

Marie Wilkinson

1702271

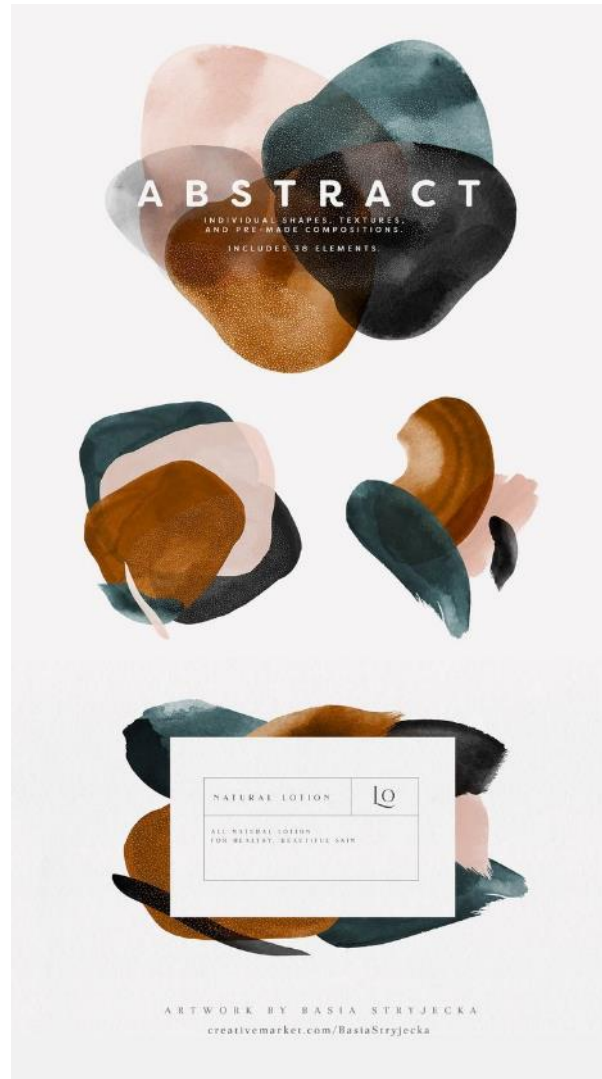
BA (Hons) Surface Pattern Design

Textiles for Fashion

Professional Promotion ADAD6002

Brand Identity Inspiration

- The same colours run throughout, not necessarily the same shapes.
- Identifiable colours and branding and a font that compliments these





marie wilkinson

→ too structured
→ I don't often use straight lines in my work - why have straight lines in my logo?

MARIE WILKINSON

a b c d e f g h i j k l m n o p q r s

t u v w x y z

a b c d e f g h i j k l / a b c d e f g h i j

k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s

t u v w x y z

marie wilkinson

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z MARIE

marie
wilkinson

marie
wilkinson

marie
wilkinson

marie wilkinson marie wilkinson

Sketchbook page exploring mark making and handwritten font to develop a style

- what colours represent me AND my work?
- what colours represent my best/largest body of work so far?
- what colours work well together?



yellow deep + primary red

yellow deep + spectrum red



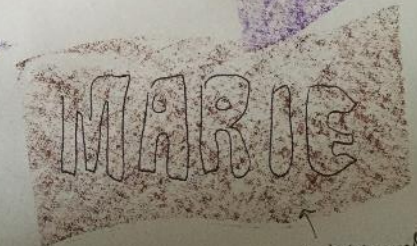
- combination of 'logo' + font?
- colour / monochrome?



- what do I want to communicate?
- an element of my design identity
- colour's job on me



Clone this colour!



what IS my design identity?

what IS my design identity? - how do I share this?

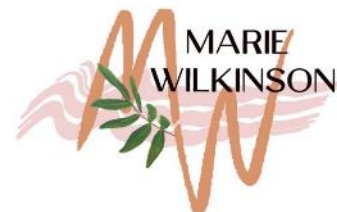
cut this out?
+ attach for

Constructing a colour palette and creating coloured marks to use digitally



These images showcase some of my first ideas and experiments in designing a logo. I've found that trying to get all that I want to communicate about myself as a designer across within one logo is difficult as I feel that I'm capable of an array of processes when looking back at my previous university projects. I want to show versatility and professionalism alongside a love for materiality and natural design.

Limiting my colour palette to 5 colours or less. There may be delicate palettes on this board but the way colour is layed next to eachother changes the way the mind sees it.



LOGO VARIATIONS



Colour Palette



Fonts

THILL FONT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY FONT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Graphics





MARIE WILKINSON



I felt that the previous logo design didn't have the energy and communication that I had hoped to achieve. Within this design I used a number of medias such as paint, oil pastel and pencil marks to create an energetic feel with my colours and display versatility as a designer. I also added 'surface pattern designer' to directly communicate its purpose. I like the free flow of the 'MW' logo, however also feel that it's important to have my name within the logo to allow an audience to research me if needed, rather than have a non-traceable logo. Despite this, I don't like the curving of my name on the logo above. I'm also concerned that it looks like I have simply placed my name on some of my work and rounded it off due to the harsh edge of the circle. This is convenient for items such as social media icons and stickers etc., but feel that it lacks professionalism when looking at other companies logos.



This logo (above) retains some textural qualities however again doesn't speak as much about me as a designer as it doesn't resemble my work.

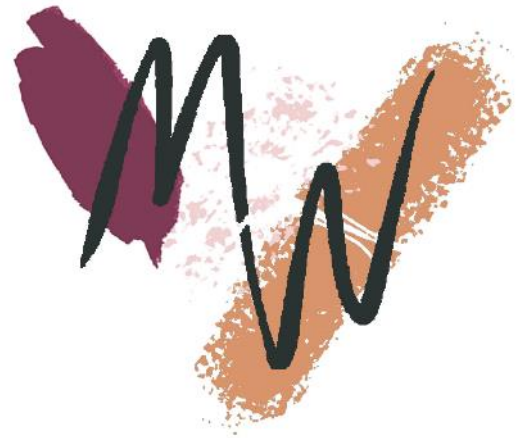


This logo can be easily released from the circular boundary to fit well on items such as business cards, or to be formed into a repeat pattern for banners etc.,





MARIE WILKINSON
SURFACE PATTERN DESIGNER



MARIE WILKINSON
SURFACE PATTERN DESIGNER

I eliminated the circular border and used each favoured element to create these logos. I prefer the second colourway, however would like to keep the pencil line from the first one.

I thought the last 'MW' to represent my initials was a little too structured to sit well with the rest of the design, so I re-made this on illustrator. I've also tweaked the colours to be a little lighter and more spring-like to represent colours I enjoy using. Some of these logos have been skewed, alongside trialling different colourways and combining two sets of 'MW' to create something fluid but readable.

MARIE WILKINSON
SURFACE PATTERN DESIGNER



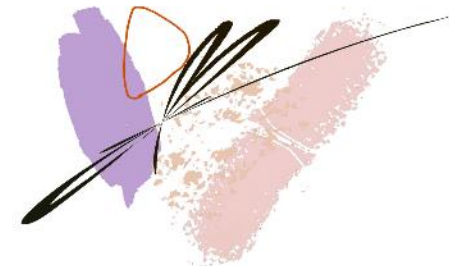
MARIE WILKINSON
SURFACE PATTERN DESIGNER



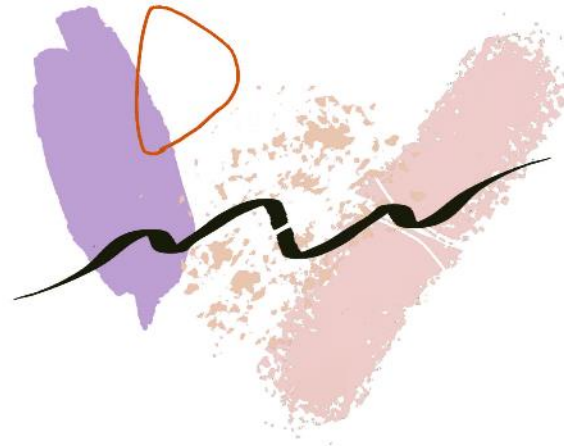
MARIE WILKINSON
SURFACE PATTERN DESIGNER



MARIE WILKINSON
SURFACE PATTERN DESIGNER



MARIE WILKINSON
SURFACE PATTERN DESIGNER



MARIE WILKINSON
SURFACE PATTERN DESIGNER

I think this 'MW' is too flattened and almost loses its meaning and could look like a meaningless scribble. I previously tried putting the text in different locations across the logo, but feel that at the bottom looks most formal and readable. I think this design needs a few adjustments but this is the happiest I have been with a development like this so far and feel the small pop of a stronger orange works well.



MARIE WILKINSON
SURFACE PATTERN DESIGNER



MARIE WILKINSON
SURFACE PATTERN DESIGNER

I went back to use a stronger 'MW' and trialled bringing the charcoal texture over this. I like this as it breaks up the text and intertwines the logo a little more, though I'm unsure as to whether this is needed.



MARIE WILKINSON
SURFACE PATTERN DESIGNER



MARIE WILKINSON
SURFACE PATTERN DESIGNER



MARIE WILKINSON
SURFACE PATTERN DESIGNER



MARIE WILKINSON
SURFACE PATTERN DESIGNER



MARIE WILKINSON
SURFACE PATTERN DESIGNER



MARIE WILKINSON
SURFACE PATTERN DESIGNER



MARIE WILKINSON
SURFACE PATTERN DESIGNER



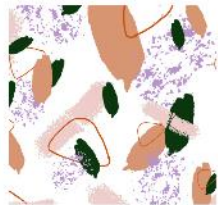
MARIE WILKINSON
SURFACE PATTERN DESIGNER



Finalised Branding and Logo

- As I have developed my Portfolio and other professional work I've found that I enjoy using the plain text logo more than the designed logo itself, which suits for use on social media more.

LOGO VARIATIONS



MARIE WILKINSON
SURFACE PATTERN DESIGNER

Colour Palette



Fonts

TITLE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY FONT

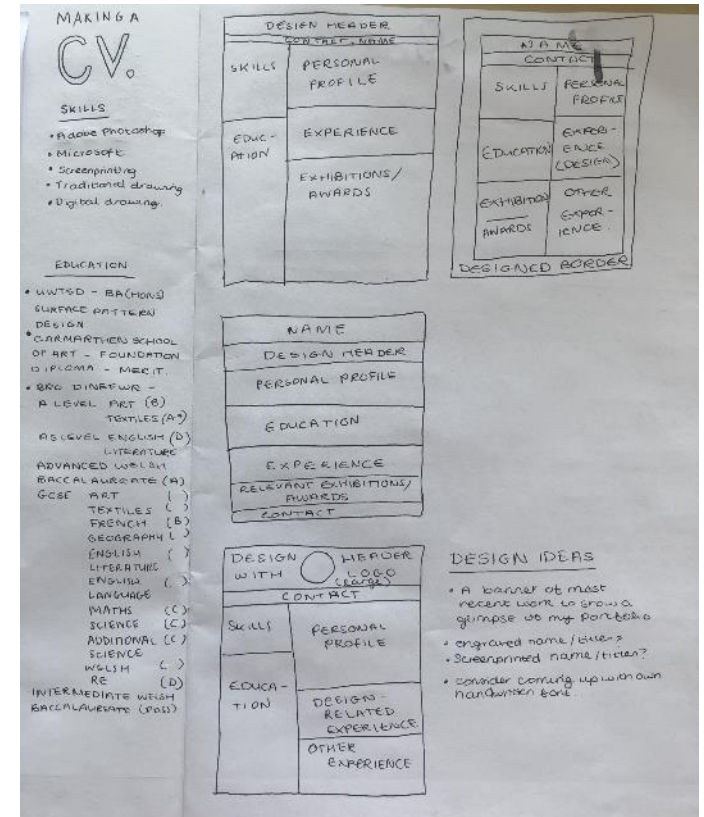
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Graphics





Initial Ideas and Information



Inspiration

MARIEWILKINSON

07908455327

MARIEWILKINSONART@GMAIL.COM

PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard.

SKILLS

Adobe Illustrator
Adobe Photoshop
Screenprinting
Digital Drawing
Traditional Drawing
Lasercutting
Engraving
Microsoft

EDUCATION

2017 - Present
Swansea College of Art, UWTSd
BA (Hons) Surface
Pattern Design
Awaiting Award

2016 - 2017
Carmarthen School of Art
Foundation Diploma in
Art and Design
Merit

2009 - 2016
Ysgol Bro Dinefwr
2 A Levels - A* Textiles
- B Art and Design

11 GCSEs awarded at grade C
or above

Intermediate and Advanced
Welsh Baccalaureate - A

EXPERIENCE

July - August 2019
Intern
RMJ Studios

COMMENDATIONS

Highly Commended for
commercial design for the
annual Teatowel
competition at the
National Wool Museum

- text is too spaced out
- empty space, not evenly spaced throughout CV
- no website

- Commendation section works well
- Subtle coloured block in the background to separate columns works well
- Strong colour theme throughout with header that doesn't distract from the information on the CV

- This font style and spacing within the text works best
- Additional information about internships and experience

- not enough space between 'marie' and 'wilkinson' in the header

MARIEWILKINSON

07908455327

MARIEWILKINSONART@GMAIL.COM

PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I am a self-motivated and avid learner, striving to create an abundance of energy within my work.

SKILLS

Adobe Photoshop
Adobe Illustrator
Digital Drawing
Microsoft
Lasercutting
Engraving
Screenprinting
Traditional Drawing

EDUCATION

2017 - Present
Swansea College of Art, UWTSd
BA (Hons) Surface Pattern Design
Pending Award

2016 - 2017
Carmarthen School of Art
Foundation Diploma in Art and Design
Merit

2009 - 2016
Ysgol Bro Dinefwr
2 A Levels - A* Textiles
- B Art and Design
11 GCSEs awarded at grade C or above including:
English Literature (A)
English Language (B)
Mathematics (C)
Textiles (A*)
Art and Design (B)
Intermediate Welsh Baccalaureate - Pass
Advanced Welsh Baccalaureate - A

EXPERIENCE

January 2020
Intern
Peacocks Headquarters
I undertook a one-day placement at
Peacocks Headquarters at their design office.
I created patterns using only digital assets
and helped organise showrooms.

July - August 2019
Intern
RMJ Studios
Responsibilities included creating collections
to exhibit and sell at Premiere Vision, Paris
These were created using a combination of
traditional and digital drawing processes,
completed using Adobe Photoshop

COMMENDATIONS

Highly Commended for commercial design
for the annual Teatowel competition at the
National Wool Museum

MARIEWILKINSON

07908455327

MARIEWILKINSONART@GMAIL.COM

PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I intend to stay on to study an MDes in Surface Pattern Design in order to push my practice and achieve my dream work placement working in a print studio.

My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as devore and reactive print pastes to achieve high energy within my work.

SKILLS

Screenprinting
Dyeing
Laser Engraving
Lasercutting
Digital Drawing
Adobe Photoshop
Adobe Illustrator
Traditional Drawing
Microsoft

EDUCATION

2017 - Present
Swansea College of Art, UWTSO
BA (Hons) Surface Pattern Design
Pending Award

2016 - 2017
Carmarthen School of Art
Foundation Diploma in Art and Design
Merit

2009 - 2016
Ysgol Bro Dinefwr
2 A Levels - A* Textiles
- B Art and Design
11 GCSEs awarded at grade C or above including:
English Literature (A)
English Language (B)
Mathematics (C)
Textiles (A*)
Art and Design (B)
Intermediate Welsh Baccalaureate - Pass
Advanced Welsh Baccalaureate - A

EXPERIENCE

January 2020
Peacocks Headquarters

I shadowed the design team for a day, creating patterns using only digital assets and helping to organise showrooms

July - August 2019
Intern
RMJ Studios
Responsibilities included creating collections of fabrics for fashion to exhibit and sell at Premiere Vision, Paris, where I was successful in making a sale. These were created using a combination of traditional and digital drawing processes, completed using Adobe Photoshop.

LIVE BRIEFS

2020
Society of Dyers and Colourists
An ongoing competition in which I created a collection of fabrics in response to the theme of 'Colour and the Universe'.

2019
Orangebox
This resulted in a collaborative exhibition at Clerkenwell Design Week, London
St.Fagans, National Museum of Wales
An exhibition held at the grounds of St.Fagans where my work was situated in Pen-Rhwl Chapel

COMMENDATIONS

Highly Commended for commercial design for the annual teatowel competition at the National Wool Museum

Instagram: @mariewilkinsonart

<https://mariewilkinson.wixsite.com/design>

MARIE WILKINSON

07908455327

MARIEWILKINSONART@GMAIL.COM

Instagram: @mariewilkinsonart

<https://mariewilkinson.wixsite.com/design>

- footer adding social media links and website
- information regarding live briefs
- more information in the personal profile
- Do I need a logo on there or does plain text work best?
- Carrying orange separation line throughout from header to footer



Letter of Introduction

- Same design layout as CV to make it easily identifiable
- Bringing the footer information to the header yet retaining the footer line to make it more conclusive as a designed letter

March 20th, 2020

Etch Studio,
Studio 10,
Netil House,
1 Westgate Street,
London
E8 3RL

Dear Alexander Mitchell,

I am writing to inquire about placement opportunities that you may hold over the course of the coming months. I am interested in the possibility of a placement over the summer of 2020 as I wish to gain more experience within the industry, specifically with print design studios.

I adore your studios diversity in style and feel that experience at Etch studio would be a great fit for myself and the way in which I work.

Although my primary focus is print for fashion, I consider myself a versatile designer. I often deviate between mediums, taking pleasure in the ability to work both digitally and by hand, with the option of combining the two. This also relates to my work within these categories as I am able to work with a variety of paints and use other mediums such as pencils and pastels to achieve the aesthetic I intend to create, alongside a range of screen printing techniques.

My favoured processes involve working by hand, however I often complete prints digitally.

I have recently completed an internship with RMJ Textile and Print Studio where I created a number of collections of fabrics for a fashion context to be taken to Premiere Vision, where I was successful in making a sale. I am also currently taking part in the Society of Dyers and Colourists competition, where I have created a collection of fabrics working to my chosen theme of 'The Golden Hour' to generate a new understanding of colour and create communicative mood boards. I am also interested in forward-looking trends and enjoy creating work for them as I know the commercial influence of these on the industry.

Please find enclosed my CV and press pack to show you an insight into my work, alongside my social media links to be found at the top of this letter.

Thank you for taking the time to read this letter, I look forward to hearing from you.

Sincerely,

Marie Wilkinson



PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I intend to stay on to study an MDes in Surface Pattern Design in order to push my practice and achieve my dream work placement working in a print studio.

My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as devore and reactive print pastes to achieve high energy within my work.

SKILLS

Screenprinting
Dyeing
Laser Engraving
Lasercutting
Digital Drawing
Adobe Photoshop
Adobe Illustrator
Traditional Drawing
Microsoft

EDUCATION

2017 - Present
Swansea College of Art, UWSD
BA (Hons) Surface Pattern Design
Pending Award

2016 - 2017
Carmarthen School of Art
Foundation Diploma in Art and Design
Merit

2009 - 2016
Ysgol Bro Dinefwr
2 A Levels - A* Textiles
- B Art and Design

11 GCSEs awarded at grade C or above including:
English Literature (A)
English Language (B)
Mathematics (C)
Textiles (A*)
Art and Design (B)
Intermediate Welsh Baccalaureate - Pass
Advanced Welsh Baccalaureate - A

EXPERIENCE

January 2020
Peacocks Headquarters
I shadowed the design team for a day,
creating patterns using only digital assets
and helping to organise showrooms

July - August 2019
Intern
RMJ Studios
Responsibilities included creating collections
of fabrics for fashion to exhibit and sell at
Premiere Vision, Paris, where I was successful
in making a sale. These were created using
a combination of traditional and digital drawing
processes, completed using Adobe Photoshop.

LIVE BRIEFS

2020
Society of Dyers and Colourists
An ongoing competition in which I created a
collection of fabrics in response to the theme of
'Colour and the Universe'.

2019
Orangebox
This resulted in a collaborative exhibition
at Clerkenwell Design Week, London
St.Fagans, National Museum of Wales
An exhibition held at the grounds of St.Fagans
where my work was situated in Pen-Rhiw Chapel

COMMENDATIONS

Highly Commended for commercial design
for the annual leaflet competition at the
National Wool Museum

Instagram: @mariewilkinsonart

<https://mariewilkinson.wixsite.com/design>



PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I intend to stay on to study an MDes in Surface Pattern Design in order to push my practice and achieve my dream work placement working in a print studio.

My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as devore and reactive print pastes to achieve high energy within my work.

SKILLS

Screenprinting
Dyeing
Laser Engraving
Lasercutting
Digital Drawing
Adobe Photoshop
Adobe Illustrator
Traditional Drawing
Microsoft

EDUCATION

2017 - Present
Swansea College of Art, UWSD
BA (Hons) Surface Pattern Design
Pending Award

2016 - 2017
Carmarthen School of Art
Foundation Diploma in Art and Design
Merit

2009 - 2016
Ysgol Bro Dinefwr
2 A Levels - A* Textiles
- B Art and Design

11 GCSEs awarded at grade C or above including:
English Literature (A)
English Language (B)
Mathematics (C)
Textiles (A*)
Art and Design (B)
Intermediate Welsh Baccalaureate - Pass
Advanced Welsh Baccalaureate - A

EXPERIENCE

January 2020
Peacocks Headquarters
I shadowed the design team for a day,
creating patterns using only digital assets
and helping to organise showrooms

July - August 2019
Intern
RMJ Studios
Responsibilities included creating collections
of fabrics for fashion to exhibit and sell at
Premiere Vision, Paris, where I was successful
in making a sale. These were created using
a combination of traditional and digital drawing
processes, completed using Adobe Photoshop.

LIVE BRIEFS

2020
Society of Dyers and Colourists
An ongoing competition in which I created a
collection of fabrics in response to the theme of
'Colour and the Universe'.

2019
Orangebox
This resulted in a collaborative exhibition
at Clerkenwell Design Week, London
St.Fagans, National Museum of Wales
An exhibition held at the grounds of St.Fagans
where my work was situated in Pen-Rhiw Chapel

COMMENDATIONS

Highly Commended for commercial design
for the annual leaflet competition at the
National Wool Museum

Instagram: @mariewilkinsonart

<https://mariewilkinson.wixsite.com/design>

After forming a brand identity, I reviewed my CV and cover letter design as I felt it no longer represented my brand strongly. I replaced the header design with repeat the logo motifs, however I think this is too distracting and overcrowds the CV. I also tried adding a small logo but felt this didn't work either. I like the original design of a subtle pattern in the background, but I'm not sure if I should use it or if it's the work that best represents myself.



PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I intend to stay on to study an MDes in Surface Pattern Design in order to push my practice and achieve my dream work placement working in a print studio.

My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as screen and reactive print pastes to achieve high energy within my work.

SKILLS	EXPERIENCE
Screenprinting Dyeing Laser Engraving Lasercutting Digital Drawing Adobe Photoshop Adobe Illustrator Traditional Drawing Microsoft	January 2020 Peacocks Headquarters I shadowed the design team for a day, creating patterns using only digital assets and helping to organise showrooms July - August 2019 Intern RMJ Studios Responsibilities included creating collections of fabrics for fashion to exhibit and sell at Premiere Vision, Paris, where I was successful in making a sale. These were created using a combination of traditional and digital drawing processes, completed using Adobe Photoshop.
EDUCATION	LIVE BRIEFS
2017 - Present Swansea College of Art, UWISD BA (Hons) Surface Pattern Design Pending Award	2020 Society of Dyers and Colourists An ongoing competition in which I created a collection of fabrics in response to the theme of 'Colour and the Universe'.
2016 - 2017 Carmarthen School of Art Foundation Diploma in Art and Design Merit	2019 Orangebox This resulted in a collaborative exhibition at Clacknam Design Week, London St Fagons, National Museum of Wales An exhibition held at the grounds of St Fagons where my work was situated in Pen-klhiw Chapel
2009 - 2016 Ysgol Bro Dinefwr 2 A Levels - A* Textiles B Art and Design 11 GCSEs awarded at grade C or above including: English Literature (A) English Language (B) Mathematics (C) Textiles (A*) Art and Design (B) Intermediate Welsh Baccalaureate - Pass Advanced Welsh Baccalaureate - A	COMMENDATIONS Highly Commended for commercial design for the annual festival competition at the National Wool Museum

Instagram: @mariewilkinsonart

<https://mariewilkinson.wixsite.com/design>



PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I intend to stay on to study an MDes in Surface Pattern Design in order to push my practice and achieve my dream work placement working in a print studio.

My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as screen and reactive print pastes to achieve high energy within my work.

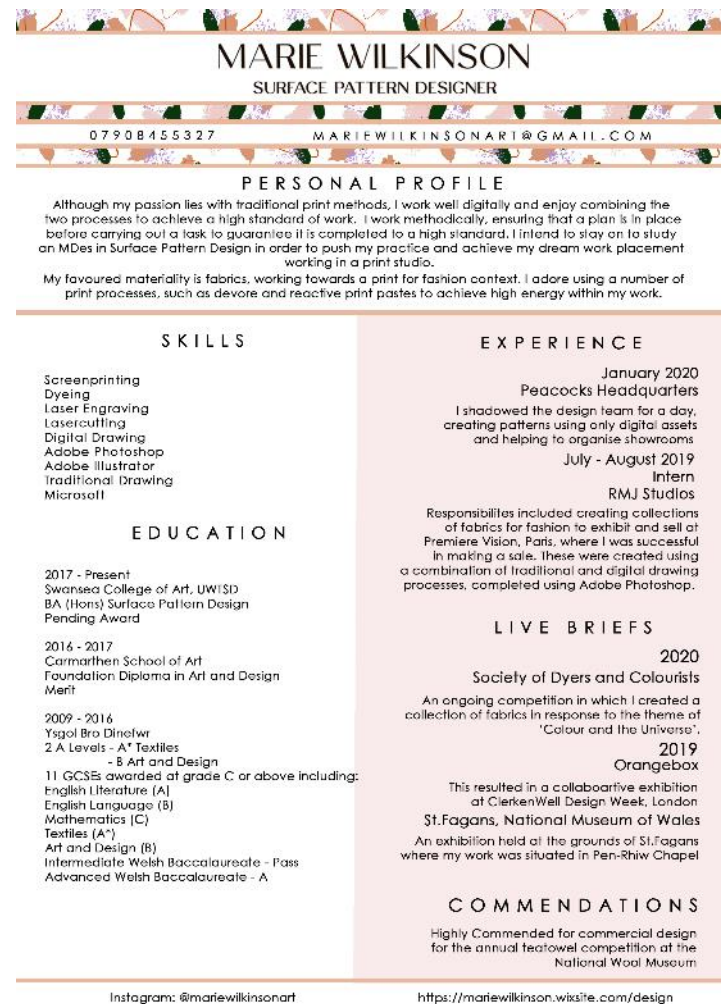
SKILLS	EXPERIENCE
Screenprinting Dyeing Laser Engraving Lasercutting Digital Drawing Adobe Photoshop Adobe Illustrator Traditional Drawing Microsoft	January 2020 Peacocks Headquarters I shadowed the design team for a day, creating patterns using only digital assets and helping to organise showrooms July - August 2019 Intern RMJ Studios Responsibilities included creating collections of fabrics for fashion to exhibit and sell at Premiere Vision, Paris, where I was successful in making a sale. These were created using a combination of traditional and digital drawing processes, completed using Adobe Photoshop.
EDUCATION	LIVE BRIEFS
2017 - Present Swansea College of Art, UWISD BA (Hons) Surface Pattern Design Pending Award	2020 Society of Dyers and Colourists An ongoing competition in which I created a collection of fabrics in response to the theme of 'Colour and the Universe'.
2016 - 2017 Carmarthen School of Art Foundation Diploma in Art and Design Merit	2019 Orangebox This resulted in a collaborative exhibition at Clacknam Design Week, London St Fagons, National Museum of Wales An exhibition held at the grounds of St Fagons where my work was situated in Pen-klhiw Chapel
2009 - 2016 Ysgol Bro Dinefwr 2 A Levels - A* Textiles B Art and Design 11 GCSEs awarded at grade C or above including: English Literature (A) English Language (B) Mathematics (C) Textiles (A*) Art and Design (B) Intermediate Welsh Baccalaureate - Pass Advanced Welsh Baccalaureate - A	COMMENDATIONS Highly Commended for commercial design for the annual festival competition at the National Wool Museum

Instagram: @mariewilkinsonart

<https://mariewilkinson.wixsite.com/design>

I also tried overlaying pink and orange, brand colours, like I had done with the design using the branding header. I didn't like this either, though added some stronger text for my name. Unsure if this takes up too much space or is too 'loud' on the CV, where much of the information seems crowded below it.

A combination of previous ideas here – the branding header isn't working as well as my original CV design so I have decided to disregard this idea.



MARIE WILKINSON
SURFACE PATTERN DESIGNER



07908455327

MARIEWILKINSONART@GMAIL.COM

PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I intend to stay on to study an MDes in Surface Pattern Design in order to push my practice and achieve my dream work placement working in a print studio.

My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as screen and reactive print pastes to achieve high energy within my work.

EXPERIENCE

January 2020
Peacocks Headquarters
I shadowed the design team for a day,
creating patterns using only digital assets
and helping to organise showrooms.

July - August 2019
Intern
RMJ Studios
Responsibilities included creating collections
of fabrics for fashion to exhibit and sell at
Premiere Vision, Paris, where I was successful
in making a sale. These were created using
a combination of traditional and digital drawing
processes, completed using Adobe Photoshop.

LIVE BRIEFS

2020
Society of Dyers and Colourists
An ongoing competition in which I created a
collection of fabrics in response to the theme of
'Colour and the Universe'.

2019
Orangebox
This resulted in a collaborative exhibition
at Clerkenwell Design Week, London.
St.Fagans, National Museum of Wales
An exhibition held at the grounds of St.Fagans
where my work was situated in Pen-rlith Chapel.

COMMENDATIONS

Highly Commended for commercial design
for the annual tea towel competition at the
National Wool Museum.

EDUCATION

2017 - Present
Swansea College of Art, UWISD
BA (Hons) Surface Pattern Design
Pending Award

2016 - 2017
Carmarthen School of Art
Foundation Diploma in Art and Design
Merit

2009 - 2016
Ysgol Bro Dinefwr
2 A Levels - Art Textiles
B Art and Design
11 GCSEs awarded at grade C or above including:
English Literature (A)
English Language (B)
Mathematics (C)
Textiles (A*)
Art and Design (B)
Intermediate Welsh Baccalaureate - Pass
Advanced Welsh Baccalaureate - A

SKILLS

Screenprinting
Dyeing
Laser Engraving
Lasercutting
Digital Drawing
Adobe Photoshop
Adobe Illustrator
Traditional Drawing
Microsoft

Instagram: @mariewilkinsonart

<https://mariewilkinson.wixsite.com/design>

MARIE WILKINSON
SURFACE PATTERN DESIGNER



07908455327

MARIEWILKINSONART@GMAIL.COM

PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I intend to stay on to study an MDes in Surface Pattern Design in order to push my practice and achieve my dream work placement working in a print studio.

My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as screen and reactive print pastes to achieve high energy within my work.

EXPERIENCE

January 2020
Peacocks Headquarters
I shadowed the design team for a day,
creating patterns using only digital assets
and helping to organise showrooms.

July - August 2019
Intern
RMJ Studios
Responsibilities included creating collections
of fabrics for fashion to exhibit and sell at
Premiere Vision, Paris, where I was successful
in making a sale. These were created using
a combination of traditional and digital drawing
processes, completed using Adobe Photoshop.

LIVE BRIEFS

2020
Society of Dyers and Colourists
An ongoing competition in which I created a
collection of fabrics in response to the theme of
'Colour and the Universe'.

2019
Orangebox
This resulted in a collaborative exhibition
at Clerkenwell Design Week, London.
St.Fagans, National Museum of Wales
An exhibition held at the grounds of St.Fagans
where my work was situated in Pen-rlith Chapel.

COMMENDATIONS

Highly Commended for commercial design
for the annual tea towel competition at the
National Wool Museum.

EDUCATION

2017 - Present
Swansea College of Art, UWISD
BA (Hons) Surface Pattern Design
Pending Award

2016 - 2017
Carmarthen School of Art
Foundation Diploma in Art and Design
Merit

2009 - 2016
Ysgol Bro Dinefwr
2 A Levels - Art Textiles
B Art and Design
11 GCSEs awarded at grade C or above including:
English Literature (A)
English Language (B)
Mathematics (C)
Textiles (A*)
Art and Design (B)
Intermediate Welsh Baccalaureate - Pass
Advanced Welsh Baccalaureate - A

SKILLS

Screenprinting
Dyeing
Laser Engraving
Lasercutting
Digital Drawing
Adobe Photoshop
Adobe Illustrator
Traditional Drawing
Microsoft

Instagram: @mariewilkinsonart

<https://mariewilkinson.wixsite.com/design>

A cleaner CV with a whiter ground and use of a logo instead of a header. I think this works better as it's not as overwhelming with a pattern beneath it. I used both patterned and orange dividers in these designs – I think the orange works best and appears sleeker. It can also be easily translated across to the cover letter.

As I had previously liked showing a subtle snippet of my work, I trialled adding sections of work and playing with the opacity and a new layout. I think the sectioned work on the left works best, as the image on the right can be more distracting as it engulfs the CV and the information is the most important, as I have my portfolio to showcase more work. I think this layout is also more readable and much cleaner.



MARIE WILKINSON
SURFACE PATTERN DESIGNER

PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I intend to stay on to study an MDes in Surface Pattern Design in order to push my practice and achieve my dream work placement working in a print studio.

My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as devore and reactive print pastes to achieve high energy within my work.

EDUCATION

2017 - Present
Swansea College of Art, UWTSO
BA (Hons) Surface Pattern Design
Pending Award

2016 - 2017
Carmarthen School of Art
Foundation Diploma in Art and Design
Merit

2009 - 2016
Ysgol Bro Dinefwr
2 A Levels - A* Textiles
- B Art and Design
11 GCSEs awarded at grade C or above including:
English Literature (A)
English Language (B)
Mathematics (C)
Textiles (A*)
Art and Design (B)
Intermediate Welsh Baccalaureate - Pass
Advanced Welsh Baccalaureate - A

EXPERIENCE

January 2020
Peacocks Headquarters

I shadowed the design team for a day, creating patterns using only digital assets and helping to organise showrooms.

July - August 2019
Intern
RMJ Studios

Responsibilities included creating collections of fabrics for fashion to exhibit and sell at Premiere Vision, Paris, where I was successful in making a sale. These were created using a combination of traditional and digital drawing processes, completed using Adobe Photoshop.

LIVE BRIEFS

2020
Society of Dyers and Colourists

An ongoing competition in which I created a collection of fabrics in response to the theme of 'Colour and the Universe'.

2019
Orangebox

This resulted in a collaborative exhibition at Clerkenwell Design Week, London.

St.Fagans, National Museum of Wales

An exhibition held at the grounds of St.Fagans where my work was situated in Pen-rlhiw Chapel.

COMMENDATIONS

Highly Commended for commercial design for the annual tealawel competition at the National Wool Museum

07908455327
Instagram: @mariewilkinsonart

MARIEWILKINSONART@GMAIL.COM
<https://mariewilkinson.wixsite.com/design>



MARIE WILKINSON
SURFACE PATTERN DESIGNER

PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I intend to stay on to study an MDes in Surface Pattern Design in order to push my practice and achieve my dream work placement working in a print studio.

My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as devore and reactive print pastes to achieve high energy within my work.

EDUCATION

2017 - Present
Swansea College of Art, UWTSO
BA (Hons) Surface Pattern Design
Pending Award

2016 - 2017
Carmarthen School of Art
Foundation Diploma in Art and Design
Merit

2009 - 2016
Ysgol Bro Dinefwr
2 A Levels - A* Textiles
- B Art and Design
11 GCSEs awarded at grade C or above including:
English Literature (A)
English Language (B)
Mathematics (C)
Textiles (A*)
Art and Design (B)
Intermediate Welsh Baccalaureate - Pass
Advanced Welsh Baccalaureate - A

EXPERIENCE

January 2020
Peacocks Headquarters

I shadowed the design team for a day, creating patterns using only digital assets and helping to organise showrooms.

July - August 2019
Intern
RMJ Studios

Responsibilities included creating collections of fabrics for fashion to exhibit and sell at Premiere Vision, Paris, where I was successful in making a sale. These were created using a combination of traditional and digital drawing processes, completed using Adobe Photoshop.

LIVE BRIEFS

2020
Society of Dyers and Colourists

An ongoing competition in which I created a collection of fabrics in response to the theme of 'Colour and the Universe'.

2019
Orangebox

This resulted in a collaborative exhibition at Clerkenwell Design Week, London.

St.Fagans, National Museum of Wales

An exhibition held at the grounds of St.Fagans where my work was situated in Pen-rlhiw Chapel.

COMMENDATIONS

Highly Commended for commercial design for the annual tealawel competition at the National Wool Museum

07908455327
Instagram: @mariewilkinsonart

MARIEWILKINSONART@GMAIL.COM
<https://mariewilkinson.wixsite.com/design>



MARIE WILKINSON

SURFACE PATTERN DESIGNER

PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I intend to stay on to study an MDes in Surface Pattern Design in order to push my practice and achieve my dream work placement working in a print studio.

My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as screen and reactive print pastes to achieve high energy within my work.

EDUCATION

2017 - Present
Swansea College of Art, UWISD
BA (Hons) Surface Pattern Design
Pending Award

2016 - 2017
Carmarthen School of Art
Foundation Diploma in Art and Design
Merit

2009 - 2016
Ysgol Bro Dinefwr
2 A Levels - A* Textiles
- B Art and Design
11 GCSEs awarded at grade C or above including:
English Literature (A)
English Language (B)
Mathematics (C)
Textiles (A*)
Art and Design (B)
Intermediate Welsh Baccalaureate - Pass
Advanced Welsh Baccalaureate - A

SKILLS

Screenprinting
Dyeing
Laser Engraving
Lasercutting
Digital Drawing
Adobe Photoshop
Adobe Illustrator
Traditional Drawing
Microsoft

EXPERIENCE

January 2020
Peacocks Headquarters

I shadowed the design team for a day, creating patterns using only digital assets and helping to organise showrooms

July - August 2019
Intern
RMJ Studios
Responsibilities included creating collections of fabrics for fashion to exhibit and sell at Premiere Vision, Paris, where I was successful in making a sale. These were created using a combination of traditional and digital drawing processes, completed using Adobe Photoshop.

LIVE BRIEFS

2020
Society of Dyers and Colourists

An ongoing competition in which I created a collection of fabrics in response to the theme of 'Colour and the Universe'.

2019
Orangebox
This resulted in a collaborative exhibition at ClerkenWell Design Week, London
St Fagans, National Museum of Wales
An exhibition held at the grounds of St Fagans where my work was situated in Pen-rlhiw Chapel

COMMENDATIONS

Highly Commended for commercial design for the annual local award competition at the National Wool Museum



March 20th, 2020

Elch Studio,
Studio 10,
Nell House,
1 Westgate Street,
London
E8 3KJ

Dear Alexander Mitchell,

I am writing to inquire about placement opportunities that you may hold over the course of the coming months. I am interested in the possibility of a placement over the summer of 2020 as I wish to gain more experience within the industry, specifically with print design studios.

I adore your studio's diversity in style and feel that experience at Elch studio would be a great fit for myself and the way in which I work.

Although my primary focus is print for fashion, I consider myself a versatile designer. I often dabble between mediums, taking pleasure in the ability to work both digitally and by hand, with the option of combining the two. This also relates to my work within these categories as I am able to work with a variety of prints and use other mediums such as pencils and pastels to achieve the aesthetic. I intend to create, alongside a range of screen printing techniques.

My favoured processes involve working by hand, however I often complete prints digitally.

I have recently completed an internship with RMJ Textile and Print Studio where I created a number of collections of fabrics for a fashion context to be taken to Premiere Vision, where I was successful in making a sale. I am also currently taking part in the Society of Dyers and Colourists competition, where I have created a collection of fabrics working to my chosen theme of 'The Golden Hour' to generate a new understanding of colour and create communicative mood boards. I am also interested in forward-looking trends and enjoy creating work for them as I know the commercial influence of these on the industry.

Please find enclosed my CV and press pack to show you an insight into my work, alongside my social media links to be found at the top of this letter.

Thank you for taking the time to read this letter, I look forward to hearing from you.

Sincerely,

Marie Wilkinson

Playing with added dividers
in my favoured CV design
and altering the header of
my letter.

07908455327

Instagram: @mariewilkinsonart

MARIEWILKINSONART@GMAIL.COM

<https://mariewilkinson.wixsite.com/design>



March 20th, 2020

Etch Studio,
Studio 10,
Netil House,
1 Westgate Street,
London
E8 3RL

Dear Alexander Mitchell,

I am writing to inquire about placement opportunities that you may hold over the course of the coming months. I am interested in the possibility of a placement over the summer of 2020 as I wish to gain more experience within the industry, specifically with print design studios.

I adore your studios diversity in style and feel that experience at Etch studio would be a great fit for myself and the way in which I work.

Although my primary focus is print for fashion, I consider myself a versatile designer. I often deviate between mediums, taking pleasure in the ability to work both digitally and by hand, with the option of combining the two. This also relates to my work within these categories as I am able to work with a variety of paints and use other mediums such as pencils and pastels to achieve the aesthetic I intend to create, alongside a range of screen printing techniques.

My favoured processes involve working by hand, however I often complete prints digitally.

I have recently completed an internship with RMJ Textile and Print Studio where I created a number of collections of fabrics for a fashion context to be taken to Premiere Vision, where I was successful in making a sale. I am also currently taking part in the Society of Dyers and Colourists competition, where I have created a collection of fabrics working to my chosen theme of 'The Golden Hour' to generate a new understanding of colour and create communicative mood boards. I am also interested in forward-looking trends and enjoy creating work for them as I know the commercial influence of these on the industry.

Please find enclosed my CV and press pack to show you an insight into my work, alongside my social media links to be found at the top of this letter.

Thank you for taking the time to read this letter, I look forward to hearing from you.

Sincerely,

Marie Wilkinson



MARIE WILKINSON
SURFACE PATTERN DESIGNER

PERSONAL PROFILE

Although my passion lies with traditional print methods, I work well digitally and enjoy combining the two processes to achieve a high standard of work. I work methodically, ensuring that a plan is in place before carrying out a task to guarantee it is completed to a high standard. I intend to stay on to study an MDes in Surface Pattern Design in order to push my practice and achieve my dream work placement working in a print studio.

My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as devore and reactive print pastes to achieve high energy within my work.

EDUCATION

2017 - Present
Swansea College of Art, UWTSO
BA (Hons) Surface Pattern Design
Pending Award

2016 - 2017
Carmarthen School of Art
Foundation Diploma in Art and Design
Merit

2009 - 2016
Ysgol Bro Dinefwr
2 A Levels - A* Textiles
- B Art and Design
11 GCSEs awarded at grade C or above including:
English Literature (A)
English Language (B)
Mathematics (C)
Textiles (A*)
Art and Design (B)
Intermediate Welsh Baccalaureate - Pass
Advanced Welsh Baccalaureate - A

SKILLS

Screenprinting
Dyeing
Laser Engraving
Lasercutting
Digital Drawing
Adobe Photoshop
Adobe Illustrator
Traditional Drawing
Microsoft

EXPERIENCE

January 2020
Peacocks Headquarters

I shadowed the design team for a day, creating patterns using only digital assets and helping to organise showrooms.

July - August 2019

Intern
RMJ Studios
Responsibilities included creating collections of fabrics for fashion to exhibit and sell at Premiere Vision, Paris, where I was successful in making a sale. These were created using a combination of traditional and digital drawing processes, completed using Adobe Photoshop.

LIVE BRIEFS

2020
Society of Dyers and Colourists

An ongoing competition in which I created a collection of fabrics in response to the theme of 'Colour and the Universe'.

2019
Orangebox

This resulted in a collaborative exhibition at Clerkenwell Design Week, London.
St. Fagans, National Museum of Wales
An exhibition held at the grounds of St. Fagans where my work was situated in Pen-Rhiw Chapel.

COMMENDATIONS

Highly Commended for commercial design for the annual tea towel competition at the National Wool Museum

07908455327
Instagram: @mariewilkinsonart

MARIEWILKINSONART@GMAIL.COM
<https://mariewilkinson.wixsite.com/design>

10 chosen recipients to send my letter of introduction to:

Camilla Frances Prints

Camilla Frances are a London-based textile print studio, specialising in print for fashion. I have always admired the work produced by their designers and the display of their studios. Although specialising in florals, many of the prints are produced in different styles using a variety of medias which I believe to be an enjoyable method of working that I'd like to participate in.



Camilla Frances
Camilla Frances Prints Ltd
Part Ground Floor Studio
Charity House
14-16 Perseverance Works
38 Kingsland Road
London
E2 8DD

Etch Studios

I also love the work produced at Etch Studios, a print studio based in London. They create multitudes of different prints and show the play with the finished product – the fabric – which is important to me. I'd find it unfulfilling to create a design not to see the end product in person, which I know can often be the case.



Isabelle Sykes,
Etch Studios
Studio 10
Netil House
1 Westgate Street
London
E8 3RL



Margareta van den Bosch
H&M Head Office
Vasagatan 7, 111 20
Stockholm, Sweden



Although the prospect of working in Stockholm appears daunting, I am aware of the opportunities that H&M offer their employees and think it would be amazing experience. H&M have always been a personal favourite high-street brand of mine and the opportunity to work within their head office and explore a new country would be highly beneficial. I would love to work for their womenswear department, specifically their 'divided' range.

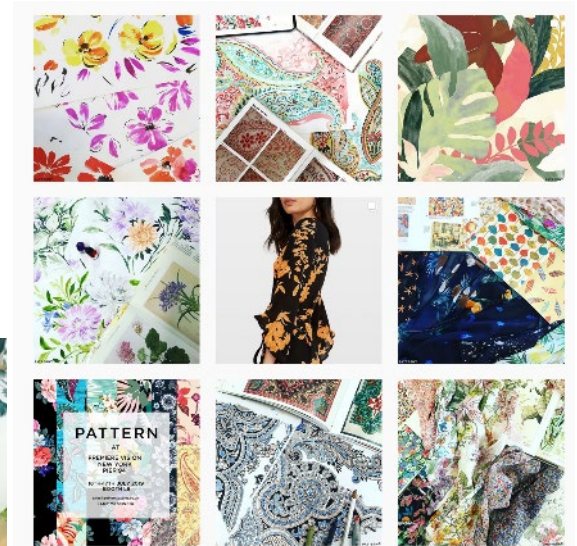
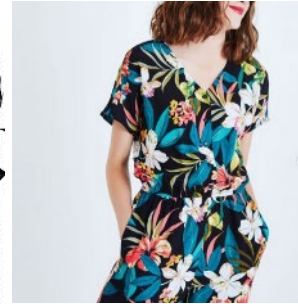
I love the variety of media in the prints created by Pattern Textiles as there is no 'house style'.

On their website there is an introductory segment for each designer, showcasing all of their different design heroes and styles – encouraging individualism as a designer.

I also like that when working in a studio, you get the chance to see your work become successful garments across a multitude of companies.

The team at Pattern Textiles is small with only 19 employees. I feel this would be an ideal environment for me as I've found I work best in smaller groups or alone.

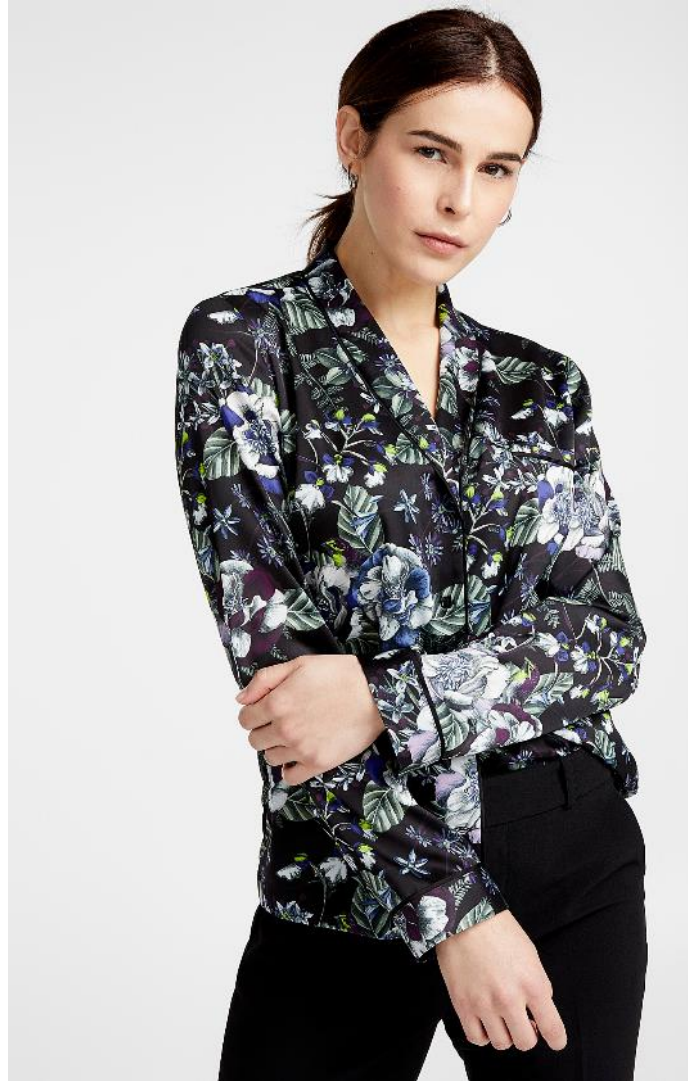
Pattern Textiles



Stephanie Neal and Nicola
Pellicci
Pattern Textiles Ltd
Unit 206
15 Pundersons Gardens
London
E2 9QG

Cyme are an online studio, a platform created for young creatives and recent graduates to access the marketplace. It allows users to submit work for the studio to promote to the marketplace for a total of 200 days and upon a sale, a percentage of 60% of the sale would be given to the creator, similarly to that of a freelancer or commissioned piece of work.

Cyme also have to confirm the quality of the work is fit for sale and expresses the 'spirit of the studio'. I feel that this would work well as a side-job and stepping stone into the world of work but not full-time.





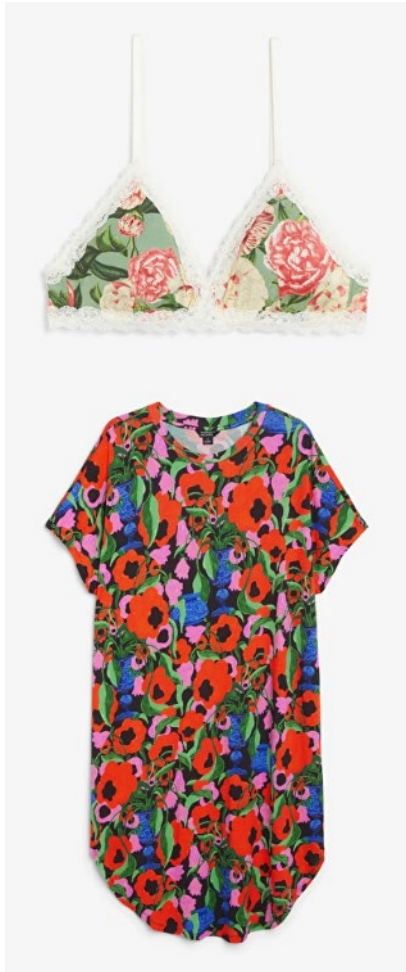
Kate Gould
Anthropologie
5000 South Broad Street
Philadelphia
Pennsylvania
US



ANTHROPOLOGIE



I first considered Anthropologie after researching Karen Mabon's work which she did in collaboration with the brand. I love the energetic styling and variety of print designs that flow both over their clothing and homeware, infused with colour and natural mark-making.



MONKI

Owned by H&M, Monki are known for their playful prints juxtaposed with their neutral colour palettes. I like the playfulness emitted by the brand and feel it would be a fun and friendly environment to thrive creatively.

Caroline Carlryd
Monki H&M Hennes &
Mauritz Sverige AB
Mäster Samuelsgatan 46A,
106 38 Stockholm.



Kitri Studio are a high-end start-up fashion brand with the aim of creating individualistic, high-quality clothing. Each piece is made in limited quantities to ensure they are consistently creating fresh fashion staples and keeping up with the market, whilst nothing goes to waste.

Their clothing is more expensive than that on the high street but not as expensive as well-known designer brands – they describe themselves as a 'comfortable range'.

I like the idea of working for an independent brand creating unique prints in a small team as they have and feel it would be a good experience to work directly with fashion rather than with the prints alone, however I would like to experience this more.

There is purpose behind the brand, which is important to me as I want fulfilling work.



Charlie Hall
KITRI Limited
Unit D2 Leyton
Industrial Village
Argall Avenue
London
E10 7QP

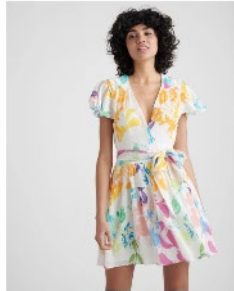
Badgley Mischka
550 7th Avenue, 22nd
Floor, New York, NY 10018,
US



Badgley Mischka



Over the last year or so, I have continuously found Badgley Mischka to be a great source of inspiration due to the translation of process within the work. Although far-reaching, I would love to gain insight into their design processes and experience being part of their design team. I feel that my way of working relates well to the designs produced by the luxury fashion label.



T A N Y A
T A Y L O R

Our mission is to inspire all women to live in color.

Tyler Rose
Tanya Taylor
37 E 18th St,
9th Floor,
New York,
NY 10003,
US



OUR VALUES

We are dedicated to spreading our passion for color beyond the scope of clothing.

Our focus is on authentic representation of color, which is why we are committed to bringing color into the lives of all women, regardless of their background. The Tanya Taylor brand is a celebration of color and the power of color to inspire and connect. We are committed to spreading our passion for color beyond the scope of clothing.

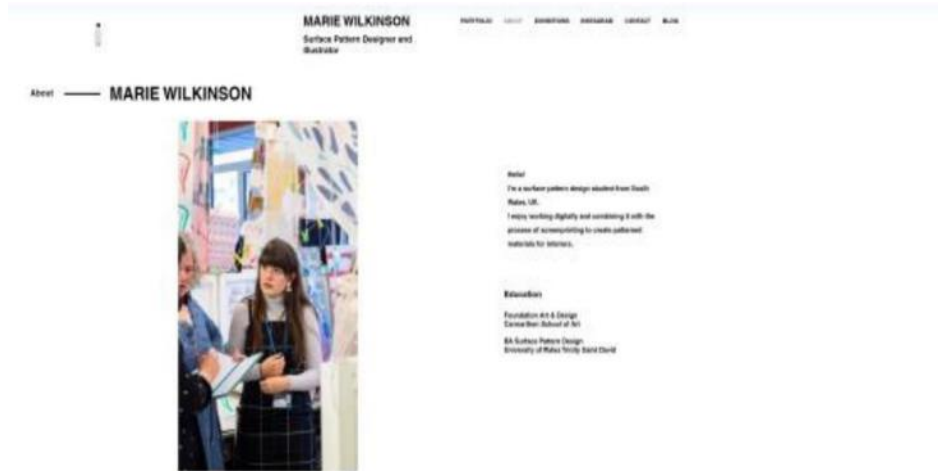
Each Tanya Taylor collection is designed with real women in mind—we make our clothes to fit, function, and feel good so that women can use them as a tool to feel like the best version of themselves each day.

The message behind Tanya Taylor clothing is important to me – to bring 'colourful confidence' and 'high-energy happiness' to real women through fashion. I like that there is a mission behind the brand and that it is visibly reflected in the prints on their garments. It would be a dream to work for a brand that emits such a strong message as colour is also a favoured component within my own work as I am interested in its psychological impact, an interest also displayed by the brand.

What do I hope for as an outcome?

- Originally I had hoped for an internship during the summer of 2020 however I understand the unlikeliness of this due to the current pandemic.
- I hope to reach out to these companies for internship experience upon completion of my Mdes, alongside asking for some freelancer experience alongside my Mdes and during the summer of 2020 to those studios and companies this would be relevant for. I am also considering letting RMJ Studios know that I would be open to freelancing opportunities during this time as I have previously worked with them.

Analysis of my website from second year



- 'About' section contained very basic information such as age and location but very little in terms of my design work and information about myself - just that I work digitally. I feel like my design style has changed greatly since making this website so I have scrapped it and started again.

- I think it's important to put a face to the name so I included a picture of myself on the about section. I like this picture of myself due to the context it was taken in and will consider using it for the future - however a more updated image would also be best.

- In the header, is 'Surface Pattern Designer and Illustrator' accurate for my practice?

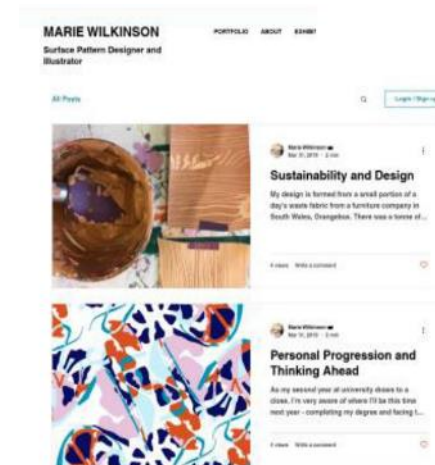
- The vector art to the top left is irrelevant to me and my work

- Do I need a website page dedicated to exhibitions? I don't feel like it's a primary part of my practice, however I do think it's important to showcase. Perhaps I could make this an additional section on my 'about' page?

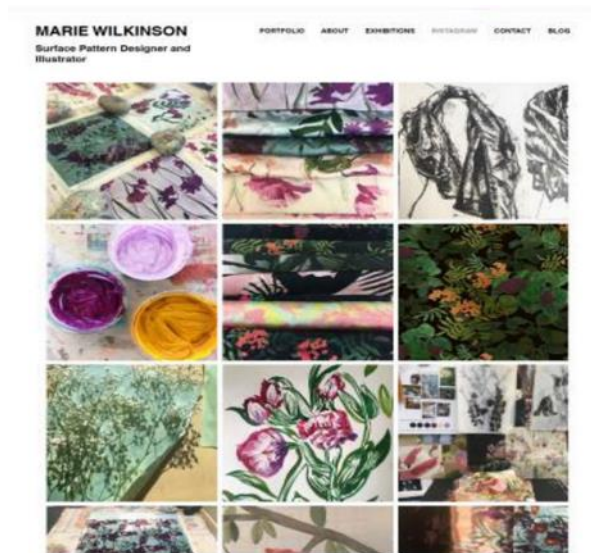
- Text is too bold



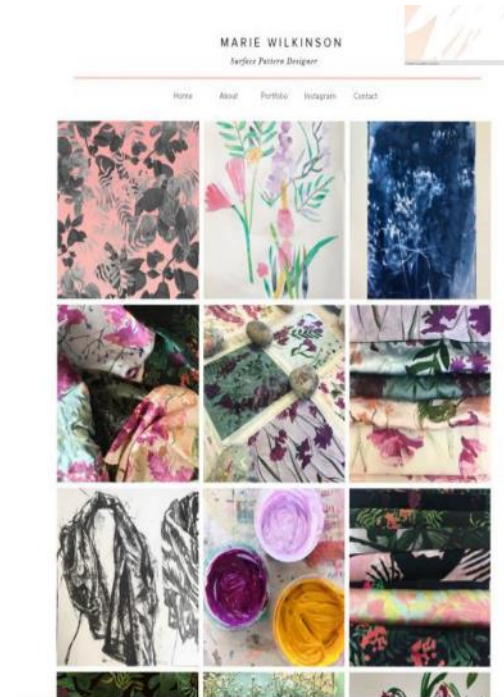
- Contact page is simple and easy to navigate - perhaps I could make it look more interesting with an image?



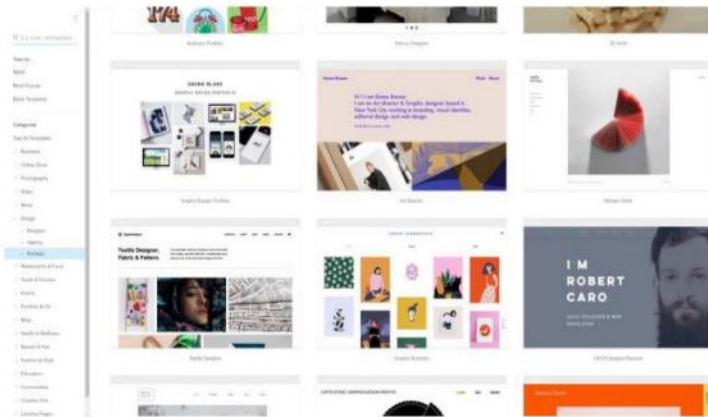
- I like the idea of a blog but unsure of how relevant it is to my practice and what I could successfully write about. I need to consider what people research and want to read when looking for blog posts - what is my aim?
 - People generally want to learn to do something themselves, learn something new or read something factual when reading blog posts rather than reading personal anecdotes about a strangers practice
 - Do I need to put out informative content or curate a writing style and content that would be interesting to a reader?



- I think this instagram page works well to continuously showcase my most recent work as it updates by itself and I find instagram much easier to maintain than my website



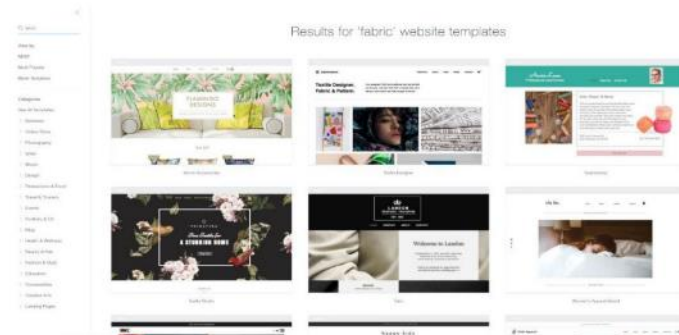
I've decided to keep this element of my website the same as I feel it works well.



Some of the wix website templates I considered using, as recommended. I considered what content my website will hold regarding both a good representation of physical materiality and digital showcasing of my work.

I searched key words to represent my work such as 'fabric' and 'textile' to specify my intent.

I chose a portfolio based website design to ensure my work is showcased the best.



MARIE WILKINSON

Surface Pattern Designer

[Home](#) [About](#) [Portfolio](#) [Instagram](#) [Contact](#)



I am a surface pattern designer based in the UK specialising in print for fashion.

After researching a variety of illustrators and designers website 'home' pages, I found that there were very few I liked, but was able to pick up on a variety of design elements that I'd like to incorporate.

I found that I liked slideshows that almost engulfed the page, leaving enough room to display that there was more information and to scroll down.

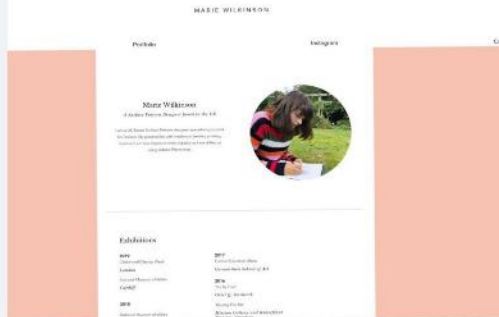
I also liked the addition of information, which is important as often the home page is the first page your audience sees. I was surprised to see how many designers lacked this content.

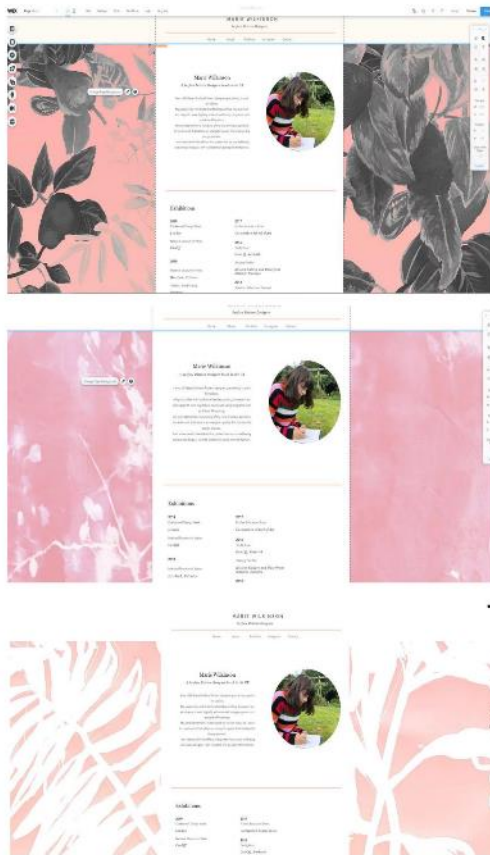
I decided to create a slideshow, have a bit of informative text then a smaller version of my instagram feed to ensure that I always had my most current work on my home page as it automatically updates, with my slideshow showcasing my best work.

I like this format however I feel that I need to take better photos of my physical work, and a little more informative text describing a more precise design style, however I have also done this in the about page.

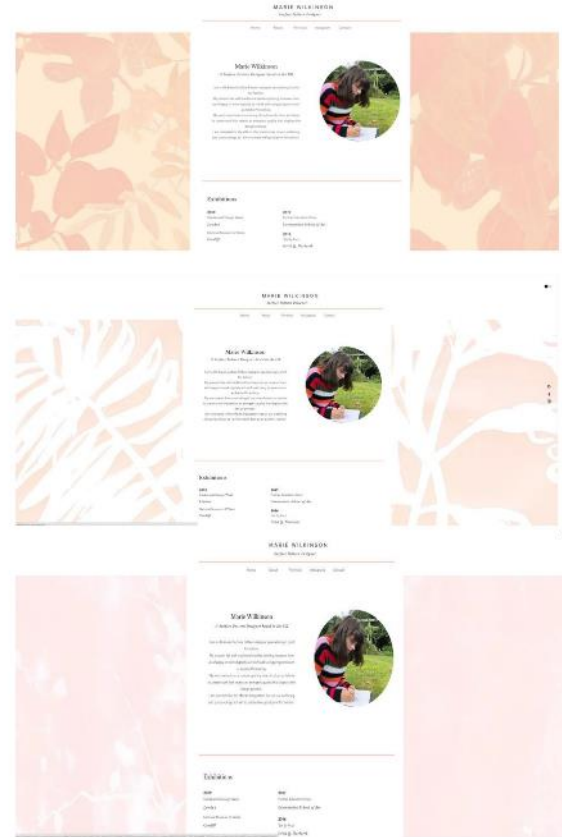


I started with a coloured ground, however when looking at others' websites in comparison to mine I felt that this took away from any professionalism and changed it back to white - however, this eliminated a design identity. I trialled putting in a pattern in the background as wix website guidelines recommend keeping the content to the middle of the page due to conversion across devices - especially mobile. When adding a background image, I found it worked well to the screen on larger screens and when used on mobile, only strips were shown which worked well as the content that was needed was available.





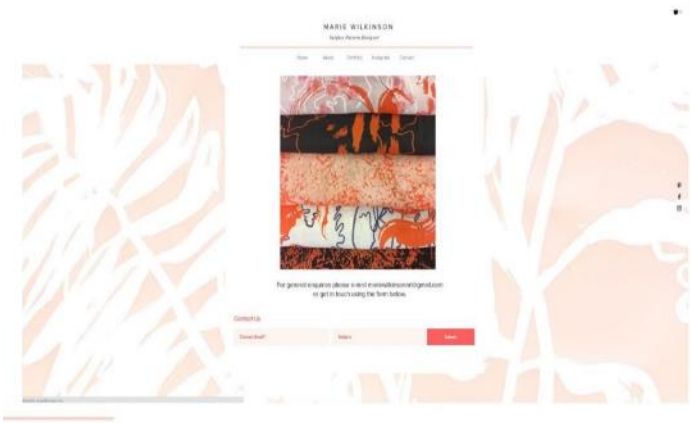
I added a background image which worked well, however I didn't want to detract from the content of my website so I had to ensure I chose subtle imagery. All of these works are pink toned and a little too much in regards to colour and distraction, however I feel like they are subtle nods towards the nature of my work. My only concern is that ground imagery can look less professional than a plain ground.



I went into photoshop and altered the coloured grounds to match the colours I was using on my website to coincide with my branding identity. I think the design that matched best is the first one, however I am drawn more to the textual element of my second design and think this also works well given the colour scheme. I feel the last one doesn't convey enough of a design element and doesn't carry across the screen as well.



Both my contact and about page have a page ground on them as they are the website pages with the least design work on them. I think this works well individually, however I'm not sure if it works with the website as a whole as it doesn't follow across all pages.



I also chose this picture of myself as it suggests the nature of my work and works well with the website design, however I'm unsure on this.

Changes

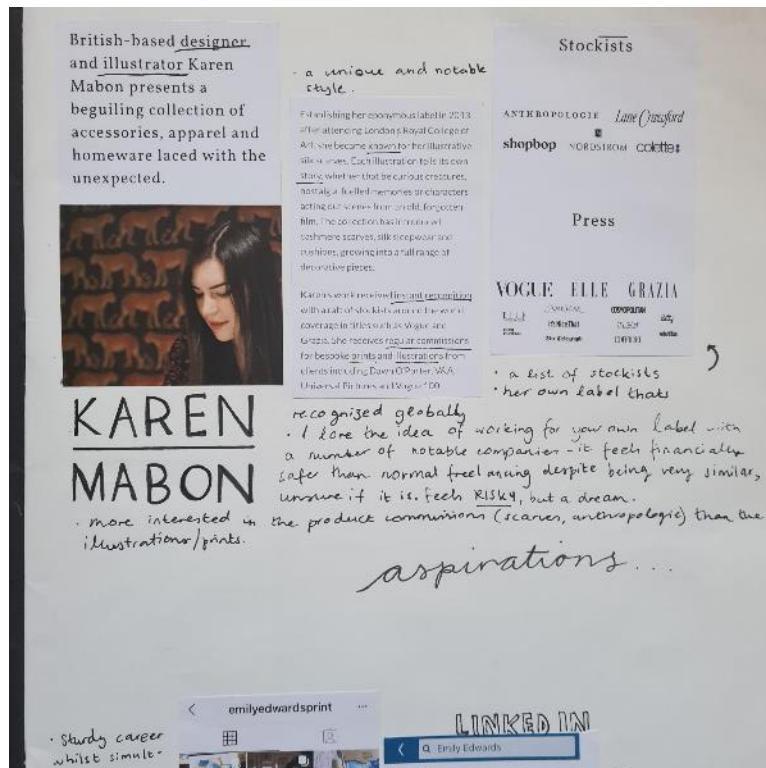
- I decided to add a CV page to my website for ease of access, alongside a blog to engage my social media with the site.
- My homepage consists of a slideshow of my most recent work and an Instagram gallery that updates itself every time I post – an easy way to ensure my website is up to date in this area.
- I also added my full portfolio to my website alongside updated contact details, linking this through from my Instagram and other social media accounts.

Link to Completed Website

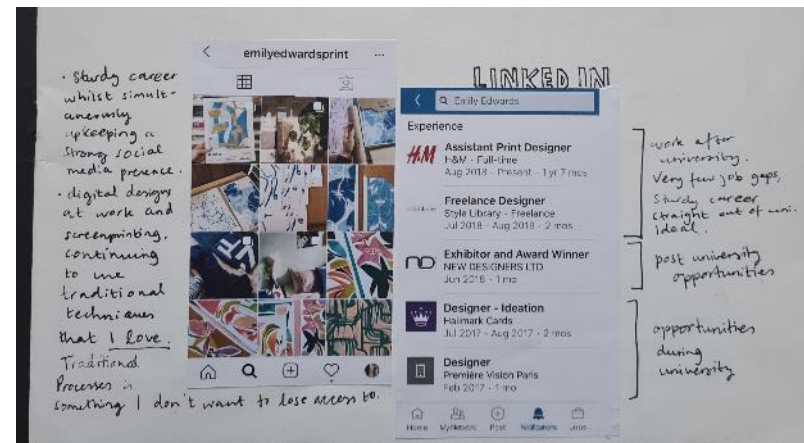
- <https://mariewilkinson.wixsite.com/design>

Links to my social media profiles

- <https://www.instagram.com/mariewilkinsonart/>
- <https://www.linkedin.com/in/marie-wilkinson-b700b1156/>
- <https://mariewilkinson.wixsite.com/design/blog-1>



People that inspire me/ I admire – from the sketchbook





etch studios.

- Adore their studios work.
- I love seeing the transition from paper to cloth.
- I definitely want to work in an environment that handles the cloth / views the final product.
- Studios tend to have more creative freedom than in-house designers and are always working to a project / brand → something I enjoy as I love developing work - it can't be static.
- Do I need somewhere with a more practical / hands on approach? Screenprinting etc.

MINNIE SMALL: Illustrator and content creator (@minniesmall)

- I like the way of working on this explore mini style and media - not all digital.
- Work from home - I think a workplace play but are more.

giftware and stationery designer. Almost makes.

create a positive persona using social media. Reliable but fun when work is personal life sacrifice of our hobby.

strong list of clients

Kitty McCall (@kittymccall)

2,401 60k 370 Posts · Follow · Message · Email

Kitty McCall
Brand
Kitty McCall by Catherine aka Kitty. Team with designer. Clients: Acacia Hotels, 11 Bayside, Excel London. I'm adding colour to homes since 2011.
www.kittymccall.com/etchstudiolondon
45 The Old High Street, Fallowfield, Kent
Followed by @kittymccall, @etchstudiolondon, @etchstudiolondon and 100 others

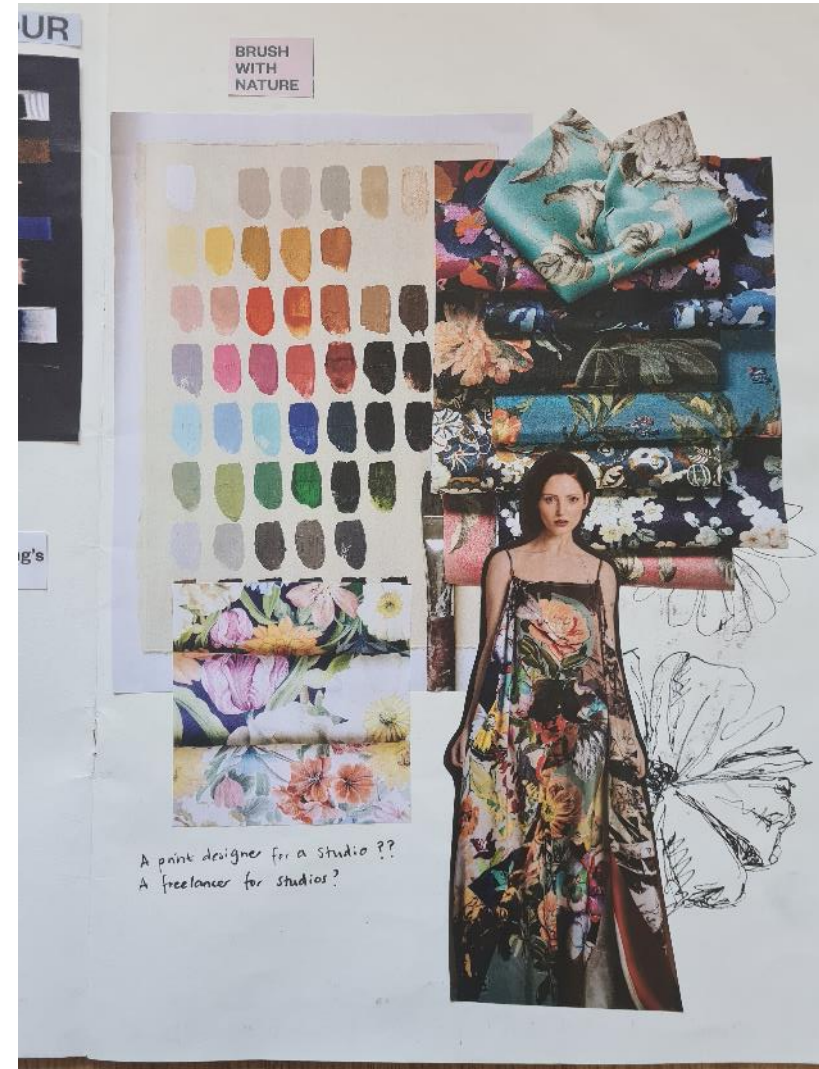
A curated Instagram feed with recognisable work and a colour palette that carries across to showcase similar work. Placing the eye for the consumer but potentially repetitive / tedious for the designer?

I enjoy working in collection/projects separately to ensure I'm continuously growing as a designer. Where can I find the middle ground to build my work life and remain aesthetically pleasing?

* A curated feed also looks more professional due to its cleanliness.



Collage illustrating myself as a designer



mariewilkinsonart ▾



43 profile visits in the last 7 days



225 Posts 505 Followers 588 Following

Marie Wilkinson

Artist

Colour, print & material play 🌈
Third year surface pattern design
student @ UWTSD

📍 Mid/South Wales... [more](#)

mariewilkinsonart.bigcartel.com

Edit Profile

Promotions

Contact



My Instagram Profile on the 26th January 2020

- At the start of this module, I screenshotted my Instagram Profile to see if it was improved and to review my progress.
- Thoughts on the current profile:
 - Not a suitable icon – not professional and doesn't hold a brand identity or a professional photograph of myself
 - Is there a need for my location in my profile? I use location tags on every post.
 - I should state my specialism
 - My website link needs updating
 - 'Artist' should be updated to 'Designer' to portray a more specific context
 - I think my handle '@mariewilkinsonart' is appropriate because I often fleet through styles and methods of working and art is a broad enough term to remain correct consistently, rather than using 'surfacepattern' which may be too long or 'print' which may be too specific. It also makes it easier for those who are not knowledgeable about surface pattern to remember, as much of the public views it as 'art' as an umbrella term.



Explanation of posting plan and instagram insights

I've decided to use a calendar format for my posting plan that can be followed roughly month to month for both the immediate and distant future, with loose rules to follow for myself but a list of post ideas in case I find myself with little content to post in the future.

I decided on when to post using features like my instagram insights, which found that my best time to post was a Friday evening, once most people had finished work. I had naturally picked up that this was the case as its when I most enjoy posting after a day in the print room, but it is good to see a confirmation of this using the insights feature. I feel that there are some features that are exempt from being put into a timetabled calendar, such as Instagram stories – I find that these work best when fluid and natural, unlike the Instagram feed. I also think it's important not to compromise quality for quantity on social media, but ensure to keep it current and active.

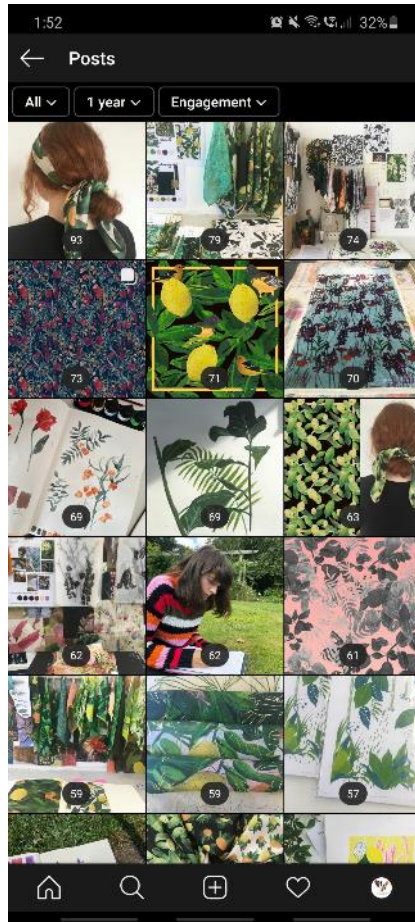
List of Post Ideas for Instagram:

- Best work of the week
- Today's Task
- Any news? Exhibitions/collaborations/interviews
- Studio Space
- Printed materials
- Timelapses
- IGTV (tutorials, day in the life, longer timelapse?)
- initial drawings and sketchbook work
- giveaways?

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Instagram Post	Professional Linked In post if I have any well-shot content	Instagram story linking to blog post, later added to highlights to keep permanent		Instagram Post of this weeks favourite work		Post Blog Post
Instagram Post				Instagram Post of this weeks favourite work		
Instagram Post	Professional Linked In post if I have any well-shot content	Instagram story linking to blog post, later added to highlights to keep permanent		Instagram Post of this weeks favourite work		Post Blog Post
Instagram Post				Instagram Post of this weeks favourite work		Update website if needed



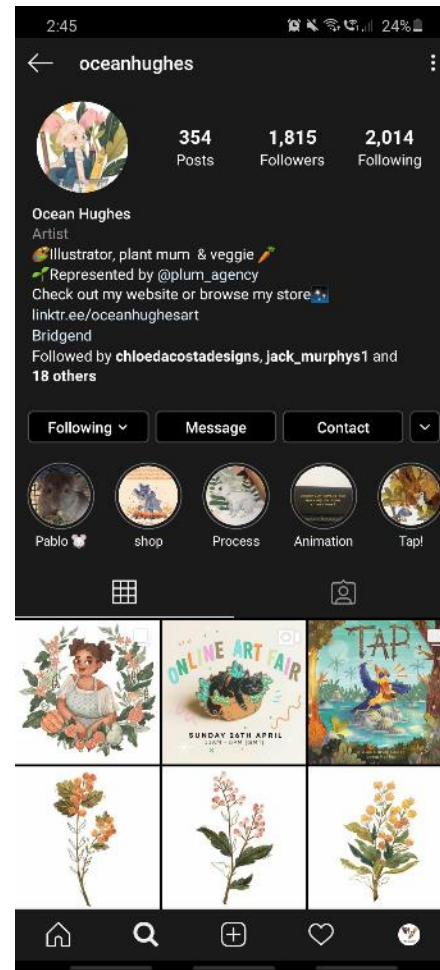
When looking at my instagram profile's insights, I found that the best time of the week to post was friday evening. Although this varies week-to-week, I have found that my highest engagement also occurred then – from posting my week's highlights and my favourite outcomes from the print room due it being timetabled on fridays, alongside it being my favourite process. I'm aware this will vary over the course of the MDes and upon graduation so I will need to review it again then. Although, I do feel like friday is a strong day to post as it's when people may allow themselves a little more time on social media to wind down at the end of the work week – if I posted in the work week it may get lost in a flurry of work, or be skimmed over. Friday allows my audience a little more time and doesn't overlap into the weekend.

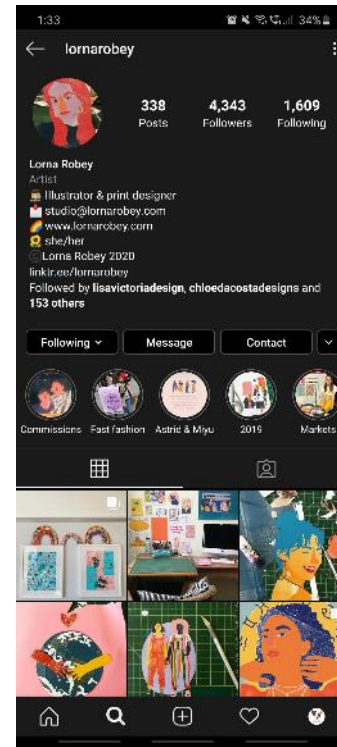
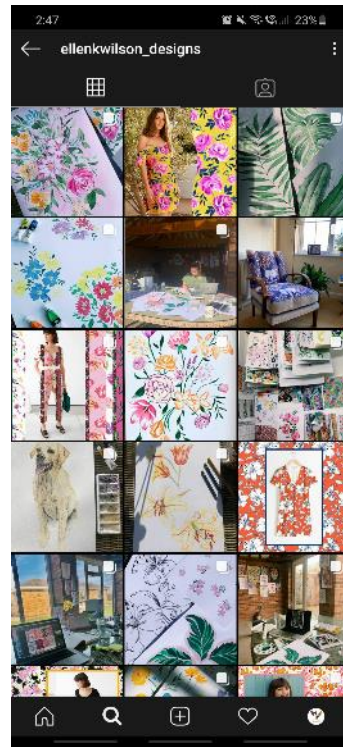
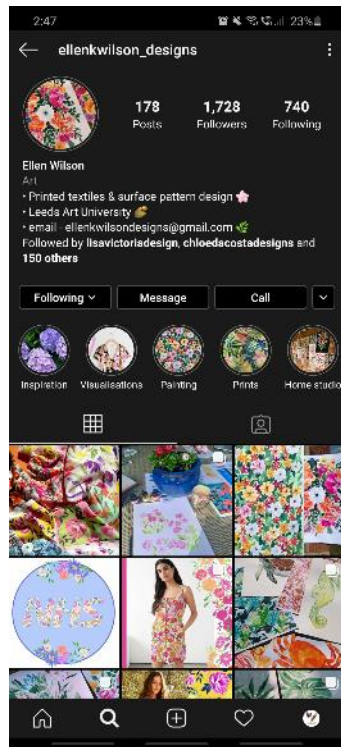


When reviewing my instagram insights, I organised my posts by most to least engaged for the last year as I felt that work was the most relevant springboard for me and the future. I think there is a clear difference between the best and worst images – the better ones are of more finalised outcomes and photoshoots, well-photographed drawings and curated research. My least-engaged images are of images I feel should have been put on my story – images with little thought to composition, no 'real meaning' to a viewer who can't see the project development and designs that I wasn't fully sure of myself. I think It's given me a good idea of what type of content to post from now on, and to curate more of my developmental work into well-lit photographs to ensure I continue to post frequently.

Instagram Inspiration

I felt it was a good starting point to look at a person's Instagram who is in a similar position I will be in once I graduate. Ocean Hughes is an illustrator that graduated from UWTSD last year and she has gathered a reputable following on Instagram, with over 1,800 followers and approximately 300 likes per post. I've noticed that she intertwines a curated version of her personal life with her professional account by showing her pets, which compliment her style of work. I'm unsure if this type of content would work for me as I quite like to separate personal from professional, despite one impacting the other. Her captions are open and honest and often directly ask the viewer to engage/contribute to her post – but not in a forceful way, which I like as I find I notice when others curate it too well.





I continuously find myself in awe of these two accounts. Ellen Wilson is a print designer at the same stage of study as myself and I feel her Instagram feed is well curated in a less formal way, only showing the best of her work alongside visualisations or her work in situ, whereas she uses her Instagram stories to show much more of the less curated work and her daily creations. Lorna Robey is a graduate designer, with a distinctive style and again, a curated feed that only helps create the robust branding she has formed for herself. I like that her icon is a representation of herself created in her style, both to display her work and a face-of-sorts behind it, rather than leaving it only to the work. I like the subtle reminder that there is a designer behind the design.

I took part in the trend of sharing eachothers' profiles that circulated once the UK lockdown began, increasing my engagement and reach to my profile significantly – I gathered around 30 followers within 24 hours. Although this is a short-term development, I thought it was a nice sentiment and opportunity to support eachothers work as designers across both universities and the industry were encouraged to compliment eachother and share work. I have tried to take part in every trend like this without bordering on the idea of being 'too persistent' within my stories or bothersome to my current following. To help its permanency, I have stored every post I shared on my Instagram profile under a story highlight named 'spread love', to strengthen the message.



2020

MENTIONS

2018



2019

Q+A

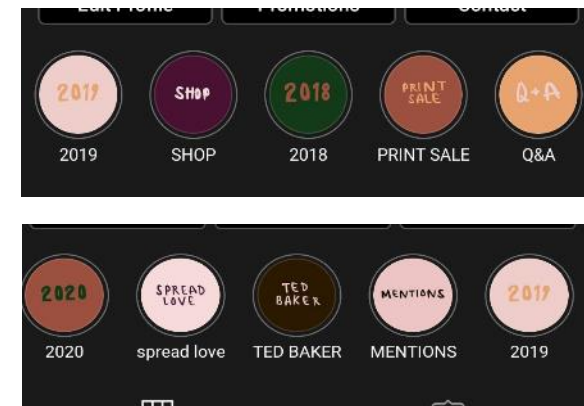
SPREAD
LOVE

SHOP

PRINT
SALE

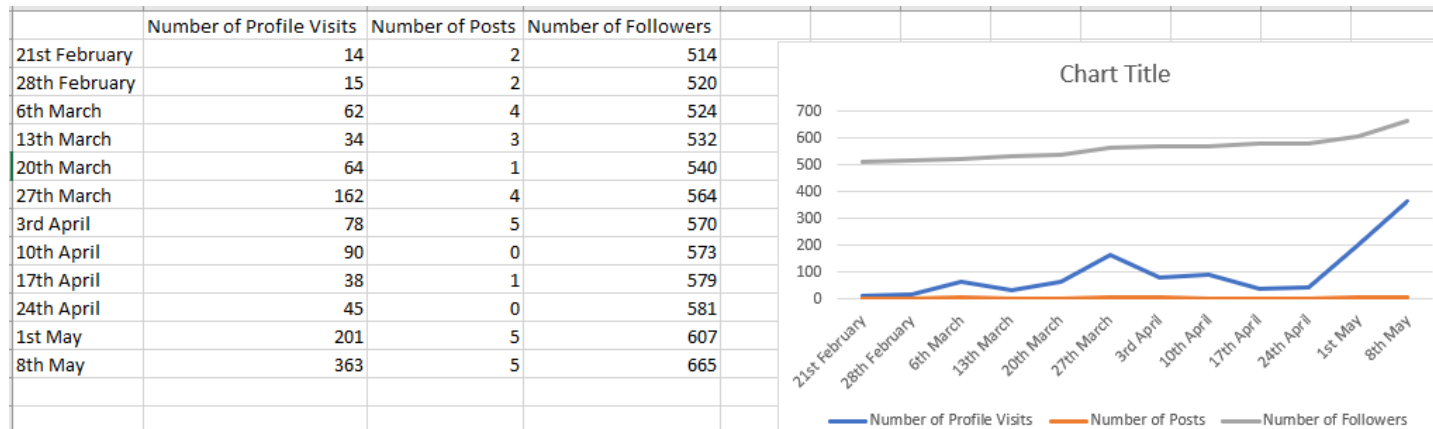
TED
BAKER

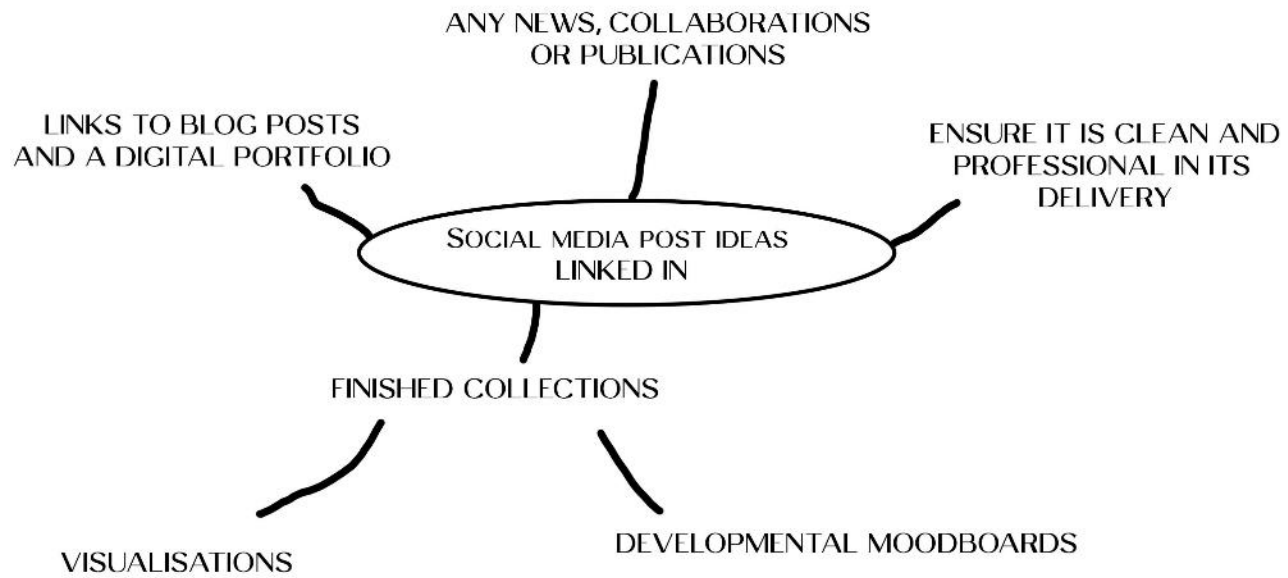
On illustrator I made some covers for my stories section on Instagram, using my own handwriting from the SDC boards. I trialled a design too but felt the text worked best. Although I'm not fully happy with this, I like the idea of tying it all together nicely like this – but I think these colours and designs will need reviewing in the future.



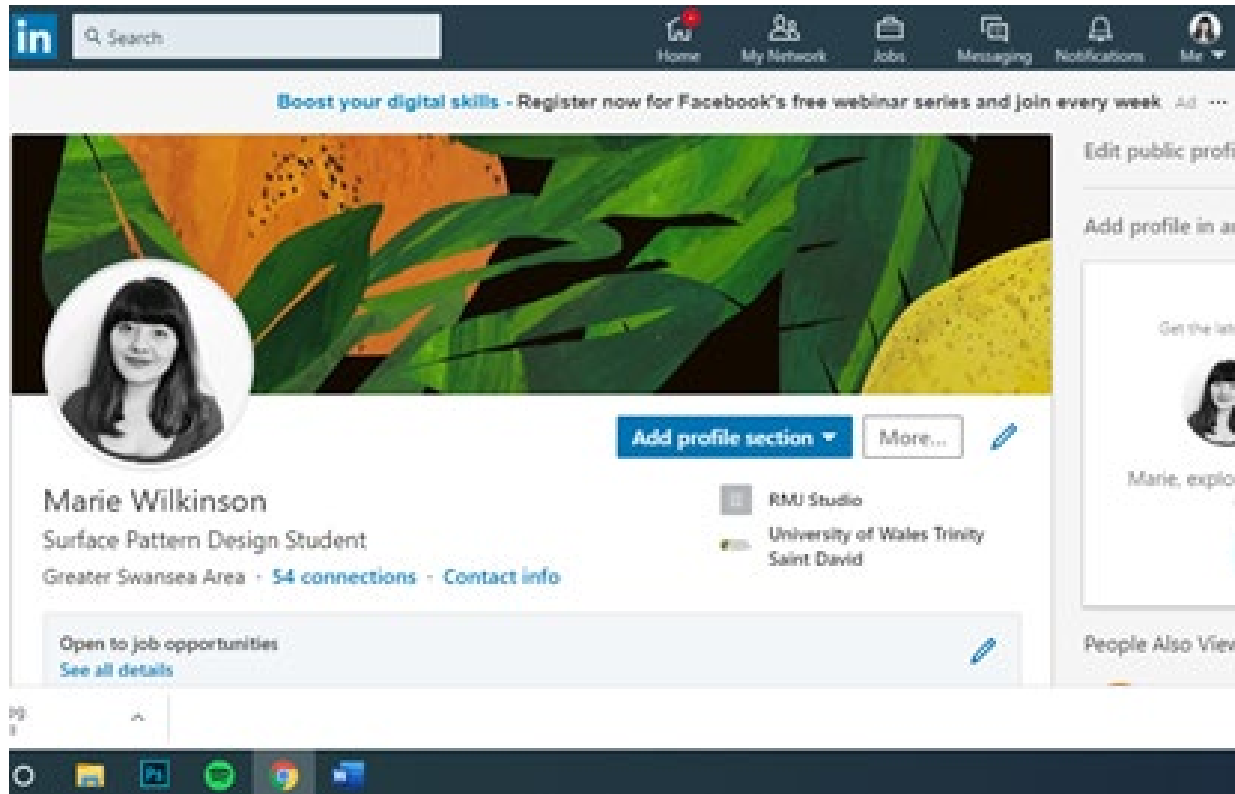
Instagram Growth Chart

I have been tracking my Instagram growth using a few specific factors on an excel spreadsheet to visibly display my progress. I have gained 150+ followers on my account from the beginning of my tracking, and hundreds more profile visits – although I am aware that this is likely to be due to the trend of sharing similar accounts due to the pandemic, however I hope to continue to gain more of a following and engagement throughout the coming months.

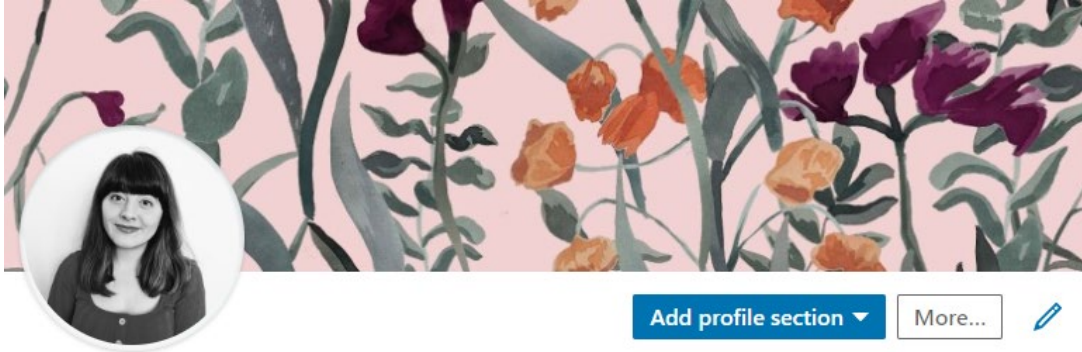




My Linked In Profile – Original Set Up



- Icon Image used for graduate catalogue
- Header Image of last year's work I deemed successful – is this relevant now?
- Place of study and internship shown



Marie Wilkinson

Surface Pattern Design Student

Greater Swansea Area · [70 connections](#) · [Contact info](#)

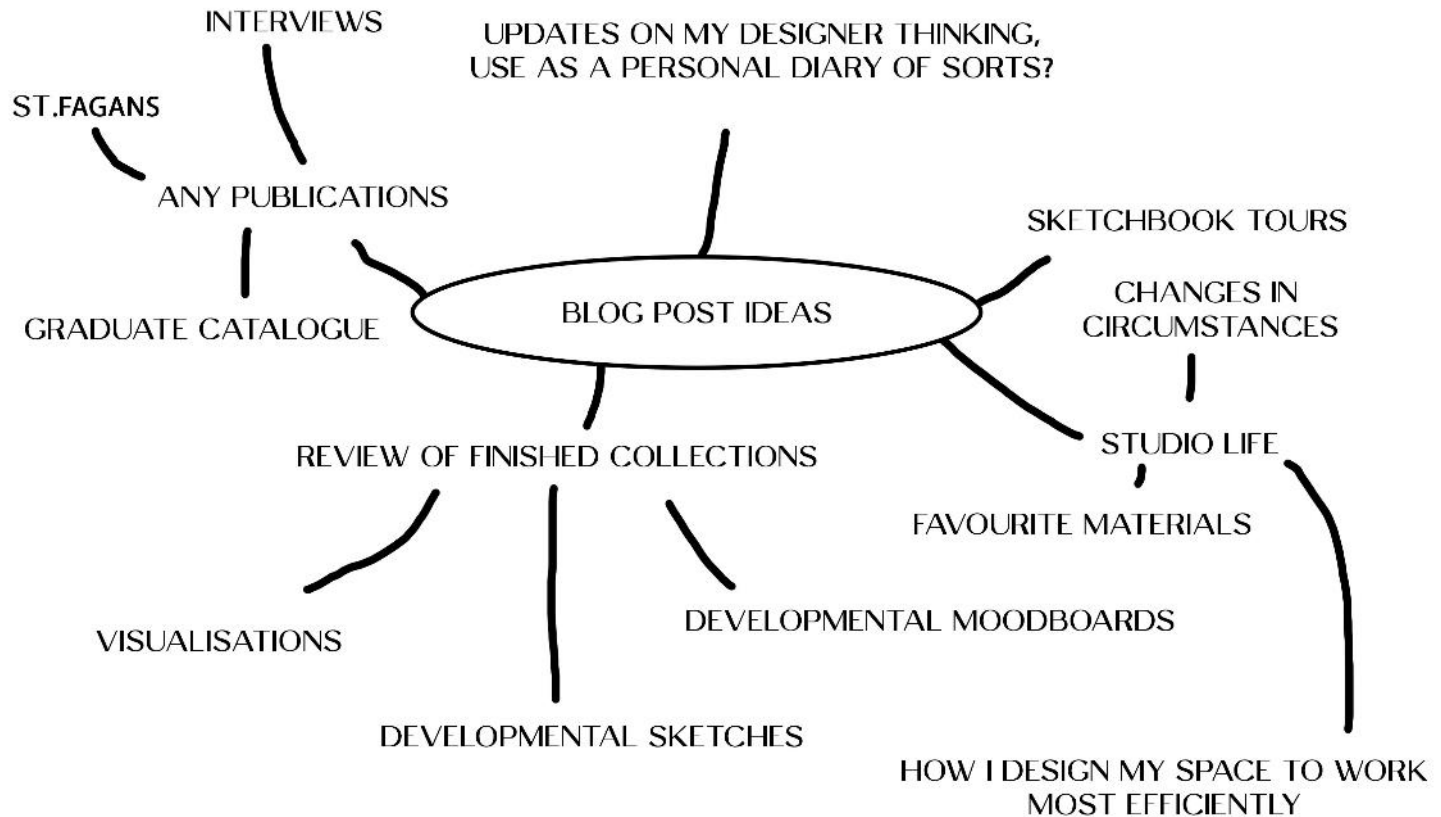


RMJ Studio



University of Wales Trinity
Saint David

I have updated my profile using more relevant work, and have started to post promoting my blog posts and access to my website. I feel that what I post on LinkedIn should be more curated due to its professional format, and intend on posting access to my portfolio and completion of my collection on there too as I feel these are more professional than developmental works, which are shown on my blog posts. Moodboards may also be successful as a post on linked in due to its curated style. I have gathered upward of 70 connections of people within the industry and university whom I have met, alongside people I know socially, ensuring that all of my connections are viable and people whom I could reach out to professionally if needed to.



Blog Inspiration

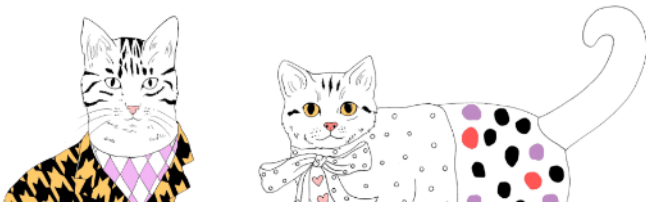
Worldwide Shipping Available

KAREN
MABON

HOME SHOP COLLABORATIONS ABOUT NEWS

Colouring In Sheets!

Alannah Cooper • April 01, 2020



HOME SHOP COLLABORATIONS ABOUT NEWS

A lot of us are finding ourselves with more time indoors than we had planned. In case you are looking for an easy creative activity to take your mind off things, we have created two exclusive colouring in sheets available to download!

Click on the links below to download the PDFs. You can choose from two of our brand new designs, Garden Birds or Fashion cats. Then, simply print out on black and white A4 paper and colour in using whichever materials you like!

Don't forget to share your finished artworks with us to be in with a chance of winning a silky prize! To enter, simply share your finished designs with on Instagram and tag us @karenmabon

The competition ends at midnight on the 8th of April and the winner will be announced shortly afterwards.

Good luck!



Floral Libations: Summer Cocktails with Cassie Willson

Influx cocktail hour with flower power...



#AdventuresOfAnthro: Get Lost in Paris with Veron Zee

The best supper spots, cocktail bars and...



Meet the Maker: Deborah Campbell

The founder of Future Fawnia talks tackling serenity, one T-shirt at a time...

I looked at Karen Mabon and Anthropologie as blog inspiration as it shows a contrast in that of a company and a singular designer. Anthropologie have laid out their blog like its own website, using tags like #Meetthemaker to categorise their posts. I like the idea of a series of posts addressing the same subject, though would need to work out how to do this as a single designer rather than a company. Mabon only updates her blog, under the heading 'news' when there is a new release or publication, ridding it of clutter but not allowing consistent traffic.



VIEW POST...

SHARE: [f](#) [t](#) [g+](#) [t](#) [@](#)

Posted by Polly Vadasz at 11:09 No comments
Labels: Design, Shop, Small Business

TUESDAY, 24 JULY 2018
REPEAT PATTERN TUTORIAL



927 followers
via BLOGLOVIN
keep up ↑

FEATURED POST

My Best of Leeds



THE ARCHIVE

- ▼ 2019 (4)
- ▼ Oct (1)
- Homemade Spaghetti and Meatballs with Garlic Bread...
- Aug (1)
- Mar (1)
- Feb (1)
- 2018 (15)
- 2017 (13)
- 2016 (18)
- 2015 (17)

negotiated away). Jack took a week off work to sort the place out, which helped as everything I ordered seemed to arrive on a different day. This all happening at the same time as the largest sale I've had in years was something to navigate, as was dragging sacks of envelopes through the cardboard strewn corridors of our flat... but it was all finished in just over a week. And then graduate life really began! Well, partly. August has felt like a battle between me being so excited to start my new life and genuinely incredibly happy, while also definitely procrastinating and doing things very slowly, in summer mode. Anyway, here's what I did, according to my overflowing camera roll...



Illustrator type person, making the fun things. I also really like food.

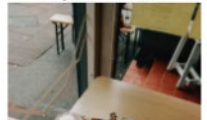
Tip me a coffee?



927 followers
via BLOGLOVIN
keep up ↑

FEATURED POST

My Best of Leeds



I often look to Polly Vadasz's online persona for inspiration and have studied her blog here, where she posts infrequently with a variety of subjects and also lays her blog out as a website, dividing her talked-of categories. She writes both of tutorials and her personal life running her online shop 'Sighh.co' as an illustrator, giving her a strong brand identity.

Date	Title / Subject	Date	Title / Subject
5th April 2020	St. Fagans Publication	12th July 2020	Studio Space at Home
19th April 2020	Studio Space amid Lockdown	26th July 2020	Staying creative away from the university environment
3rd May 2020	How has my project changed? The effects of working from home	9th August 2020	What have I been up to? Internships / Competitions / New Work
17th May 2020	Final Collection	23rd August 2020	Ambitions
31st May 2020	Graduate Catalogue Publication	6th September 2020	Back to uni at home studio space tour
14th June 2020	Summer Plans	20th September 2020	Preparing for MDes – what are my year essentials?
28th June 2020	My favourite print processes	4th October 2020	What I hope to achieve on the MDes

Blog Posting Plan

I decided to create a specific blog posting plan to help me in the future with blog post ideas relevant to the date. All of these written title ideas are subject to change and are only there to give me guidance as I hope to release a blog post once every two weeks. I find it useful that my website allows me to write a lot of posts in one sitting and save them as drafts, so if I ever find it too much I can write in advance.



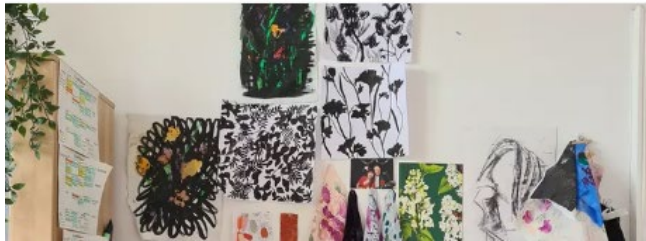
mariewilkinson 
2 hours ago • 3 min



From Traditional to Digital | Changes to my Final Major Project

As the third year of university rolled around, I had quickly started to envision a major project that was formed of primarily traditional textile printing us...

2 views · Write a comment



mariewilkinson 
Apr 30 • 3 min



Studio Space Tour | Working from Home

I have written 3 blog posts to date, intending on releasing one every 2 weeks or so. These can be found under the blog tab on my website.



Press Pack Inspiration



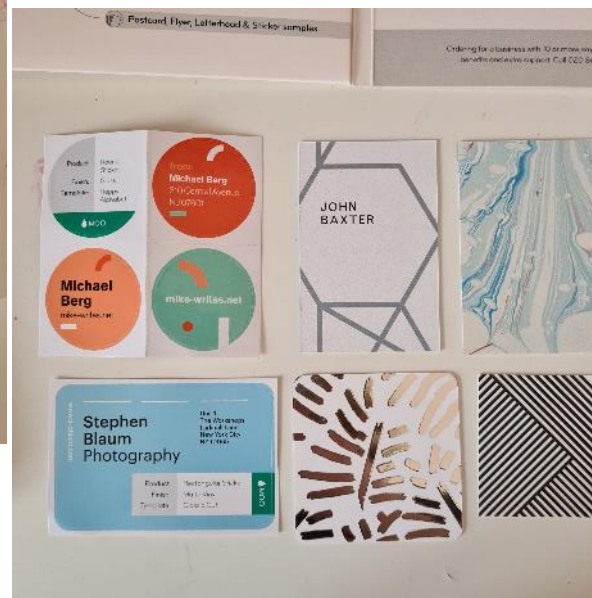
Birchbox / Callaly

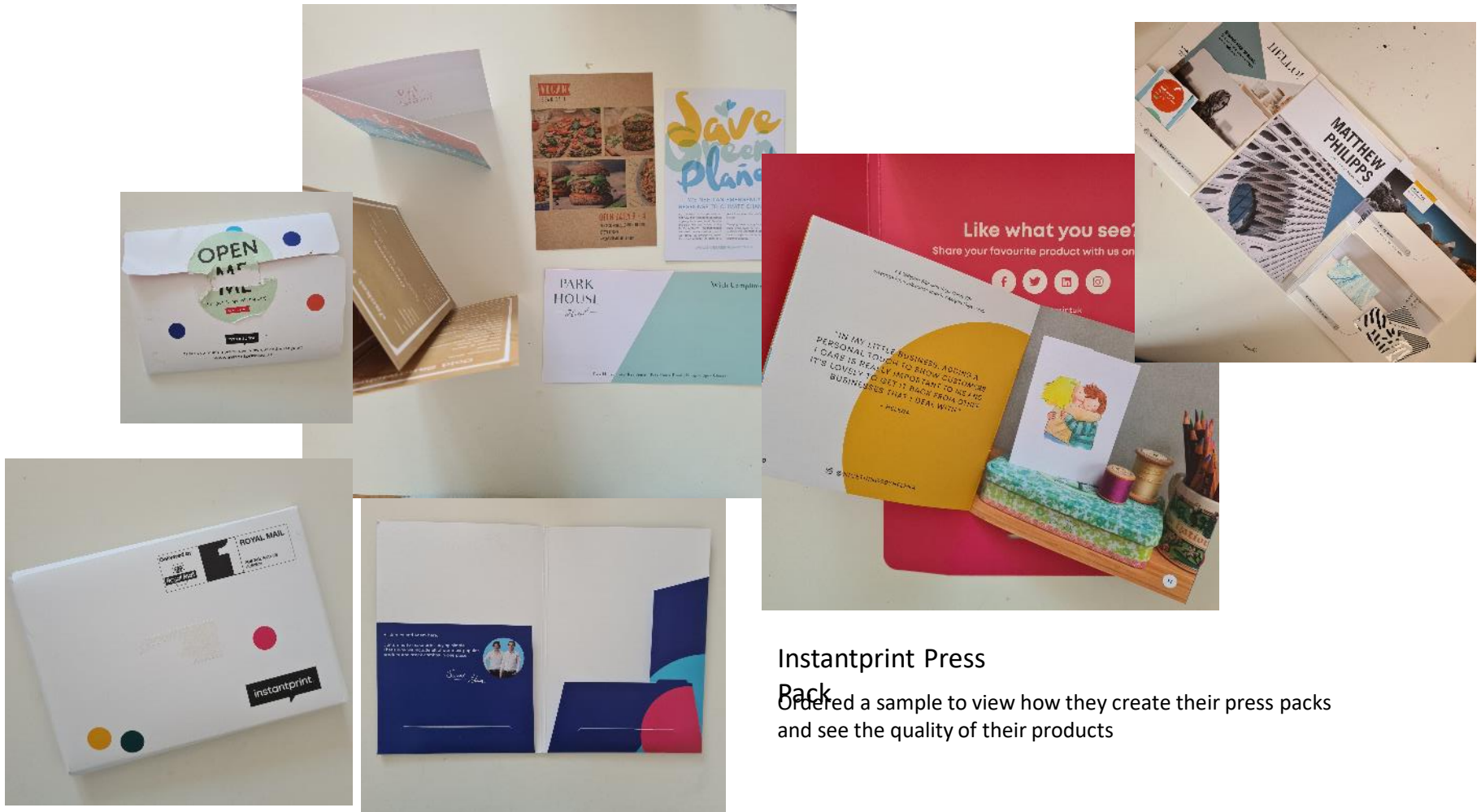


MOO press

pack

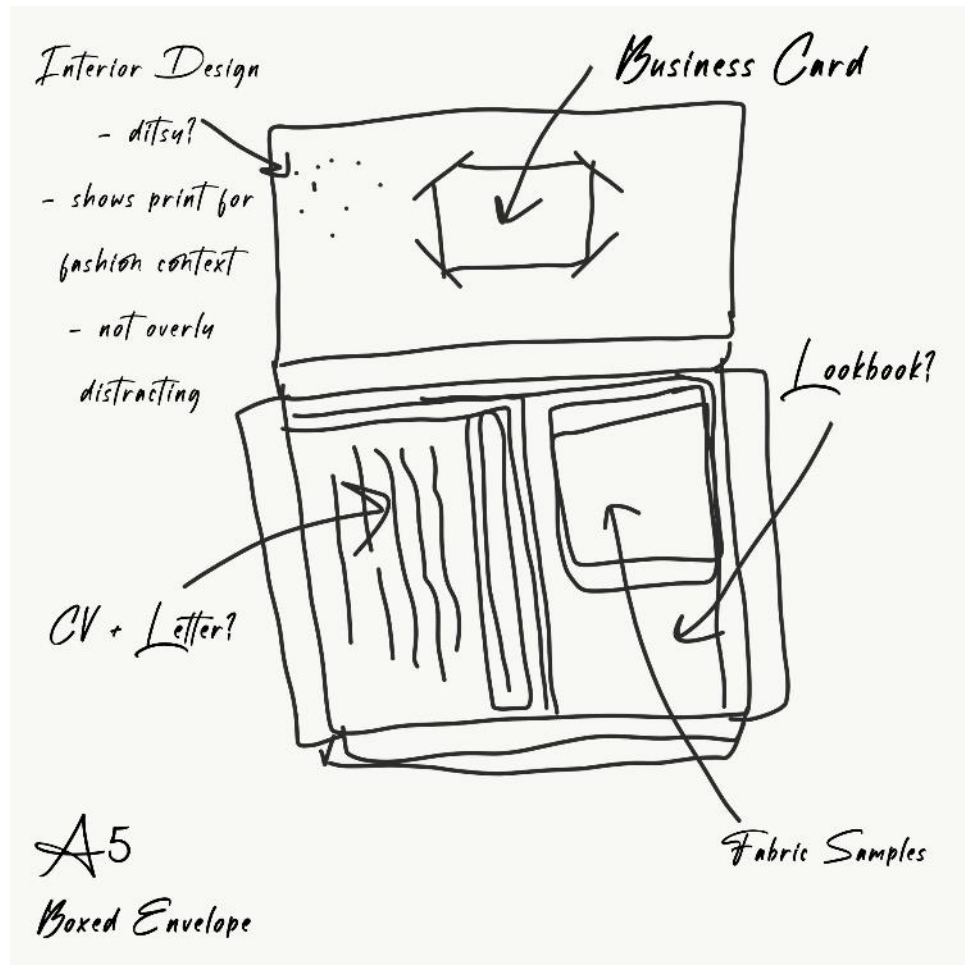
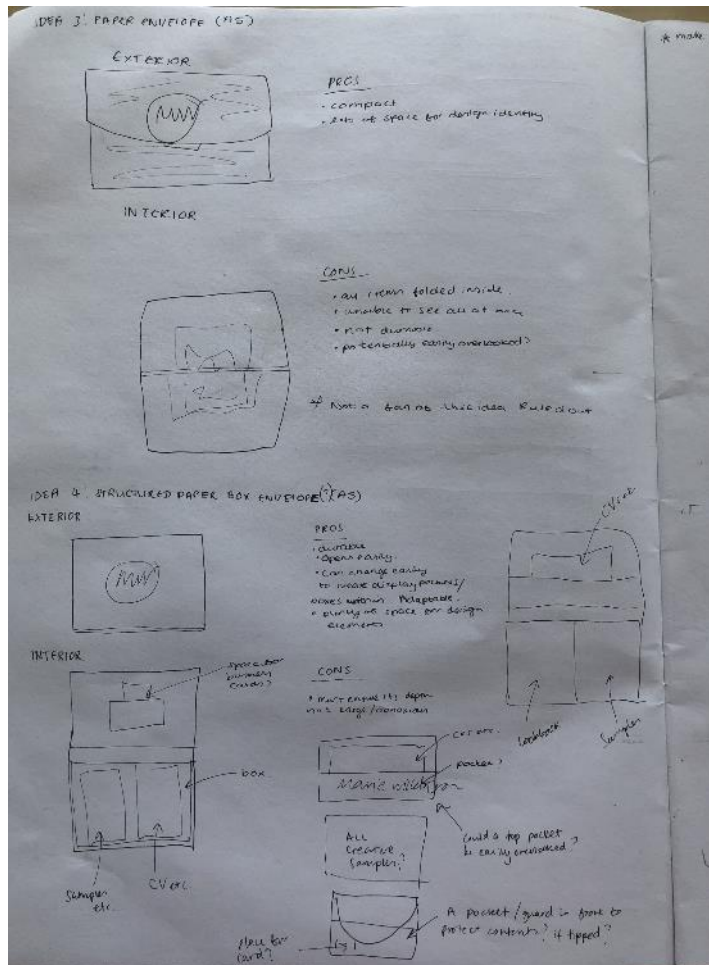
Moo's press pack was an envelope style, I found it didn't hold together well due to the size of its Contents, however was of good quality otherwise.

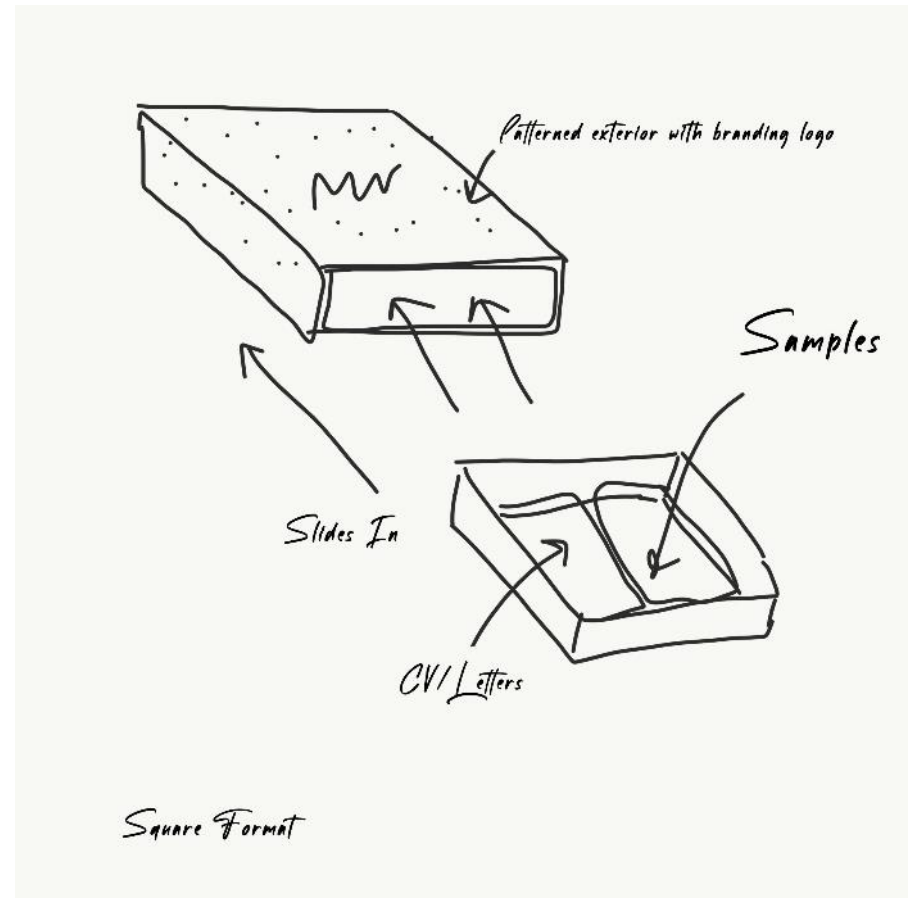
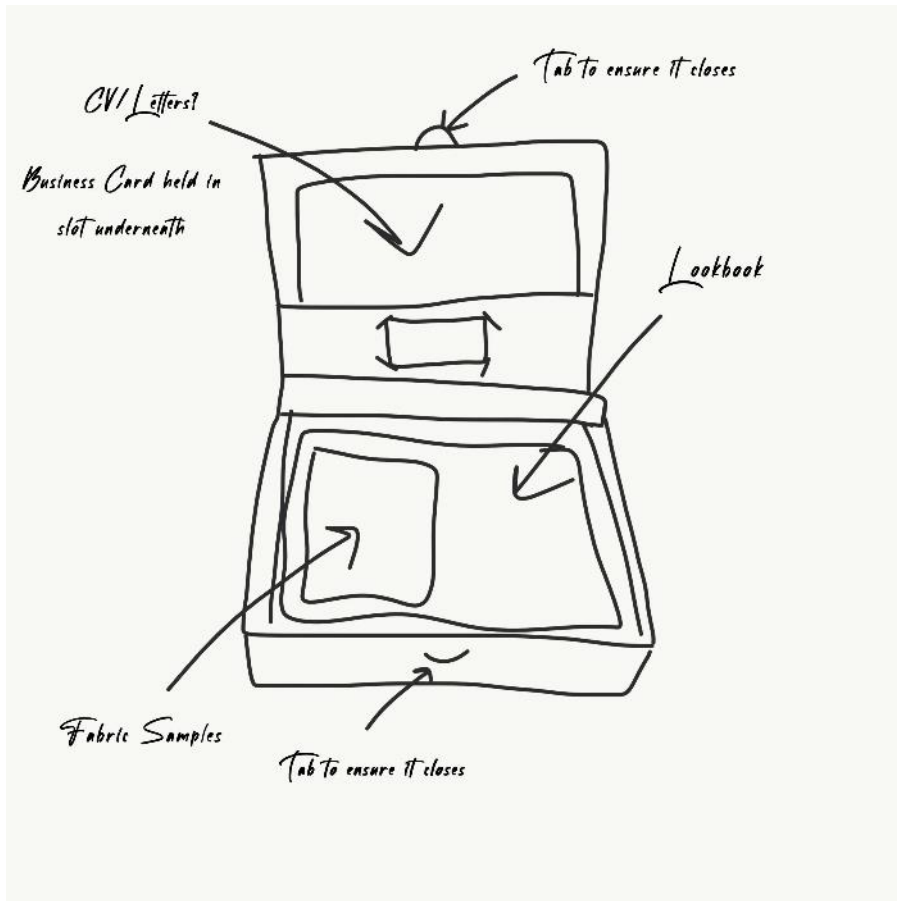




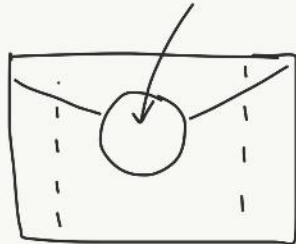
Instantprint Press

Back
Ordered a sample to view how they create their press packs
and see the quality of their products

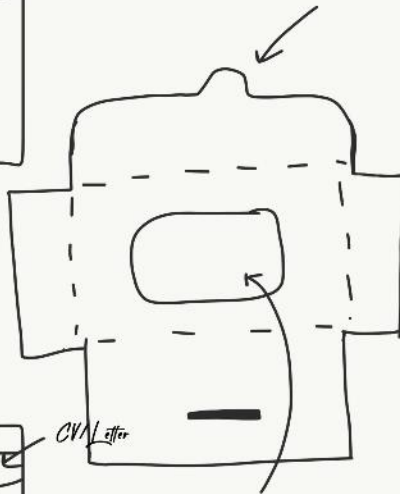




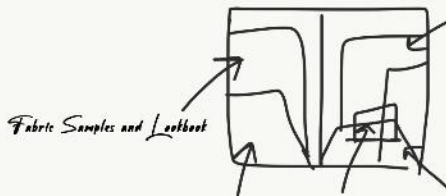
sticker holding the outer envelope together



Tab to open and close



Press/Sample Pack within a designed envelope
to ensure no damage and to keep compact.
Also allows the recipient to enjoy the
process of opening a package more.
Designed envelope instantly tells the
recipient who it is from and its given context



Large bottom pocket for contact
details/about section

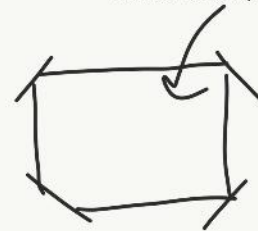
Business Card

Folded over pocket to create a sturdier finish

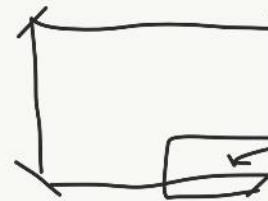
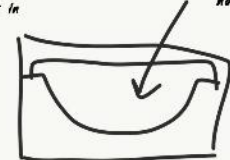
marketing / contact details or
a small drawing etc?

Business Card Placement Ideas

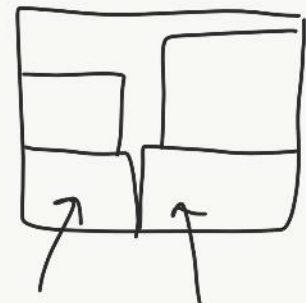
Held within the design by all four
corners - secure but hard to put back in



A pocket - must be tight enough
not to fall out in the post



Side pocket - aesthetically pleasing but not secure enough



Large bottom pockets to allow more room for branding/exposure of my own work



Handmade Press Pack
ideas and Templates



Playing with the idea of an
envelope style press pack
using card. Didn't hold
together well and had no
internal structure.



Using a more structured box concept. Also had very little internal structure but held together much better than the envelope.



Interior and exterior design Ideas



Simple yet effective design that displays traditional painting skills and simple repeat pattern, using a softened pattern for the interior as not to distract from the contents. Perhaps the same design in another colourway?

Lookbook Ideas - Contextualising my design work with quotes from my dissertation

- I flicked through my dissertation to find some of my favourite quotes and some that may be of relevance to use within a lookbook to help contextualise my work:
- “engagement with wild nature secures positive adult outcomes and a visit to the woodland as a child increases the number of visits made as an adult” (Barton, 2016, p. 9).
- “our thinking is dramatically changed by our physical environment” (Watson, 2010, p. 89)

- “walk through a forest is invigorating and healing due to the constant interaction of all sense modalities” (Pallasmaa, 1996)
- “sounds of songbirds and touching fine fabrics” (Eisenberger, 2010)
- “we are losing touch, in the literal sense, with nature” (Classen, 2005)
- “wildflowers offer an antidote to computer age neurosis” Marren 2018
- “a greater sense of belonging in nature protecting us emotionally, enhancing our wellbeing subconsciously” (Pallasmaa, 2016)

- “paying attention in a particular way, in the present moment and non-judgementally”
- “subtle changes in movement and light” Pallasmaa 2016
- “exposure to nature can result in stress relief, muscle relaxation, lower blood pressure and illness recovery” (Barton, 2016)



Lookbook Page Ideas



WILDFLOWERS AND LIGHT

This project was inspired by research into how human wellbeing and productivity is benefited by morning light and interaction with nature. Marie chose to use wildflowers as a visual subject in order to capture untamed blooms to hone in on the natural, alongside a delicate and dark colour palette to acknowledge the various hues created by *our natural world*.

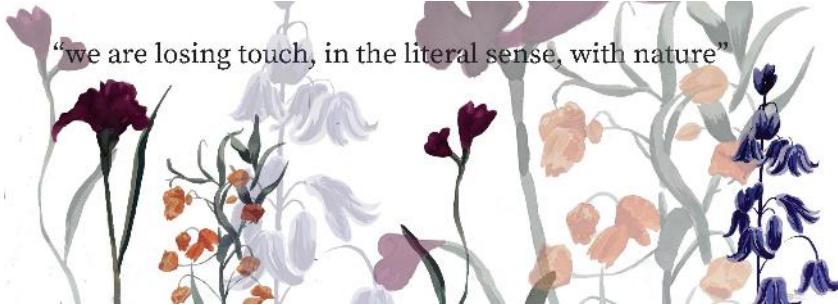
The collection is contextually print for fashion, bringing the concept of wellbeing to our physical bodies for an experiential presence of materiality as it is well-known that often our clothes can display our self-esteem, ultimately affecting our wellbeing.

Luxurious fabrics such as fine silks and velvets are the material focus of this project, due to their adaptability to print, process and their role of a subtle yet physical comfort, further adds towards wellbeing through the sense of touch and subconscious interactivity.



WOMENSWEAR





Lookbook page ideas



WOMENSWEAR IMAGES NOT MY OWN, USED FOR VISUALISATION PURPOSES ONLY
 MENSWEAR MODELS: STEPAN CLIFT, CALLUM THOMAS.
 "WE ARE LOSING TOUCH, IN THE LITERAL SENSE, WITH NATURE" CONSTANCE
 GLASSON (2005)
MARIEWILKINSON.WIXSITE.COM/DESIGN

Link to my published
lookbook:

<https://www.flipsnack.com/mariewilkinson/marie-wilkinson-surface-pattern-design-fmp-uwtssd.html>



Business Card

Things to consider:

Finish (Foil/Matte/Gloss etc.)

Paper Quality (Recycled?)

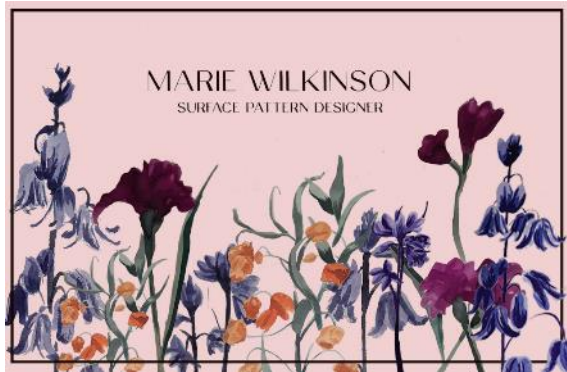
Design on both sides

Shape (Square, Rectangular, Rounded Edge?)

Size

Quick Business Card ideas





Finalised Business Card.

Using motifs and a colour palette that ties in with my CV and Letter of Introduction, alongside displaying a dark colour palette and light colour palette either side of the card.



I would hope to get these printed at the end of my Mdes year of study as my feelings about this card may have changed by then and I'd like to play with foiling and other processes I could demonstrate on the card using services like instantprint and moo.



Marie Wilkinson

Marie Wilkinson
Marie Wilkinson
Marie Wilkinson

Marie Wilkinson

Marie Wilkinson
Marie Wilkinson
Marie Wilkinson

Marie Wilkinson
Marie Wilkinson
Marie Wilkinson

Marie Wilkinson
Marie Wilkinson
Marie Wilkinson

Marie Wilkinson
Marie Wilkinson
Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Marie Wilkinson

Business Card, CV and
Letter to go into
Promotional Pack



Examples of Fabric Samples I'd like to include within my press pack.
I'd also hope to put in samples showing my love for process-led work.





Visualisation of Finalised Press
Pack