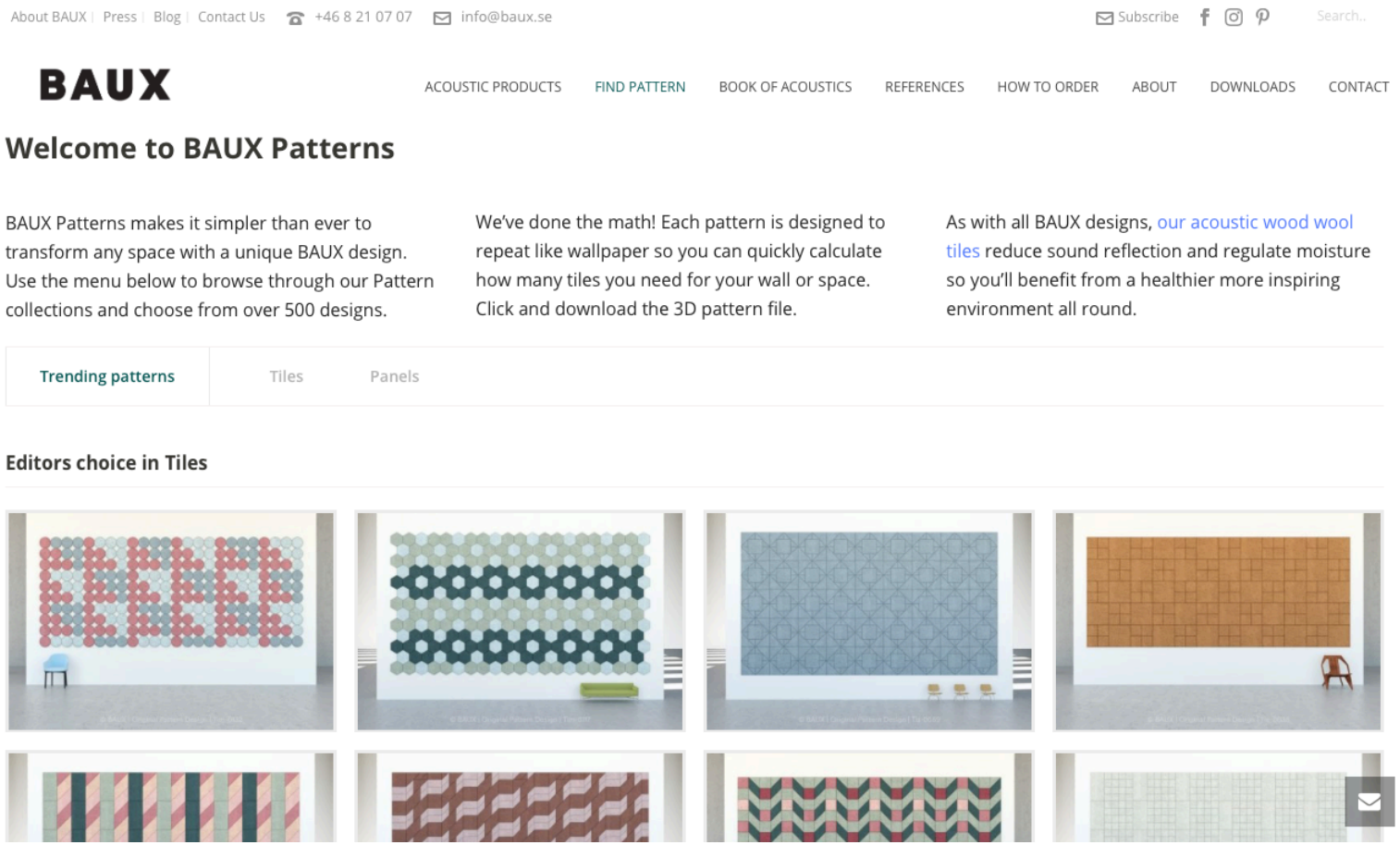
As highlighted in other companies like Dezeen and Sculpd I would see myself being able to work within a company which educates viewers in wanting to create and make. The Craft Council and their work they have done within craft fairs is something I am really interested in learning about, along with the ideas of networking and creating an environment where other makers can talk about their own craft.

Friends of Wilson www.friendsofwilson.com



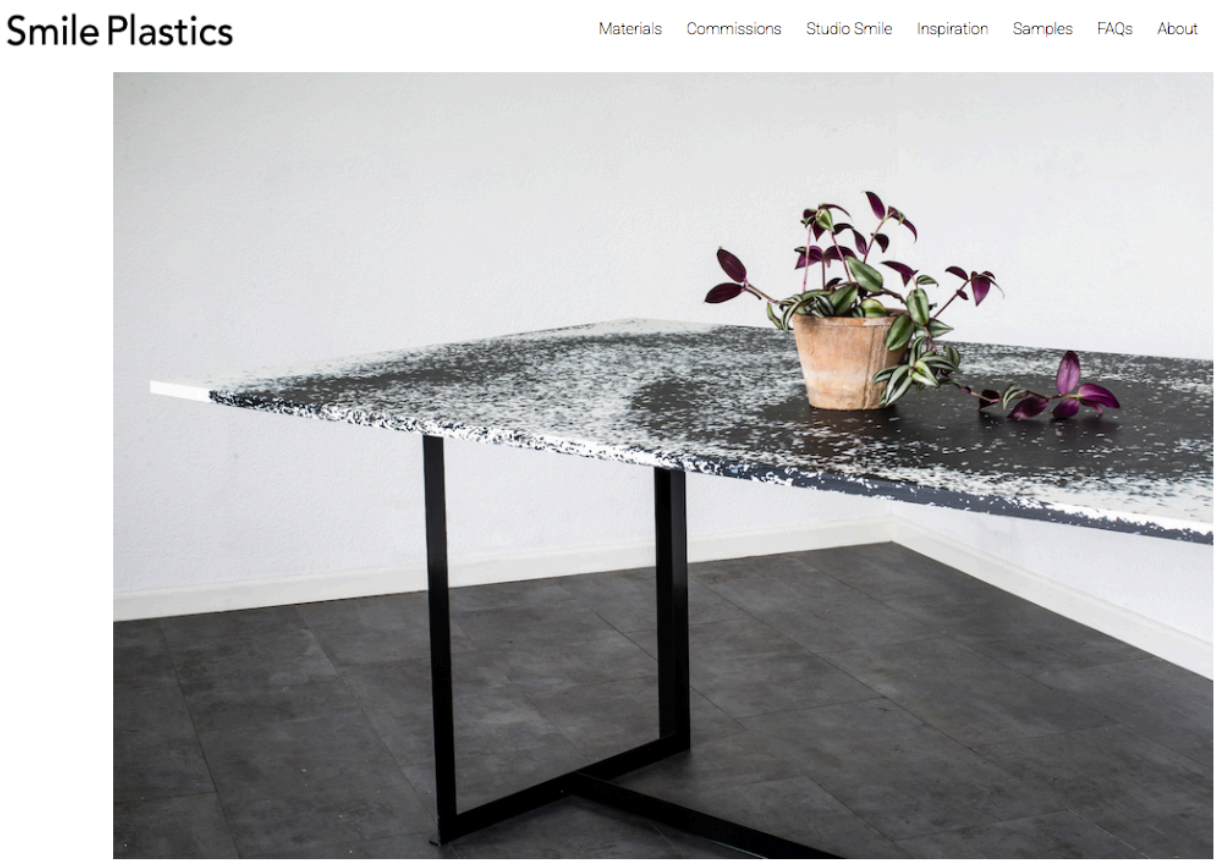
Friends of Wilson are defined as creating “architectural acoustic panels”. I came across the company during my second year when I was exploring the potential of creating paneling and how they work within spaces. By following them for a long time I understand their projects and who their target market is (working within office spaces). Defining themselves as being ”creative and functional” I feel that my identity as a designer would work well within this company.

Baux www.baux.se



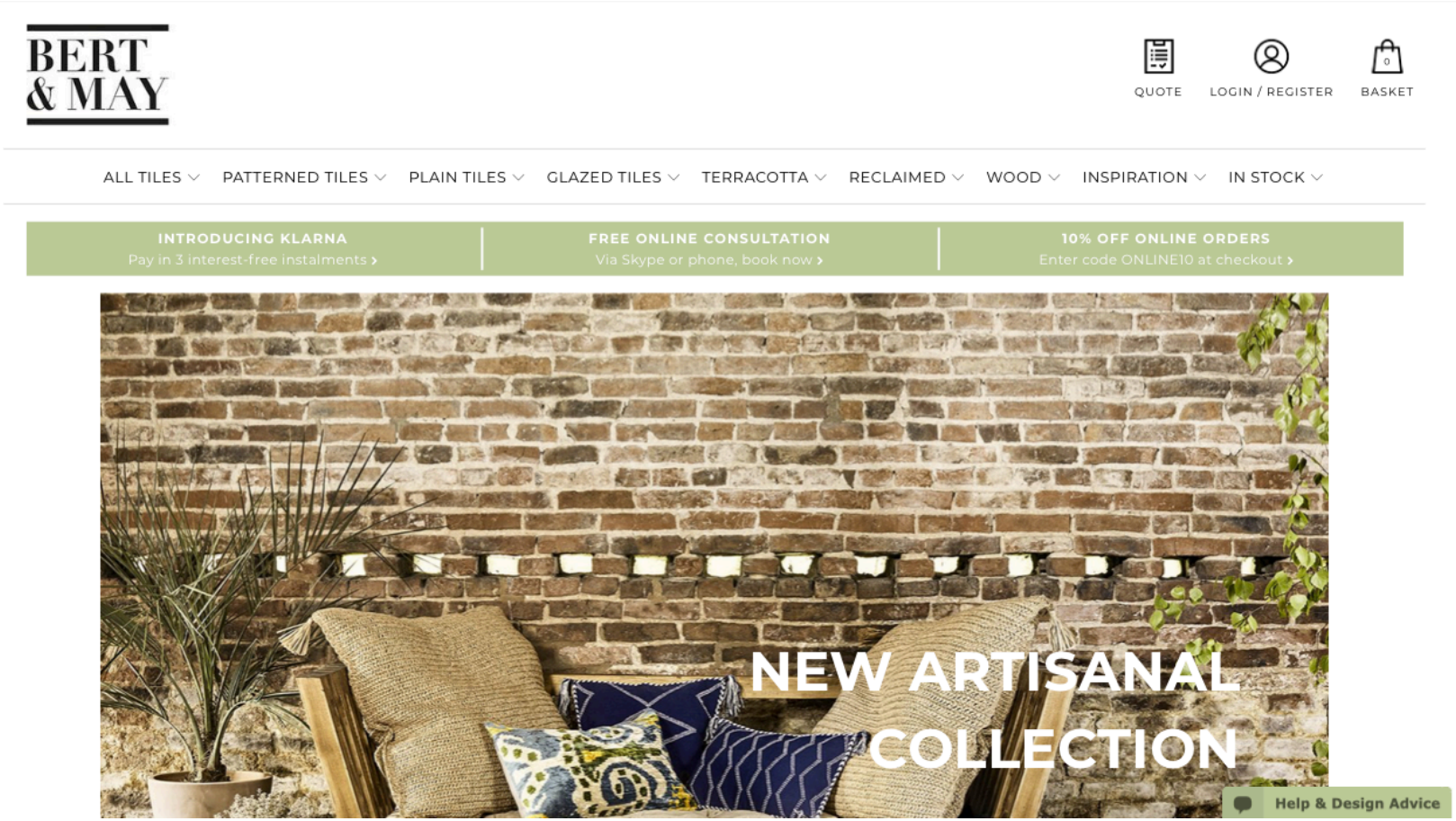
Baux is a company which I found out about at a similar time to Friends of Wilson and I do think I could see myself working in a company like this. Their values of being able to create functional and aesthetically pleasing work is something I value within my own work. On top of that the company creates sustainable products, which is something I am always conscious about when I create work.

Smile Plastics www.smile-plastics.com



When writing my dissertation I came across the Welsh design company Smile Plastics. Once again it is environmentally conscious. I love their experimental style within working in plastic and being able to market the products for all different purposes. The way in which I create work would fit in well within the company.

Bert and May https://www.bertandmay.com



Bert and May craft handmade artisan tiles in York and London. I find the idea of this company very interesting making unique tiles especially crafted for the client. They must have a high level of craftmanship to be able to make these products. Not only that, they also have a collection of reclaimed tiles in their collection, so within their values as a company you are able to see that they are conscious about the effect that products have on the environment.

Calico Wallpaper www.calicowallpaper.com



Calico Wallpaper designs is a company which I could see my creative style working with. Even though this company is a little different to the others I really like conversational wallpaper and through their idea experimentation with the re-appropriation of traditional art forms. The company's wallpapers push the limits to try and create work that is unique.