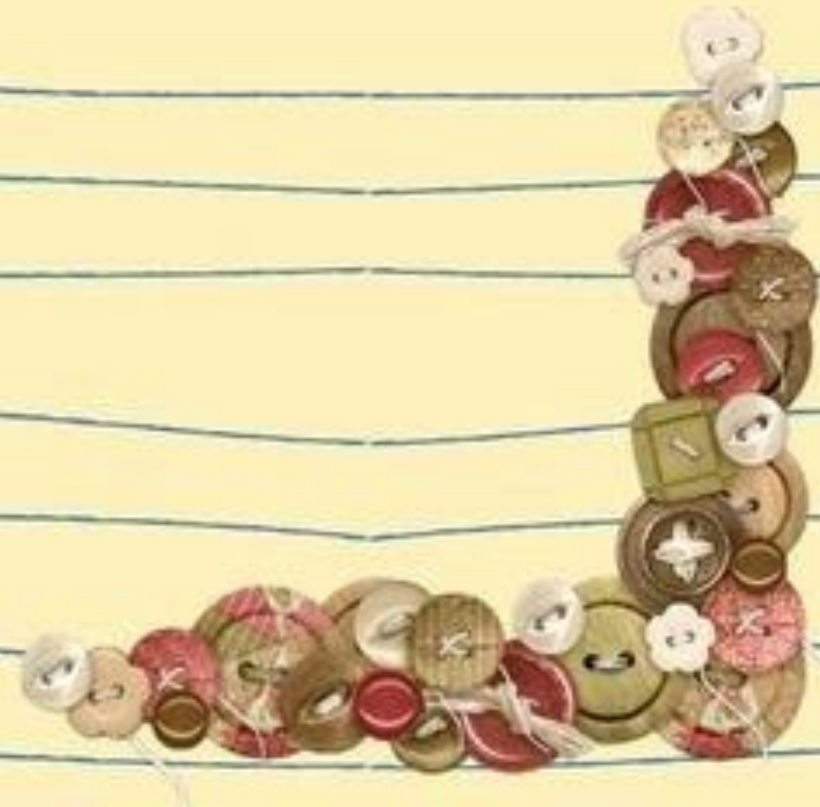


ADVA5001

Changemakers

Assignment 1

Annabel Carmichael (2404231)



What About Me?

What About Me?

To start this project, we were first tasked with evaluating what we would like to do after university through answering a few questionnaires.

Changemakers: Building your Personal Brand for Sustainable Employment

What about you?

Who is the creative you want to be and who will you be working for?

- Sketch artist
- Editorial
- Freelance

What work will you be doing?

- Drawing people from life
- working for clients

Who are your dream employers/clients?

- Musicians
- something in the music industry

How will you achieve this?

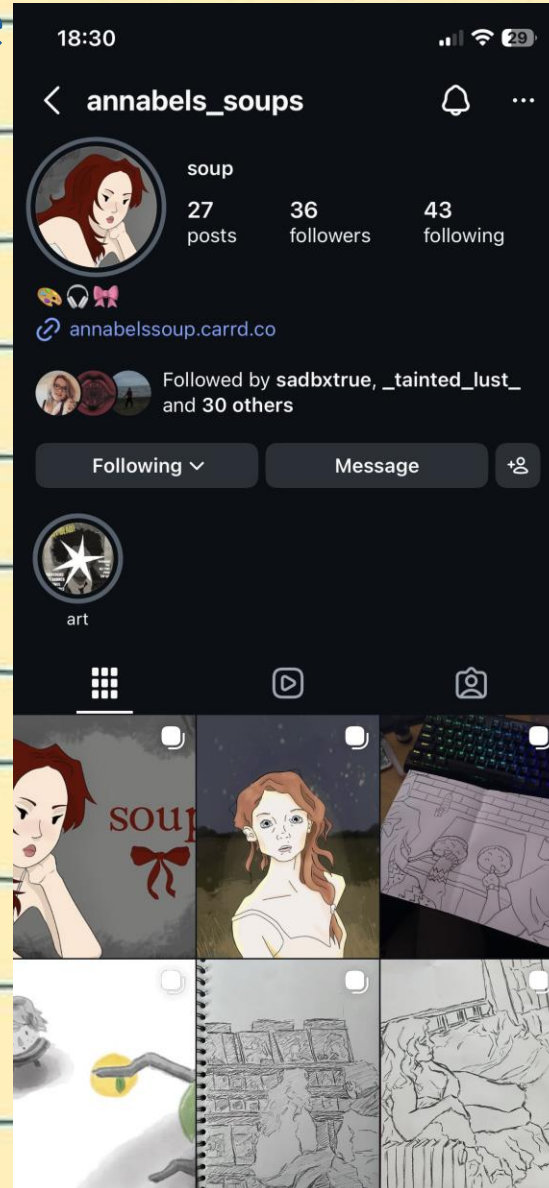
- Build portfolio
- Build an image
- Get your name and work out

Social Media Presence

Social Media Presence

My main online presence is my art account on Instagram. On this account I post my art and updates on sketchbook and life drawing work. At times where I have no art to post, I update the account through my story on pieces that I am currently working on or pages from my sketchbook.

https://www.instagram.com/annabels_soups/



Website Research

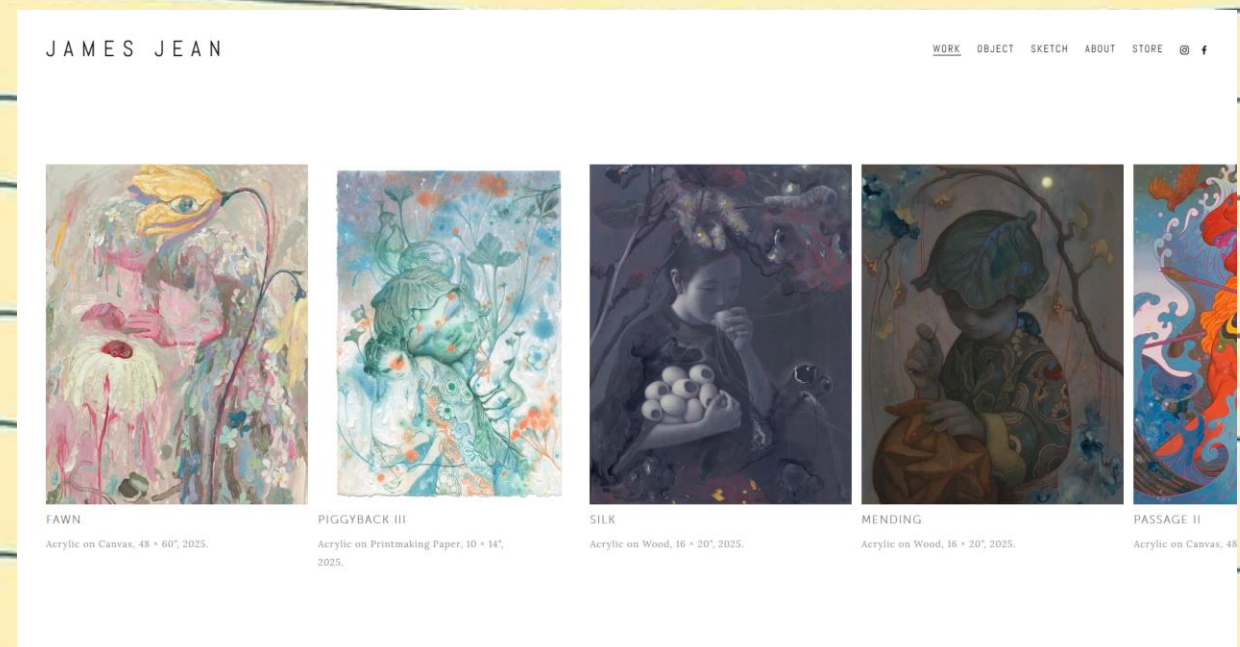
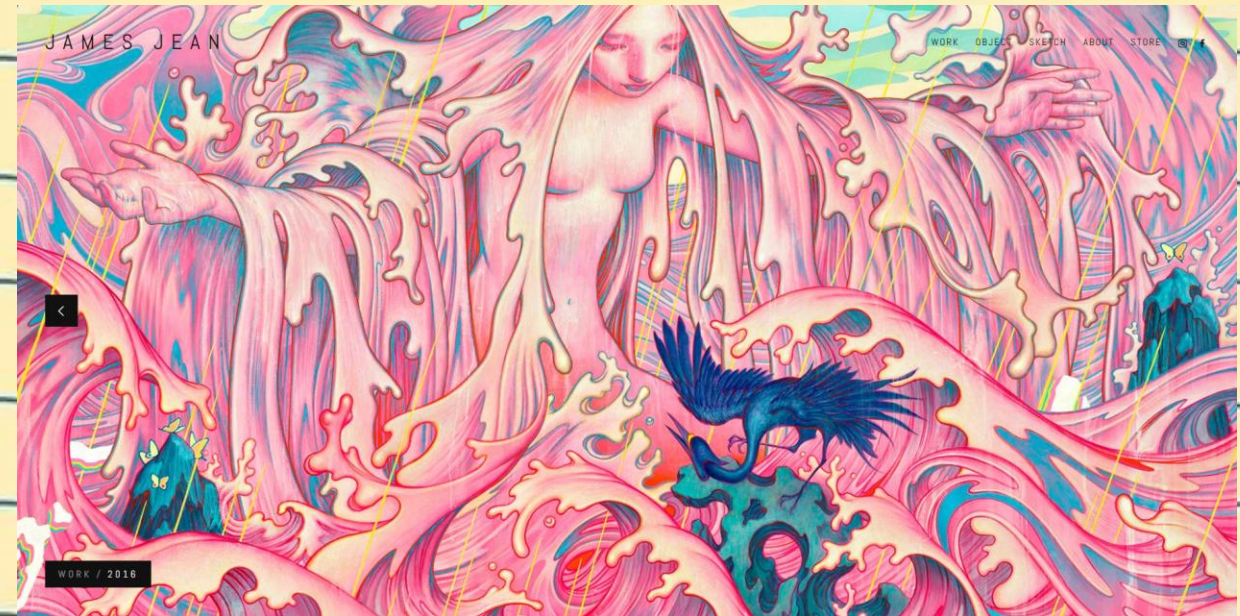
Website Research

For our first task of the module we were tasked to do research into websites to look at their layouts and designs and decide what we like and don't like about each of them.

This is the website of artist James Jean. This website I liked particularly for its simple home page layout with his pieces being the main focus.

I also liked how clean the other pages of the site were as well, all of them are organised in a drop down list by year.

<https://www.jamesjean.com>



Website Research

This is the website of a Prague based organisation of curators named Object:Paradise who work to promote the spread of poetry. This is a website that I like very much aesthetically, such as the colour palette and the photography used on it's pages, though there are some aspects which I think I would change about its layout. The informational bar at the bottom is constantly on screen and I think the websites design would benefit from keeping it stationary on the home page.

<https://objectparadise.com>



 **BJECT:PARADISE**
Upcoming Events

@ f y t e

HOME / MANIFESTO / UPCOMING EVENTS / MEDIA / PAST
EVENTS / STORE / ABOUT

KROTCH Mag Issue 20 Released

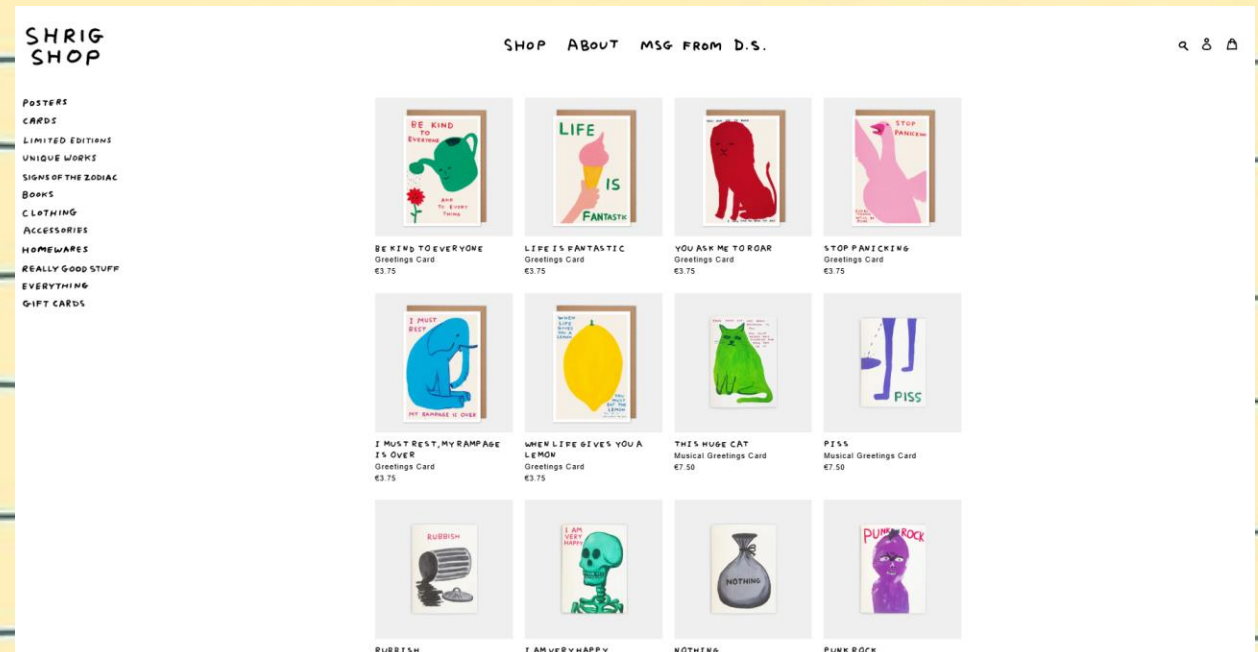
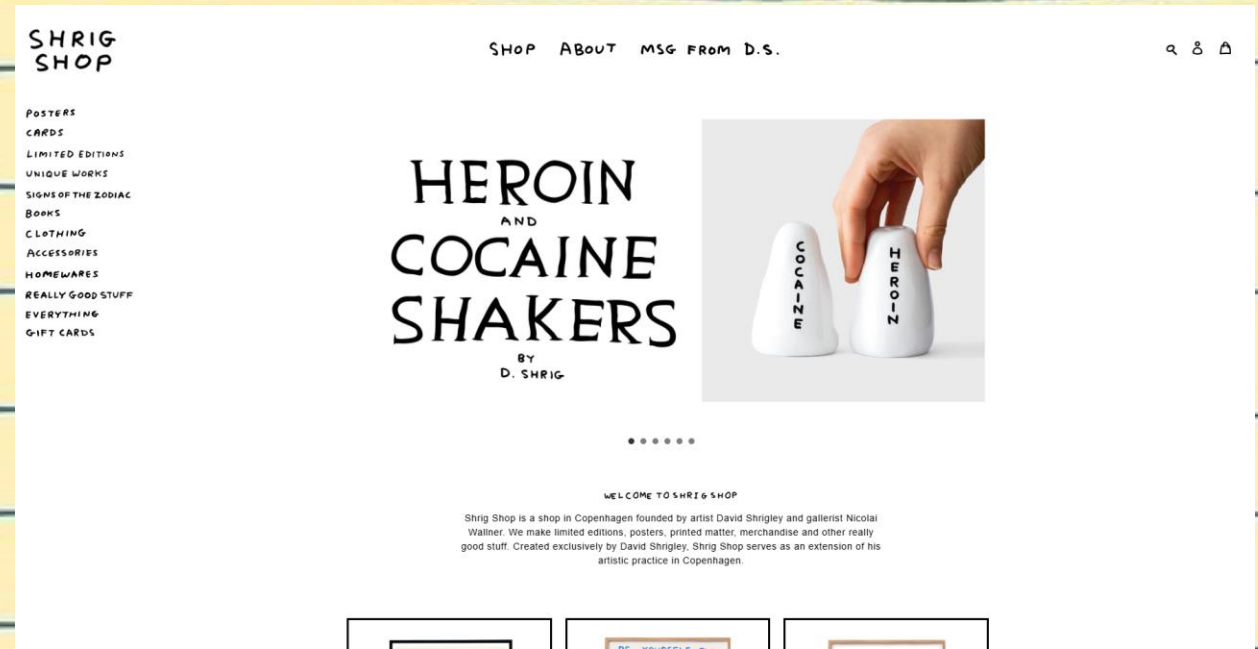


THAT MOMENT / CONTEXT IS COTEXT / EVERYTHING IS PART OF THE PERFORMANCE / THE AUDIENCE IS THE POET / DETHRONE, THE

Website Research

Shrig Shop is a website of products and work by artist David Shrigley. I think this website has a lot of character and quirk to it and that is something I enjoy seeing in artist websites- the personality of the artist must be seen through their work and, subsequently, their website.

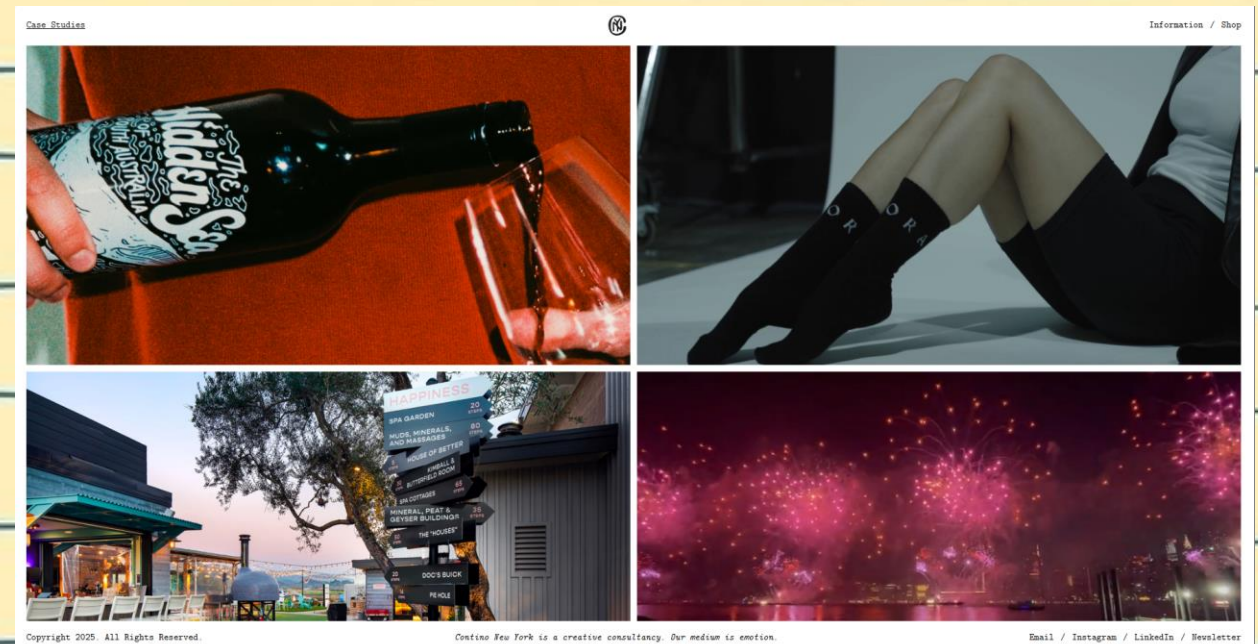
shrigshop.com



Website Research

This is the website of creative consultancy Contino who work on advertising for brands like Nike, Coca Cola and Disney. I think this website benefits from its lack of text, letting their work be the main focus, and is very easy to navigate.

continonewyork.com

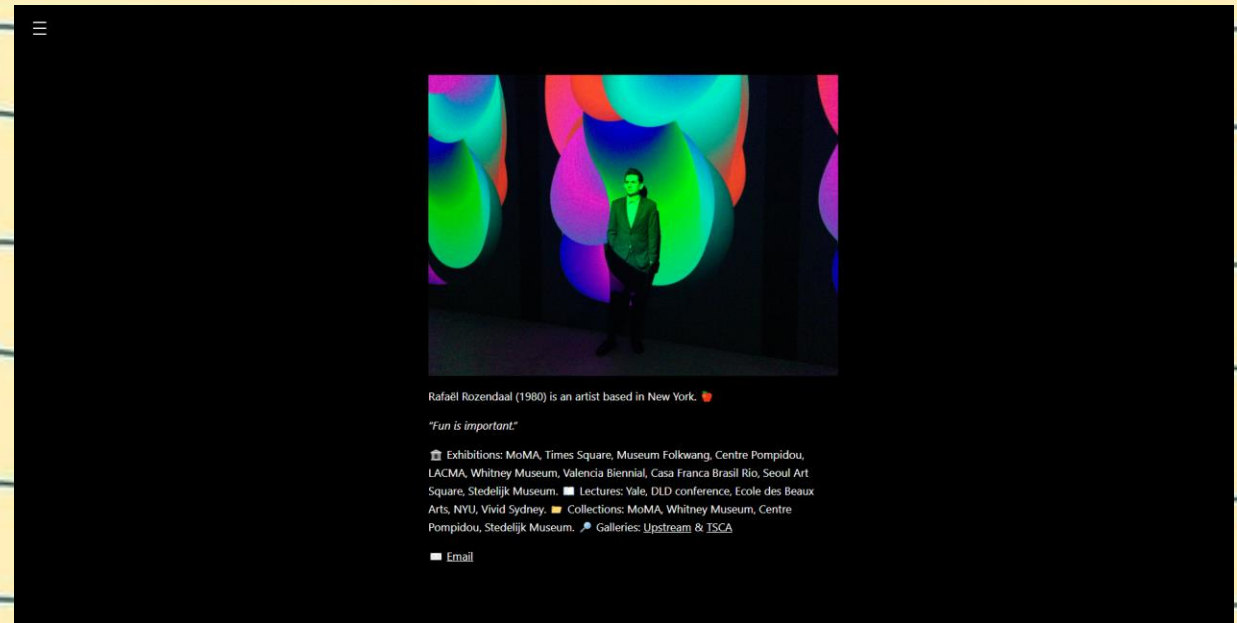


Website Research

This website is for the artist Rafaël Rozendaal who creates vibrant and surreal art and exhibition pieces.

This website is deliberately minimalistic in its communication of Rozendaal's work in an almost intriguing way, inviting the viewer to explore it figure it out for themselves.

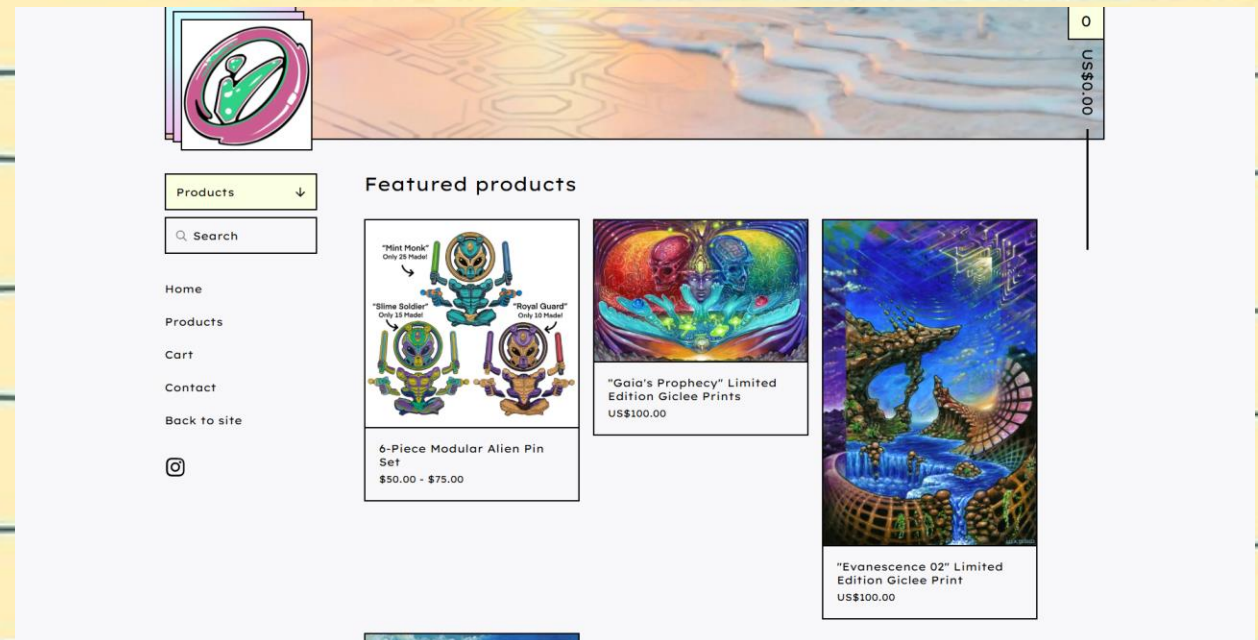
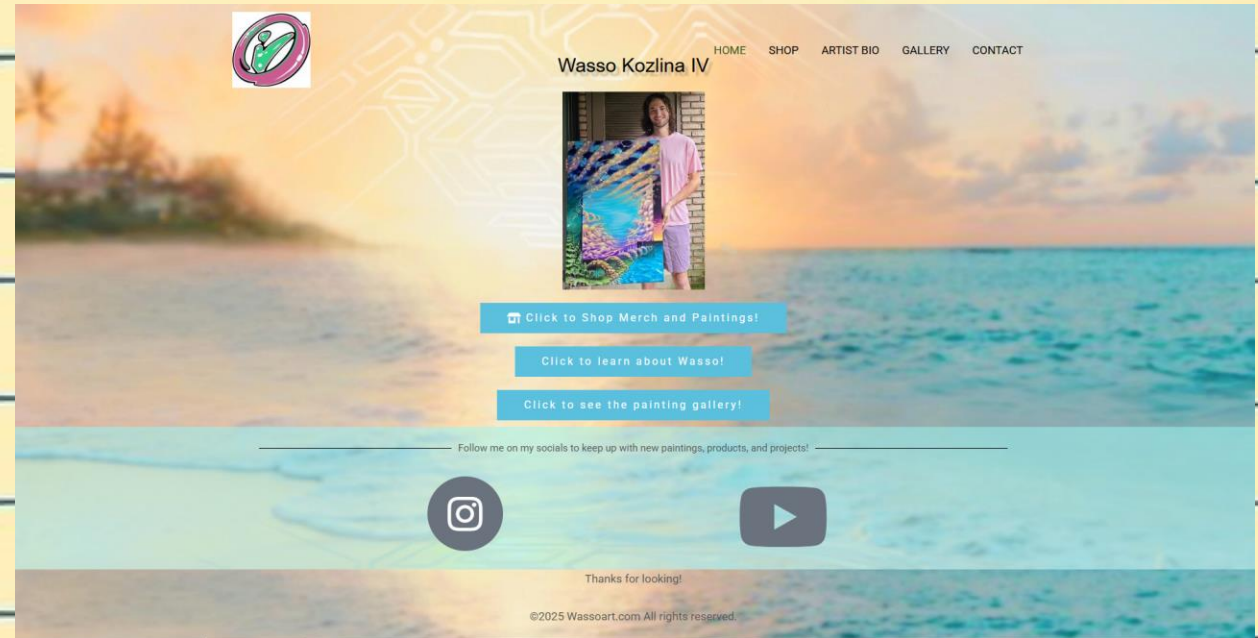
<https://www.newrafael.com>



Website Research

This website is for the artist Wasso Kozlina. I find this website's home page layout very uninspired, I think it would benefit from more of the artist's work and personality on display and to be organised and laid out differently.

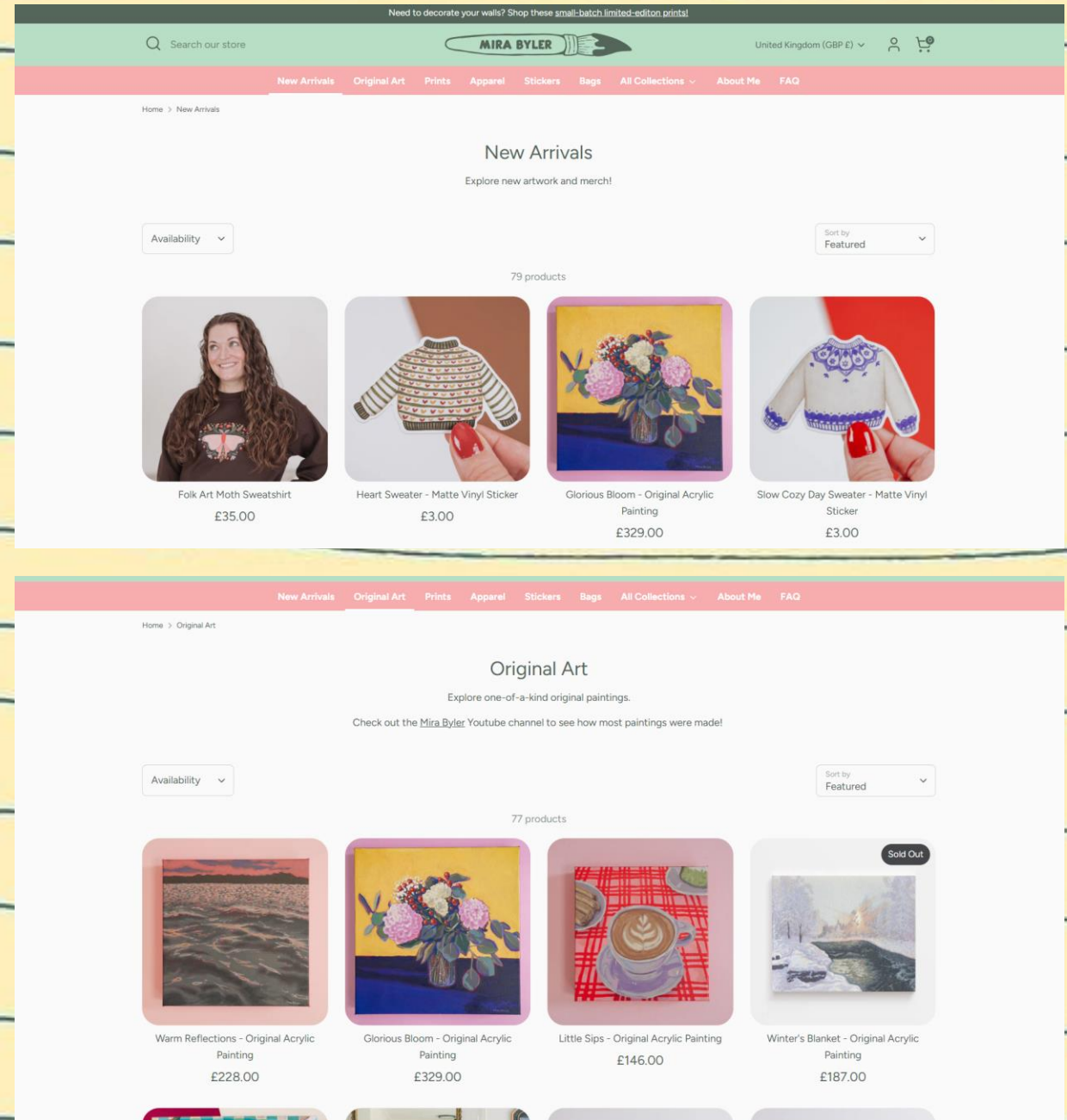
<https://wassoart.com>



Website Research

This website is for the artist Mira Byler. Although I enjoy the work that she does and find the website's colour and style aesthetically pleasing, I am not a big fan of the layout of this website. I find it quite boring and repetitive for each page and the amount of text on each page is something I'm also not fond of.

<https://mirabyler.com>

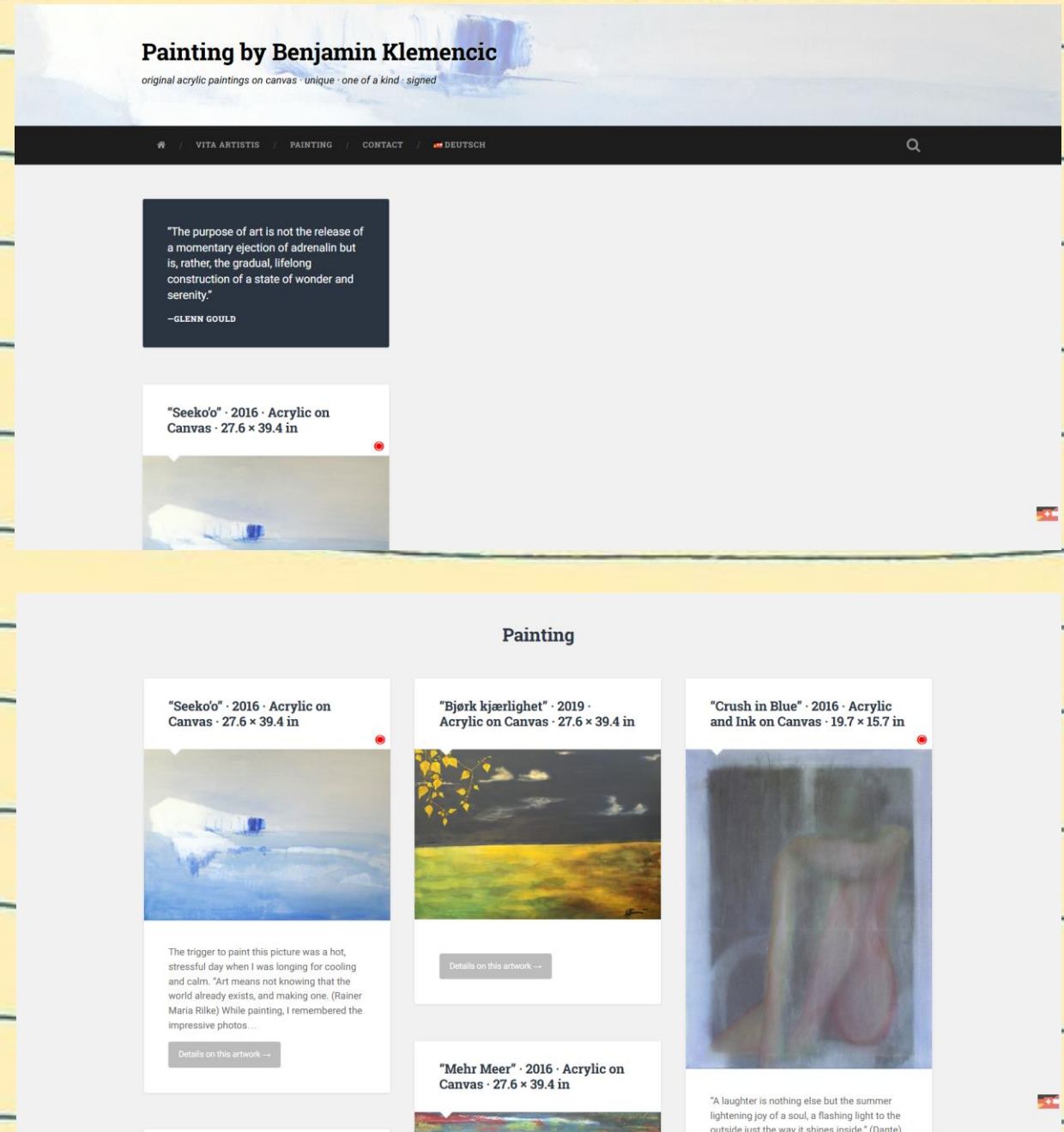


Website Research

This website is for the artist Benjamin Klemencic.

This is another website that I personally find to be quite boring to the eye. The homepage's layout is all positioned to one side as you scroll down and every other page but the one showcasing his work are just plain text boxes.

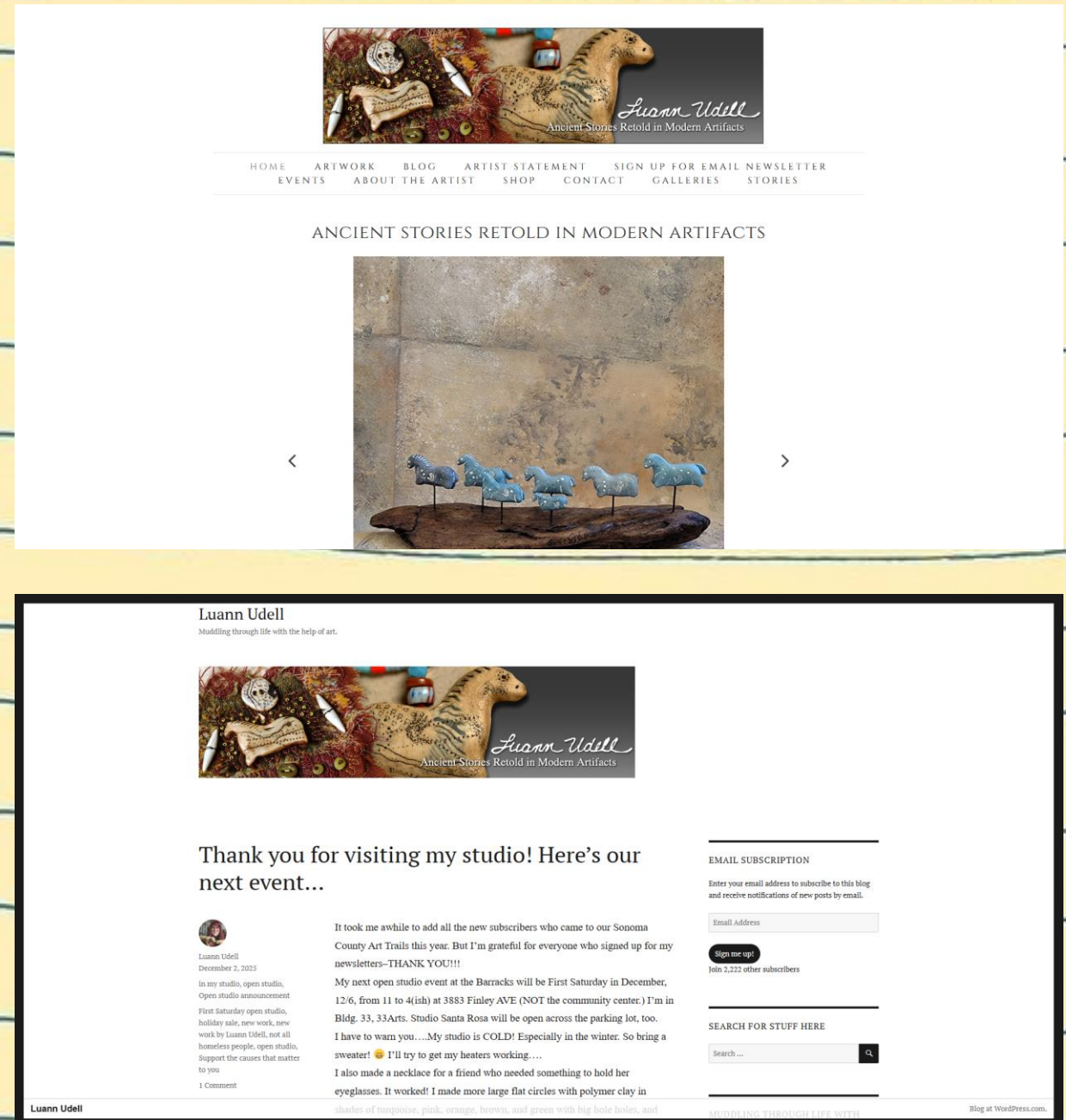
<https://benjamin.klemencic.net>



Website Research

This website is for an artist named Luann Udell who retells ancient stories through modern artifacts. This website I find visually boring and, on some pages, such as the blog page, quite disorganised and cluttered.

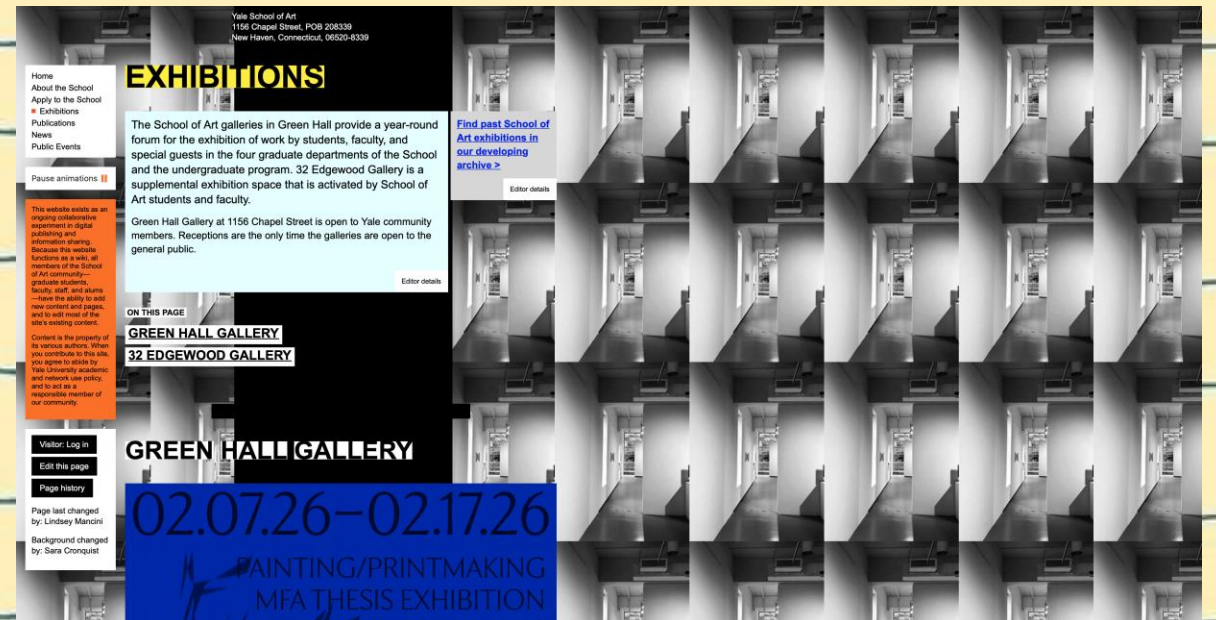
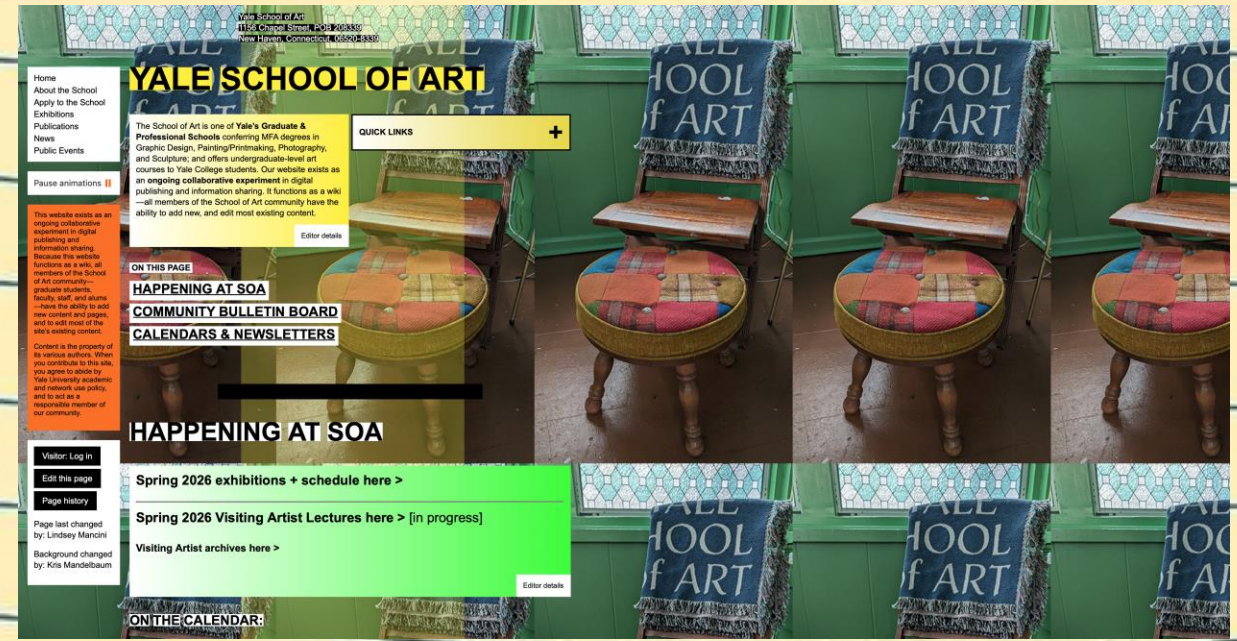
<https://www.luannudell.com>



Website Research

Personally I think this website is incredibly badly designed, visually scatterbrained and headache inducing. The colours used are disjointed and the text layouts and backgrounds create for a confusing and unenjoyable experience navigating its pages.

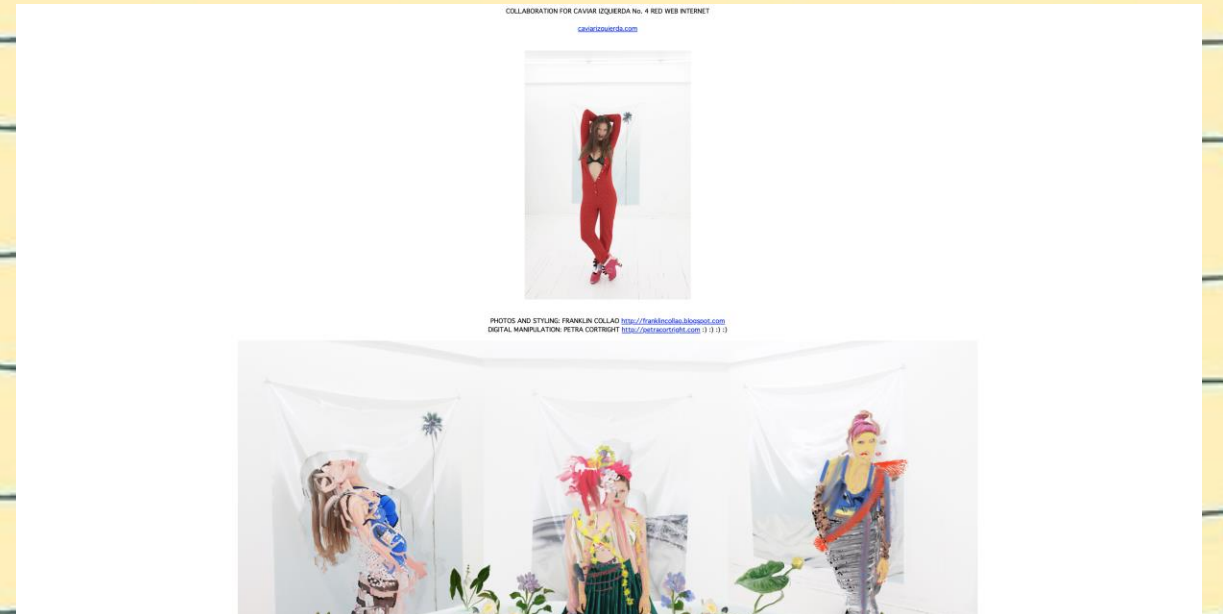
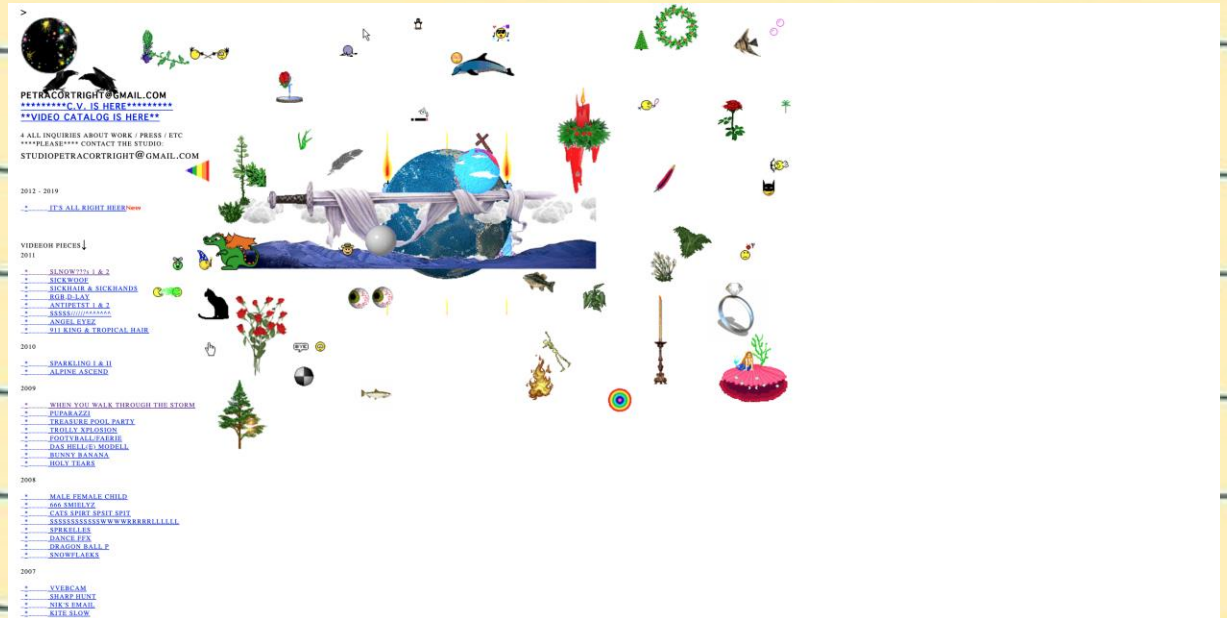
<https://www.art.yale.edu/>



Website Research

This website is unique in its design, but could be hard for first time visitors to navigate with its loud pages and confusing landing page.

<https://www.petracortright.com/hello.html>



Exploring Websites For Artists

Exploring Websites

For Artists

To help with finding potential inspiration through artists and illustrators I browsed websites that are made for and by artists like Dribbble, Behance and ArtStation. Finding these artists who make work that I am interested in creates possible networking opportunities- by reaching out and asking questions about career growth and technique I can use and apply these things to myself and my career building.

The Dribbble logo, featuring the word "Dribbble" in a dark blue, cursive script font, centered on a white rectangular background.The Behance logo, consisting of the word "Bē" in a white, sans-serif font, centered on a solid blue square background.The ArtStation logo, featuring a stylized blue "A" icon above the word "ARTSTATION" in a white, sans-serif font, all on a black rectangular background.

Exploring Websites For Artists

On Dribbble I found the artist Cristian Blesnoc whos work caught my eye for its grungy style and bright, attention grabbing colours.



Cristian Blesnoc

Brăila, Romania

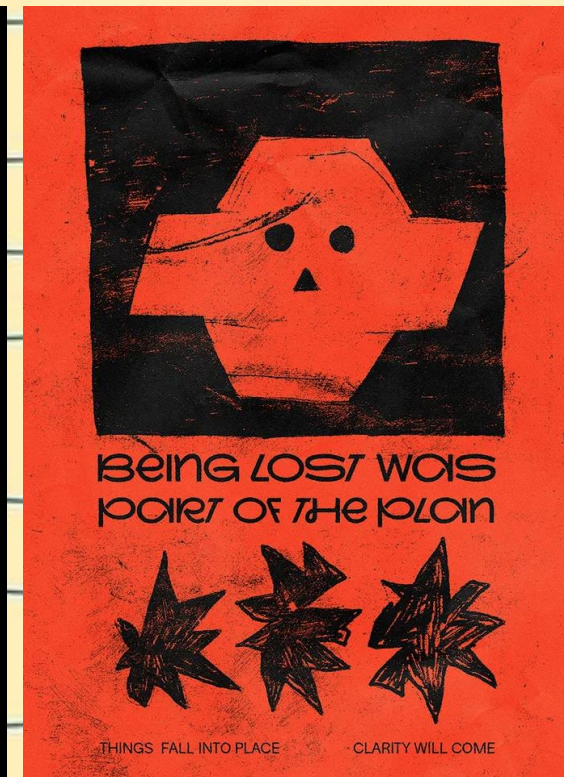
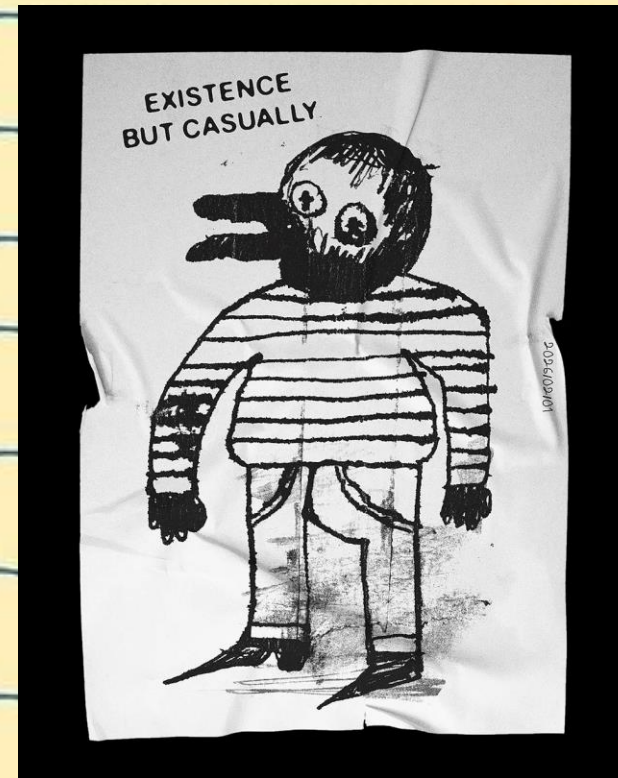
Leadership, Illustration, Brand / Graphic Design

Work with me

Follow

...

https://dribbble.com/C_Blesnoc



Exploring Websites

For Artists

Ben Tobias is another artist which I found through Dribbble and there was a particular style of work that he did that I liked. I found his blotchy paintings of figures charming and unique and I thought the style of the pieces was something I could draw inspiration from or recreate similarly with my own work.



Ben Tobias

San Francisco, CA

Animation, Illustration

Work with me

Follow

...

<https://dribbble.com/thisisben>

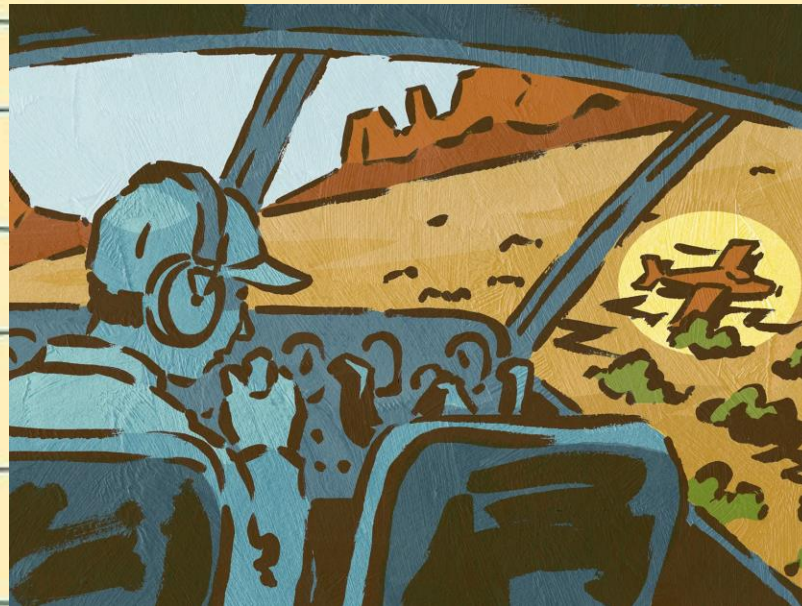


Exploring Websites For Artists

Stephen Schildbach's portfolio contains mostly graphic design pieces, although there were a handful of illustrations in there that I liked. The middle one is the only piece I could see in this art style



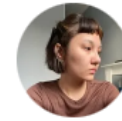
<https://dribbble.com/schildbach>



Exploring Websites

For Artists

I liked this artists work for their use of slightly muted yet still bright colours, I felt it matched their childlike work well and added to the atmosphere of each piece. This colour palette is one I am interested in using in my own work since I feel my art most times has a darker and moodier feel to it.



Elvira Asiralova

Almaty, Kazakhstan

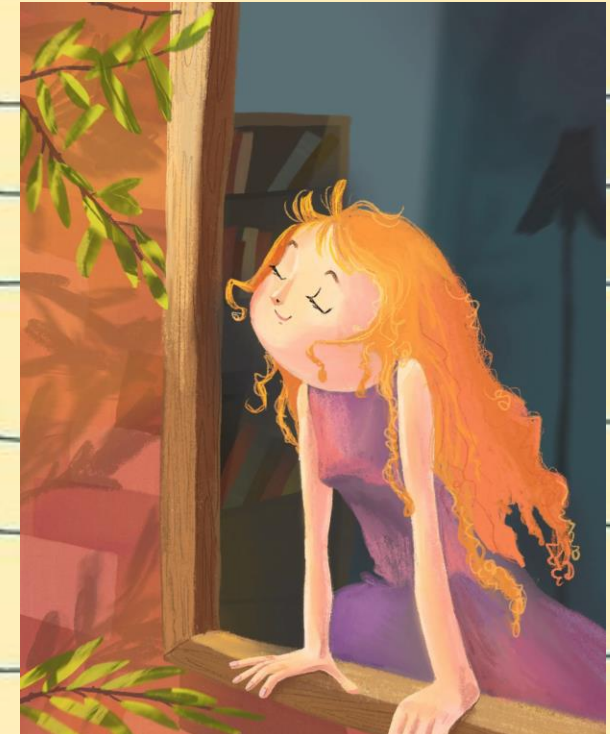
Illustration

Work with me

Follow

...

<https://dribbble.com/elyapie>

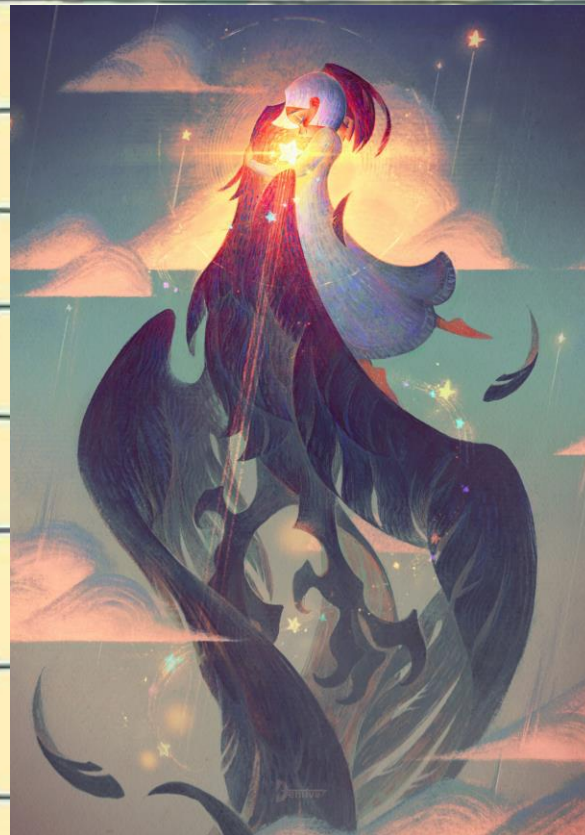


Exploring Websites For Artists

This artist's work drew me in for their fantasy look and the medium that they used. I believe they do their work digitally, however the brushes that they use gives their art texture and a realistic coloured pencil appearance which I love the look of.



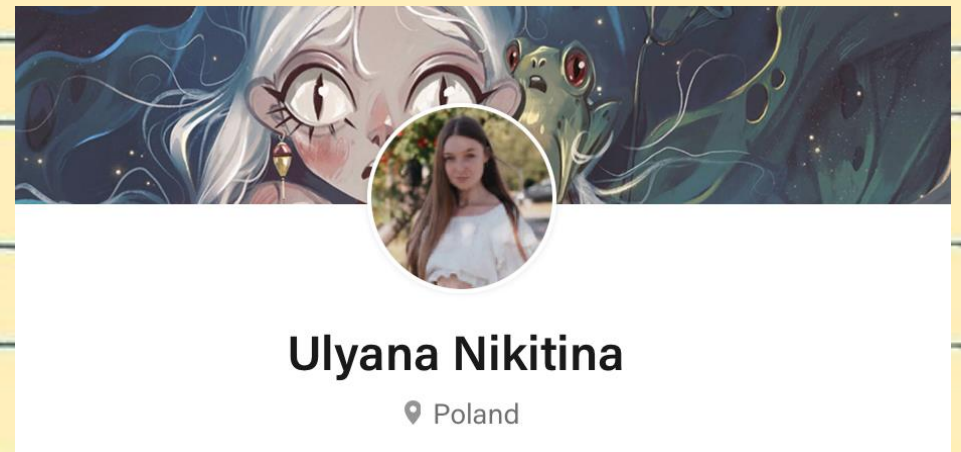
<https://www.behance.net/danieleprocopio>



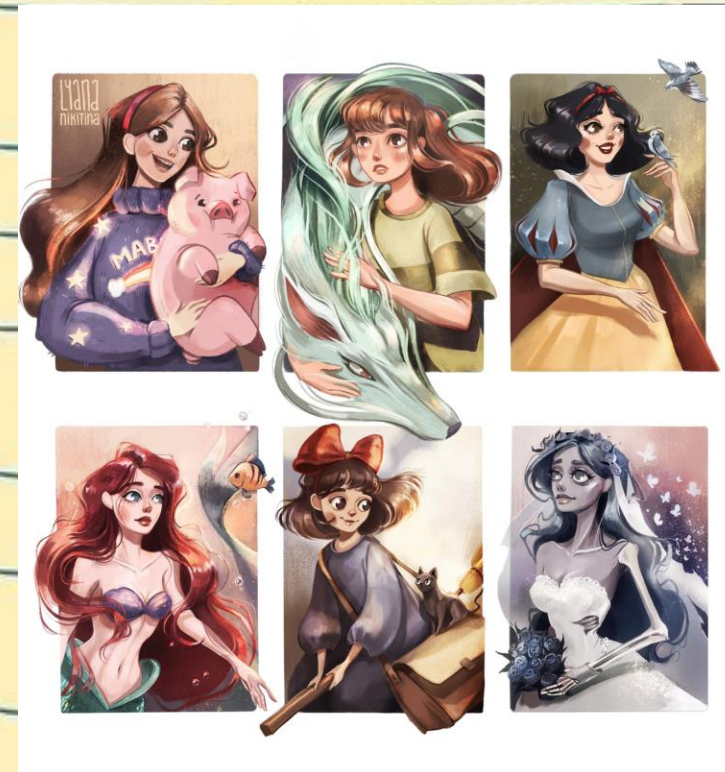
Exploring Websites

For Artists

This artist uses familiar characters and draws them in their own softer style, alongside their other original pieces which share that warm and comforting look.



<https://www.behance.net/lyananikitina>



Exploring Websites For Artists

This is an artists who's work caught my attention through it's consistent colour scheme and atmosphere.



<https://www.behance.net/mikitarasolka>



Exploring Websites For Artists

This artist I was interested in for their style. I enjoy their use of colour through pastels and the scenes they choose to draw.



<https://www.behance.net/orangepaint7272>



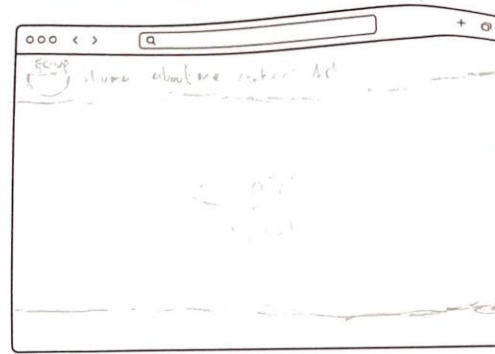
Website Building

Website Layout Concepts

These are some conceptual sketches I did of potential home page layouts for my website. This helped me to visualise the different ways I could display the pages, such as where to place images, what text to display, and how I want them to look together.

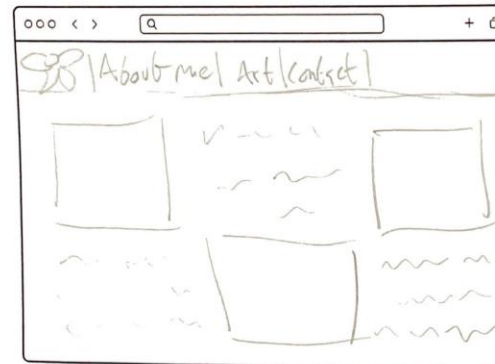
DESCRIPTION

Home page layouts



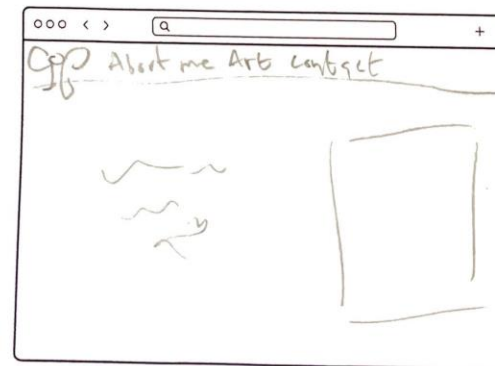
NOTES

- Buttons at top for pages
- Gallery of work to swipe through



NOTES

- Pictures of work
- paragraphs about the work



NOTES

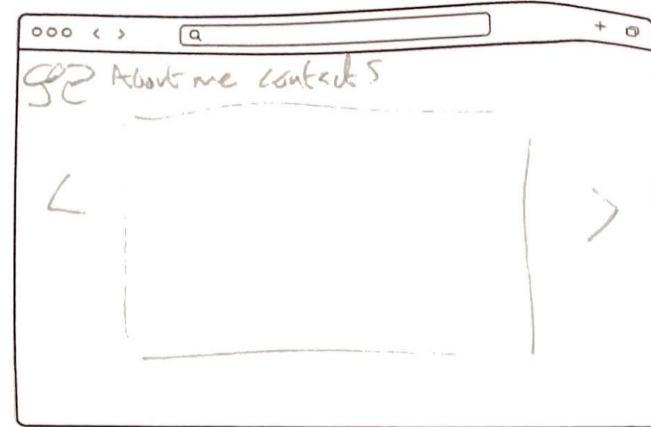
- One picture only
- Introduction short

Website Layout Concepts

These are some page layouts I did for how I could display my art on my gallery page. I had some trouble deciding whether to have all of them displayed at once and have them be clickable to fullscreen them or to have one displayed fully at a time where you can swipe through each image.

DESCRIPTION

Gallery page layout



NOTES

- Work in middle of page
- Swipe through gallery

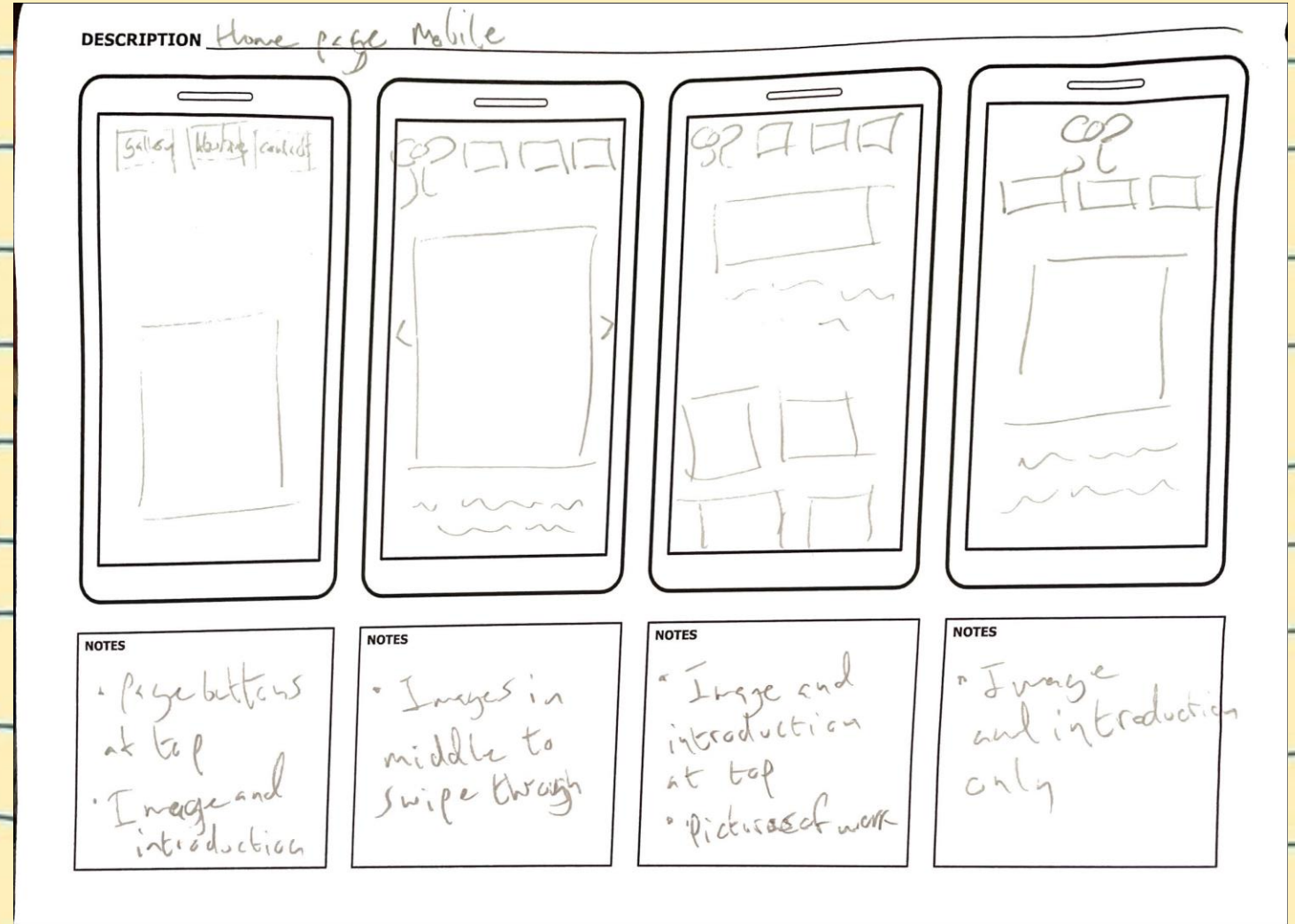


NOTES

- All shown together
- Click on images to fullscreen

Website Layout Concepts

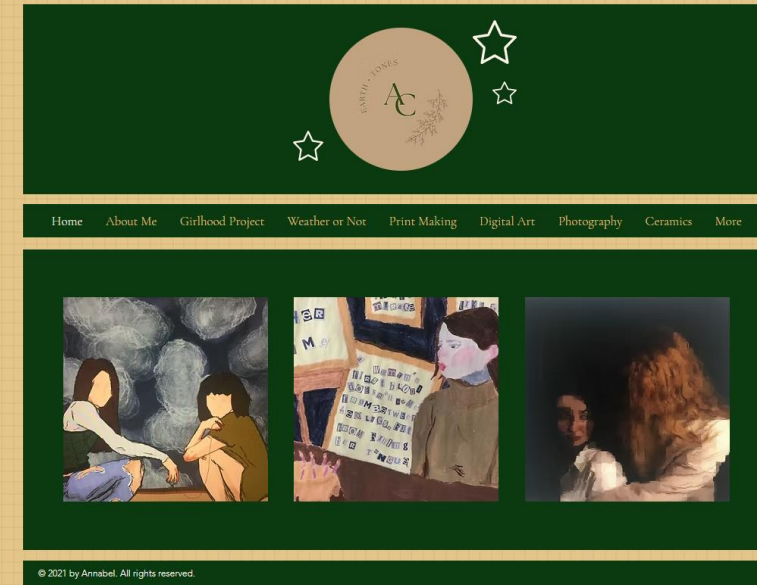
I also considered how my website would look to mobile users. These are some potential layouts of my home page from a mobile view. With designing pages with a mobile layout you have to consider image placements more thoroughly otherwise pages can be overcrowded and images may be too small to be legible.



Wix

I have previously made a website portfolio while in college and it was a big part of me getting accepted into my current university. This website was built on Wix and showcased my earlier art and projects from the time. I found using Wix very easy and simple, however its customisation felt a little limited. For the website I plan to make for this module, I will be exploring multiple websites that I can build my own through.

This is a painting and the original sketch I did of myself which symbolises the sadness that young girls feel under the stigmatised societal view of aging and the loss of innocence, grief and anger that can sprout from it.



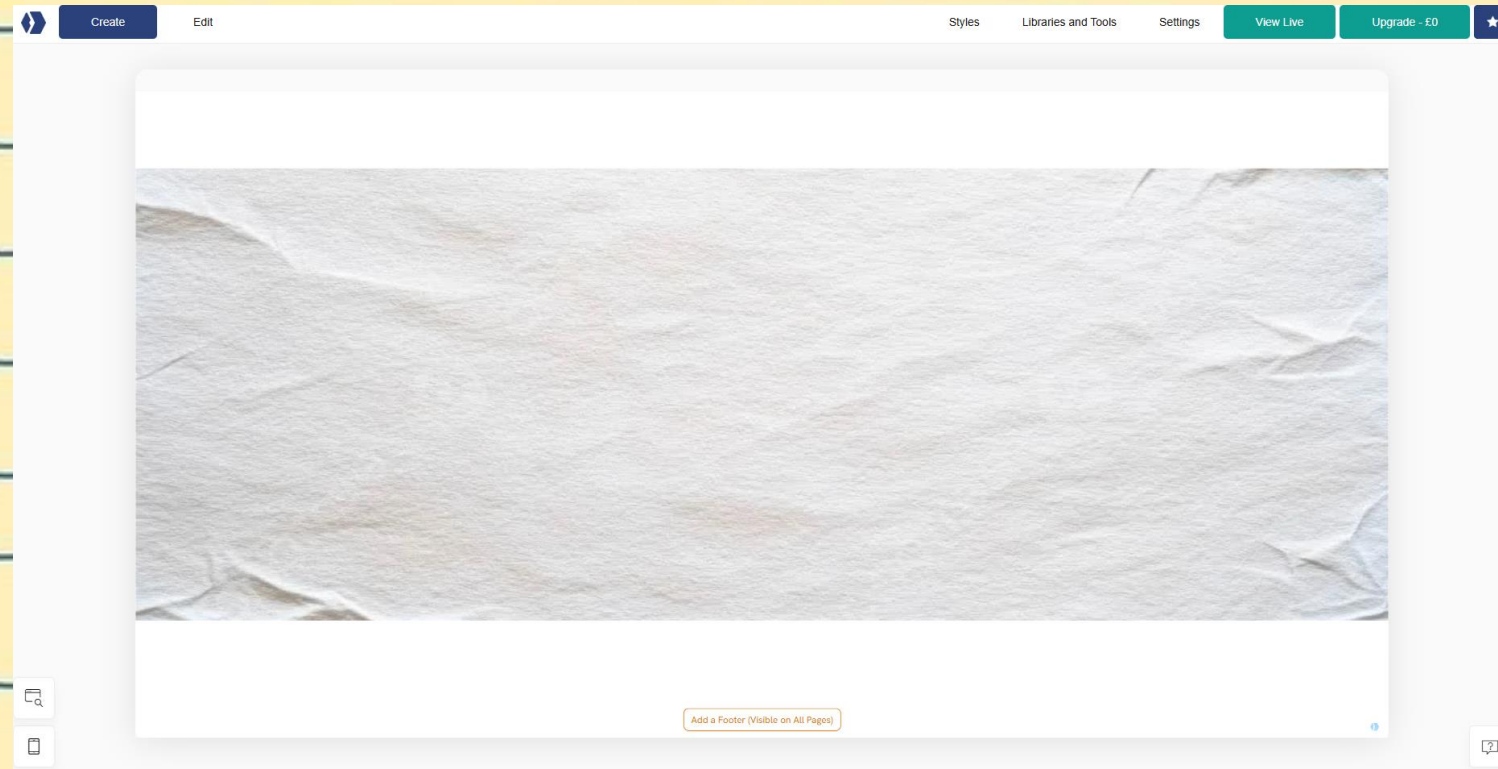
Welcome to Annabel's portfolio!

Annabel is a passionate and creative artist who works with many forms of media. This includes digital art, print making, illustration, photography, ceramics and other forms of mixed media.

One of her main inspirations for her art is music; this being the music she listens to, the music that she grew up with and the music that surrounds her in her everyday life. Music has had a massive impact on her and has influenced her life massively, and now that her art skills have further developed as she has gotten older Annabel feels that she wants to give back to that music that has inspired her in the form of her art.

Portfoliobox

One website builder I looked into was Portfoliobox. Personally, I found this website quite hard to figure out and its feature confusing to get the hang of. I could not find a way to add a background image to start the website off with, nor a way to change the size of an inserted image or delete borders from the page. Overall, I found the website hard to use and did not get very far with it.

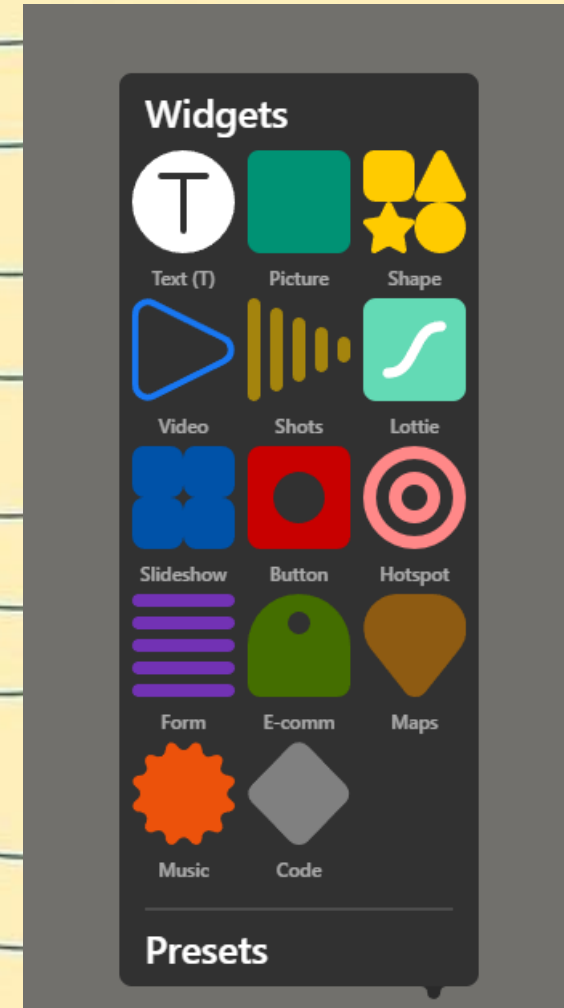
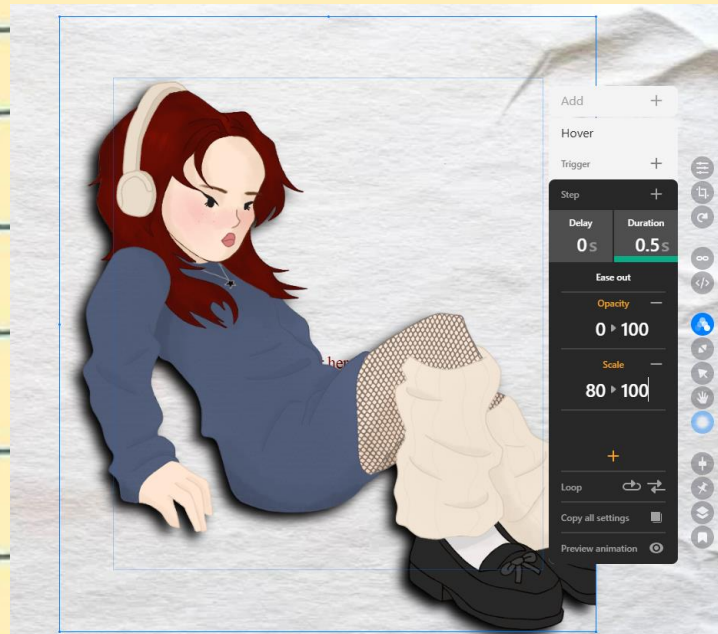


ReadyMag

The website I chose to build mine through was ReadyMag. I chose this because of its customisation options, easy navigation, and lack of constraint with its editing and building features like adding animations to pictures and shadows to objects. I found the website simple to use and easy for creating my website how I envisioned it.

Although I did have one problem with it; to be able to connect a custom domain I would have to pay for a monthly subscription to the website.

readymag



My Website

This is my website that I built through ReadyMag, including a gallery of some of my work, an introductory page, and a page for my contacts. I think this website functions well as a portfolio and communicates both the style of my art and my personality well through its colour palette and layout.

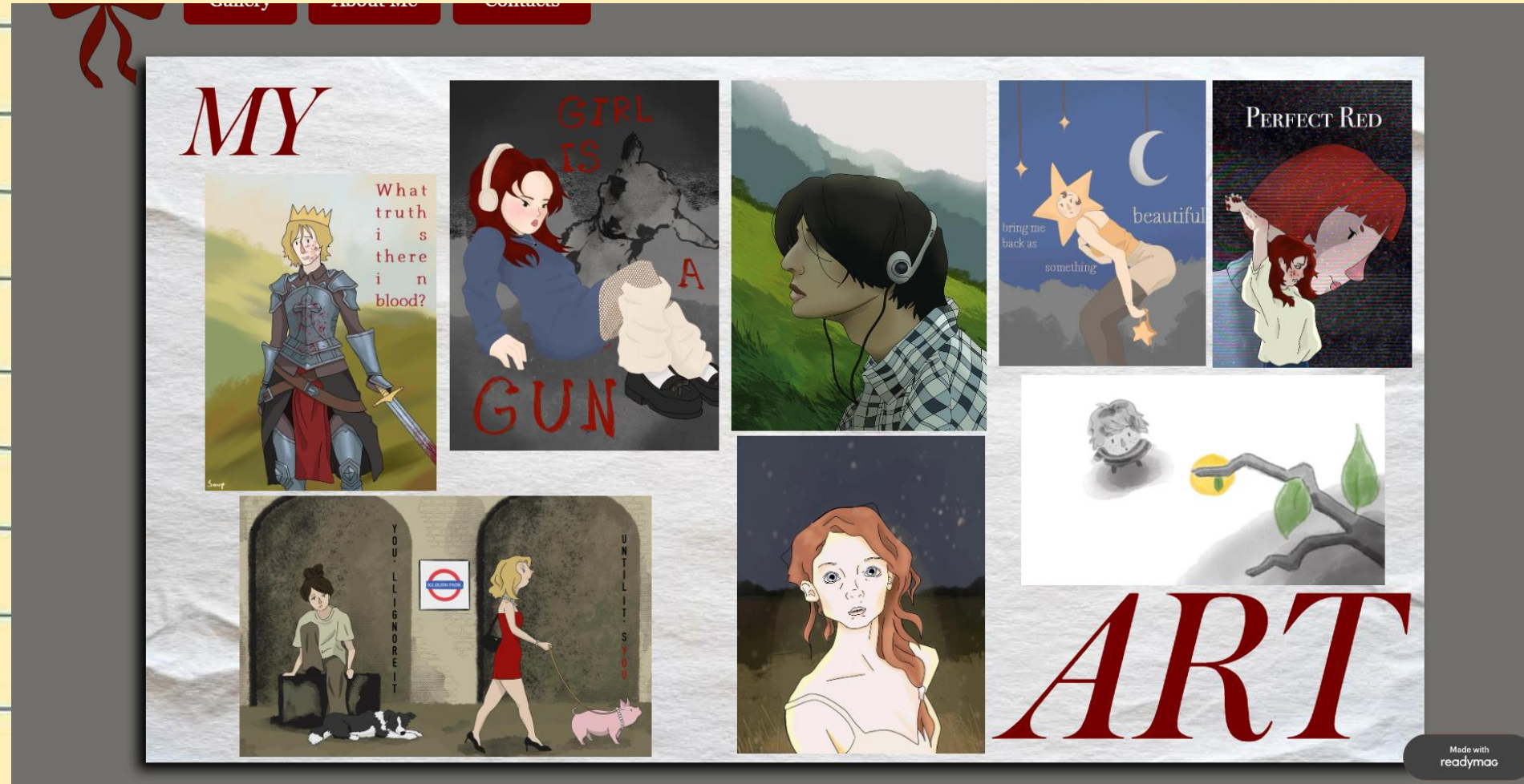
This is the home page.

<https://readymag.website/u323272559/6234881/>



My Website

This is the gallery page which showcases my art to visitors, each picture you can click to fullscreen and see in more detail.



My Website

This is the about me page which has my manifesto on it as an introductory.



WHO IS SOUP ANYWAY?



I'm a second year illustration student at UWTSD and I make pretty things for pretty people. I would like to be an illustrator that captures personality within artistic expression and that brings a unique light to the human kind that did not exist before me. Through my art, I would like to leave the impression of a better, more forgiving, kind and beautiful world for those who seek it.



My Website

The final page is for my contacts; my instagram handle and my business email. This page also includes the illustration of myself feature on my business card.

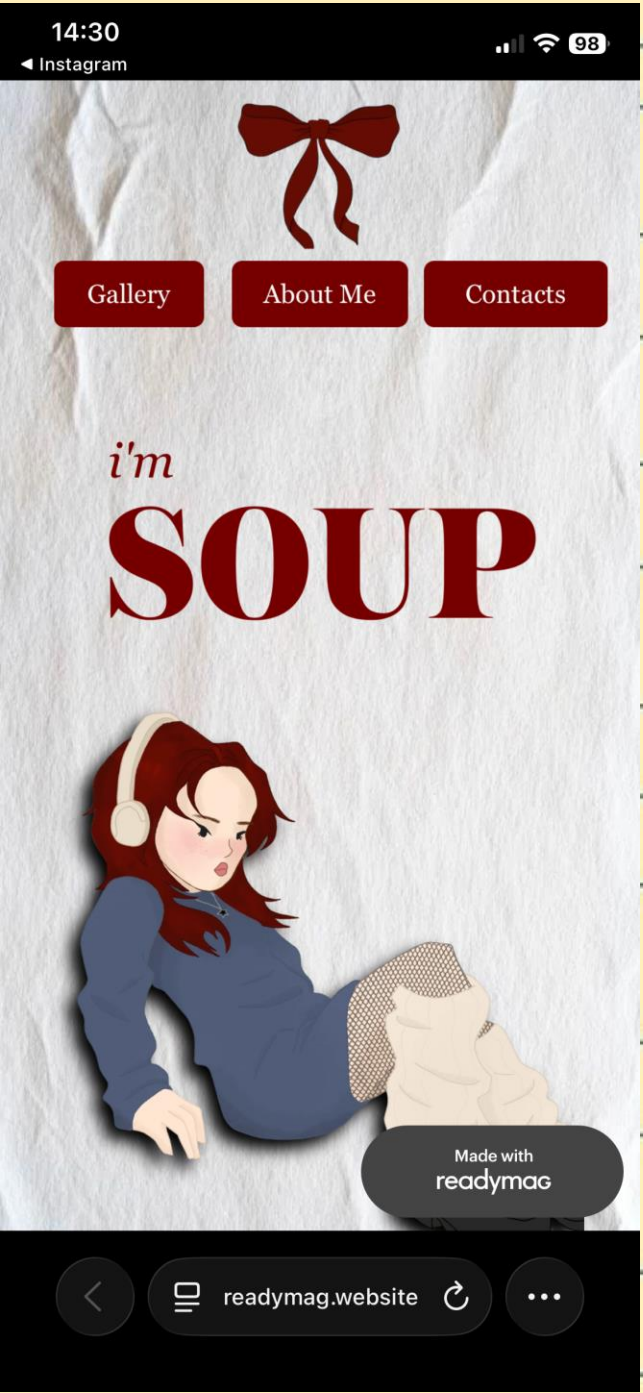
I plan to update this website when I begin to sell my art online to include a page where you can buy products.



My Website

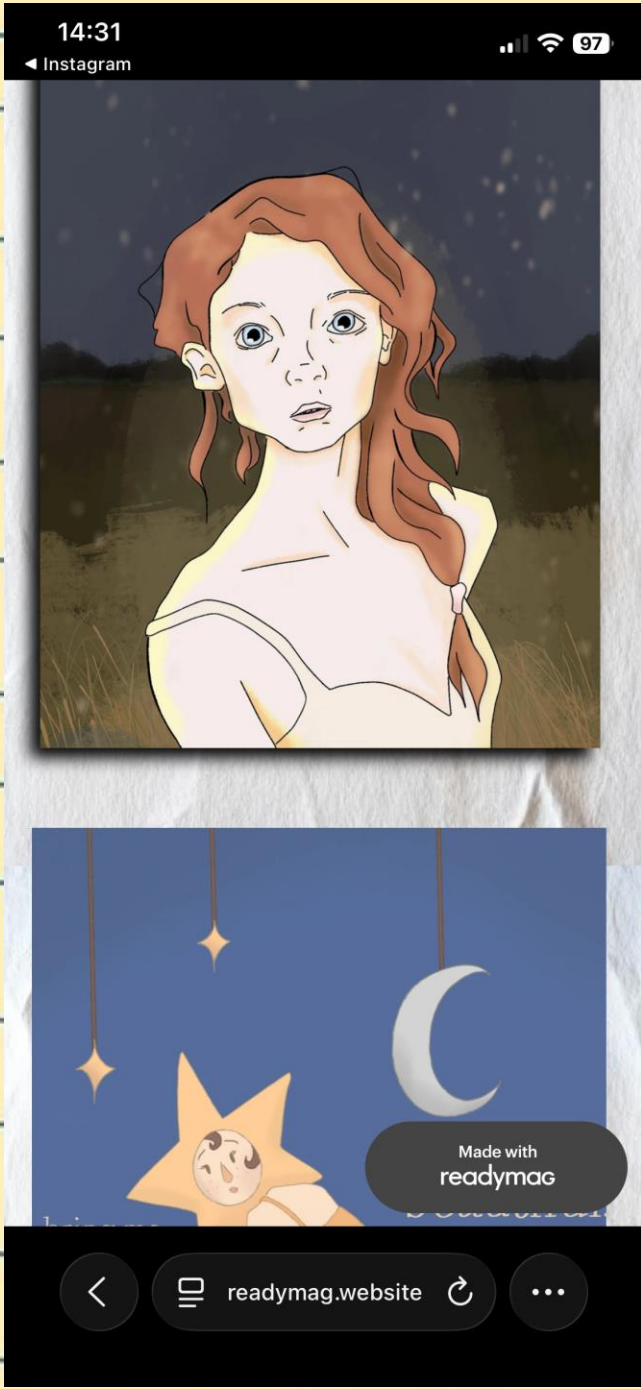
This is how the website looks
on mobile.

This is the home page.



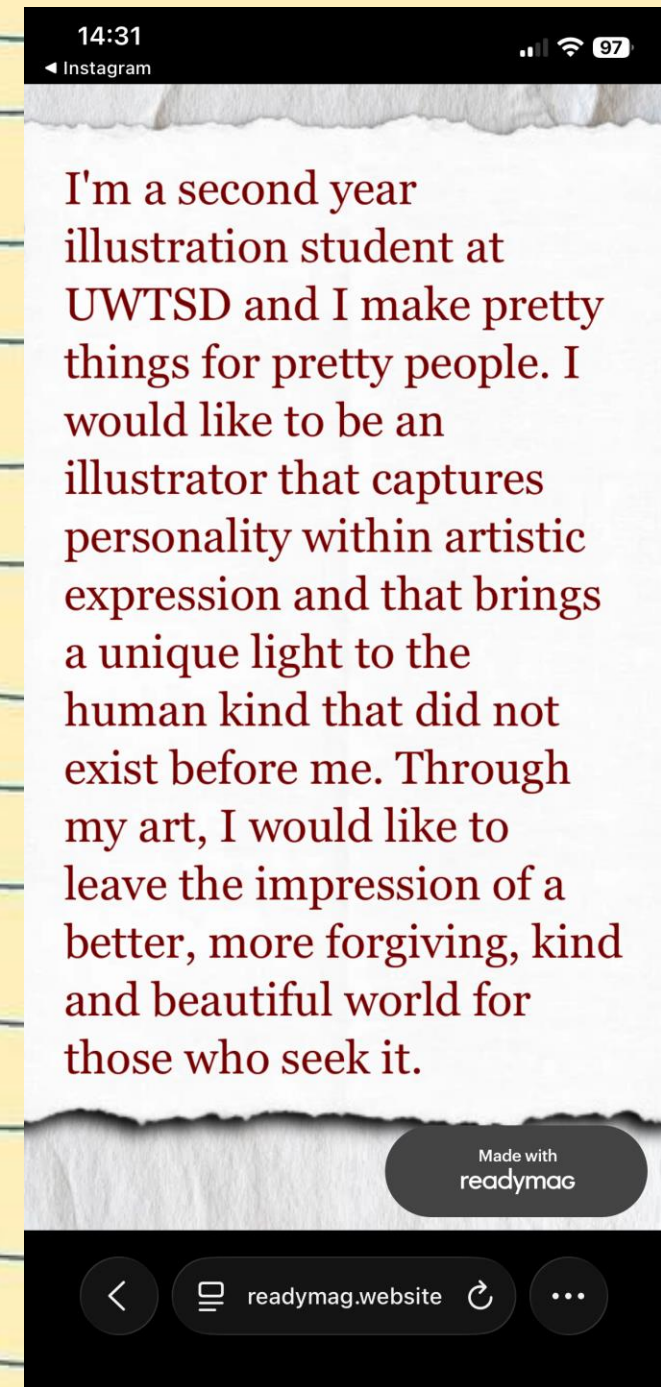
My Website

This is the gallery page



My Website

This is the about me page.



My Website

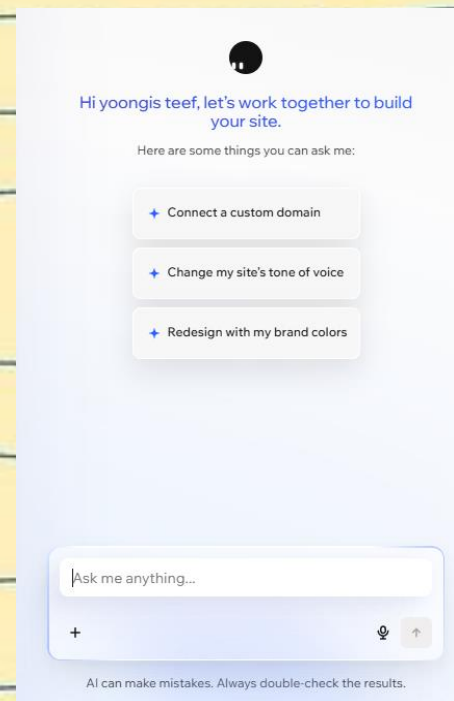
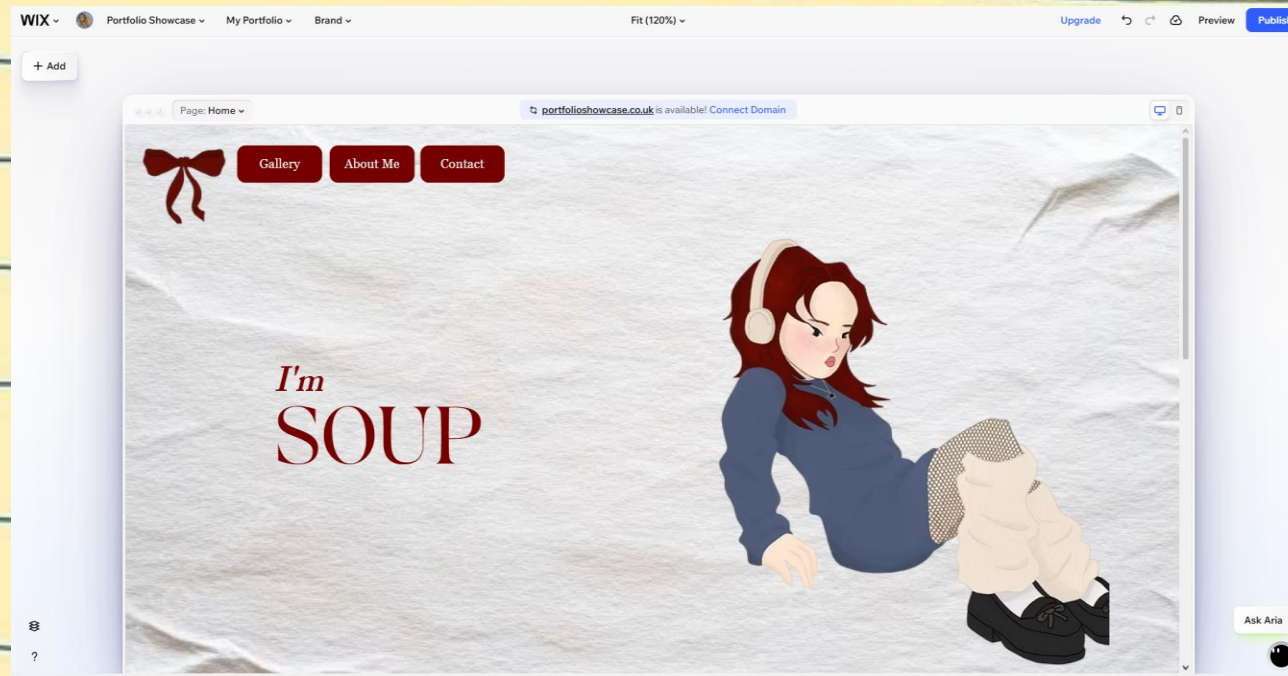
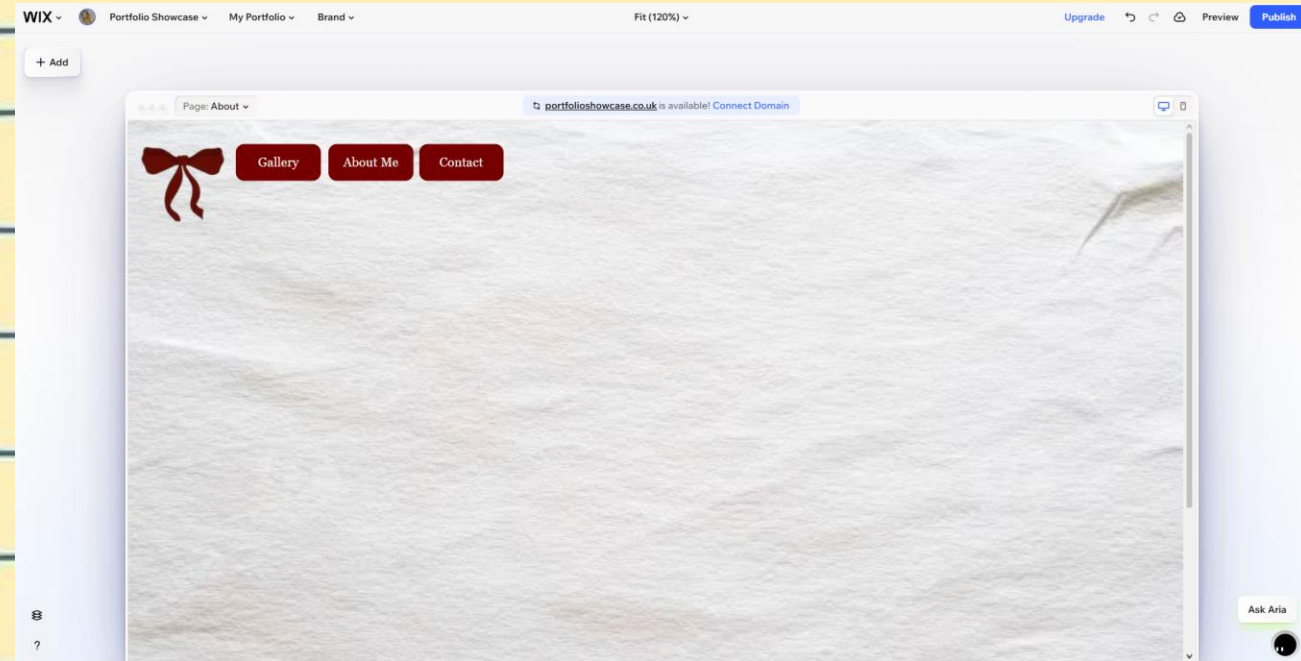
And this is the contacts page.



Wix

I decided to try revisiting Wix to see if I could rebuild the website that I had made on ReadyMag since I knew it offered free domains, but I found the site to be frustratingly laggy, with pages, menus, and images taking multiple seconds to register or show after clicking them, and I also did not like the newly integrated AI chatbot that is permanently on screen.

After struggling with this, I decided to stick with the website that I had already built with ReadyMag and deal with the lack of personal Domain.



Carrd

To work around my lack of domain without needing to build a new website, I simply made a page on Carrd, another website builder that I had only found after using ReadyMag, that links to my website. This meant I could have my own domain, and I would also not have to remake my website.

New domain: annabelssoup.carrd.co



Zander Letter

Zander Letter

This is the zander letter that I wrote from the perspective of myself after graduating my third year. This helped to solidify and lay out my plans for the future.

2.

After summer, I then continued my studies in illustration and began my master's degree to further build my portfolio and expand my education. I chose to do this degree abroad since I thought the travel experience would inspire more creativity for my work and also help to broaden and branch out my business to more people outside of my university city, Swansea. There I continued to sell my art at event, market, and convention stalls and hand out my business cards to customers and fellow creatives.

During my master's study, I also opened up the opportunity for clients to request custom made and personally prompted art pieces and advertised this on my social media. This aided me in creating a flow of income alongside what I was already making through sales on my website and through my stalls.

I have since maintained my passionate work ethic and love of illustration and continue to grow my business, client base, and network of fellow creatives through my presence both online and in the community.

1.

At the end of my third year in university, I achieved 1st class on my dissertation on the resurgence of the vinyl record in the current decade and the role that nostalgia has played in it. My practice for this, a physical designed and illustrated vinyl record, sleeve, poster, and sticker and lyric sheet, was shown in the end of year exhibition and received praise from my tutors and peers.

From then on, I focused on building up my portfolio with more artwork and keeping my online presence through my Instagram account active through updating it regularly, showing new pieces, works in progress, and updates on future plans to create consistent engagement. I also created my own online business where I sell my art in the form of prints, post cards, sticker sheets, and self designed clothing articles like tshirts and sweatshirts.

I also have started attending art and illustration markets, fairs, and conventions and displaying and selling my work at them to make an income. This has helped massively to gain eyes on my art and has also grown my online following and network within the industry through handing out my business cards to customers and other artists with my contacts on them.

Alongside my business, I had made connections through a marketing and media work placement in summer of my second year and this led to a part time job with Carmarthenshire County Council's creative sector. This job has allowed me to improve my skills in graphic design by creating visual content for campaigns, publications, and online platforms and has also allowed me to gain new experience in marketing by supporting campaigns through social media and advertising materials. I have also built up my experience in team collaboration by working alongside experienced staff, contributing to projects and learning how marketing and media teams operate within professional environments.

I have stayed in touch with many of my classmates from university and continue to create and collaborate with them, this has helped to boost our audiences and the engagement that we receive on our work. As a group, we occasionally combine our products from our businesses to display them as a collective in collaborative stalls as we found that combining our audiences and advertising our work in a group brought more attention to our stall since we offered a diverse body of work as a whole.

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- <https://benjamin.klemencic.net>
- <https://www.luannudell.com>
- <https://www.art.yale.edu/>
- <https://www.petracortright.com/hello.html>
- https://dribbble.com/C_Blesnoc
- <https://dribbble.com/thisisben>
- <https://dribbble.com/schildbach>
- <https://dribbble.com/elyapie>
- <https://www.behance.net/danieleprocopio>
- <https://www.behance.net/lyananikitina>
- <https://www.behance.net/mikitarasolka>
- <https://www.behance.net/orangepaint7272>