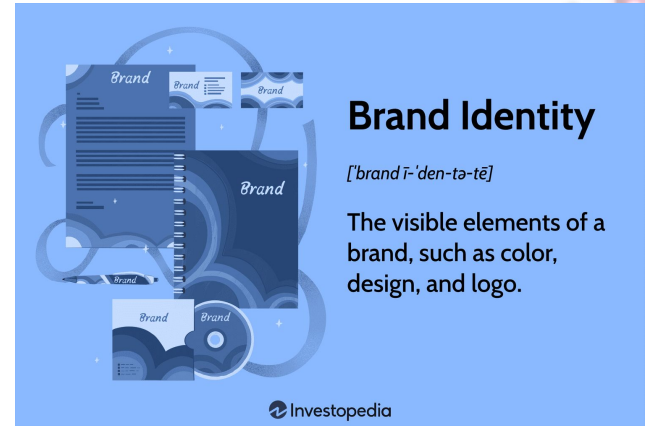


Assessment 2.

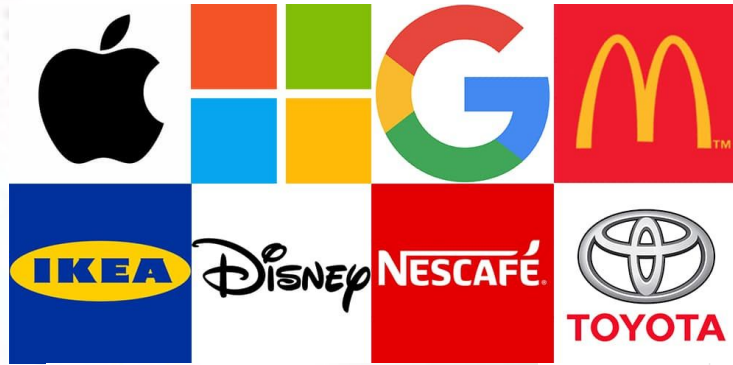
Niamh Morgan

Uses of Personal Branding.

Personal branding establishes an identity, gives the consumer something to remember you buy, and provides a unique, recognisable essence that brands, publishers, and customers can see and quickly decide whether they would like to work with you.



Examples of Branding.



Examples of Branding In Tattoos.

'Branding' in reference to tattoos refers to the usual style that a tattoo artist works in. whether that be American Traditional, Fineline, or Realism, all tattoo artists will have a main style they work in, as well as the ability to copy most other styles.

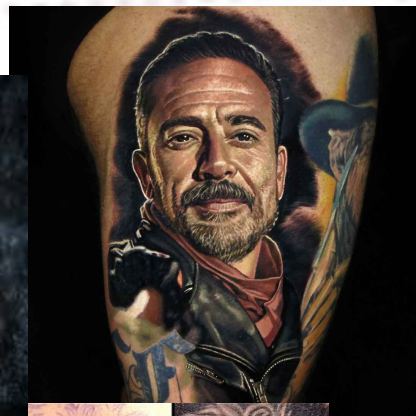
Don Ed Hardy.

Don Ed Hardy is considered the 'Godfather of Tattooing'. He pioneered American Traditional tattooing and was immensely successful before he retired in 2009.



Nikko Hurtado.

Nikko Hurtado is famous for his realistic tattoo portraits. Though this is a widespread style, Nikko Hurtado maintains his audience through his stellar, recognisable work.



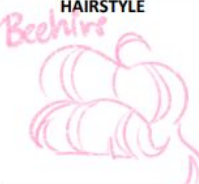
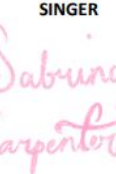
What Do I Want After Graduation?

After graduation I would love to go into tattooing, and whilst I do that I want to build my brand and name as a pin-up illustrator. I love drawing women and it has proved successful so far for my Instagram page. I also enjoy drawing my own characters, though I am uninterested in ever making a webcomic or graphic novel. I also like doing commissions, but get burnt out forcing myself to draw things I don't enjoy.

Personal Branding - Metaphor Gestalt.

Metaphor Gestalt

If my brand was a it would be

COLOUR 	ANIMAL* unicorn 	TYPEFACE Pretty on the inside 	DRINK  white chocolate iced latte	ARCHITECTURE Cottage 
HAIRSTYLE Beehive 	LANDSCAPE Meadow 	TREE Cherry Blossom 	FRUIT Peach 	SMELL Vanilla 
TRANSPORT hot ball air oon 	SHOE Platform heel 	JACKET fur coat 	SINGER Sabrina Carpenter 	ARTIST Monet! 

Personal Branding - Business Card.

I wanted my business card to feature my mascot, Brie, as well as my logo.



Personal Branding - Illustrations.

I seek to create drawings that are hyper-feminine, diverse, and decorative. I love drawing women, alternative subcultures, and pink ribbons and bows.



Personal Branding - Illustrations.



Personal Branding - Illustrations.

To add a personal touch to my instagram, I partook in making a 'meet the artist', a trend where you draw yourself and give small nuggets of information to the audience. This lets my audience feel connected to me without me having to post any real personal information.



Personal Branding - Logo.

I made my logo by collaging images in Procreate. This is also used as a watermark on all of my illustrations.



Personal Branding - Character Design.

My branding carries into my character design in elements such as their personal style, the diversity between my characters, and a common theme of femininity.



Personal Branding - Commission Sheet.

My commission sheet is clear, easy to read, and carries my visual branding elements through using an established character of mine as well as my favourite colour - pink.



Personal Branding - Commission Sheet.

This has proved successful as I have already completed one commission, and have a queue forming already.



Who is my target audience?

My target audience according to Instagram is women between 19 and 25 years old, which works out well for me. I would like to add my target audience also includes people with original characters that are looking for commissions.

Emails.

I emailed tattoo artists in and around Swansea to inquire information about the industry. I haven't gotten any replies yet, but since I don't have a tattoo portfolio, I'm not too upset.

Mia

Enquiry About Tattooing.

Hi, Mial

I understand this email is out of the blue and has no relation to me booking a tattoo, however I have been tasked by my University to reach out to people in a field of work I am looking to go into after I graduate, and I'd love to hear about how you got into tattooing, and if you have any advice for me.

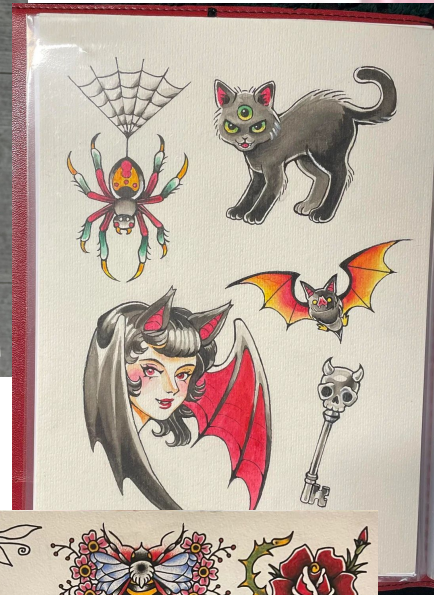
If not, that's totally fine too!

Many thanks,
Niamh.

Tattoo Portfolio Research.

I looked at people's portfolios posted onto tattoo forums on Reddit and found that a good portfolio has mostly traditional pieces in many different but popular styles. A wide range of mediums is preferred, but traditional is best. Looking at these portfolio examples it's clear to me that I need to work on my traditional art a lot, as it's something I currently tend to avoid.

Tattoo Portfolio Research.



Hard and Soft Skills.

<i>Hard</i>	<i>Soft.</i>
An illustration degree.	Flexible work hours.
Proficiency in Photoshop, Procreate, and other art programs.	works well under pressure.
A driver's license.	Communication skills.

Writing A Zander Letter.

Dear present me,

I achieved my distinction in university through nothing short of hard work. I poured all of my energy into this degree, spending all my free time searching for ways to become a more effective illustrator. I also started putting my tattoo portfolio together, and started reaching out to shops. I got some really good feedback and ended up with an apprenticeship at a shop closer to home.

Though I felt some doubt, I found comparing myself to my friends was only holding me back instead of helping me grow. I replaced useless comparison with a growth mindset and instead started asking myself what about my friends' art styles I liked, and emulated those aspects instead. My Instagram account grew exponentially with my method of being active on the platform as well as friendly and interactive with my followers.

By doing this, my career in illustration is looking successful, and I am growing and bettering myself every day.

Reflection.

This module has been incredibly useful in learning how to market myself, and tailoring it to my personal goals after graduation has greatly reduced my anxieties about what my future goals are. I thoroughly enjoyed creating my website and Instagram account, and am seeing a great amount of success with both. Though this semester was particularly difficult for me outside of university, I'm proud of the work I have managed to do despite it all.