Changemakers: Building your Personal Brand for Sustainable Employment

Assessment 1

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Lecturer – Ian Simmons
Module Code – ADVA5001

“What About You?” - Class Exercise

Who is the creative you want to be and who will you be working for/What work will you be doing?

I want to be a character and narrative artist for clients/agencies and potentially do freelance.

Who are you dream employers?

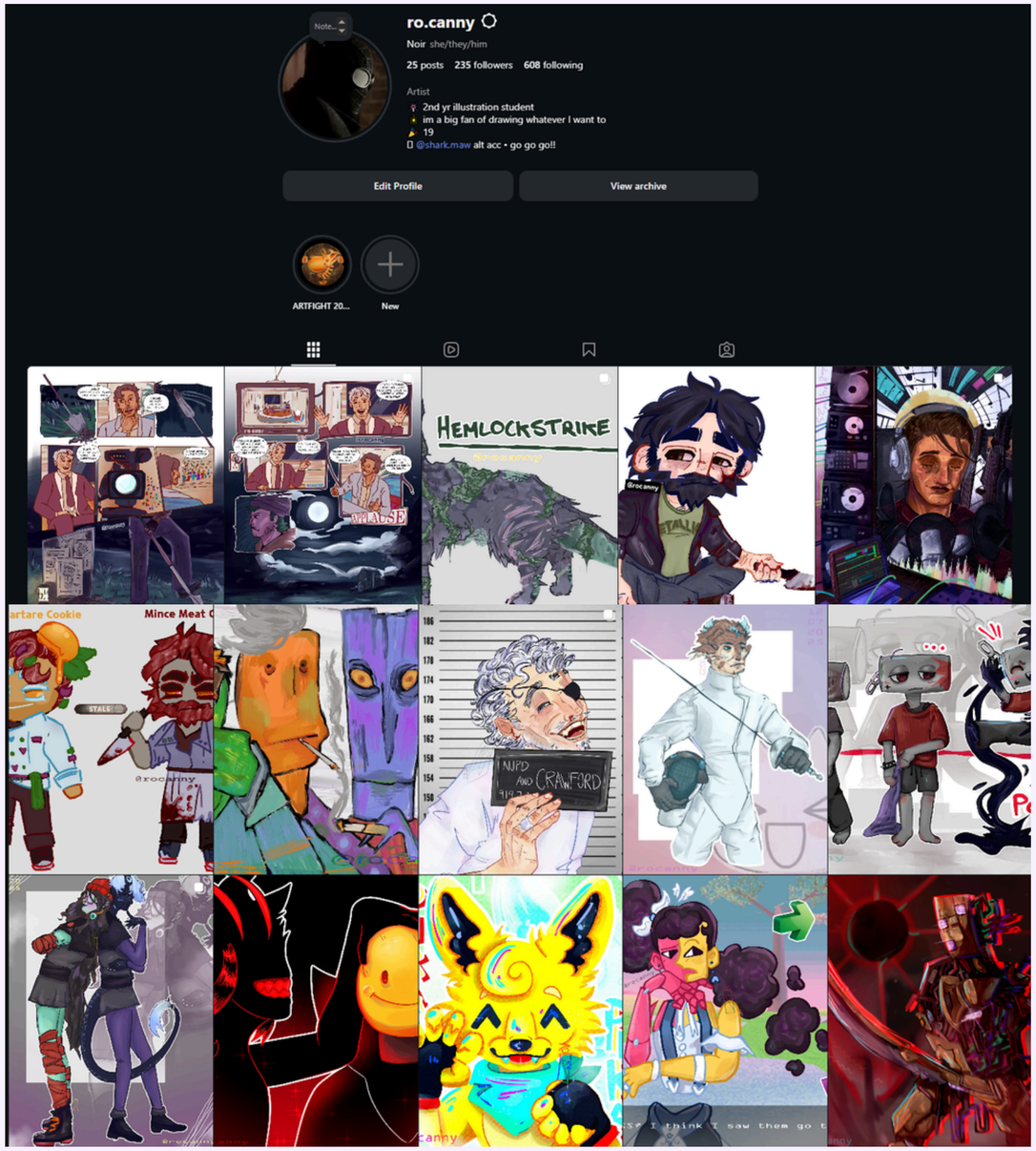
My dream employers include game companies and editorial companies. Most notably I would love to create a run of Batman for DC.

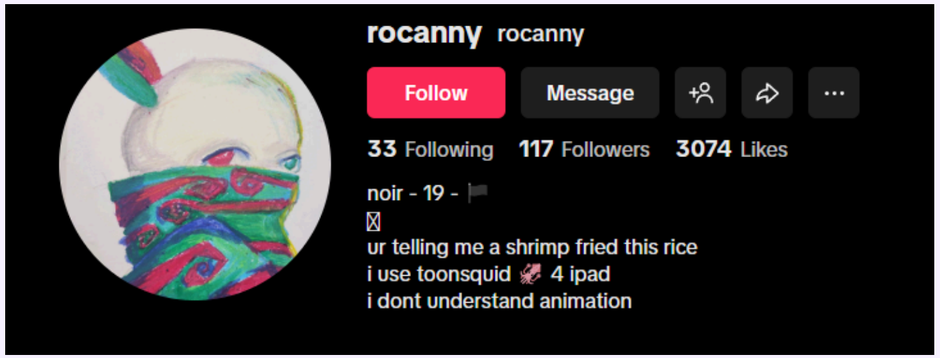
How will you achieve this?

- Obtaining my degree
- Job searching
- Taking part in competitions several times a year
- Promoting myself on social media
- Getting an agent
- Improving my weaknesses (noted in SWOT analysis) and building solid skills

Expanding on my thoughts from this exercise, while I want to primarily do character and narrative work, branching into editorial works is also something that excites me. My idea of a dream employer is very broad. I am aware that wanting to create a run of Batman is a very difficult gig to score, but creating stories written and illustrated by me is something I dream of doing.

Current Online Presence





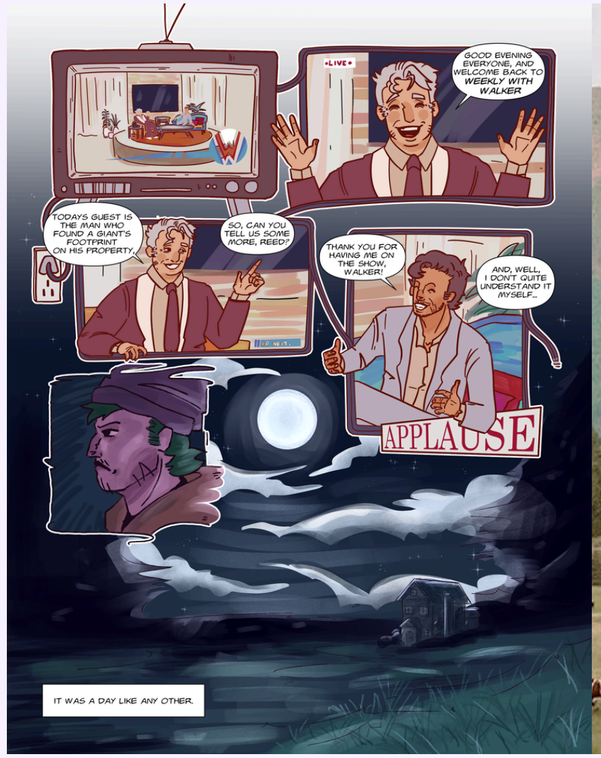
My current online presence is very unprofessional. I have the same username across all platforms and I don't have any plans on rebranding my name.

I will be creating a new and more uniform theme across my profiles.

Tiktok is my most well recieved platform, having gained 100 followers within 7 days by posting animations. My main problem with my Tiktok account is that it is entirely disconnected form my regular style of artwork. Bringing together my accounts to form a more harmonious online presence is my main aim. I will be achieving this by sharing some of the content I post on Tiktok onto my other socials.

Having two seperate styles for my illustration vs my animation is oddly important to me as I want to tell different stories with them. I am aware that this is not an idea that meshes well with cohesive branding, and that is a challenge that I will need to overcome.

My Work







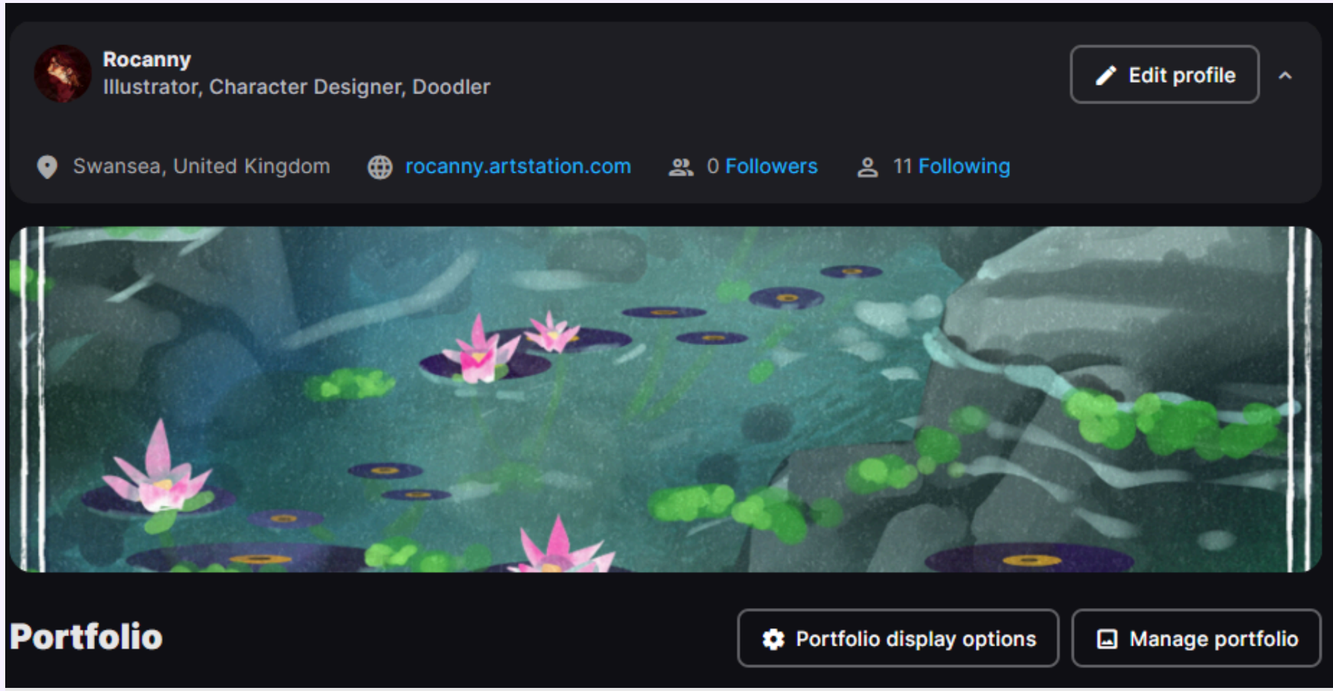






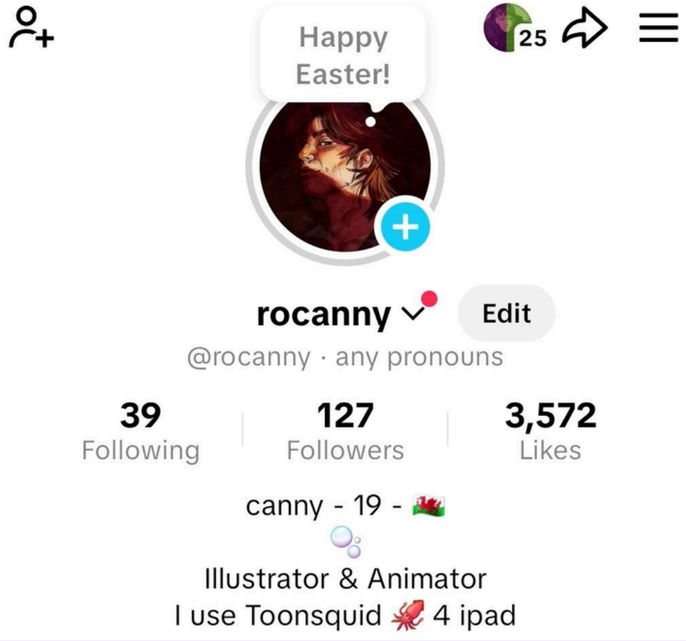


I love to draw characters that are strange and giving them personalities and stories. I’m unsure on how this is marketable outside of commissionable work, as I have never sold my stand-alone work at events such as craft stores or online. Although I have been able to sell character designs in niche online communities. I once created a mural that was never used due to issues within the clients personal life.









I created a cohesive theme for my social medias. Please refer to my other submission file to see how I achieved this.


Good +
Bad websites

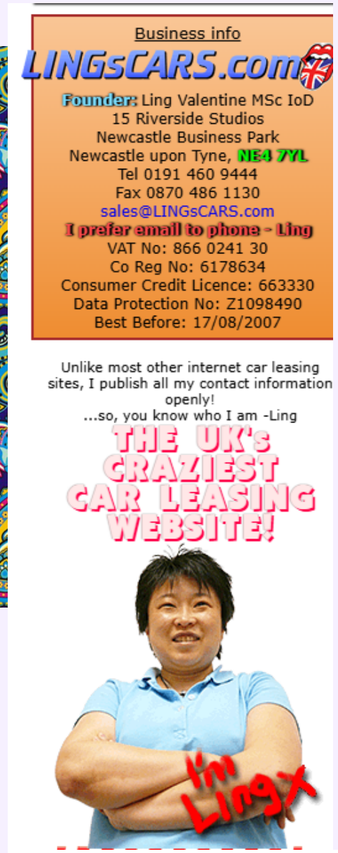
Ling’s Cars

https://museum.lingscars.com/



While Ling’s Cars now has a new and improved website, an eyestrain causing relic of their past remains. The gaudy background choice drew me into Ling’s Cars, and exploring further made me certain that I wanted to include this as part of my research on what not to do.

The dated look of the sidebars clashing with the colours picked out for back-boxes and text alike make’s Ling’s Cars a headache for me to comprehend. In classic internet fashion each tab flashes with gifs, while some play background audio. Despite my bashing of Ling’s Cars’, it is one of the better “bad websites” I looked at for this task.





Unsurprisingly, Duncan looked on in sheer disbelief. After all, it had been four years since Ling had arrived in the Den, taunted the Dragons with her outlandishly different marketing techniques. Ling walked away from a deal, turning down Bannatyne and Richard Farleigh.



Skydin

http://www.skydin.com/



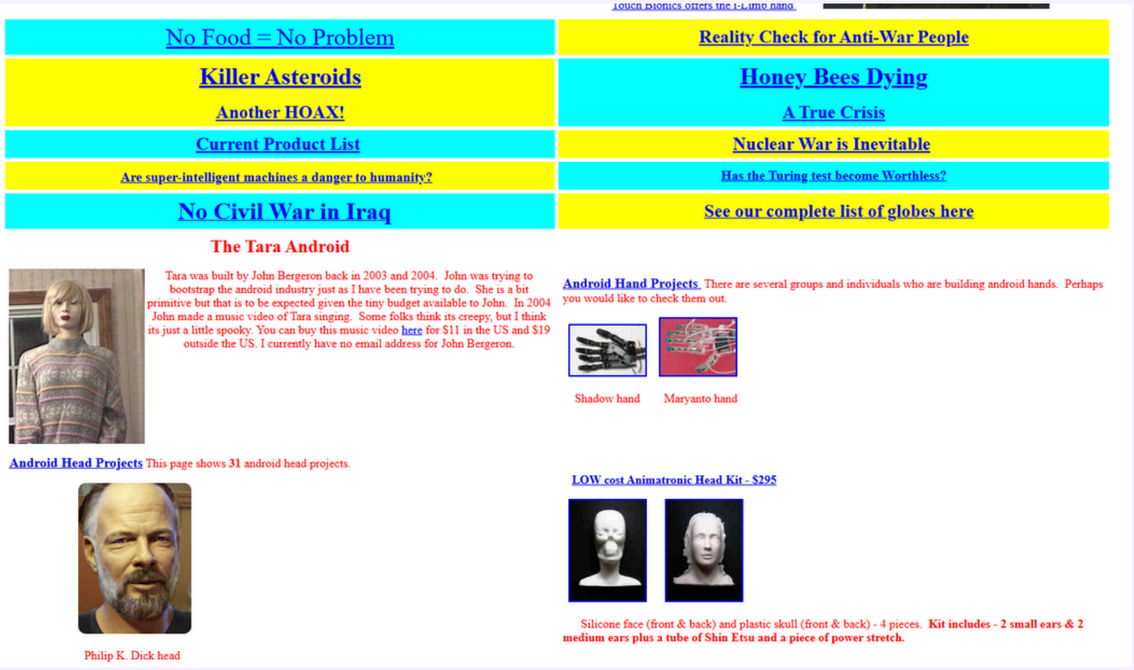


A website composed almost entirely out of jpegs, Skydin Zeal's portfolio and online storefront has plenty of personality but also hurts my eyes if I look at it for too long. The bold rainbow and neon themes overlayed onto the gold and futuristic aesthetics. I initially thought that the look of the site was because of it's age, but when I looked up Zeal on other platforms I found that his site is extremely up to date and all of his content on other platforms matches the look and feel of his website.

Android World

https://androidworld.com/

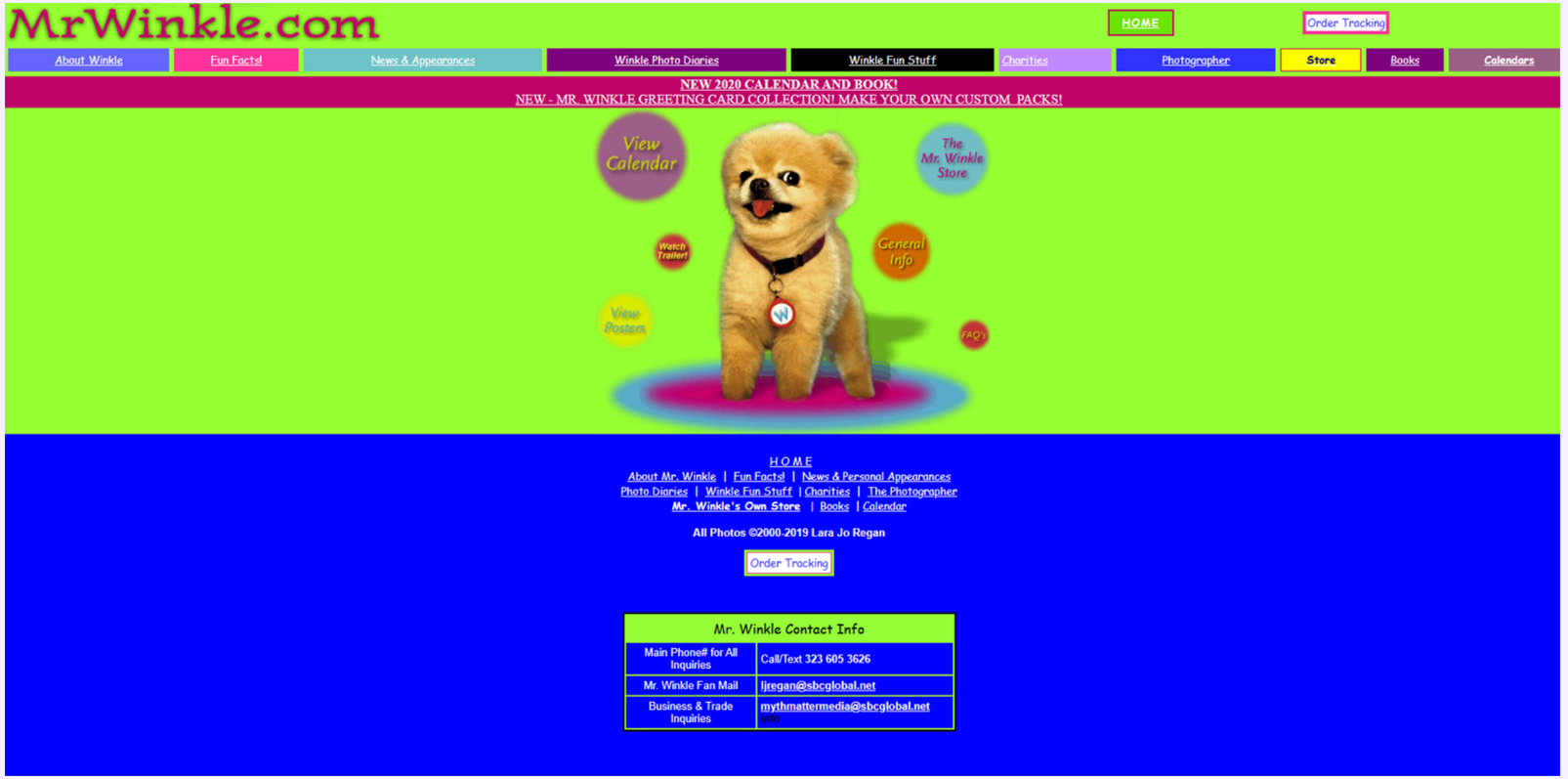


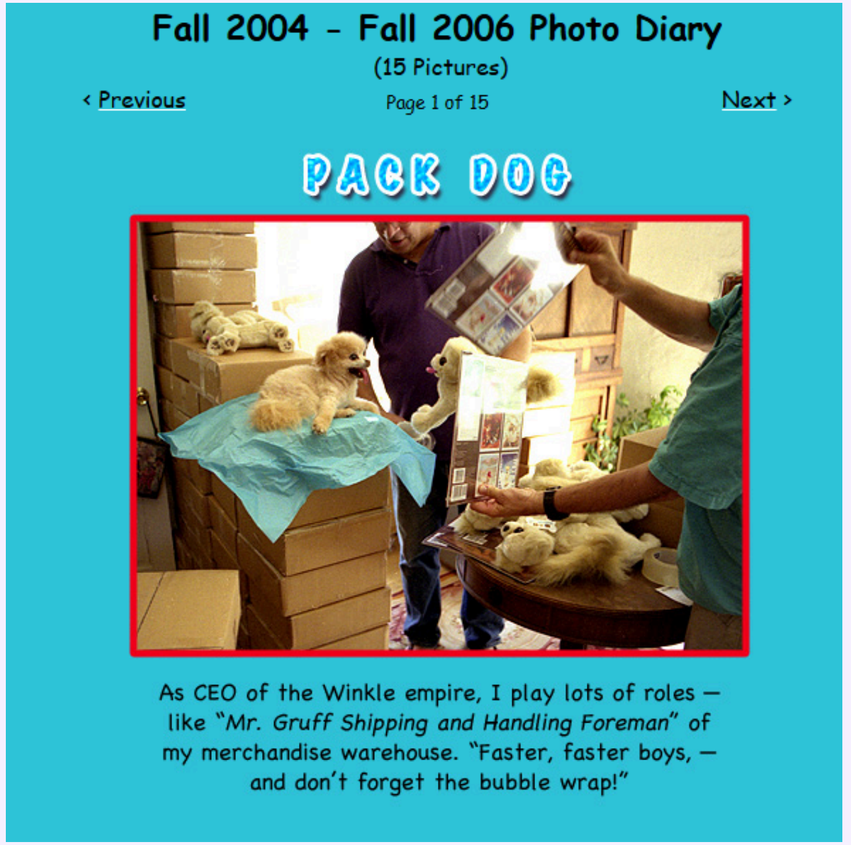


Last updated in 2016, Android World is a page that followed technological advances in humanoid robots and also provided information about their political beliefs. While less visually offensive than other on this list, Android World makes frequent use of the basic HTML colours and formatting. The red and blue text on the white background is rather difficult to read without causing eyestrain and the lack of a theme that isn't just "rainbow" leaves things feeling disorganised.

Mr Winkle

https://www.mrwinkle.com/



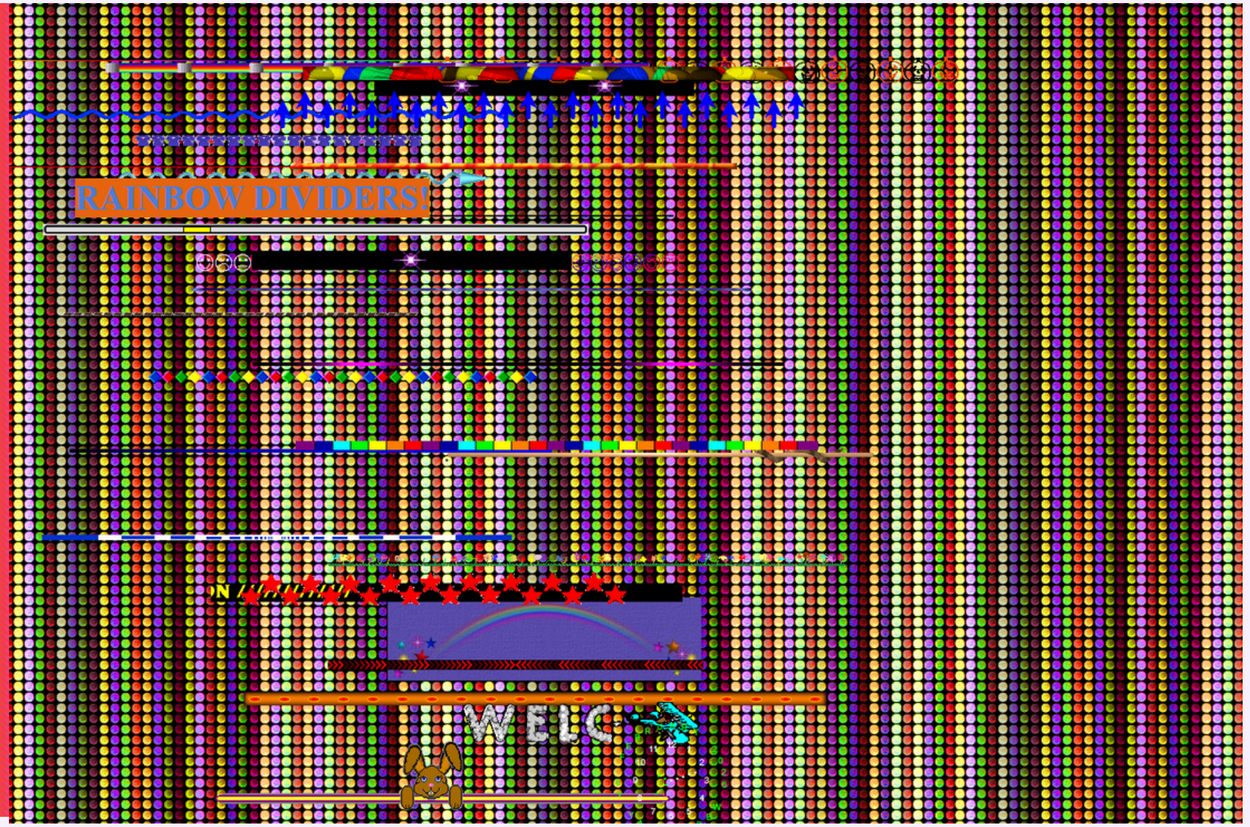


Despite Mr Winkle being absolutely delightful, his website is hard on the eyes. The use of the ever popular comic sans font on bold backgrounds with both white and black text makes things hard to read. There are also many pages to navigate through, making the site confusing. I will be avoiding this approach.

Rainbow Divider

https://rainbowdivider.com/

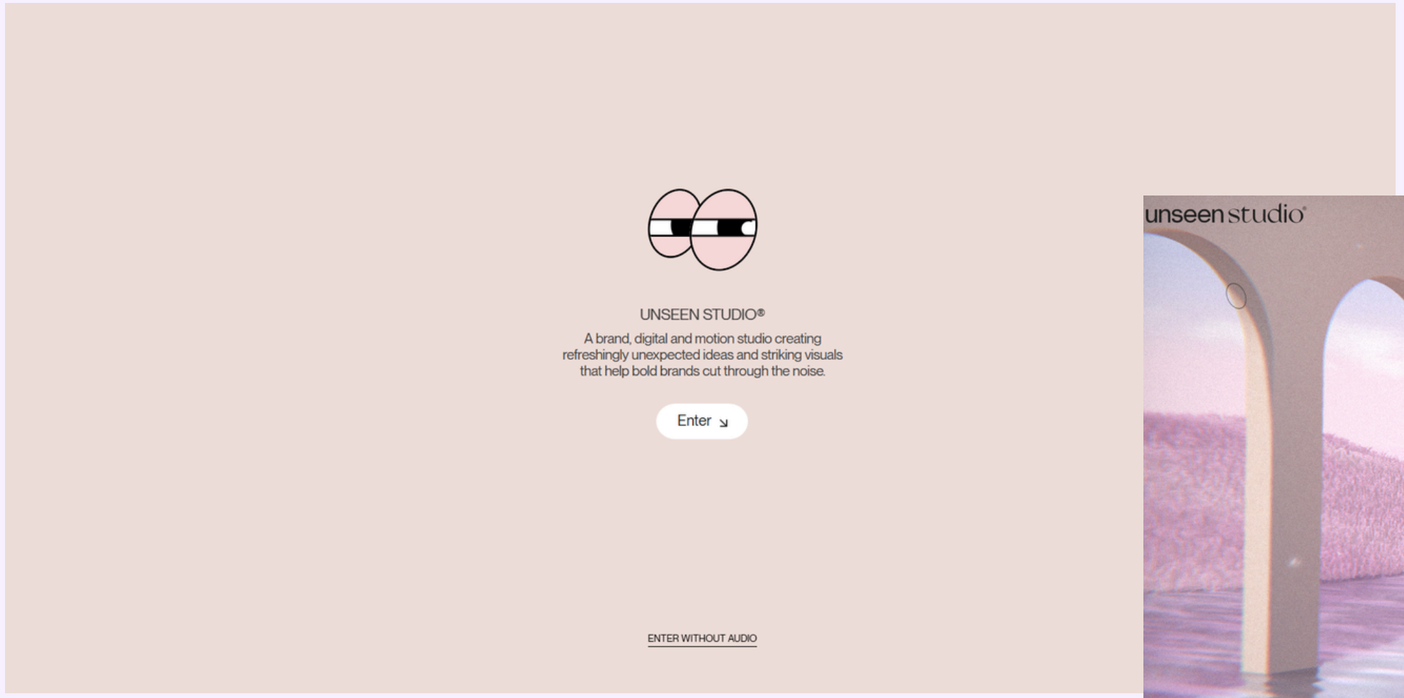


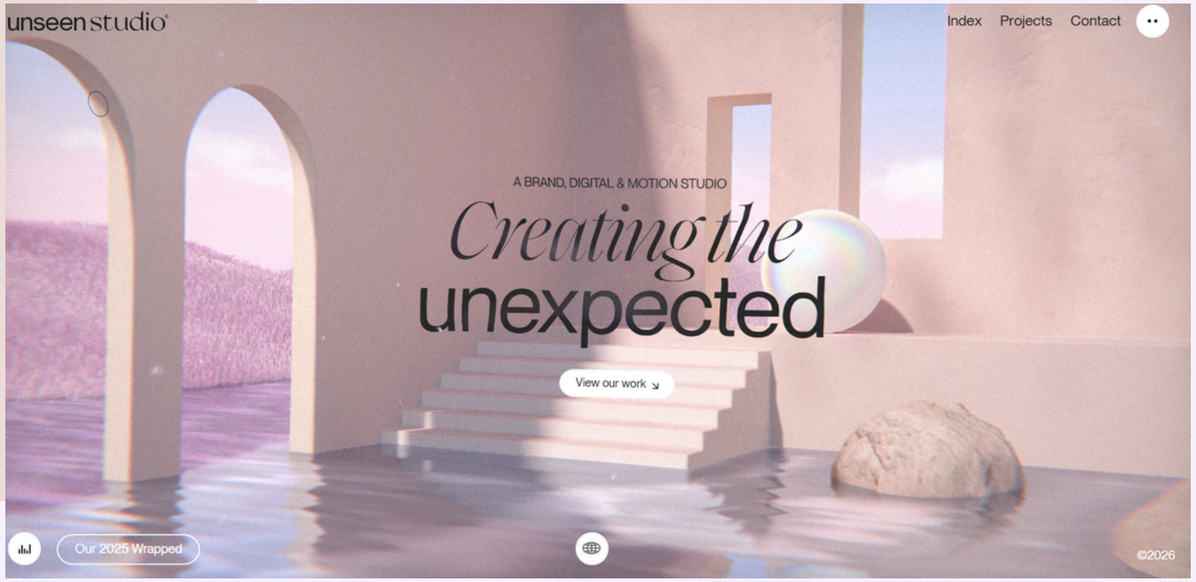


A site full of fast moving gifs that get replaced with something new everytime you reload the page, Rainbow Divider is what it says on the tin. While I appreciate it’s honesty, it has inspired me to stay clear of clashing colours and pick a theme much more harmonious for my website.

Unseen Studio

https://unseen.co/



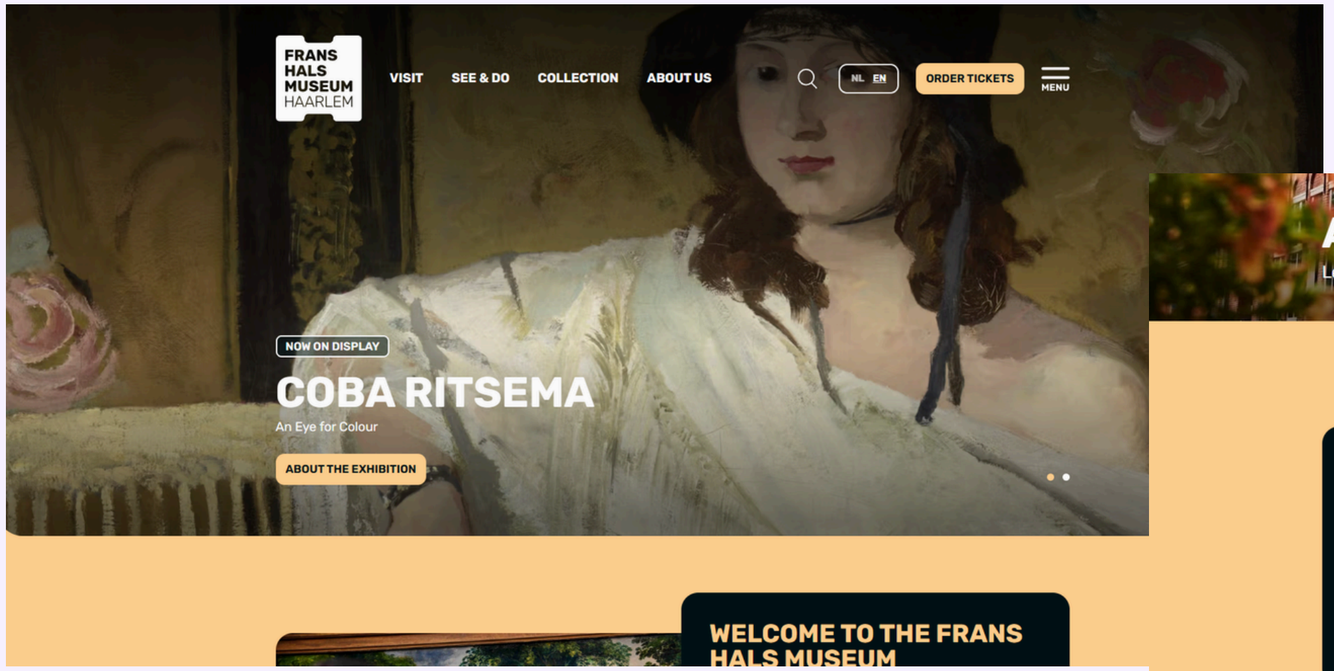


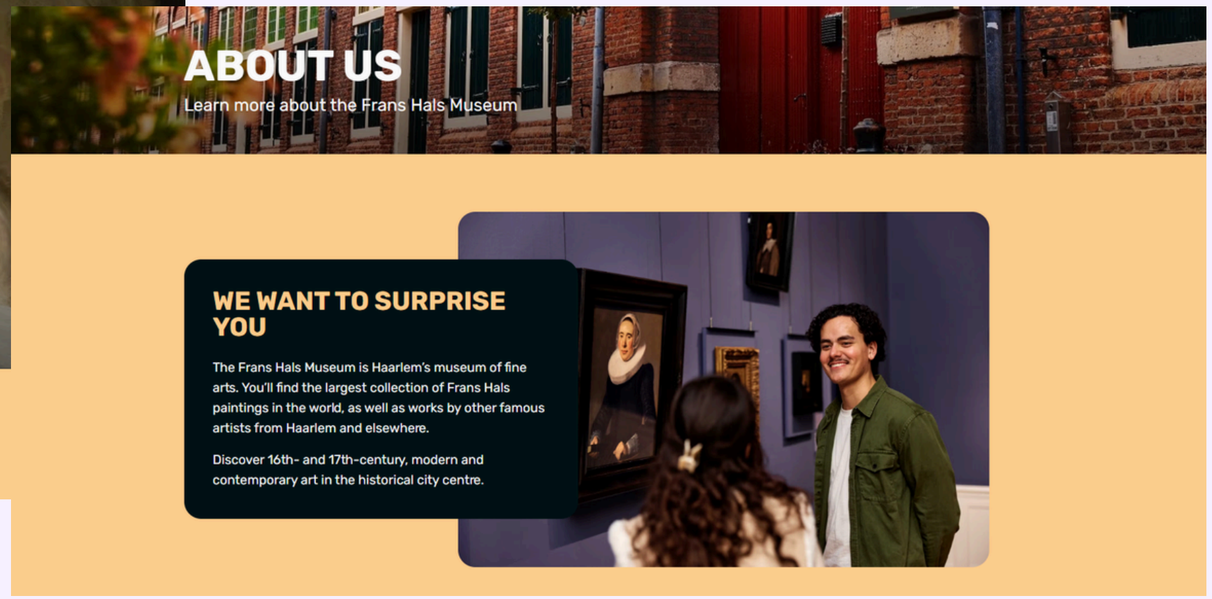
Unseen Studio has an interactive website that uses the sound function well. Each interaction feels like reaching into the website and moving it around.

I like the colours and calm look, and also how it showcases the personality of the studio well.

Frans Hals Museum

https://franshalsmuseum.nl/en





I love the use of colour throughout Frans Hals Museum and how everything seamlessly fits together. The rounded edges make the interface softer and less clinical. Picking one colour (in this case, a creamy yellow) and using it throughout to bring the theme together is an idea I will be taking inspiration from.

Cantilever Chippy

https://cantilever-chippy.co.uk





The hand-drawn approach to this chippy website that makes it look like a blackboard with notes stuck on it is something I adore. The idea of bringing my own hand-drawn assets into my website for things such as buttons is something I am considering doing after viewing this website.

Henrdrick’s Gin

https://www.hendricksgin.com/

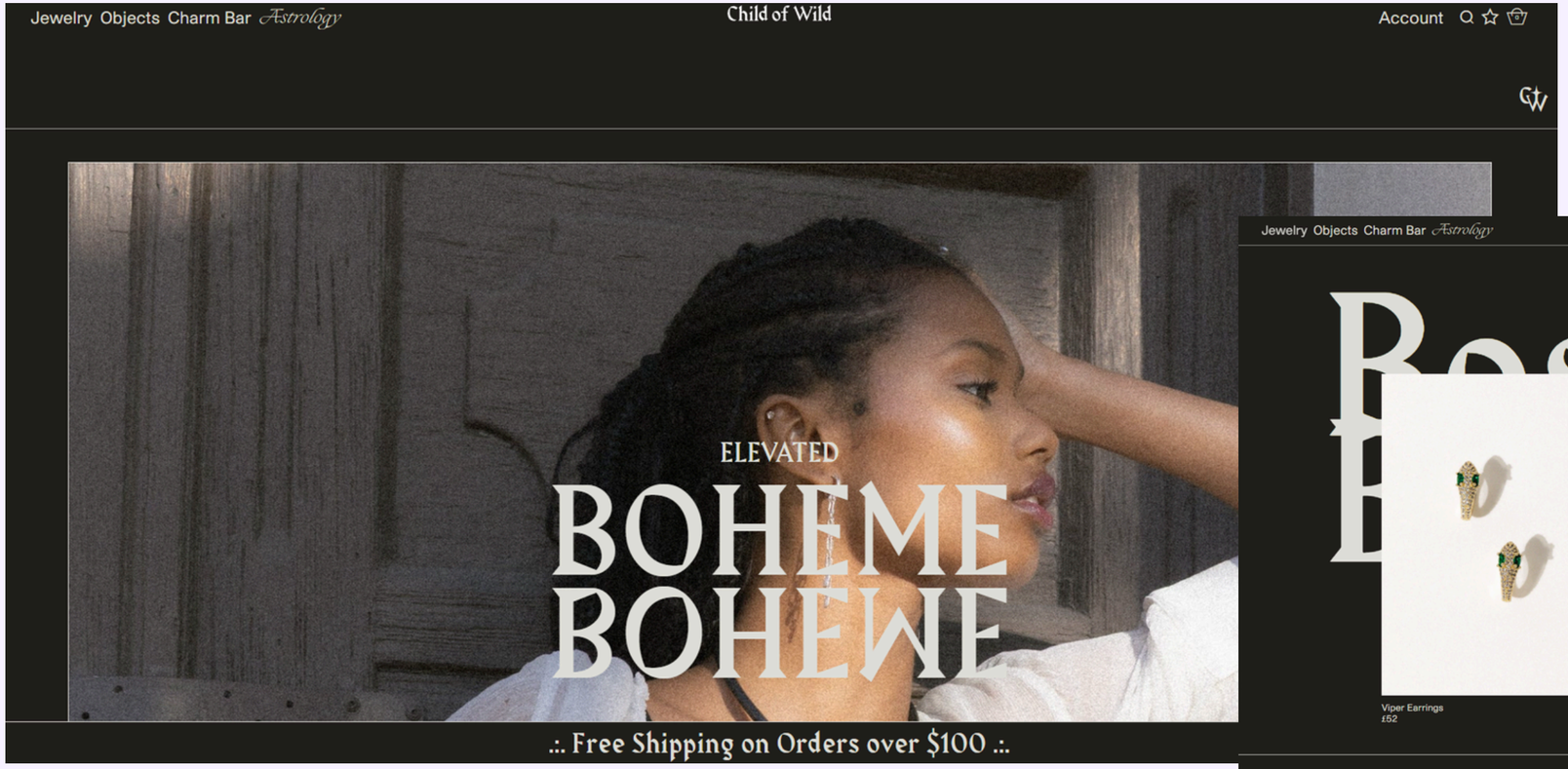


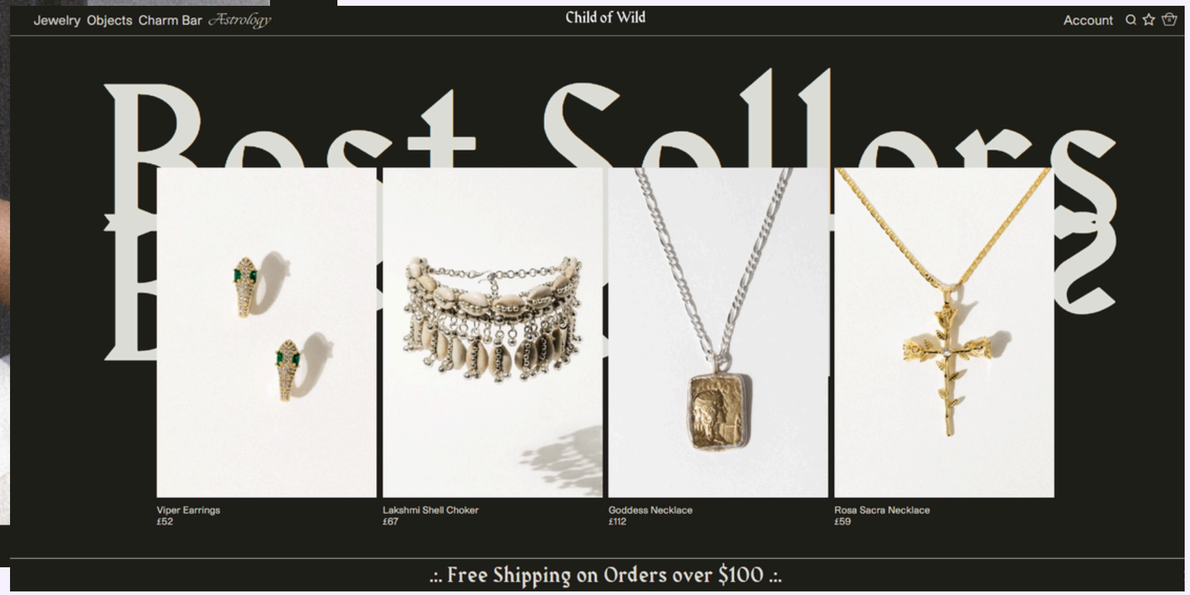


Hendrick’s Gin is littered with small animated elements across a website made to look like pieces of paper with accompanying illustrations. I will be taking inspiration from the illustrated approach on my website. Having spot illustrations throughout my home and about pages.

Child of Wild

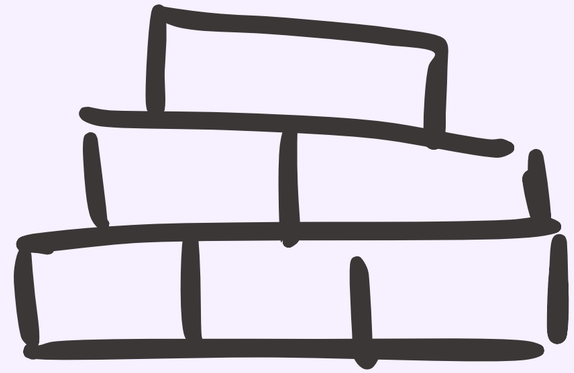
https://www.childofwild.com/



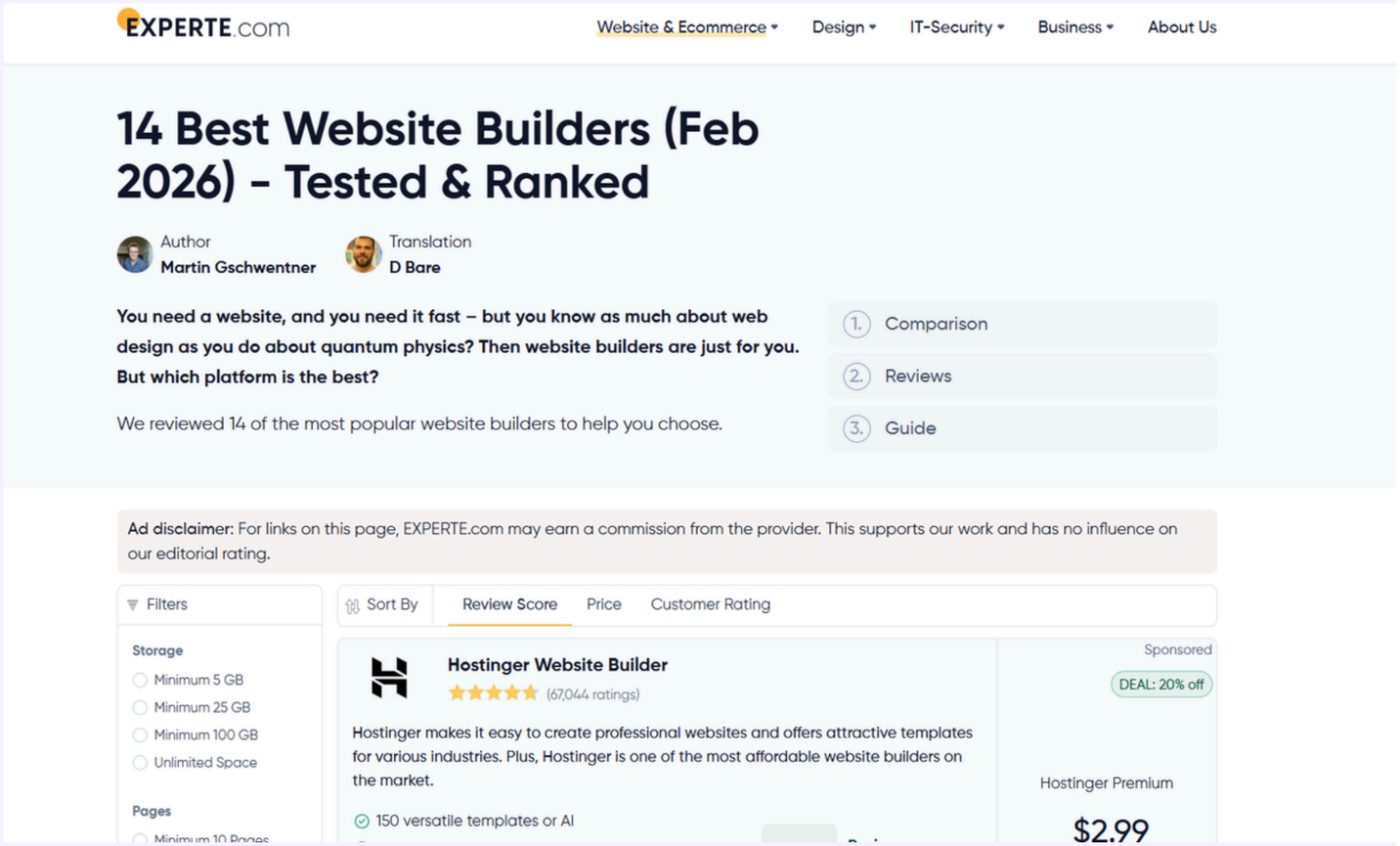


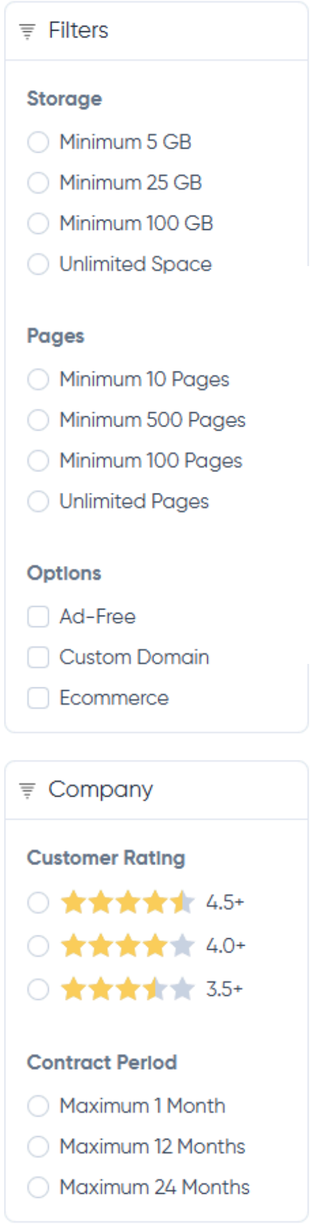
The minimalist style with big interactable images of Child of Wild drew me in. I love the dark background and how the white text stands out as bold against it.

Website Builders

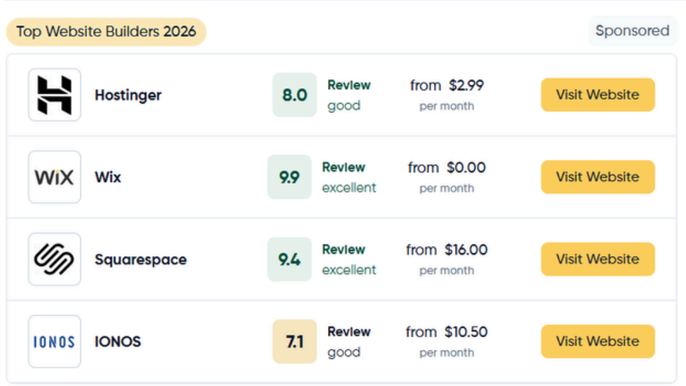


Site Builders





It has a helpful filter option which I will be using to narrow down the site builder that I will be using.



Although I am aware that this site may be unreliable as it is riddled with “sponsored” labels that imply that some sites may be painted in a better light than others in an unfair way.

I found a website that lists out different website builders and ranks them based on their functionality, price, and user reviews. As I am a student with no money I will be using a free website builder, but looking into ones with paid plans will be valuable for when I have an income and will be able to afford a nicer site.

https://www.experte.com/website-builder

Hostinger Website Builder

Hostinger Website Builder

(67,577 ratings)

Hostinger makes it easy to create professional websites and offers attractive templates for various industries. Plus, Hostinger is one of the most affordable website builders on the market.

- 150 versatile templates or AI
- easy setup & customization
- free domain name
- 24/7 live support
- 20% discount with code EXPERTE20

8.0 Review good

Sponsored

DEAL: 20% off

Hostinger Premium

$2.99

monthly price

Visit Website*

30-day money-back guarantee

Space	Domains	Pages	Contract Period
unlimited	1 domain	unlimited	1 - 24 months

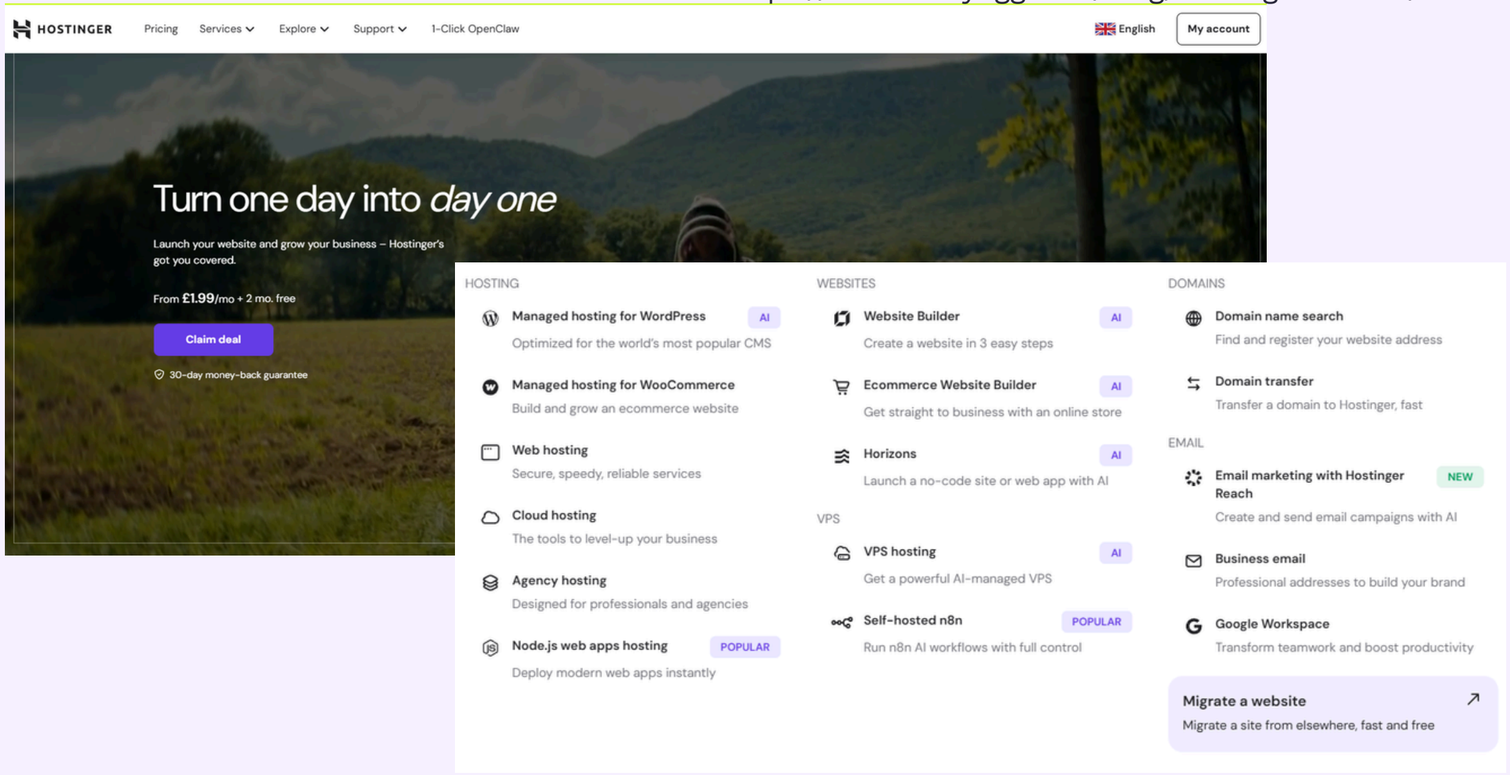
	Premium	Business	Business (Aktion)
Monthly Price	from $2.99	from $3.99	from $3.99
Contract Period (Months)	1 - 24	1 - 24	1 - 24
Included			
Space (GB)	unlimited	unlimited	unlimited
Pages	unlimited	unlimited	unlimited
Traffic (GB)	unlimited	unlimited	unlimited
Custom Domain	✓	✓	✓
Domains Included	1	1	1
Features			
Ad-Free	✓	✓	✓
Blog	✓	✓	✓
Ecommerce	✗	✓	✓
Products	0	500	500

https://www.hostinger.com/uk

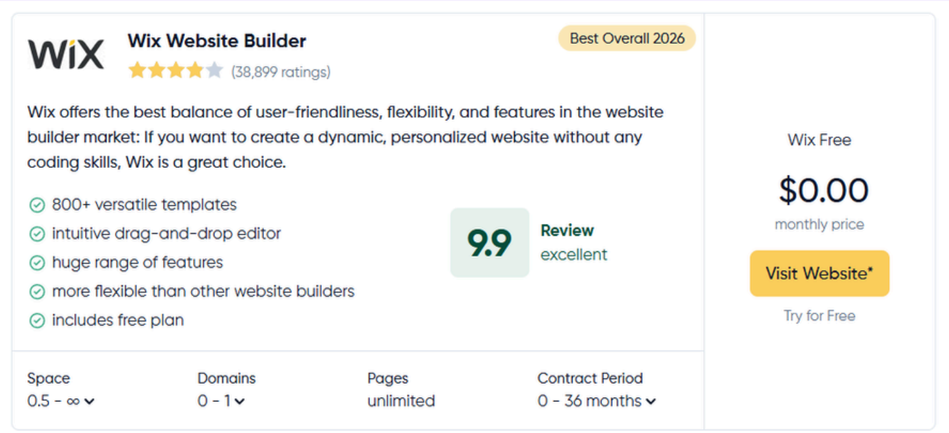
Hostinger seems great all around as a paid option (and very cheap!). It is said to have brilliant load speeds and runs using WordPress tools. It also provides a free domain for the first year. The bad is that sometimes the site can be down for “a few minutes at a time” on the cheaper plans. This is not ideal for a website that I will be using to showcase my work.

As Hostinger is a paid website builder, I will not be using it for this module, but I have explored it as a solid and cheap future option.

https://www.crazyegg.com/blog/hostinger-review/



Wix



WiX **Wix Website Builder** Best Overall 2026

(38,899 ratings)

Wix offers the best balance of user-friendliness, flexibility, and features in the website builder market: If you want to create a dynamic, personalized website without any coding skills, Wix is a great choice.

- 800+ versatile templates
- intuitive drag-and-drop editor
- huge range of features
- more flexible than other website builders
- includes free plan

9.9 Review excellent

Wix Free

$0.00

monthly price

Visit Website*

Try for Free

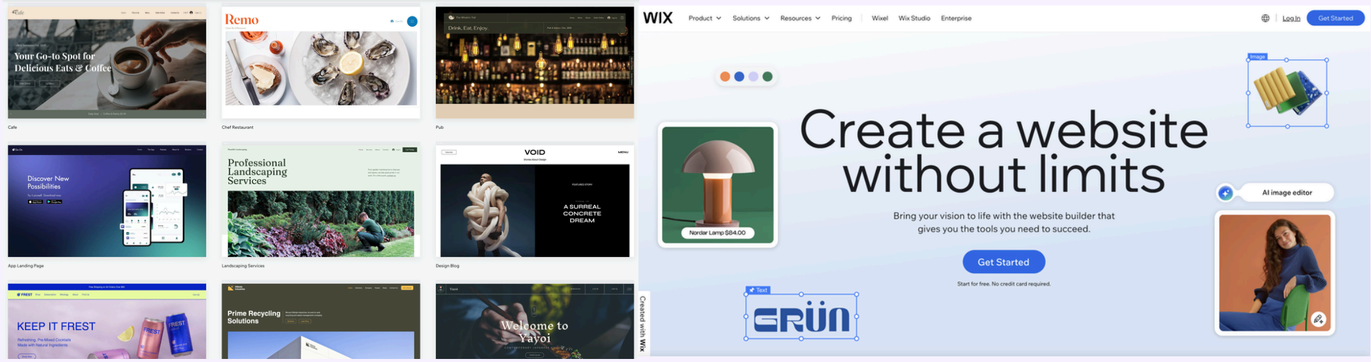
Space	Domains	Pages	Contract Period
0.5 - ∞	0 - 1	unlimited	0 - 36 months

	Free	Light	Pro
Monthly Price	$0.00	from $14.00	from $17.00
Contract Period (Months)	0	1 - 24	1 - 36
Included			
Space (GB)	0.5	2	20
Pages	unlimited	unlimited	unlimited
Traffic (GB)	1	unlimited	unlimited
Custom Domain	✗	✓	✓
Domains Included	0	1	1
Features			
Ad-Free	✗	✓	✓
Blog	✓	✓	✓
Ecommerce	✗	✗	✗
Products	0	0	0

Wix being one of the cheapest options (having a base price of completely free) out of all available website builders comes with some rather treacherous downsides. Upgrading at all costs an obscene amount monthly and you are unable to transfer your Wix-site to any other content management system. Most bad reviews for the website builder branch from people saying that Wix makes things “too easy” and that leads to people creating burning wreck-type websites that struggle to load and may deter potential customers for businesses.

Despite this, it consistently scores highly in website rewards. It’s pros include its hundreds of user friendly templates for all industries, its flexibility, and how it safely backs up sites.

I have used Wix before extensively and understand it well. If nothing else jumps out at me as being better as a free CMS I will likely fall back onto it.

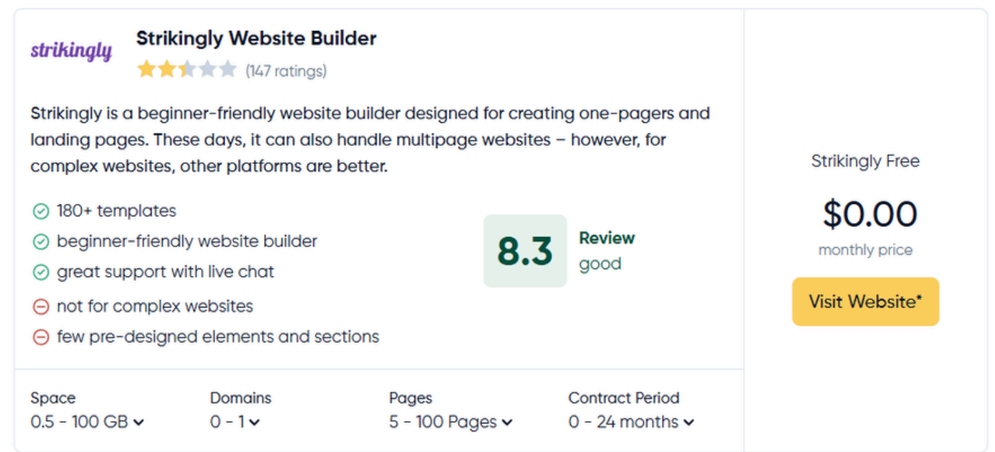


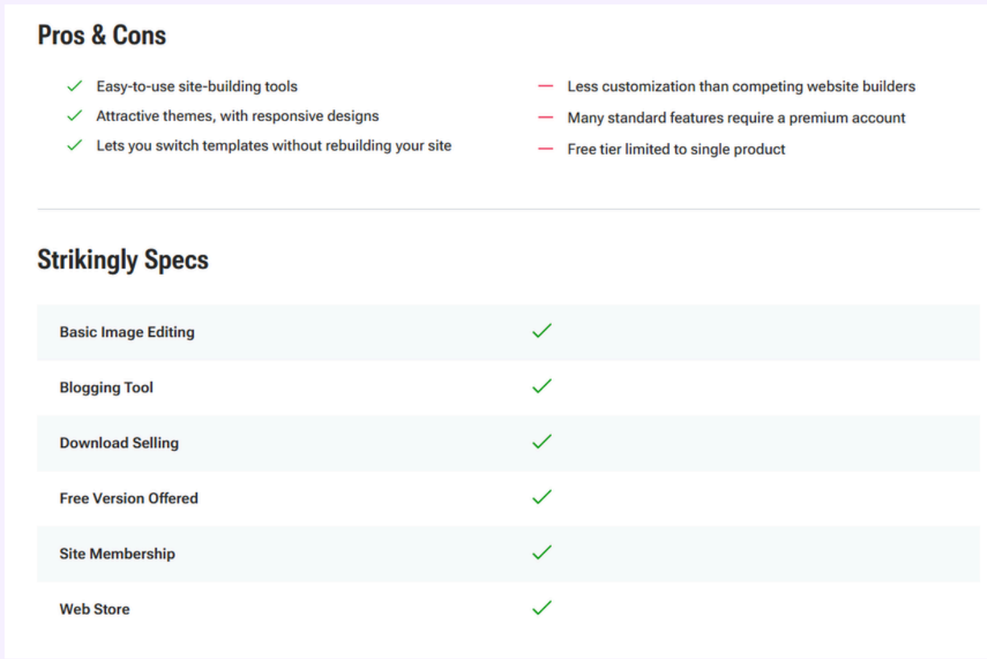
https://www.fullychargedmedia.com/online-presence-fundamentals/5-reasons-not-to-use-wix-for-your-website-a-brief-wix-review/

https://www.wix.com

https://www.tooltester.com/en/reviews/wix-review/

Strikingly Website Builder



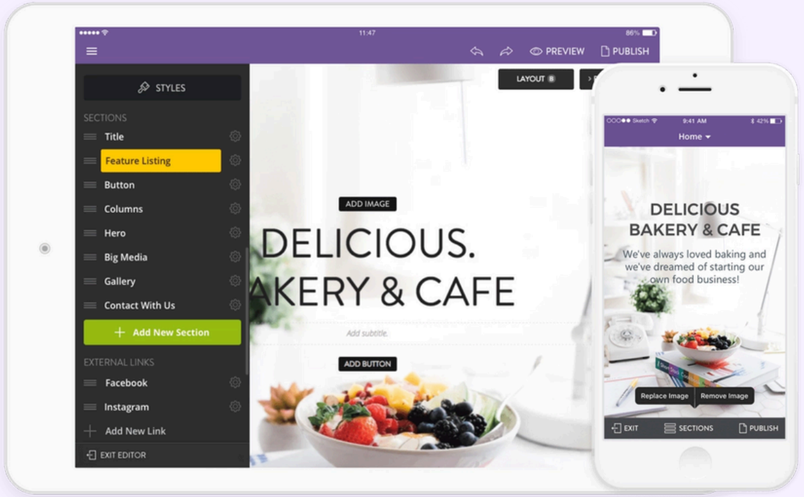


https://www.strikingly.com/

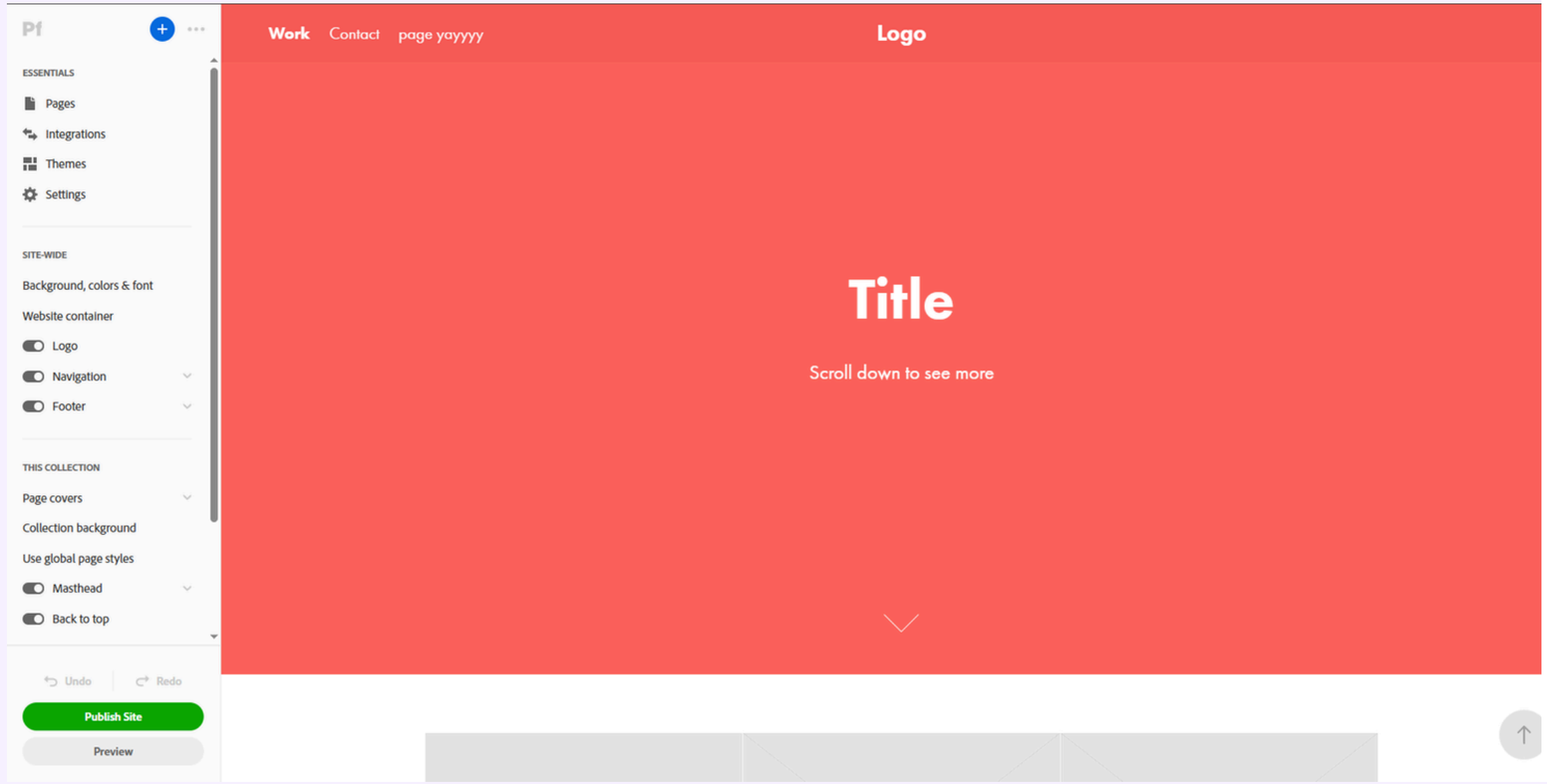
Strikingly is a web builder that specialises in creating one page sites that have drop-down sections that appear as you scroll. This website appeals to me as a way to create small websites for single projects that you'd want in some kind of spotlight. Otherwise it isn't what I'm looking for.

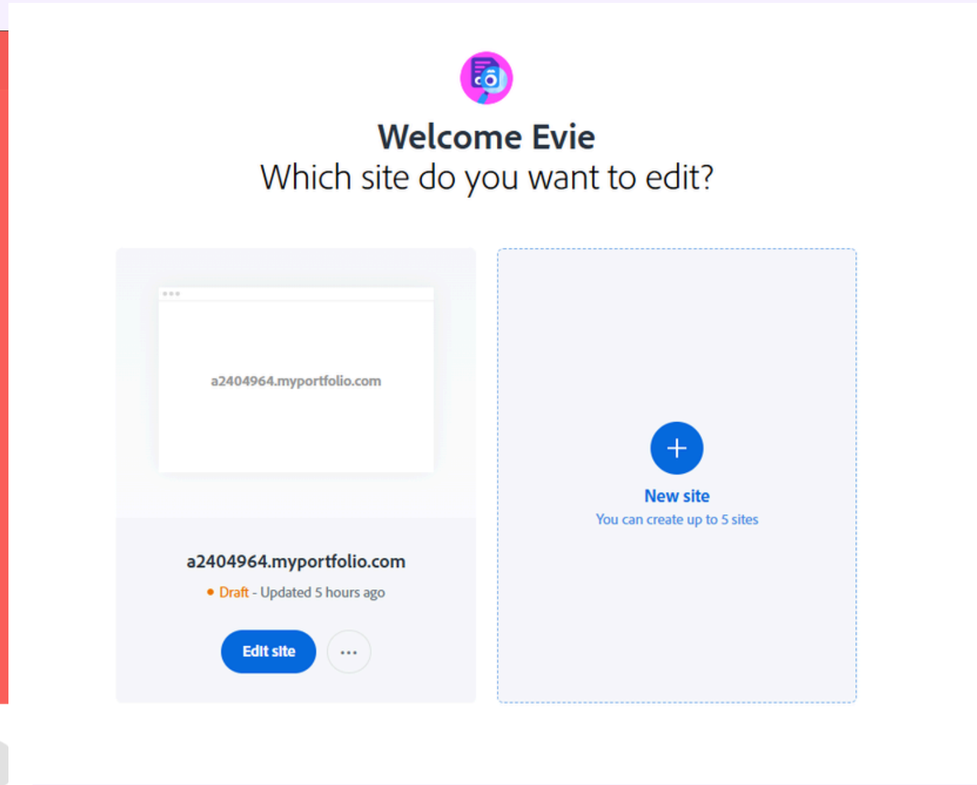
I still included it because I find the novelty of it interesting (striking, even), and may use it for smaller ideas that require one small and simple eye-catching page. Potentially good for a quick share with people in-person with a link that leads to a main site as the one-page format is excellent for mobile use.

https://uk.pcmag.com/web-publishing/74070/strikingly



Adobe Portfolio





In class we looked into using Adobe Portfolio. While very user friendly (after you spend some time investigating how everything works), it is directly linked to if you have a paying Adobe account or not. I will not be able to afford the Adobe Suite immediately after I graduate so I will not be building my website on Adobe Portfolio. I found the user experience good regardless of this and the look of the websites produced very clean, though, and would certainly consider using it as it is also linked to Behance, another website for showcasing work.

https://portfolio.adobe.com

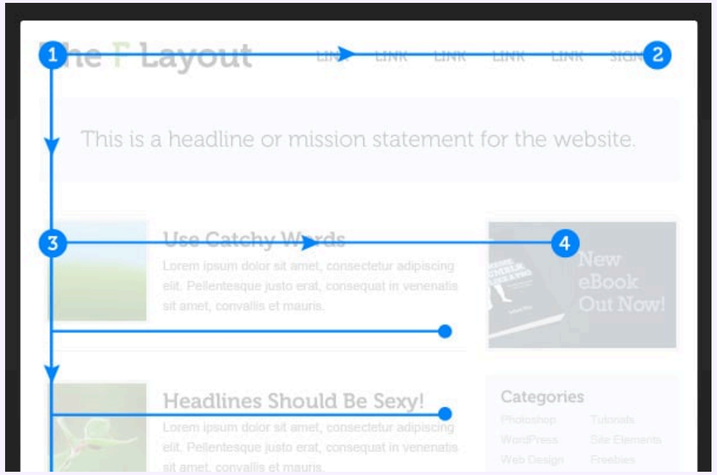
With a clear workflow yet simple features, Adobe Portfolio is a great beginner option which doesn't really allow you to create a hideous website no matter how hard you try to.

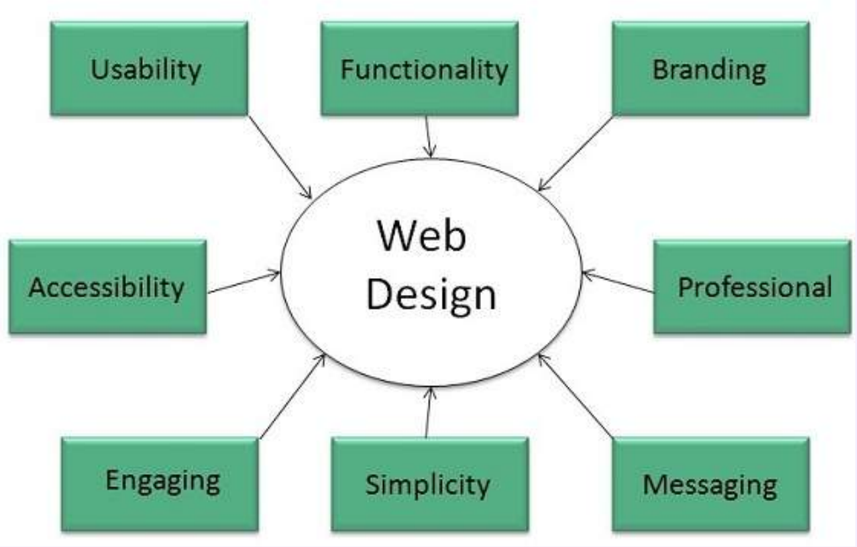
https://www.digitalcameraworld.com/reviews/adobe-portfolio-review-2024

Webdesign

Looking into web design basics across multiple sources yeilded the same results when it came to things to do and things to avoid.

- Have simple websites, not too much content in one place; this makes things easier to navigate for users and easier to change for website makers.
- Place elements in a way that follows the way people view content, the “F-Pattern” is common and should be utilised.
- Create a visual hierarchy (example: larger and bolder elements draw the eye more, so things like this are used for titles).
- Typography is incredibly important, it helps give an impression of your brand.
- Ideally, don’t use more than 2-3 fonts, and ensure text is a comfortable size and colour for reading.
- Colours are also important, but you must make sure your website works in black and white so you can ensure the values aren’t clashing and making things difficult to comprehend. Some advice says to “begin with grey”.
- Have consistent theming throughout to preserve brand idea.





https://designingfortheweb.co.uk/

https://www.rarebirdinc.com/web-design-basics/

https://swankyagency.com/effective-website-design-simplicity-vs-complexity/

https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content-discovered/

Social Media

Social Media Research



+ Good portfolio site
+ Recruiters & professionals are on here
+ Includes a job listing page
-Hasn’t changed much over time
-Isn’t really for “casual” posting
-Won’t find many commissioners on here

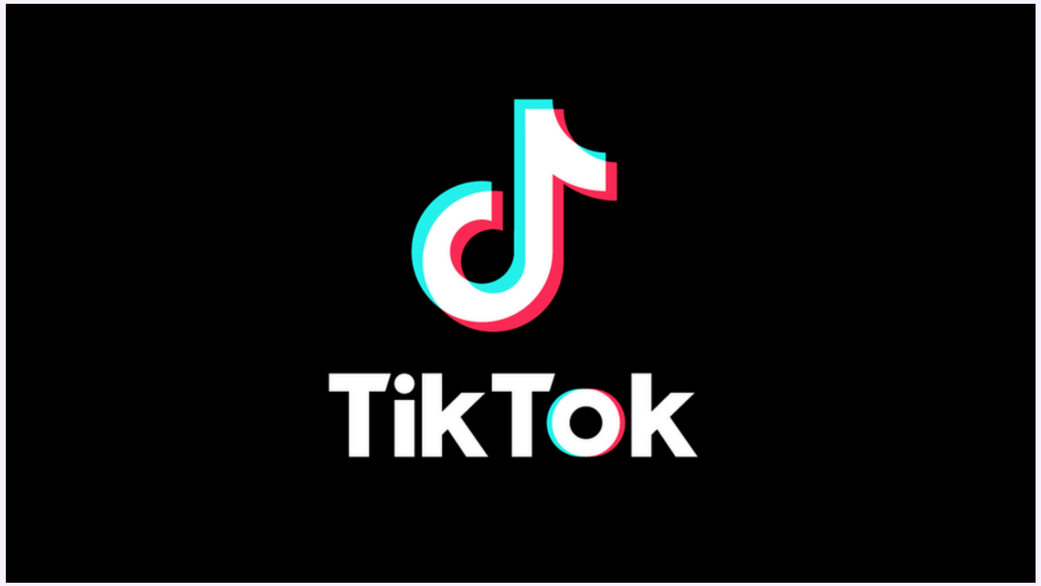


+ Allows more casual posting
+ Potentially large audience
-Difficult to get reach
-Isn’t made for posting art

https://www.creativebloq.com/features/social-media-for-artists



+ “Pure portfolio platform”
+ Has a social aspect
+ Good for behind the scenes/complete projects
-Bad if you don’t have a full project
-Owned by adobe; features could go premium with no warning



+ Big user base
+ Good for animated shorts
-Short form content only
-Got to follow trends if you want to stay relevant

Social Media Research

I have decided to continue posting on Instagram and Tiktok as well as updating my Artstation account. I will not be making a Behance account as it just feels like Artstation with a different layout and a smaller userbase.

I will be focusing on my TikTok and Instagram platforms to try and bring in clients. I feel as though my artwork is not “professional” enough for Artstation. I will be working on improving the quality of my work and documenting more of my process to create engaging Artstation posts.

Bibliography



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ArtStation (2024). *ArtStation - Explore*. [online] ArtStation. Available at: https://www.artstation.com/?sort_by=community&dimension=all.

Behance (2019). *Behance*. [online] Behance. Available at: https://www.behance.net/.

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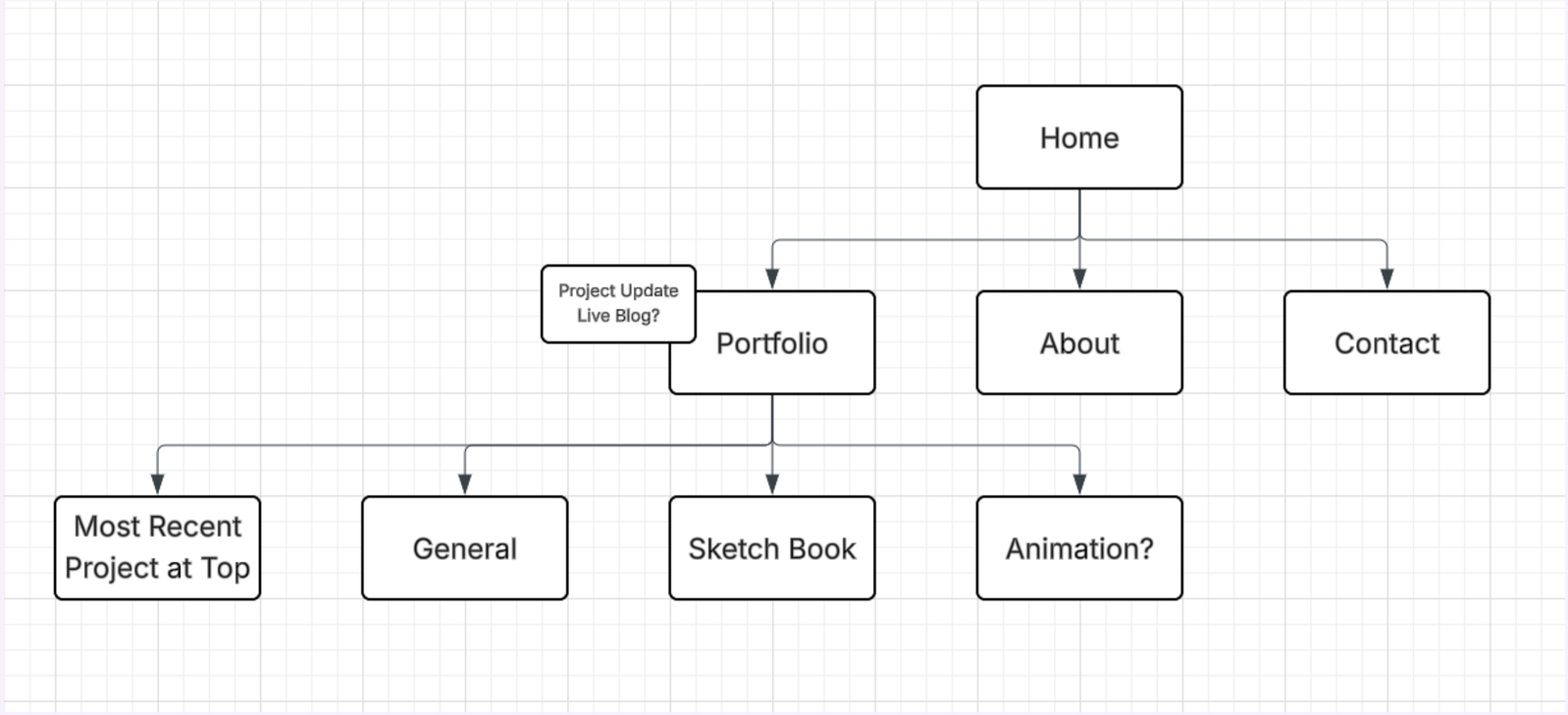
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www.Website

Website Plan



I want to keep my website small and minimal. Making it a labyrinth would likely confuse visitors and make them less likely to work with me.

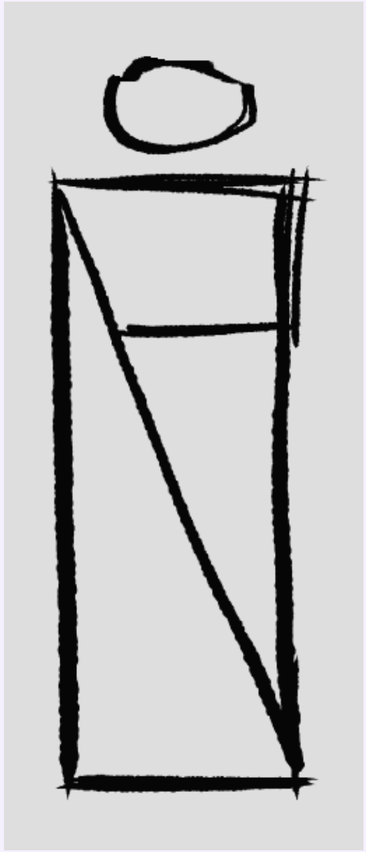
I settled on having 3 sub-tabs with only one of them having separate pages to help organise my work. I want my navigation bar (hamburger menu on mobile) to be at the top of my page. My whole aim for this website is not to reinvent the wheel but to make it look cool.

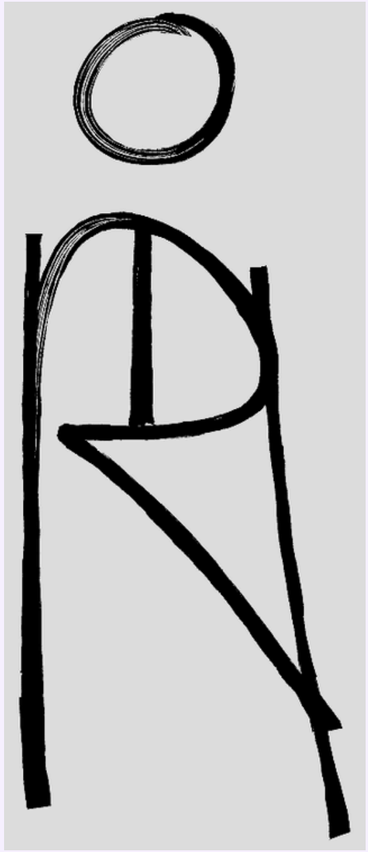
My website will include elements that are hand-drawn and hand-written to bring more of my style and personality into the UI. I will ensure that these elements are readable before including them on my site.

Header, Logo, Buttons

Over three years ago in college I designed my own logo which I have been signing my art pieces with since. I still like this logo and plan to stick with it, but wanted to create a more updated visual.

My old logo is very stiff but is designed so it spells out both “noir” and “rocanny” with its overlaying elements (both are names I go by online). I redrew this logo using the brush I use for lineart in most of my new pieces.





I made it look rounder and more dyanmic, and will be using this image in both my website and new art pieces.

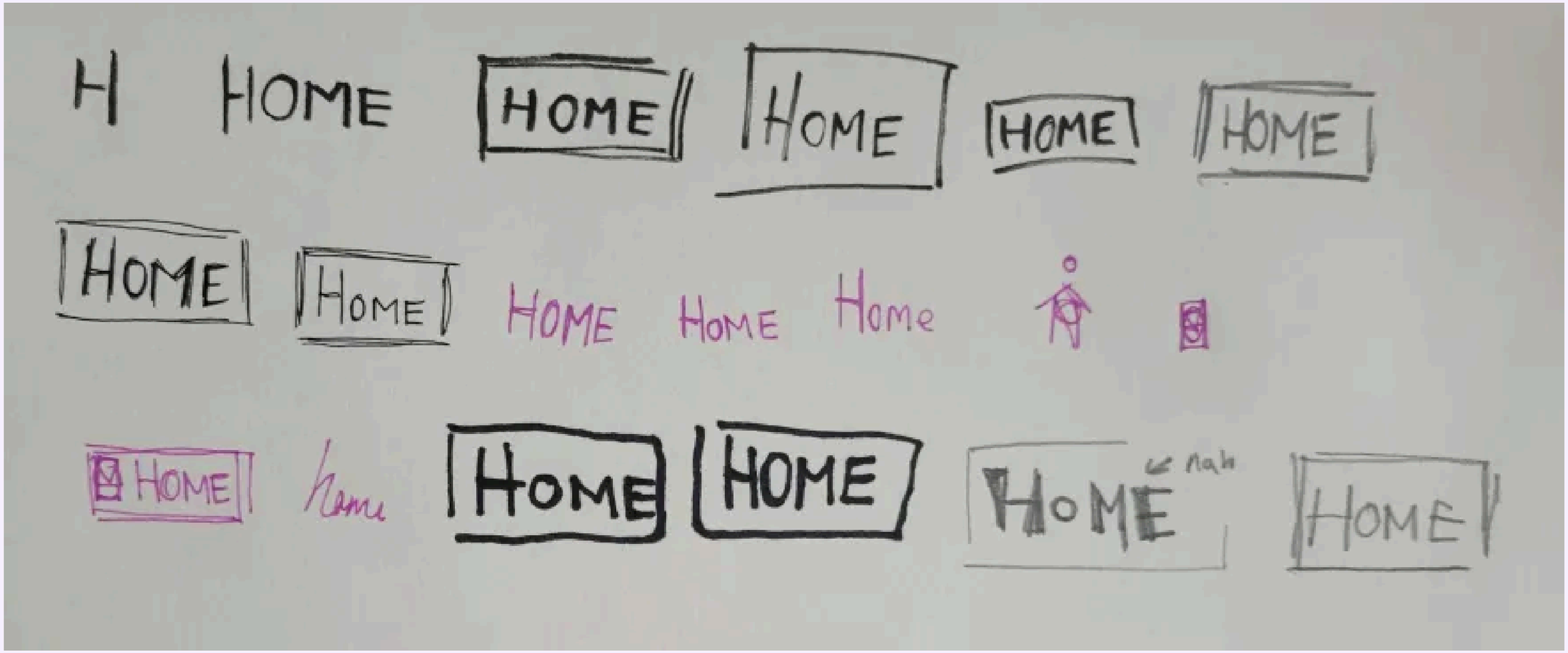
I followed this style for the other elements of my website, wanting to bring personality into my website instead of scrolling through fonts and hoping something jumps out at me.

I made my home button dynamic, the small smile in the O opens its mouth when a mouse is hovered over it.





Header, Logo, Buttons

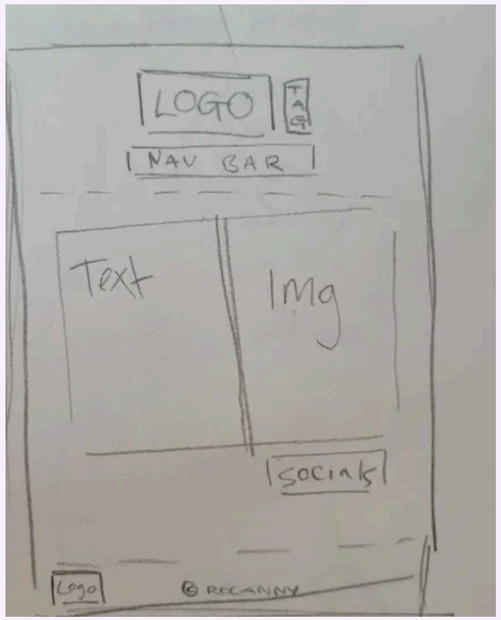


My initial idea was that I would write out my buttons physically and then scan them in to “commit” to the hand-draw look I wanted, but I didn’t like how any of my pens held up to my digital ones.

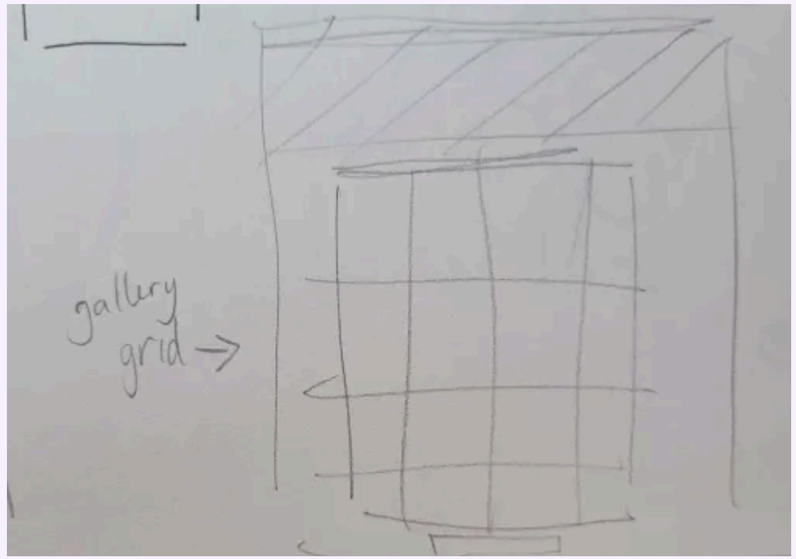
I am hoping to afford some nicer pens in the summer and may redo the buttons for my website then! So I’m not completely shelving this concept.

Website Layout

Home

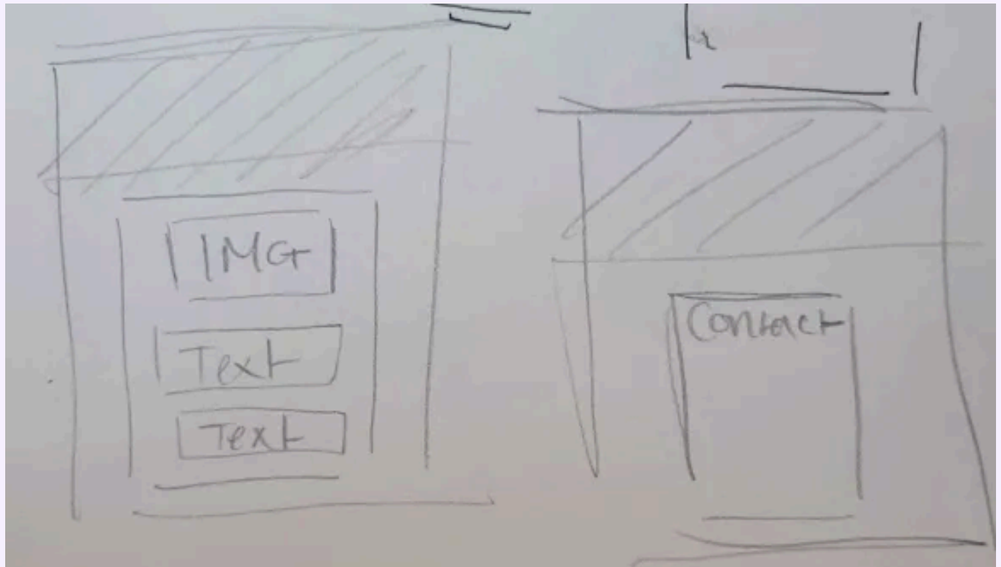


Gallery



About

Contact

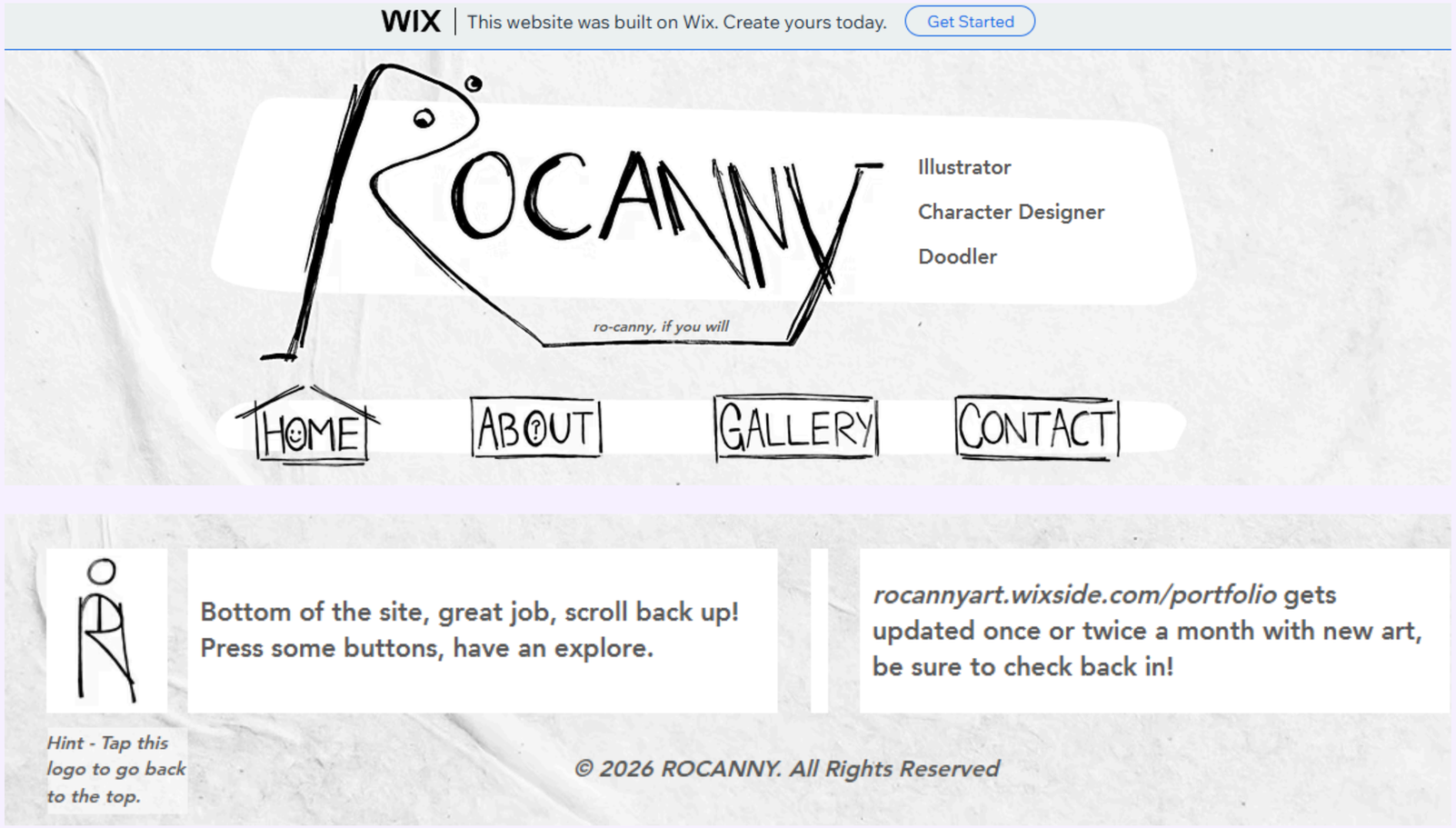


Not liking to completely nail things down with a plan, my website layout ideas are very basic and easy to understand. I wanted each page to be somewhat simple so my gallery would be the main focus.

I will be including other pieces of my art on my home and about me pages, so that wherever you go on the website, you're able to see a piece of my work. I aim to have a few pieces in my gallery that I switch pieces out with each month as to not let my portfolio get too stale or too large.

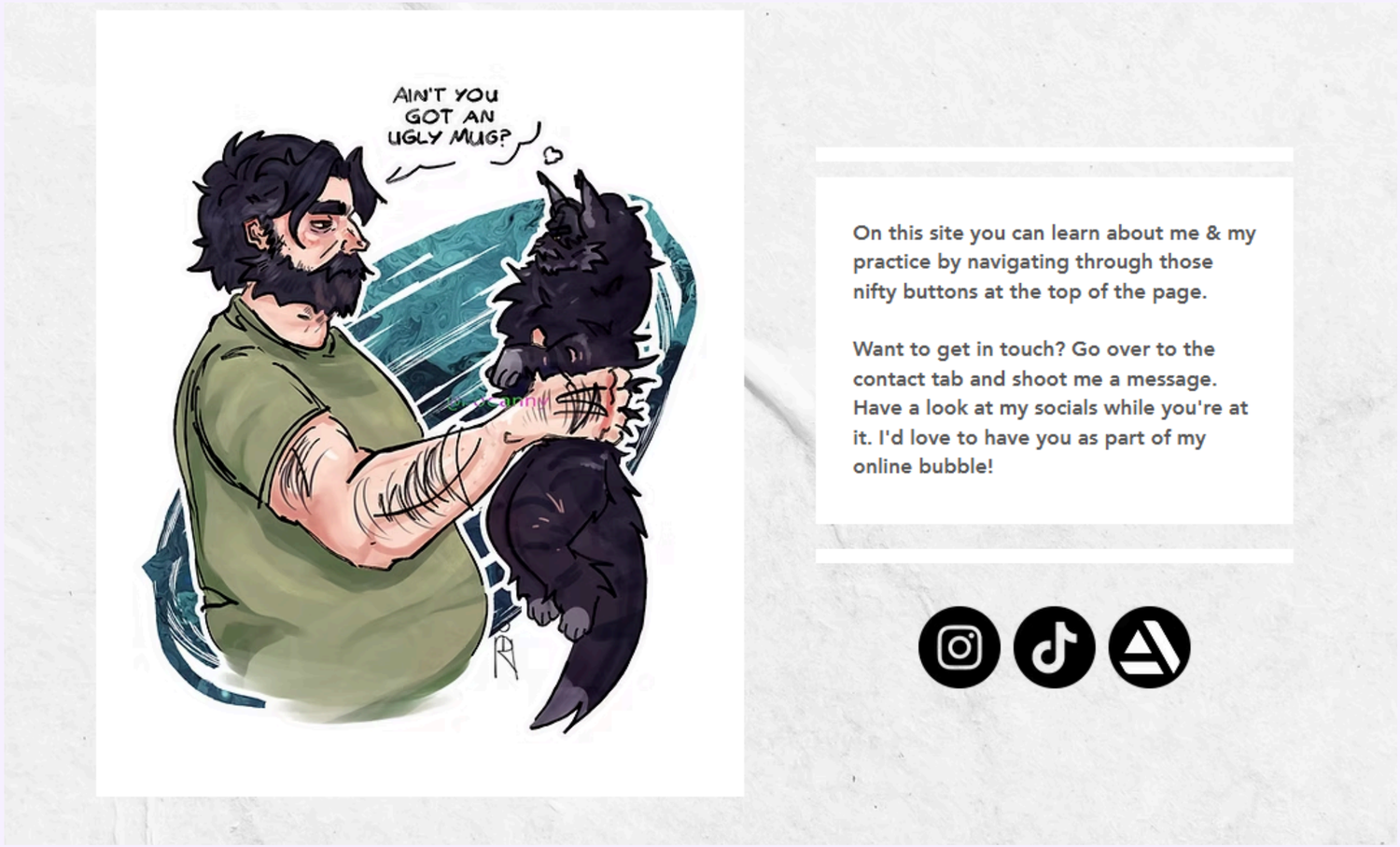
I will be avoiding including an image on my contacts page so it doesn't interfere with anybody filling in the form on the page. Some phones may freak out and try to select the image instead of the text field. I know this because it is what my phone does on websites with both form and images.

Nav Bar & Bottom Bar



I put together custom buttons on my website that lead to my different pages instead of having a pre-set navigation bar. I also used wix's built in vector shapes to help create my background decals for both my footer and header. I stuck my logo at the bottom of the page and made it so if you tap it, it'll bring you up to the top of the page again instead of users having to scroll all the way back up. This is a good button to have for users on mobile who have the content of the site squashed into a thinner area.

Home Page



I switched around where I planned to have my image so things would flow for the site viewer easier. The image I picked is one I finished recently. My home page has a short bit of information about navigating the site with live links underneath to my social medias (relating to the text on the page).

I tried to make the text seem welcoming and enthusiastic while still staying true to how I interact with people.

About Page



Hi there! My name is Canny, I'm a character illustrator from Wales who wants to help you realise your creative vision.

I'm an illustration student (year 2! Already half way there, how time flies by) balancing my creative and student life, but thankfully they meet in the middle quite comfortably.

I've spent most of my life drawing, and I'm going to keep that pace going for as long as I can. As said earlier I love to draw characters and sell designs online, but I'm also a big fan of developing ideas for projects. I've been told I'm fantastic at coming up with things quickly and building off of pre-existing ideas. If you need a quick mind for your project, I may be the right person for it.

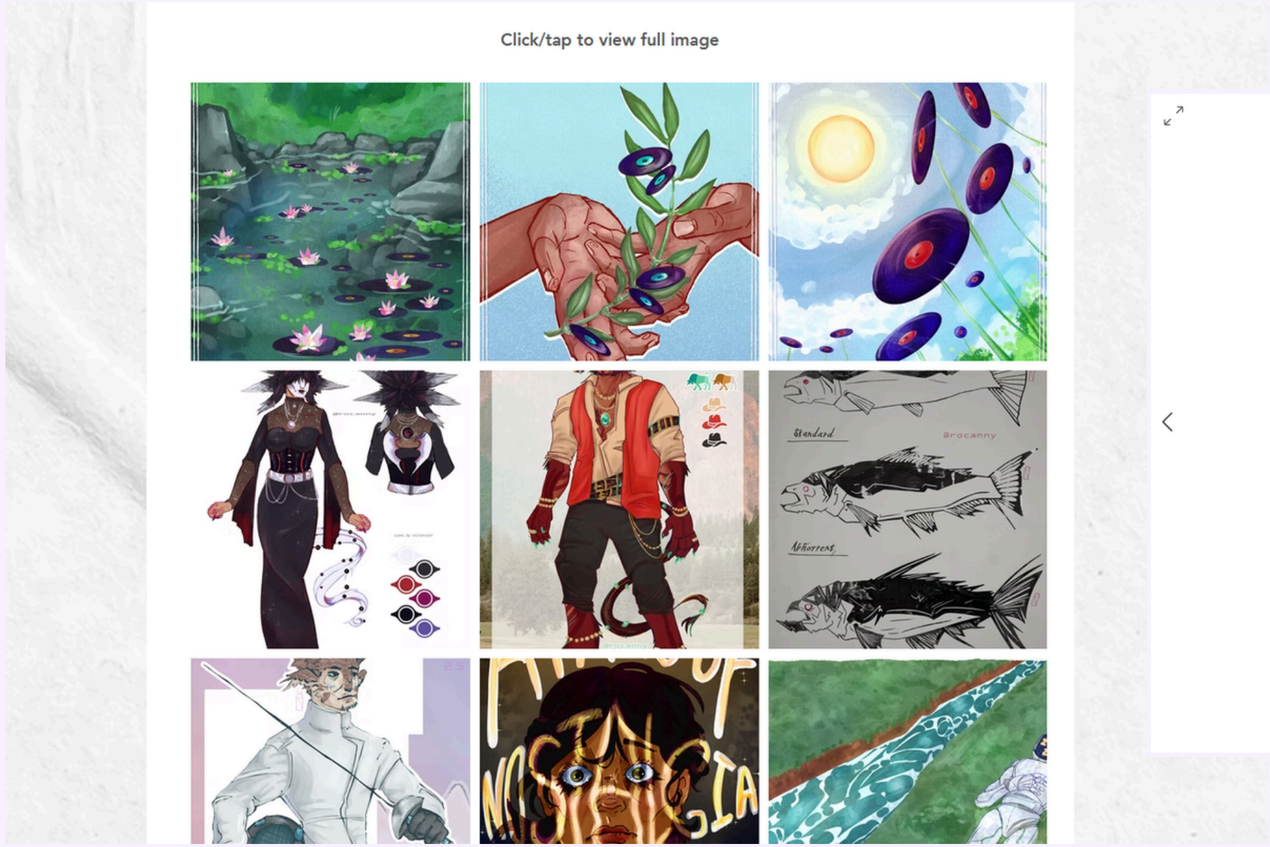
I draw digitally, utilising programs like Clip Studio Paint, but I'll also happily dable with programs in the Adobe Suite and more mobile friendly options like Procreate. Putting pen to paper isn't an issue either, I take pride in how I can make anything work.

I'm passionate about being from Wales and the culture surrounding it, most of my personal projects try to work the fantasy-like culture of my country into their development. Magic and fantasy themes decorate the edges of everything I create.

My about page also has an image and some text, both are subject to change as I draw more or change my practice. I have utilised a lot of confidence in this description as a way to try and sell myself as a person who is well-practiced and easy to get along with.

While I often experience doubt in my practice, that is not something potential clients need to know. Presenting myself as confident is a foot in the door for making people believe I am confident. I hope that this, in turn, makes me a more confident person. Building confidence in my work is something I want to do going forward.

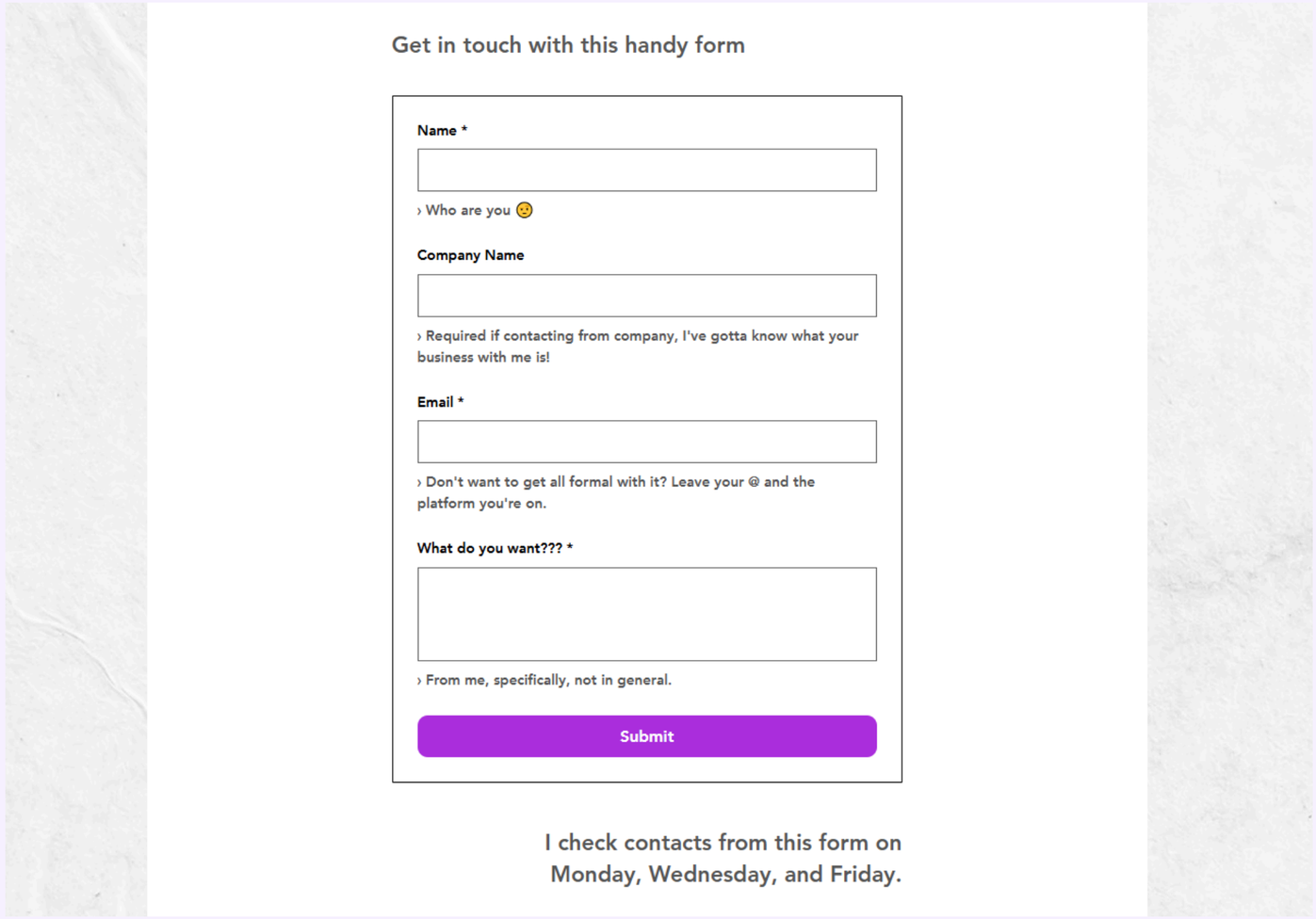
Gallery Page





On my gallery page, I've made it so when you hover over a piece it tells you the name. If you click/tap on it, it shows you a description and the name. I have done this to give people more of an insight into my thought process behind each illustration. I scrapped the idea of having multiple pages and stuck everything on one easy to navigate page.

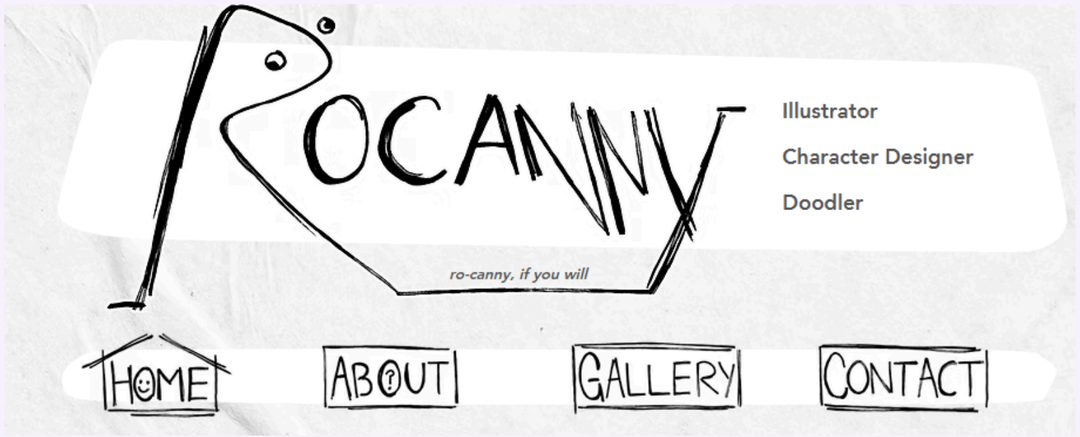
Contact Page



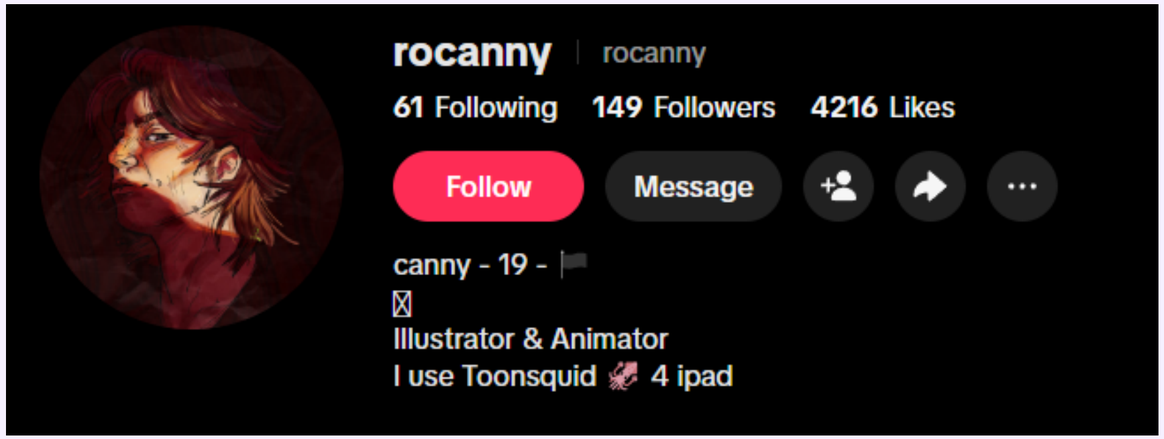
I made my contact form seem less formal than one usually would be to try and showcase some of my personality to the people who are looking to get into contact with me. I used the colour purple on this form not only because I like it but also because there are no images on the page to add the splash of colour thats present on the others.

Social Media Links

Website - https://rocannyart.wixsite.com/portfolio



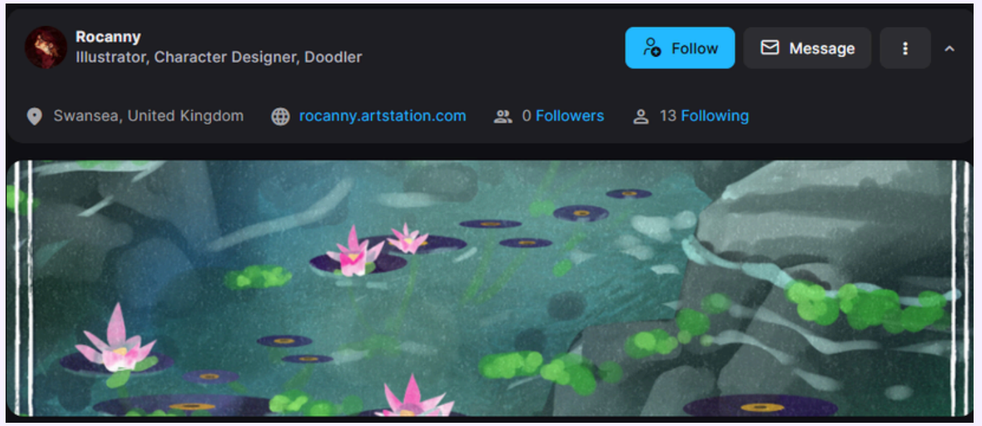
Tiktok - https://www.tiktok.com/@rocanny



Instagram - https://www.instagram.com/ro.canny/

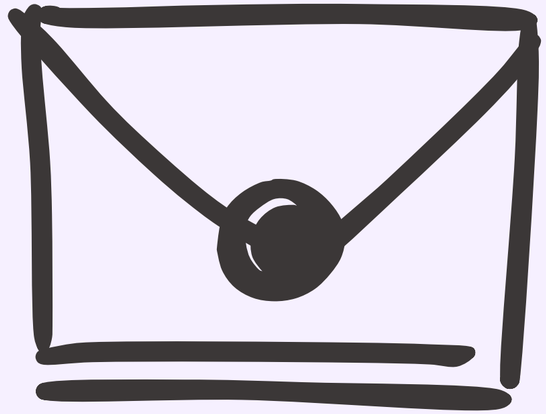


Art Station - https://www.artstation.com/rocanny



LinkedIn - https://www.linkedin.com/in/eviecanny/

Zander Letter



Zander Letter

I graduated and achieved a first in my degree after three years of working on an Illustration BA at University of Wales Trinity Saint David. I gained this by working hard and having plenty of support along the way. I have found the time dedicated to my degree challenging yet rewarding, as this allows me to follow my dreams of becoming an illustrator who produces a variety of different works.
I spent my first two years building my skills across a range of different areas, enjoying subjects like editorial and character illustration, as well as animation. I brought my love for character illustration into third year with my independent project, developing concept work for a video game and exploring fantasy worlds in my other modules.

I have overcome my struggles with time management and anxiety within my work, growing my self-confidence and producing work of fantastic quality in a timely manner. I have used this work in both my academic portfolios and my personal ones, posting it online and gaining a reliable following on platforms such as Instagram and TikTok.

My work became more refined as time went on until it reached a stage where both the quality and presentation were deserving of higher marks, allowing me to get the highest passing grade. I deserved this mark due to the imaginative path my ideas took and how well they were researched and executed. Spending substantial time in the university library and looking at online sources to improve my knowledge and my practice. I also expanded my personal library of reliable sources to have close on hand, allowing my work to flourish with guidance from professional opinions.

I became more open to the idea of my work not always being perfect, boosting my development and increasing the amount of development work I included in my modules and providing solid foundations for my ideas to grow from.

As a way to make money after university I have begun to attend craft and artist fairs, selling prints of my work. I also attend larger conventions and events. I still sell characters online and my more stable following has made this easier. I also take freelance commissions from people who enjoy my art style and want to see their characters depicted in it. I have also been signed at an Agency where they allow me to work on narrative and editorial work.

Outside of my professional work, I have started illustrating the worlds I planned while at university, continuing my ideas and projects as a way to add to my portfolio. This includes artworks such as my short animations which are posted on TikTok, which receives more attention positive attention and acts as an animation portfolio that clients have been finding organically through the algorithm.

I have carried the good habits I gained through university work into my professional life, using the skills I grew when achieving my first to ensure I am a capable and competent creative who is able to sell their work and be fit for employment by an agency.

Zander Letter Reflection

I found writing my Zander letter extremely challenging. I do not usually struggle to think positively of my own work, but having to do so in depth was difficult. I also found projecting myself so far into the future difficult as I am currently going through a rough time, experiencing grief and sickness.

Despite this, I understand and appreciate the purpose of the Zander letter, as it gave me a way to try and look past the walls I felt were in front of me and imagine a brighter future. I hope that this manifestation will guide me down the correct path during my degree.

Reflection



Assessment Reflection

I enjoyed Assessment 1 of this module as I enjoy putting together websites. Although I struggled to make it look up to my personal standards, I am proud of my outcomes. I found research for this module tricky, but had fun with the challenge.

The most difficult part of this assessment for me was the Zander letter, the reasons for which are stated in the reflection I wrote following the letter in this submission. Whereas the part i foudn the easiest was looking into different websites. Exploring different parts of the internet and seeing what’s good vs what’s “bad” helped give me perspective on what I should be avoiding and what I should be doing when it came to my website.