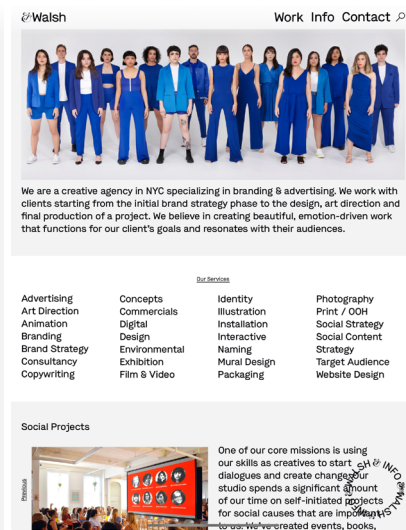
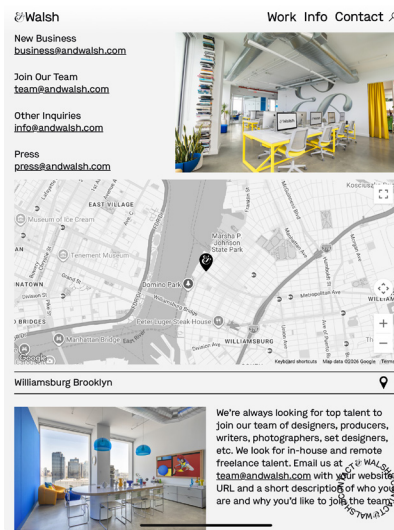
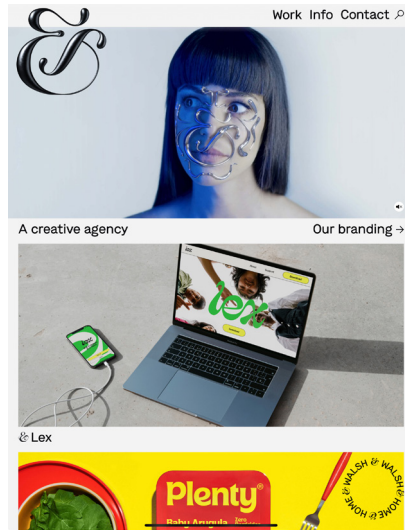
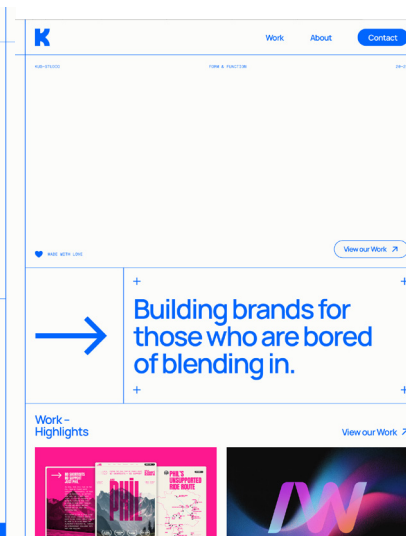
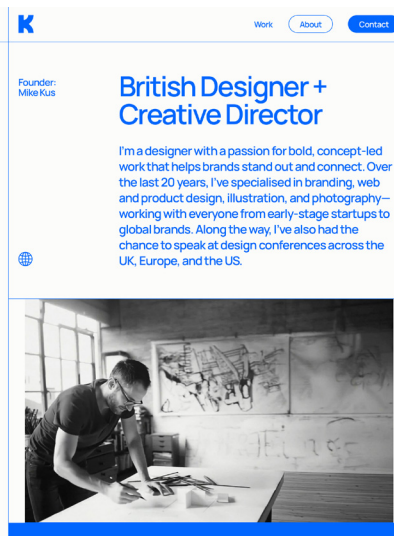
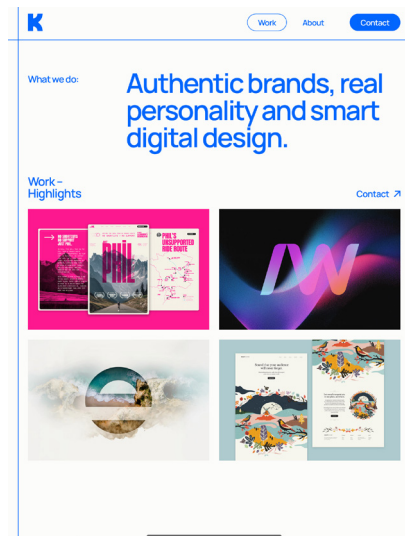


Analysing branding of other designers and advertiers



Jessica Walsh

Walshs website is easy to navigate and displays a large selection of her work in a separate section allowing her to organise aspects into groups. The bodies of text used are well structured and therefore not overwhelming to read.



Mike Kus

Bold and individual, using blank space well, leading eyes to important information. Clear use of branding, using minimal colours and sticking to one font. website has useful buttons directing users to useful information.

Personal branding exercise

1

Changemakers: Building your Personal Brand for Sustainable Employment Personal Branding Exercise

What do you want to be called? Names suggestions???

Nashes design / Nashes Studio / Nashes graphics / Nashes visuals
Jo3 Studio / Jo3 design / J.N Studio / Nash-it graphics

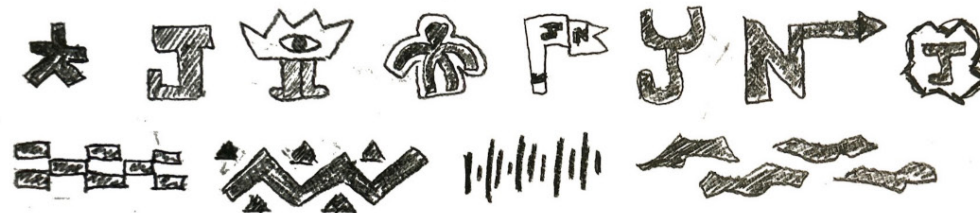
How will you visually get across you USP in your branding? Ideas and doodles

Typeography - Typeoghy in the logo that relates to the Brand Name being clear and understanding (With trademark symbol)



How will you make your brand identity memorable? Ideas and doodles

Unique Symbols or Patterns



How will you reach your audience? Promotional ideas outline below

Business cards, Social Media (Posting often), creating a link-in account, Word of Mouth.

What will be the right promotional strategy for you? Ideas and doodles

Social media, Posting regularly and gaining an audience.

Changemakers: Building your Personal Brand for Sustainable Employment

What about you?

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

Premier League/EFL graphic/media designer
Creating social media and info graphics for a professional
Football Team.

What work will you be doing?

Match day posts → Team line up/Stats/goal updates
Full team post and score.
Info graphics → Player attributes/milestone, stats from games
event advertising → upcoming matches, selling tickets
Pull merch (kits and clothes)

Who are your dream employers/clients?

Swansea city FC or any Big EFL/Premier league club
(Manchester city/united, Liverpool, arsenal, Chelsea, Astonvilla)

How will you achieve this?

Building a good and relevant Portfolio, making concept
infographic (styles) that could be used for there
social media,
Having good skills/understanding the basic of Sport design
visual hierarchy, typography and software knowledge (adobe)

4 pillars of branding worksheet

4 Pillars of Branding

Brand Name JO3 STUDIO

Narrative	Differentiation	Communication	Consistency
My Branding Started When traveling as I was influenced by a number of my Seroundings. (A lot of them in Bangkok) graphics that were very Bold and unique to its Brand (more Colourful) This influenced Me To Start learning and making my own graphics.	I want to Bring more Bold Colours as I think a lot of Branding in the UK is minimal and doesn't stand out.	I will communicate this by creating a portfolio that is Bold/outgoing Bringing life to my designs/Branding projects. Creating a Style that is Unique to my own Brand.	By using my Style choice of Colours and typography.

Fill the boxes with notes, doodles, collage, anything you like.

Metaphor gestalt worksheet

Metaphor Gestalt

If my brand was a it would be

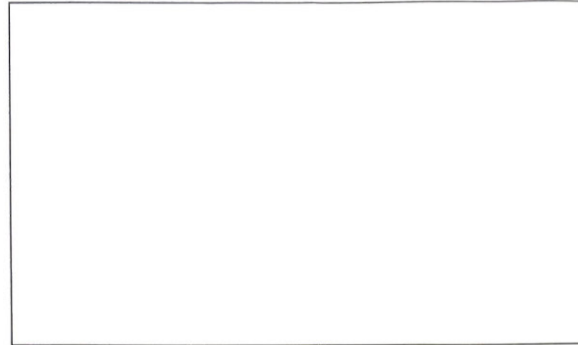
COLOUR	ANIMAL	TYPEFACE	DRINK	ARCHITECTURE
Imperial Red Hex #ED2939	Red Panda	Helvetica Neue	English Breakfast Tea	The Colosseum (Rome)
HAIRSTYLE	LANDSCAPE	TREE	FRUIT	SMELL
Mullet	Mountains	Acer Tree	Raspberry	Mint Spring
TRANSPORT	SHOE	JACKET	SINGER	ARTIST
Car (Mazda MX5) Mark I	Nike Travis (Brown)	Tommy Hilfiger (Beige coat)	LAUSSE THE CAT	Yuka Morii

Personal brand worksheet

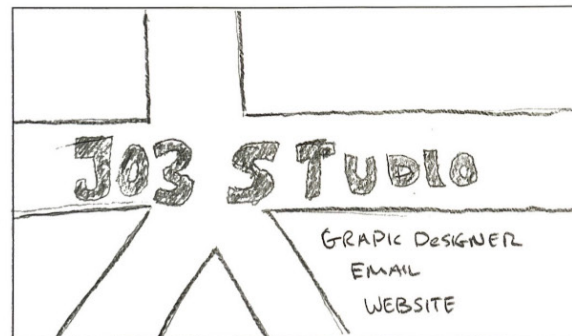
Changemakers: Building your Personal Brand for Sustainable Employment Personal Branding

Visual Exercise

Design a business card (in the box below) for the person next to you and then give it to them.



How do you see yourself and your skills right now? Design a business card in the box below.



How do you want to be seen? Design a business card in the box below.



SWOT analysis

STRENGTHS

- Good Work Ethic
- Dedicated
- Adobe apps skills/knowledge
- Understanding target audience
- Direct communication to clients
- Unique aesthetic
- empathy

WEAKNESSES

- Time management
- Organisation
- Dyslexia
- No one to discuss my ideas with
- Not a lot of experience
- Burn out on projects

S

W

OPPORTUNITIES

- Businesses increasing there Social media presants
- Networking
- Up Skilling
- University

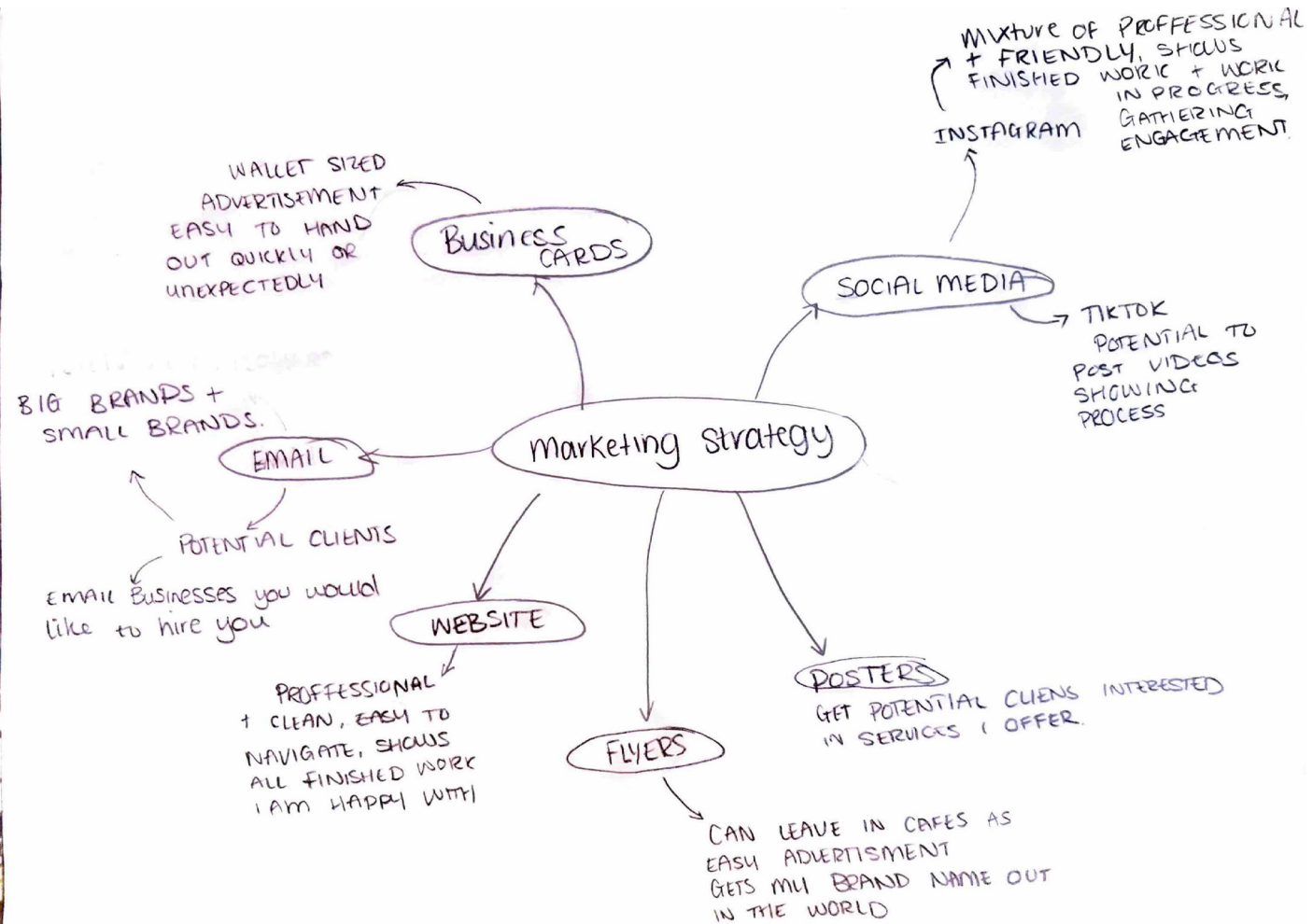
O

T

THREATS

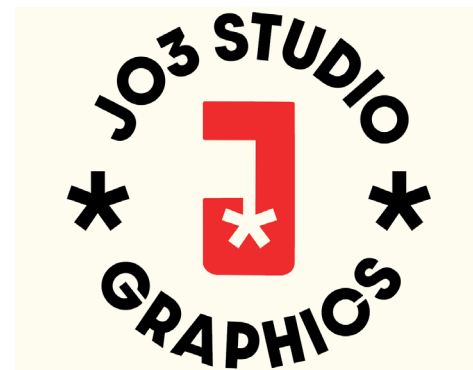
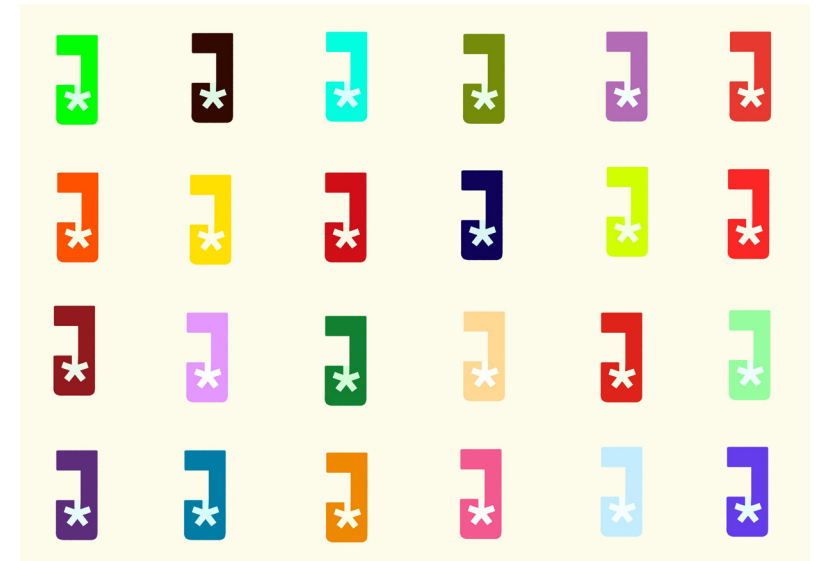
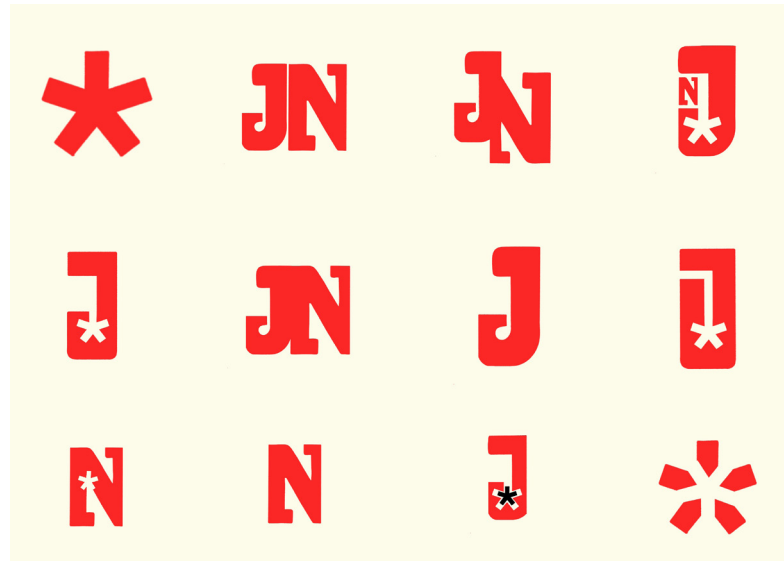
- Competition From other graphic designers
- AI
- Small compans not having a budget to spend on graphic designers
- Copy right issues.

Marketing strategy



good branding only gets you so far, having a marketing strategy helps outline what you need to do to get your name out into the world of designers. displayed is a spider diagram outlining what i would like to do to help market my brand to ensure i get work.

TITLE PLACE HOLDER

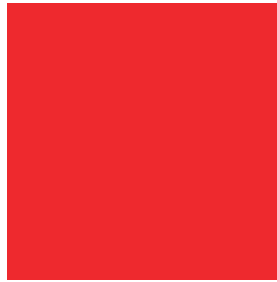


Different logo concepts, looking at different layouts and symbols and colour schemes, with the overall idea that my brand name is JO3studio as it spells out Joe - my name - but has my year of birth 2003 making it far more personal to me as joe is quite a common name, i wanted it to have a personal feel.

Conceptual development



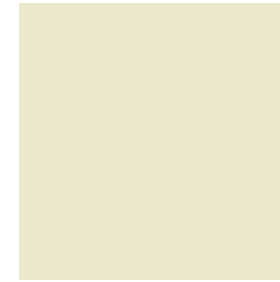
hex #000000



hex #ee2d2f



hex #ffff00



hex #eae7cb

Colour Scheme

consists of 4 colours, first 3 are primary colours, 4th is a secondary colour for depth.

LOGO FONT

DAZZLE UNICASE

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

Primary Font

Helvetica Neue LT Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

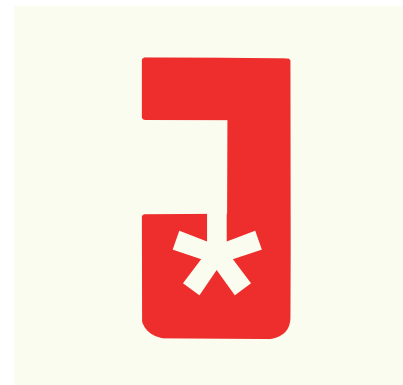
Secondary Font

Helvetica LT Pro (OTF)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Primary Logo



Secondary Logo



Symbol

Business card



Business Cards follow brand guidelines strongly, clearly illustrating the logo with all the necessary information for customers. It is clean and simple and shows what services i provide (graphic design)

Complement slip



created compliment slips to show appreciation to clients, it is also a good way of marketing as it is good customer service, if customers are happy with their service it is likely to spread my name through word of mouth

Letterhead



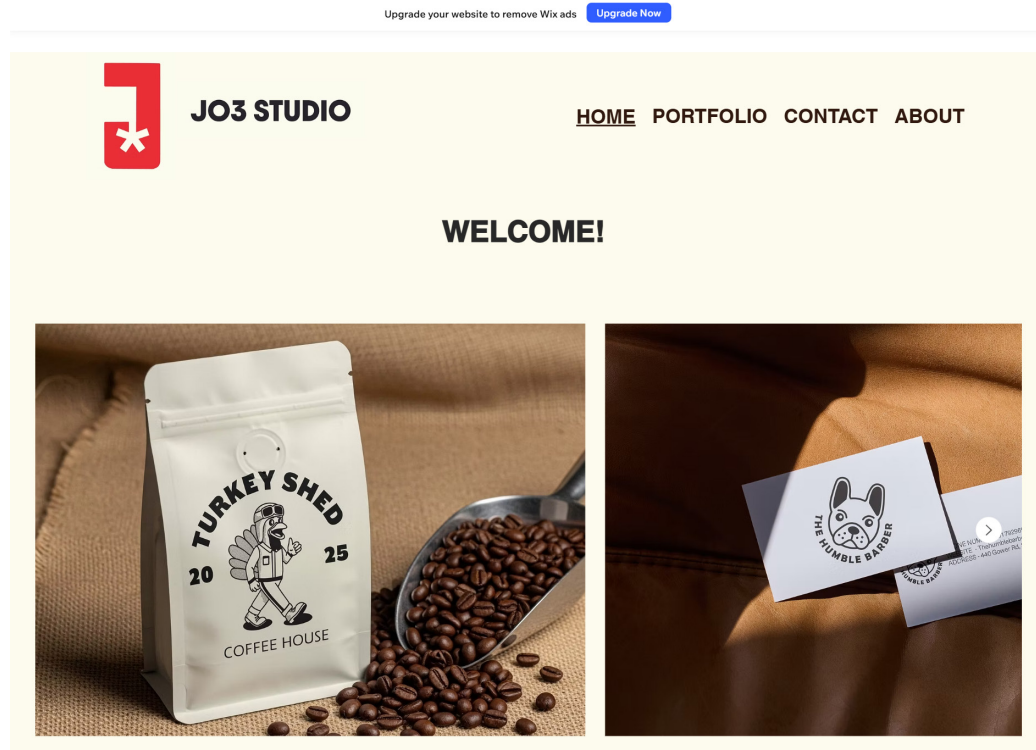
Letterhead

follows brand strategy, a clean simple letter frame, with clearly illustrated branding. Useful for sending structured letters that follow brand guidelines.

Self promotional items

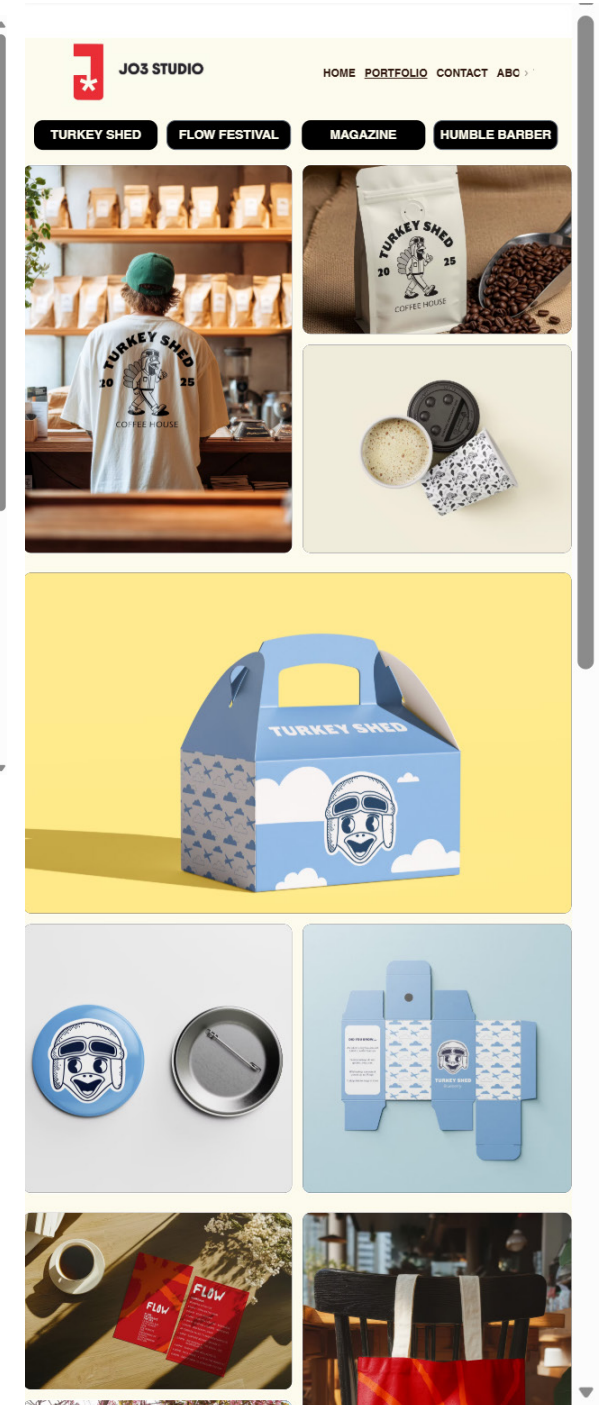


Website and social media



Website

For my website I used the branding i have developed and implemented it throughout, following the colour schemes and primary/secondary fonts. I have also followed this branding for my instagram, using the logo as my profile picture and posting similar stuff as i do on my website. Therefore my branding is consistent along all media profiles.



My Skills for Employment

Here are the current skills I have aquired over the years which would be useful for employment.

Hard Skills	Soft Skills
- 3 years experience in Adobe Illustrator - 3 years experience in Adobe Photoshop - 2 years experience in Adobe InDesign - 1 years experience in Figma - Art and Design Foundation Degree - 1 year social media presence	- Independant - Empathetic - Flexible - Positive response to feedback - Willingness to learn - Great listener - Creative - Great working in teams - Imaginative - Critical thinking - Great problem solving

Job vacancies

23:26

Graphic Designer

Burnley Football Club

4.0

★

Burnley BB10 4BX

Job details

Full-time

Burnley BB10 4BX

Profile insights

Here's how the job qualifications align with your profile.

Skills

Graphic design

Do you have experience in Graphic design?

Yes

No

Skip

How to Apply

Please apply via Burnley FC's career page where you should submit your portfolio, CV and a short cover letter explaining how you meet the role criteria, along with your educational and employment history. Please also provide an explanation for any gaps.

Successful applicants will be subject to a social media check which will be paid for by the employer.

If you require an alternative format of our job description and person specification and/or our application form, please contact the HR department at HR@burnleyfc.com.

- Please note, should an adequate number of applications be received prior to the closing date, Burnley FC reserve the right to remove a job advert.

Full job description

The Role

A new and exciting opportunity has become available for a Graphic Designer to join us at Burnley Football Club. You'll play a key role in supporting the Club's ongoing development and helping us deliver a first-class experience for players, staff, and supporters.

About You

Are you passionate about football and looking for your next challenge in the game?

Come and join our Clarets family as our Graphic Designer!

The ideal candidate will have a minimum of 3 years' experience in a graphic design position.

Role Expectations

As the Graphic Designer, you will be expected to:

- Assist in designing digital assets for social media, website, email marketing campaigns
- Lead creative on small-scale design projects from concept through to final delivery.
- Create and develop commercial and brand presentation decks for internal and external use.

Burnley football club

The ideal candidate for Burnley football club is someone with a passion for football, with a minimum of 3 years graphic design experience, they aren't specific what graphic design skills they need but it seems to be broad enough to do campaigns, marketing and designing digital assets. This job role is within the capabilities of my skill set.

Job details

Here's how the job details align with your profile.

Job type

Full-time

Apply now

Junior Graphic Designer

Acres Signs and Graphics

1 North Lays, Ashbourne DE6 1DQ

Job details

£10.85 - £12.71 an hour

Free parking, Company events, On-site parking

Full-time

1 North Lays, Ashbourne DE6 1DQ

Profile insights

Here's how the job qualifications align with your profile.

Licences

Driving Licence

Do you have a valid Driving Licence licence?

Yes

No

Skip

Skills

Adobe Photoshop (required)

Often responds within 3 days

Apply now

Skills

- Proficiency in Adobe Creative Suite
- Strong graphic design skills with an understanding of branding principles
- Ability to create compelling digital designs for print media
- An ability to communicate ideas effectively
- Strong organisational skills with an eye for detail and colour accuracy
- Ability to work collaboratively within a team environment whilst managing multiple projects efficiently

This role offers an excellent platform for aspiring graphic designers to refine their craft while gaining valuable industry experience. We welcome motivated individuals eager to contribute creatively in a fast-paced setting.

Pay: £10.85-£12.71 per hour

Expected hours: 40.0 per week

Full job description

Job Summary

We are seeking a creative and detail-oriented Junior Graphic Designer to join our dynamic team.

This role offers an exciting opportunity to develop your skills across various digital and print media. The ideal candidate will possess a strong foundation in graphic design principles and be eager to learn and grow within a collaborative environment.

Duties

- Assist in creating visual content for the branding of signs and graphics
- Contribute to the creation of engaging graphics using Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Maintain consistency across branding elements and ensure adherence to brand guidelines
- Travel to the workplace 5 days a week. This position is not for people wanting to work remotely.

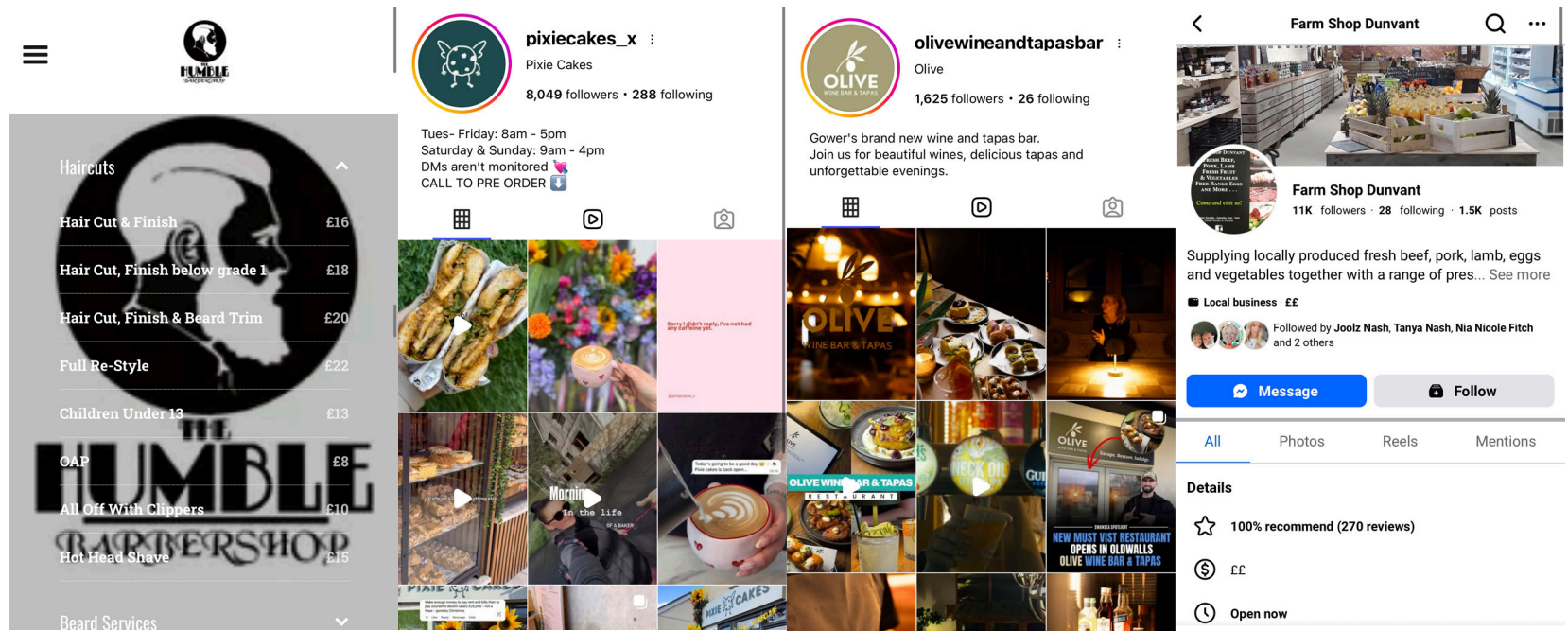
Acres signs and graphics

skills required are proficiency in the Adobe Suite (Illustrator, Photoshop and InDesign) as well as good communication and teamwork. However, I am missing the strong organisational skills that they are looking for.

Skills Gap

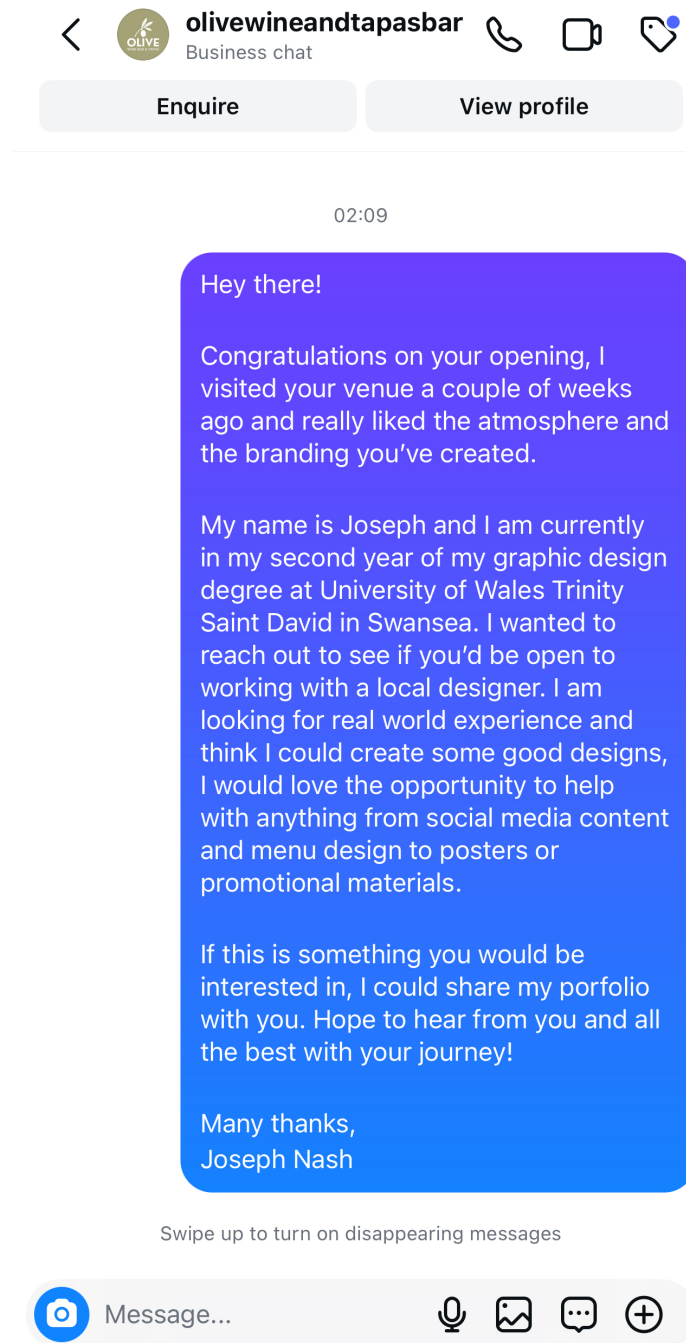
skills that I am missing for potential jobs are; organisation, punctuality and structure

Identify potenial employers/clients in the area



Displayed are brands that i would like to work with, to either improve or add to their branding. The humble barbershop is in need of an updated and unique logo, the current logo is made in canva and is very poor quality, it lacks any personality. Dunvant farm shop is a local shop that has no logo, i would like to work with them to produce a wholesome logo that represents this small community business. Both Olive and Pixie Cakes have good branding but i would love to work with them to keep it consistent, to stop them moving away from brand guidelines and causing confusion.

Engagement with industry

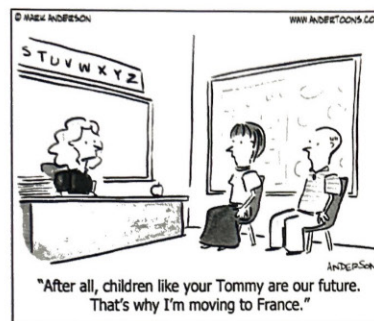


Messaging local businesses to see if they would like any help with their branding, marketing, offering my services in exchange for real world experience in the industry.

Futre impoyment task

Future of Employment Task

Technology is moving faster day by day and the advertising industry is changing with it. It may be that when you graduate you could be applying for job roles that don't even exist yet.



The other side of the coin is that some job roles won't exist (or available to humans); think automation and the way machines are taking over from people in traditional industries.

Martin Ford, futurist and author of Rise of the Robots: Technology and the Threat of a Jobless Future, explains the jobs that are most at risk are those, which "are on some level routine, repetitive and predictable".

While being in a creative or people-focused industry may keep your job safe for the next 10 years or so,

it's very hard to predict what will happen 20 years into the future. Thirty years from now, you may be working at a job we can't even imagine today.

So that is exactly what I want you to do.

Think of a job that doesn't exist yet; what is it? What will you be doing? How will you be doing it? Where will you be doing it? What skills will you need?

Virtual Reality Space/home designer

Job Description

My Job would be to create and design Immersive digital homes where users could live and socialise in their free time. This is when there will be too many people to get houses in the real world so there will be pods centres where people live in.

Stuff I would be doing

- Customise Spaces based on client Style and needs
- Use Software to create test Spaces
- Add interactive features (lighting and sound)
- Keeping up with design trends and latest tech
- Selling pre made Spaces to people
- Show casing homes I designed

CV and cover letter



EST.2023

JO3 STUDIO

Joseph Nash
Swn Y coed
Fairwood
SA27JS

Dear Sir/Madam,

I am writing to express my interest in the Graphic Designer position at Burnley Football Club. As a passionate football fan and a dedicated graphic design student, I am particularly drawn to the opportunity to contribute creatively within a club environment where visual identity and fan engagement play such a vital role.

I have developed a strong foundation in graphic design through my academic work, with a focus on layout, branding, and visual storytelling. A key example of my work is my self-directed magazine project, Off the Bar. This publication was centred around the English Football League and designed as a full end-of-season issue. It involved creating a cohesive visual identity, designing multiple double-page spreads, and organising large amounts of real content into engaging, readable layouts. Through this project, I strengthened my ability to combine typography, imagery, and structure to communicate football narratives in a visually compelling way.

My design approach balances creativity with clarity. I enjoy creating work that feels modern and bold while still being functional and accessible to its audience, something I believe is essential in football media, where visuals need to connect instantly with supporters across platforms. I am confident using industry-standard tools such as Adobe InDesign, Illustrator, and Photoshop, and I am always looking to refine my style and adapt to different briefs.

Beyond technical skills, I bring a genuine understanding of football culture and its visual language. I understand how design contributes to building excitement around matches, strengthening club identity, and connecting with fans both digitally and in print.

I would welcome the opportunity to bring my creativity, work ethic, and passion for football to Burnley Football Club. Thank you for considering my application, I would be excited to contribute to your creative team.

Yours sincerely,
Joseph Nash



www.J03studios.com





JO3 STUDIO

JOSEPH NASH

Graphic Designer

+44 7557017311

Joseph.Nash30@gmail.com

www.J03Studio.com

Graphic Designer

Independant Graphic Designer, Graphic design student with a passion for creating engaging visual work across print and digital media. Developing strong skills in layout, branding, and typography, with a keen interest in experimental and concept-driven design

Education

University of Wales Trinity Saint David 2024-Present
Grahic Design BA

University of Wales Trinity Saint David 2023-2024
Foundation Degree in Art and Design

Skills

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma
Great communication
Critical Thinker
Creative
Flexibe
Independant