

WEB PAGE DEVELOPMENT

Developing my website to a more professional and appealing page. I want to focus on making my webpage represent me, with clear brand identity and aspirations. I want to keep this page updated, and regularly uploading portfolio work and blogs. I have used WordPress as the building software for my web page. I have also bought my main domain so there's no affiliation with any other companies or designers.

<http://www.surfacealchemy.co.uk>

February 23rd, 2020

How my page looked before major update, originally created 19.07.19.

Home page



About

Fb.

In.

Home.

About.

Skills.

Blog.

Hire me.

Let's work together

Hi, I'm Stephanie. A Swansea based Surface Pattern Designer.

>Lorem ipsum dolor sit amet, melius feugiat principes an vim, audire menandri occurreret eam eu. Soluta impedit accusamus vis no, dicunt delenit mei et. Ex nam lorem repudiandae. Et sed diam invenire. Saepe repudiare ne mea, vim no quodsi inimicus. Ea ius deserunt nomina.

Let's work together

Skill

Fb.

In.

Home.

About.

Skills.

Blog.

Hire me.

Let's work together

Here's what I am best at

>Lorem ipsum dolor sit amet, melius feugiat principes an vim, audire menandri occurreret eam eu. Soluta impedit accusamus vis no, dicunt delenit mei et. Ex nam lorem repudiandae. Et sed diam invenire. Saepe repudiare ne mea, vim no quodsi inimicus. Ea ius deserunt nomina.

65%

Graphic design

85%

Paintings

Blogs

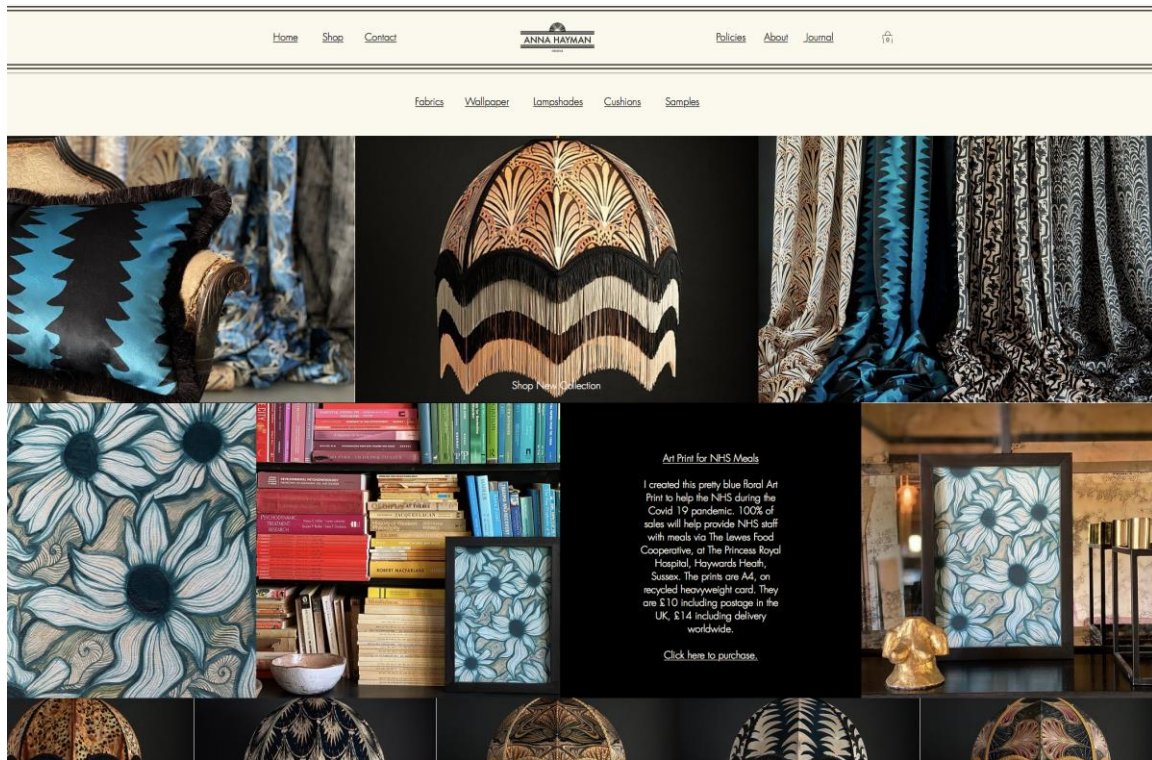
	Home. About. Skills. Blog. Hire me.	Let's work together
Fb. In.	 Saving the next generations future ... 31 March, 2019	 Why is drawing important to me? Before all the magic happens in workshops and in the studio, I always begin any body of work with drawing. Drawing is key for initial ideas, marks, forms and a prefect way of recording anything in my interpretation. During visits to places, buildings and on..... 31 March, 2019

Contact

	Home. About. Skills. Blog. Hire me.	Let's work together
Fb. In.	Have an interesting project? Let's work together Write your full name here... Your e-mail address... Write your message here... Send your message	

Web research

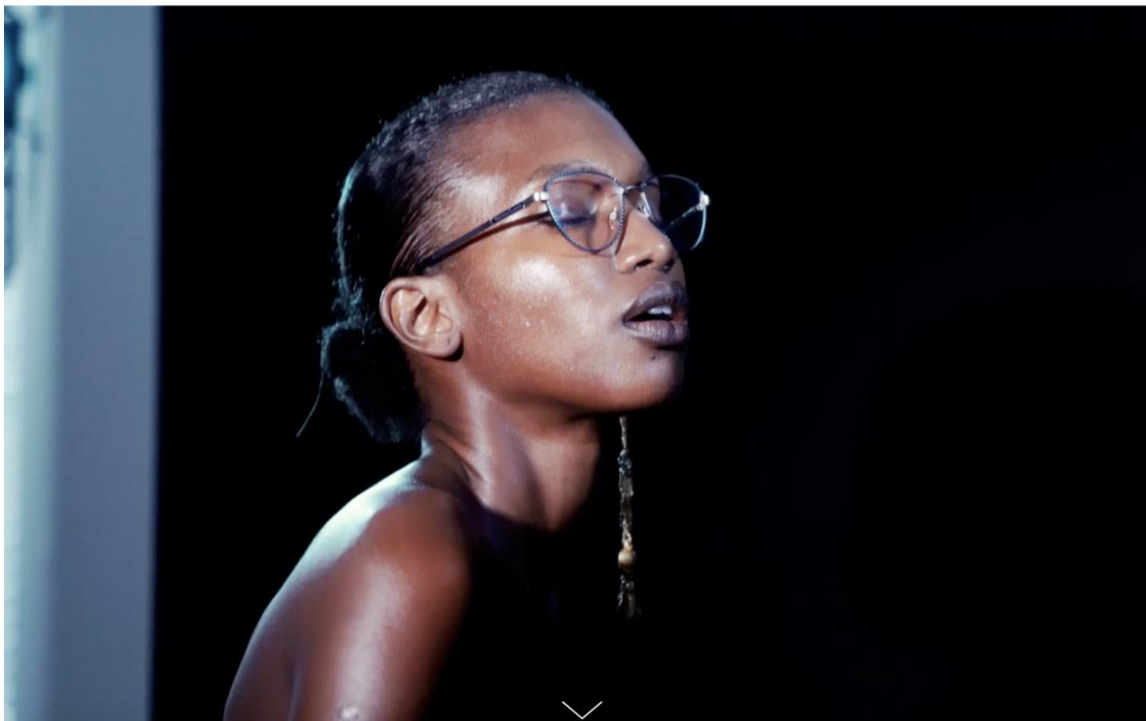
I decided to check out a few design websites of those who I admire and inspire my work.



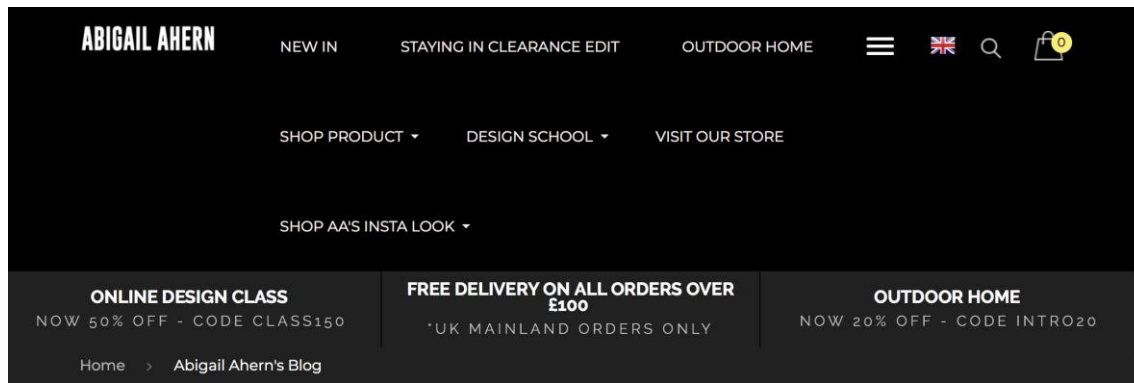
I love Anna Hayman's style, and her web page instantly reflects that of her work. Dark grounded portfolio work shows her context clearly, this contrast with the white header, which I'm not sure if I like, as I would have kept the theme dark.

Christian Lacroix

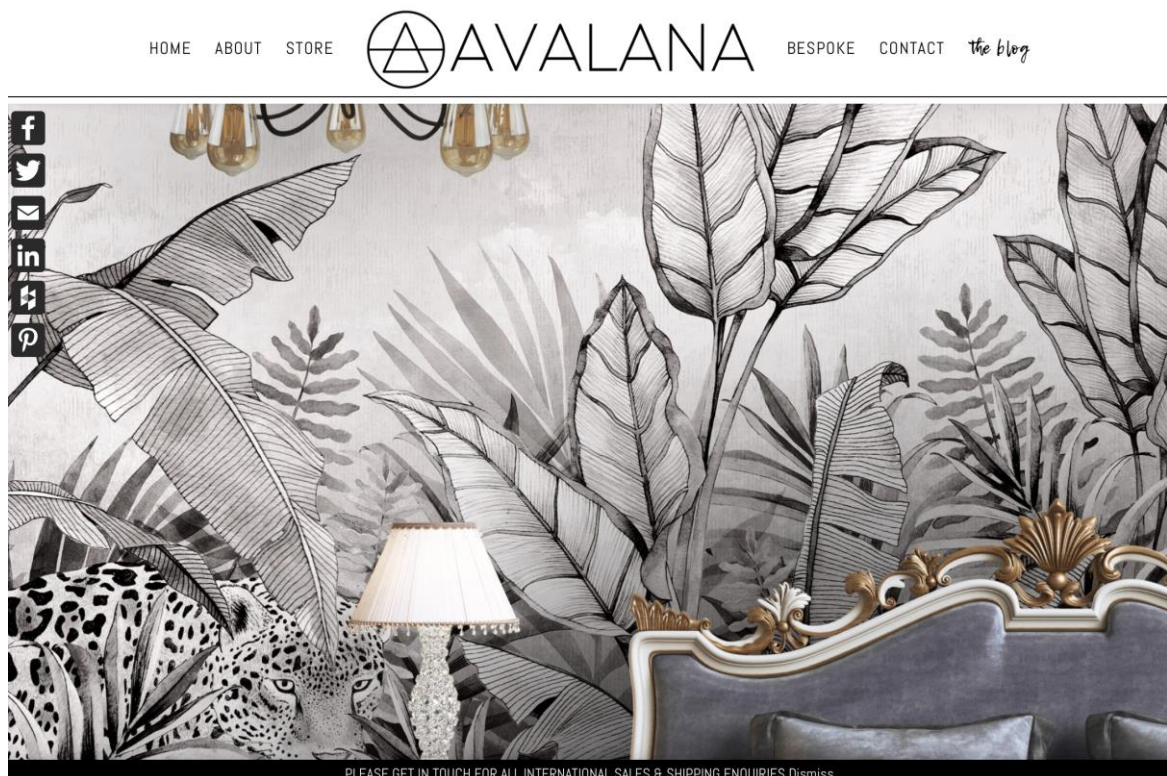
ACCUEIL FEMME HOMME ART DE VIVRE COLLABORATION HISTOIRE MAGAZINE



This web page is a bit different, he has a video of a catwalk as the home page, which allows you to scroll down to view other projects in a portfolio format.



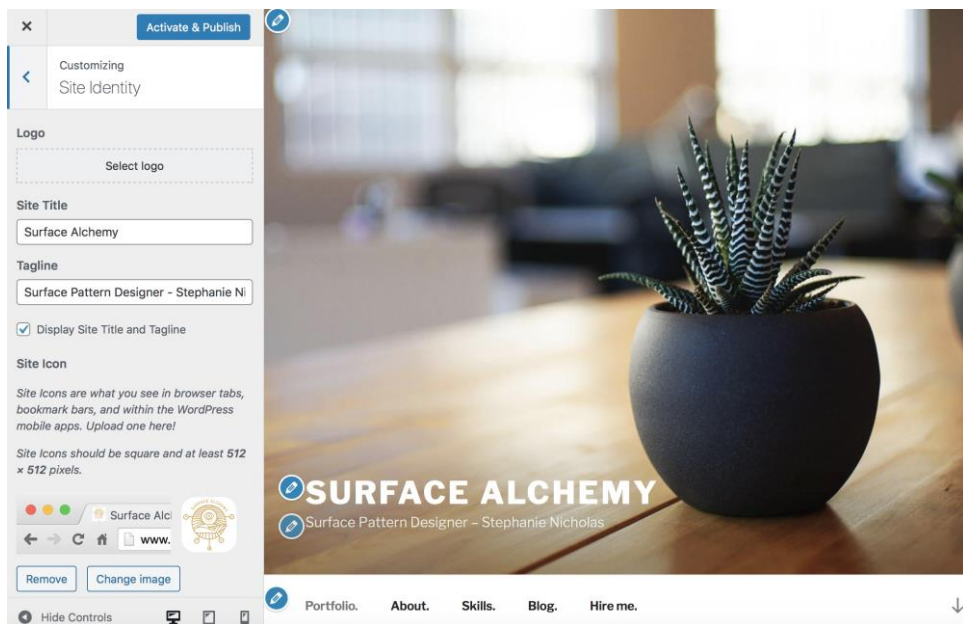
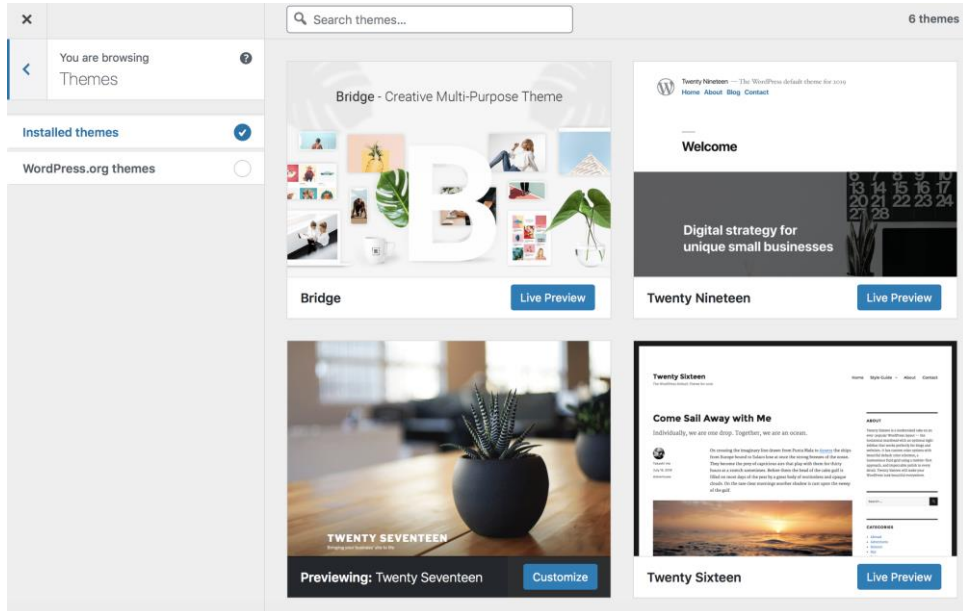
This blog post page is very simple structure, but looks effective with a bold dark grounded header, this make a statement on the page, but doesn't take about from the blog post.

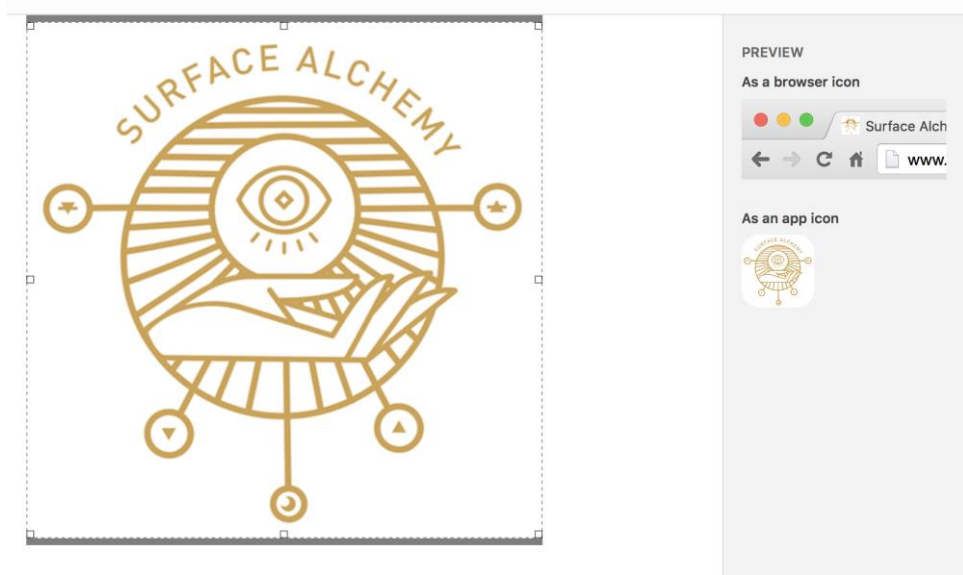


I love the subtle colour palette she has as her hear, this work well with her large-scale prints in visualisation as a home page. This identifies the context of the webpage instantly.

DECIDING TO CHANGE THEME

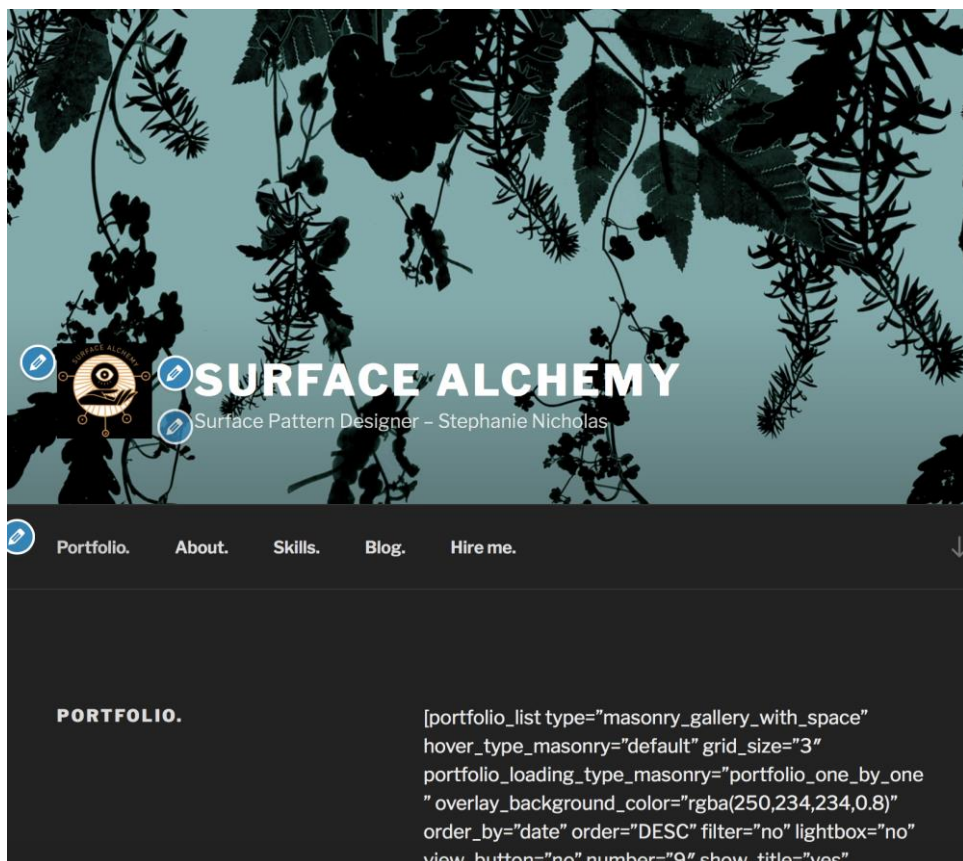
After building my web page with assistance of oohlala.studio, I wanted to take it upon myself to improve the already existing platform, and make it more of a representation of myself and design identity. After looking at other designer websites for inspiration, I have chosen to go with a theme that allows me to be more creative with my web page

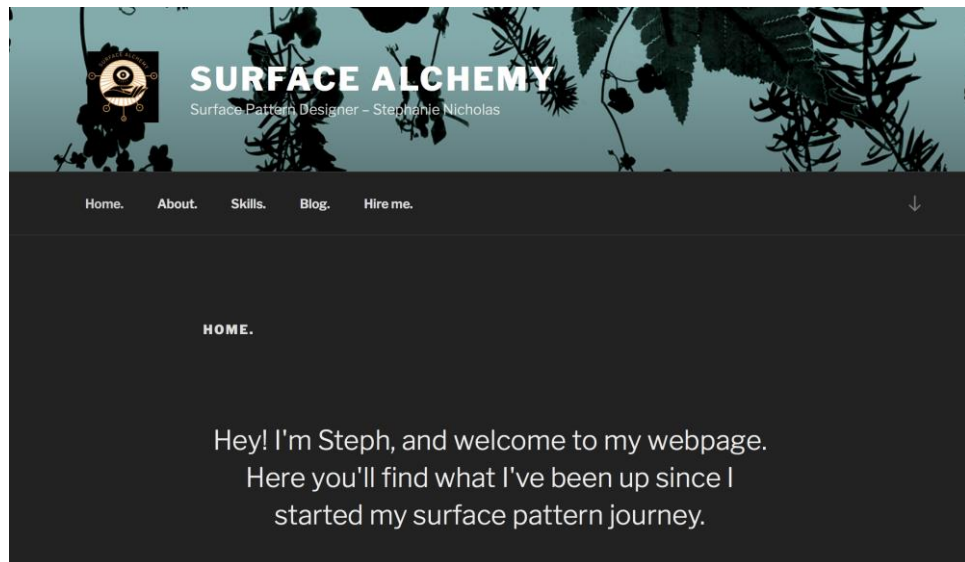




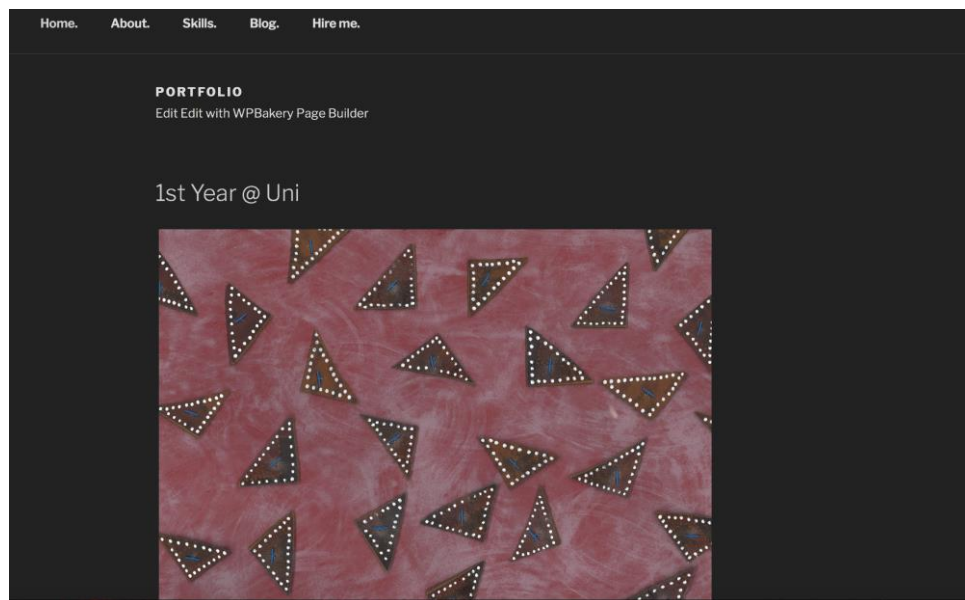
New Home Page

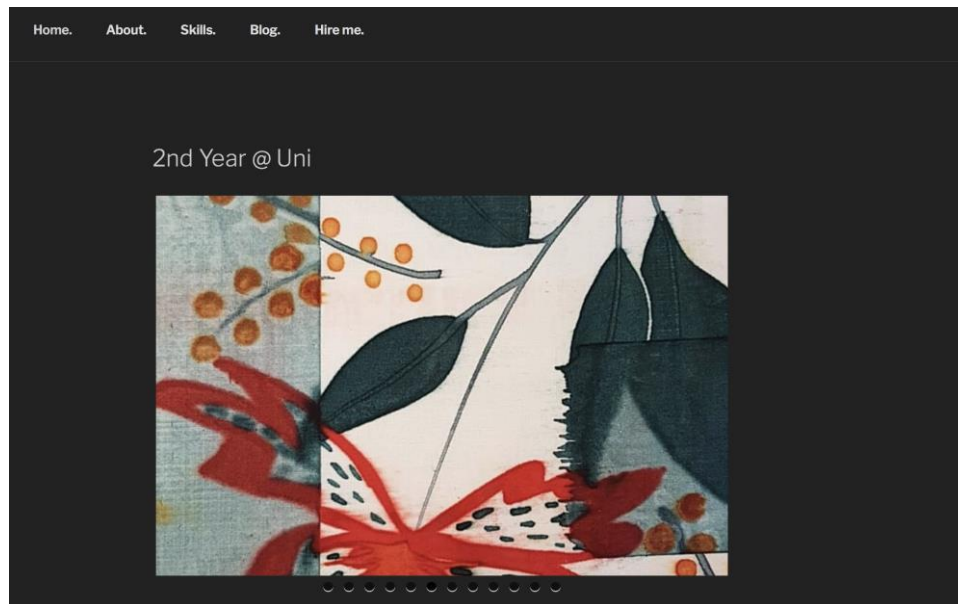
March 28th, 2020





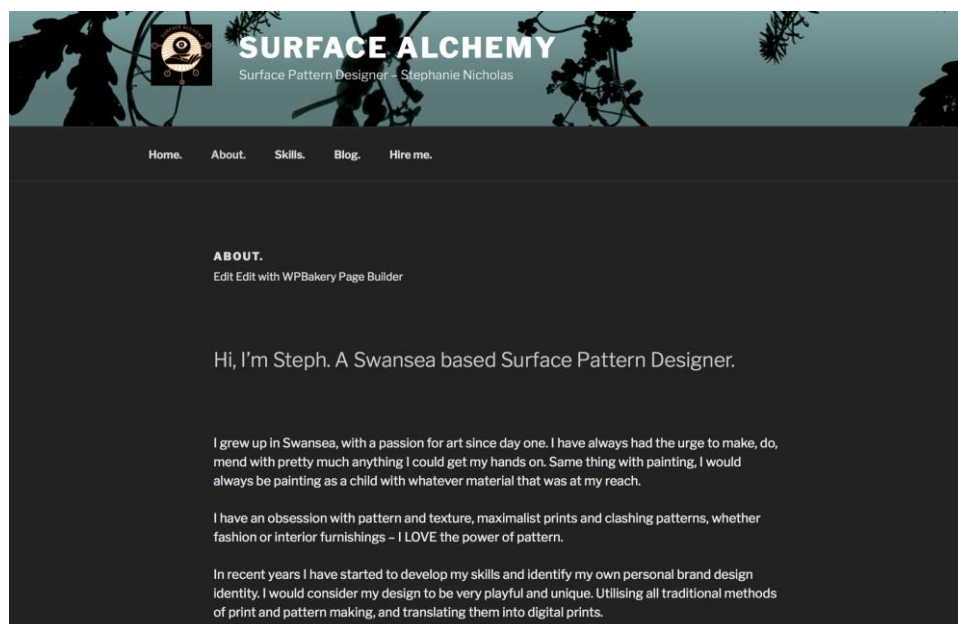
Portfolio link / Slide





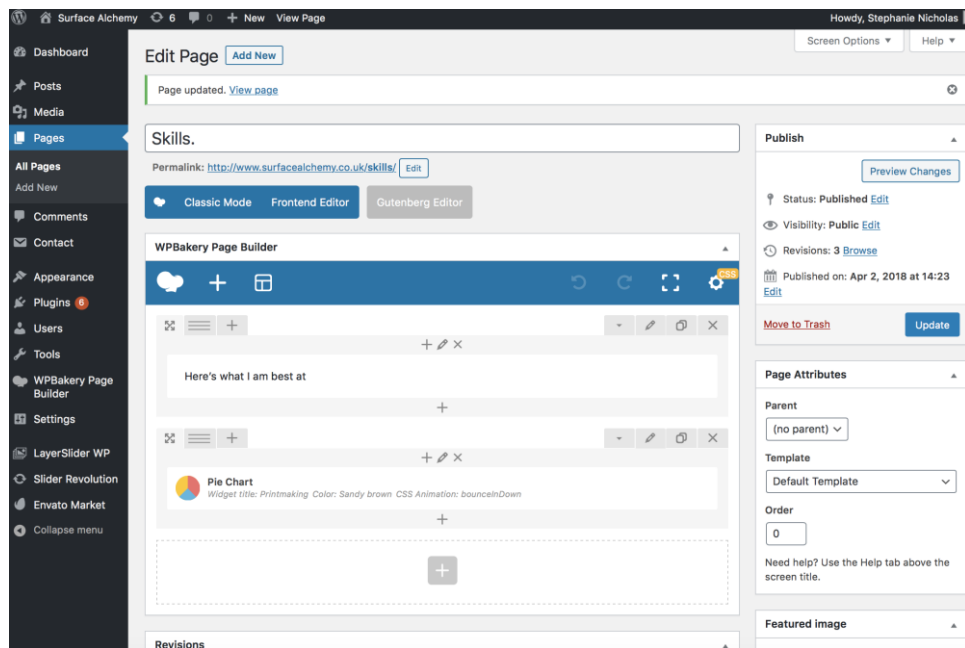
About

Still need to add self-portrait, and more detailed blurb. I could potentially add my CV to this section, once completed. This would give a clearer idea about my accomplishments, skills and personal qualities.



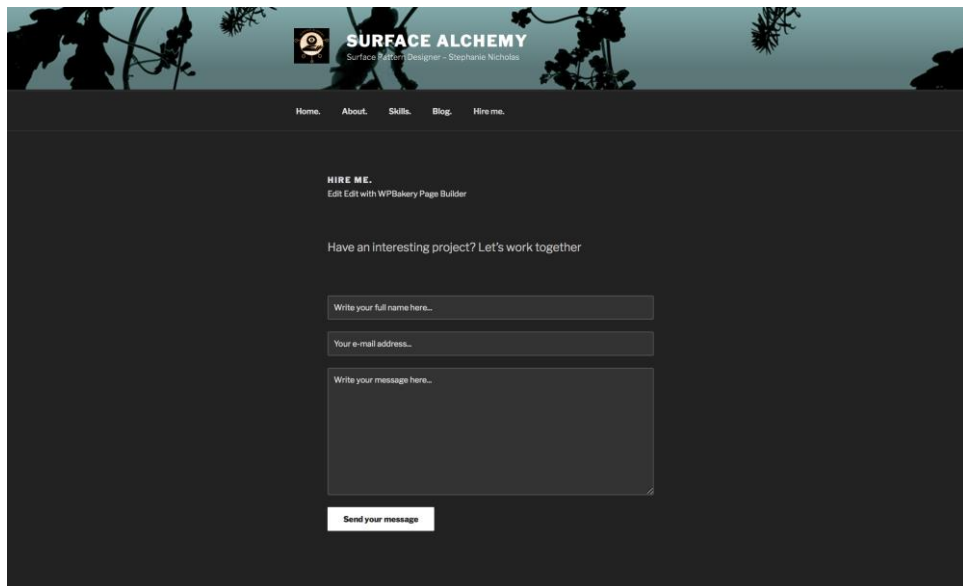
Skills

I wanted to add a page that just outlines my skills. This is very important as they are vital for industry employers to know, when headhunting new designers. This also provides a clearer view of how well I am at the skills I've listed.



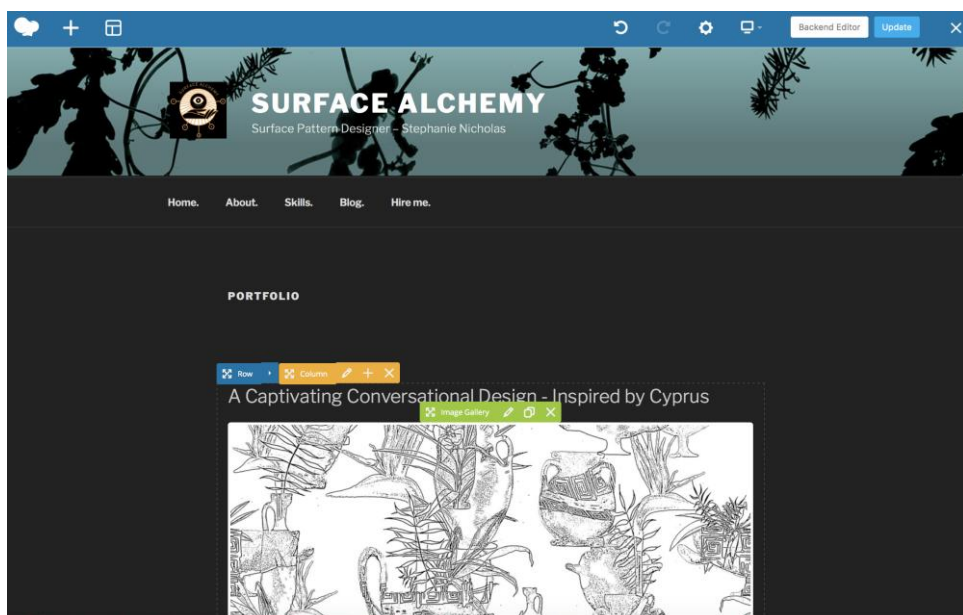
Hire me.

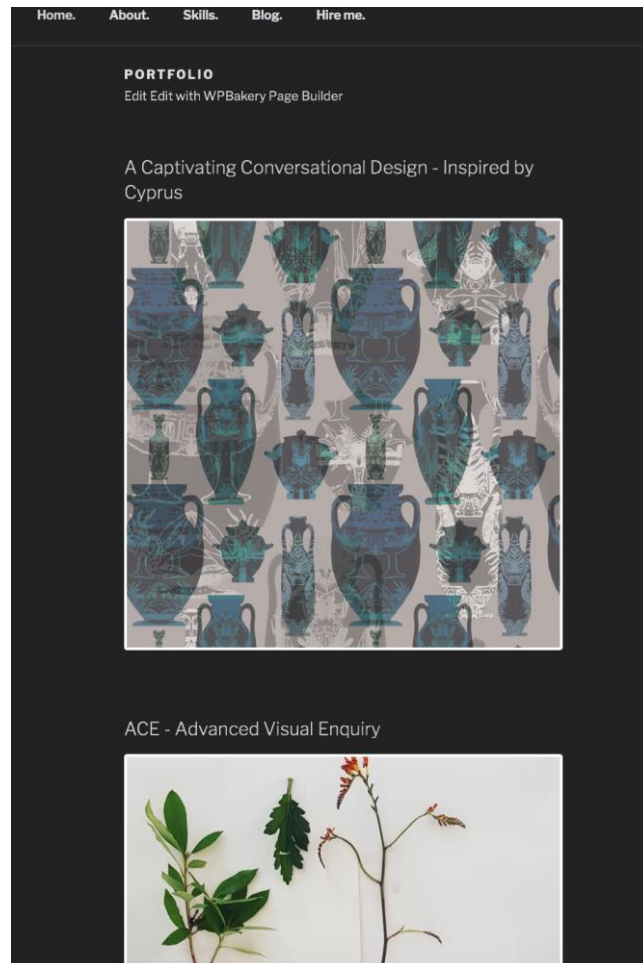
Having a section where people can contact me directly if very important for me to make connections with my page viewers. It also makes it easier for someone to contact me if they wish to collaborate.



Adding Portfolio groups onto my home page.

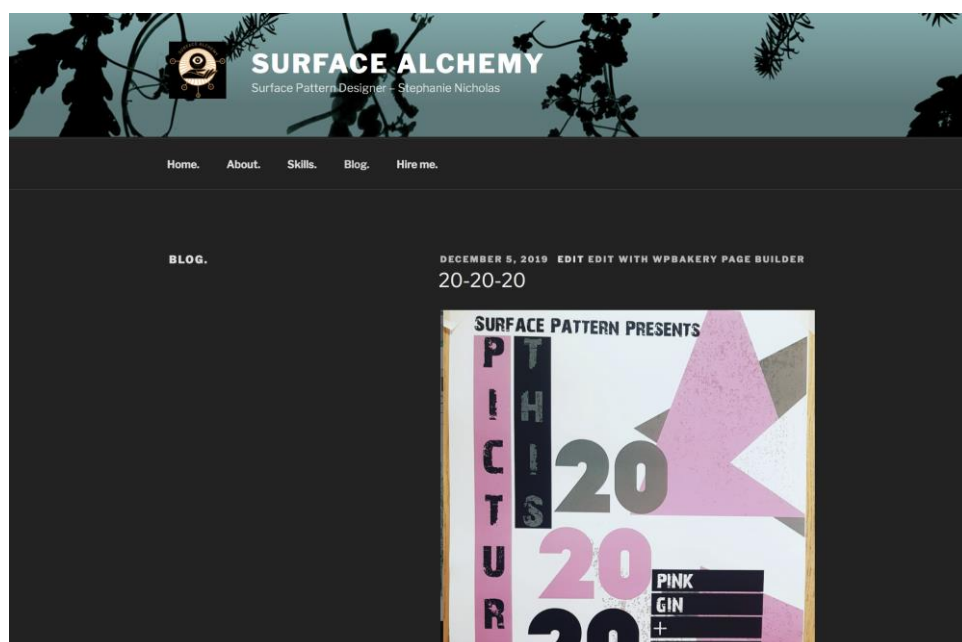
I want to use my website as a tool to show off my work, as well as a space to keep updated blogs about my design journey. I wanted to include my portfolio on my home page, which will be seen when first entering the web page. This will be ideal as my portfolio is my body of work, put together in a visually exciting way. I think it would make my web page look very professional, having an exciting portfolio on my homepage will hopefully incite the viewers to look further.



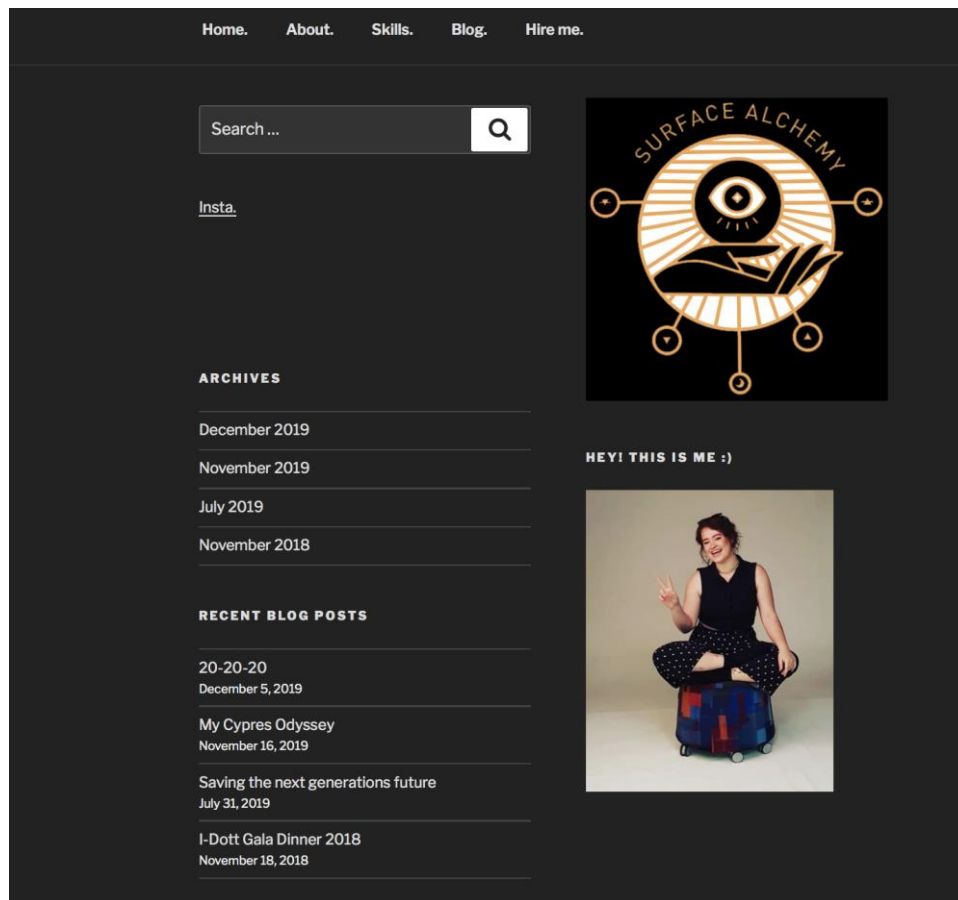


Adding in my blog onto the blog page

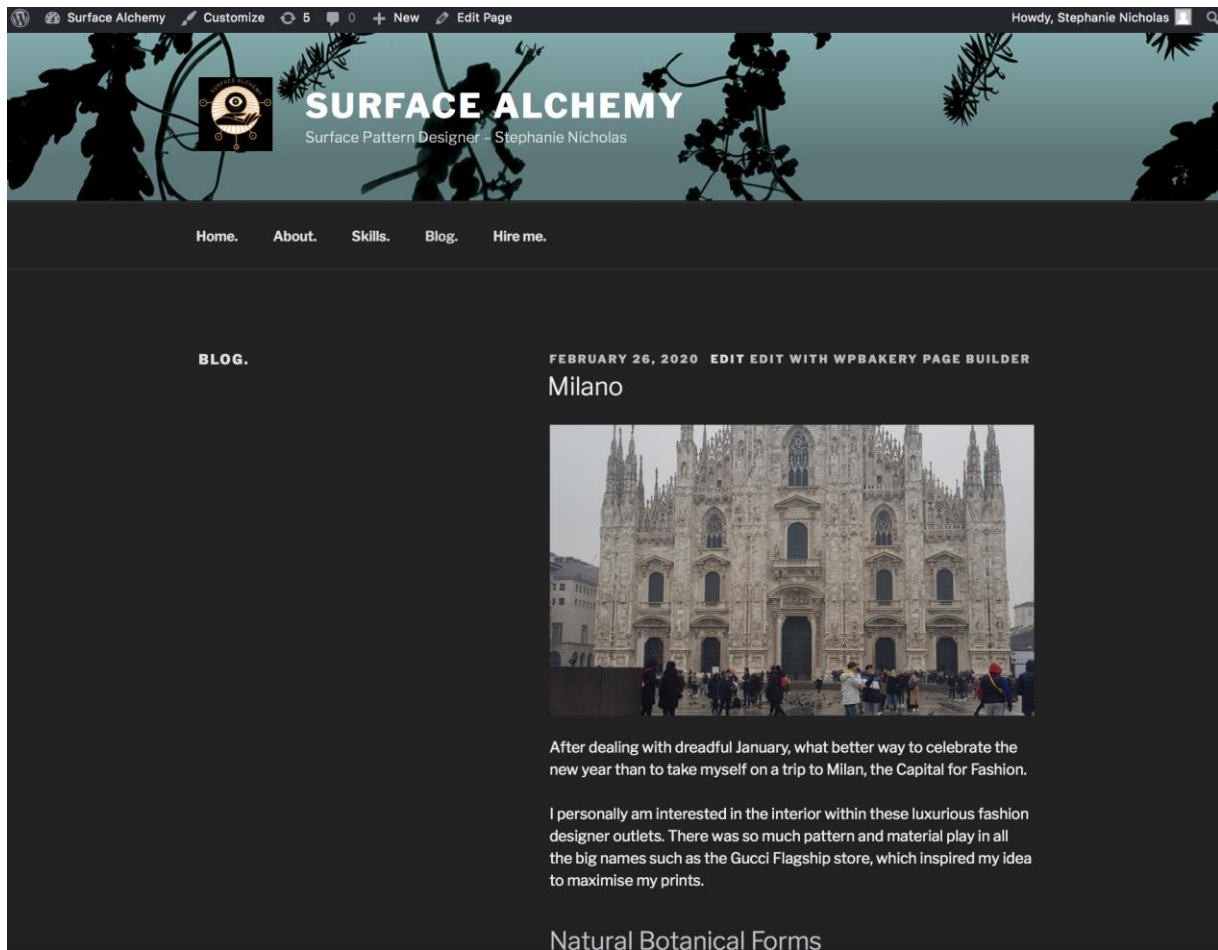
As well as displaying my portfolio work, my blog page is just as important. This gives me a voice on my page to express what I'm thinking and feeling. This is where I will post regular blogs about big accomplishments in my career, as well as blogs about artists and processes that inspire my work.



At the bottom of each page, I have made links to other blog posts and archives on my web page.



Recently I have been to Milan, so I decided to pop a small worded blog on my webpage about my trip with some images. The blog also includes a mood board I created of key images for inspiration, along with artist and brand research.



April 12th, 2020

Today I added a new blog post to my web page. This one is a small outline and appreciation for two designers, one being Harriet Popham and the other Anna Hayman.

APRIL 12, 2020 BY STEPHANIE NICHOLAS

Designers That Currently Influence My Work

HARRIET POPHAM

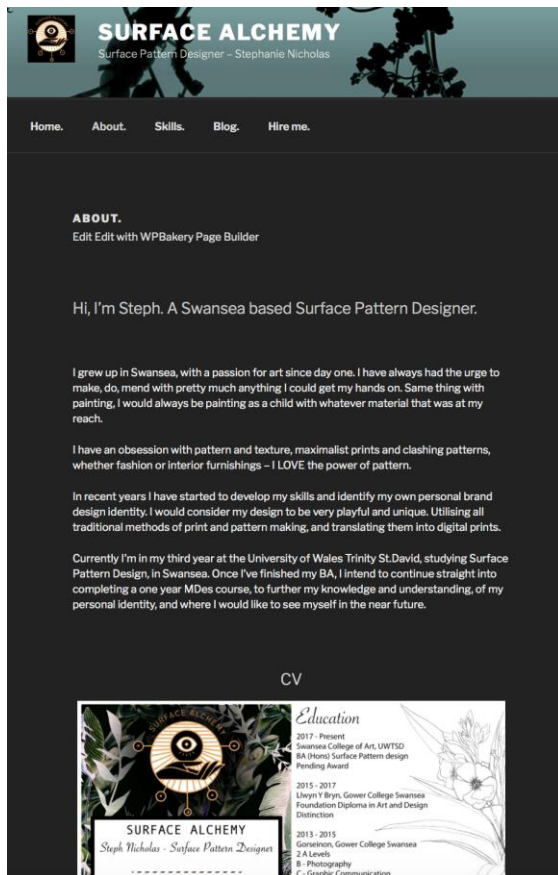
Harriet Popham is a great young designer who has inspired my work for years, and I have also been lucky enough to sit through a couple of her workshops taught at the University. She most definitely someone who breathes the joy of her work. Her prints are versatile, fitting into interiors/home ware/stationary/prints/commercial installation.



Her work is mostly informed by travel and place, and her favourite being her family's farmland home. This you can see through her quirky visualisations. She is a multi-disciplined illustrator, trained in embroidery and printed textiles with traditional and modern techniques. Recently Harriet has been working on creating large lino prints.

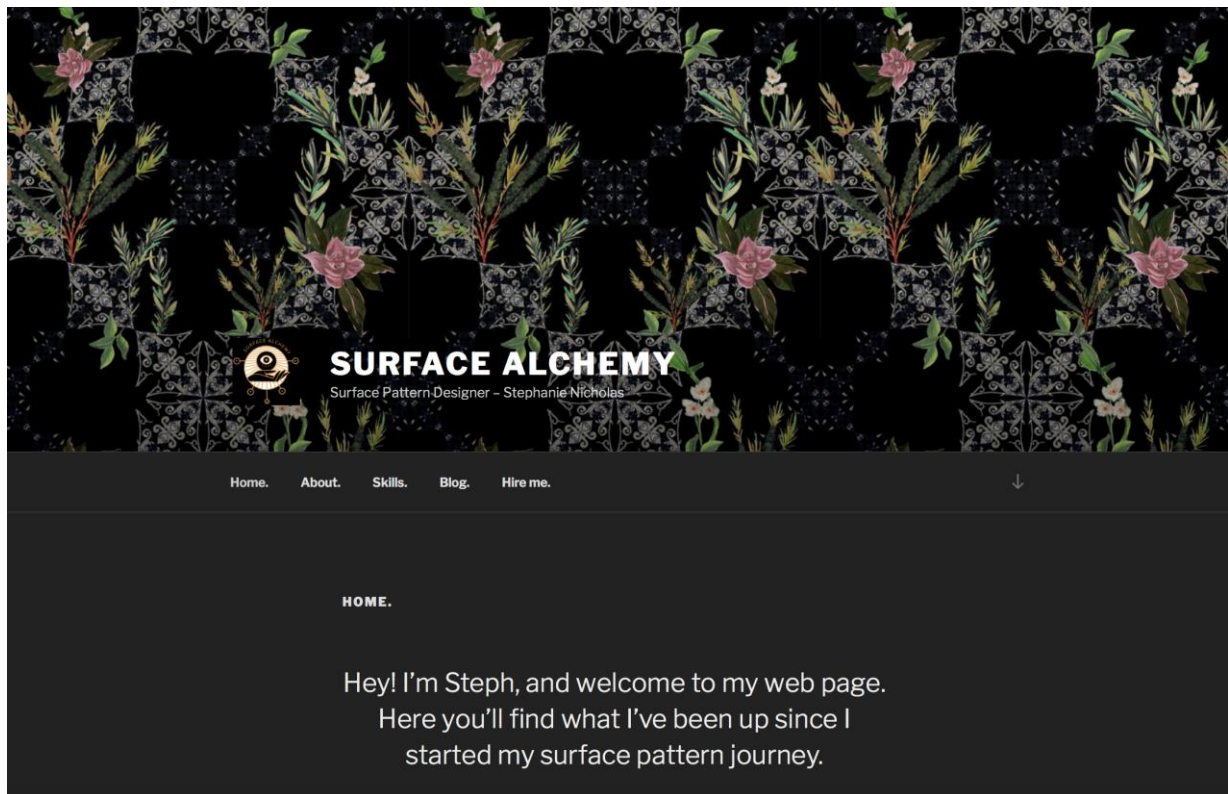
April 23rd, 2020

I added to my About page, I have completed a full draft of my CV, which I thought would be nice to add to my page. This also includes a small thumbnail photo of myself, this is important as it's always nice as a viewer, to see the face behind the work.

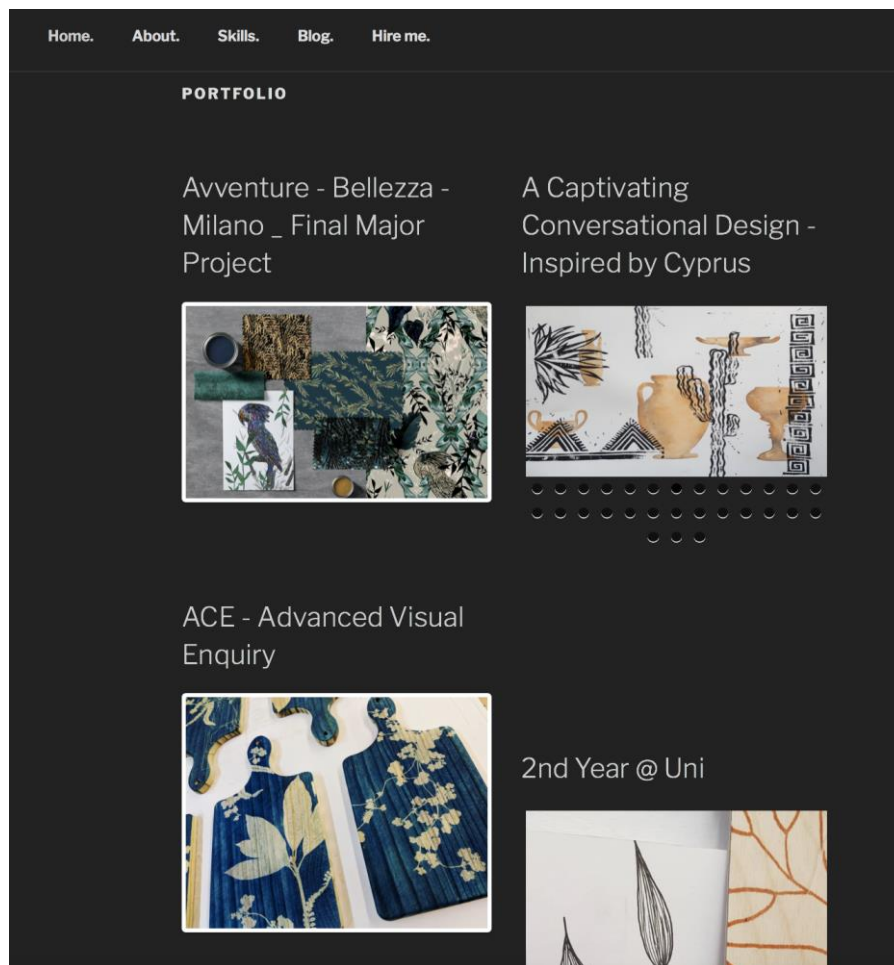


April 28th, 2020

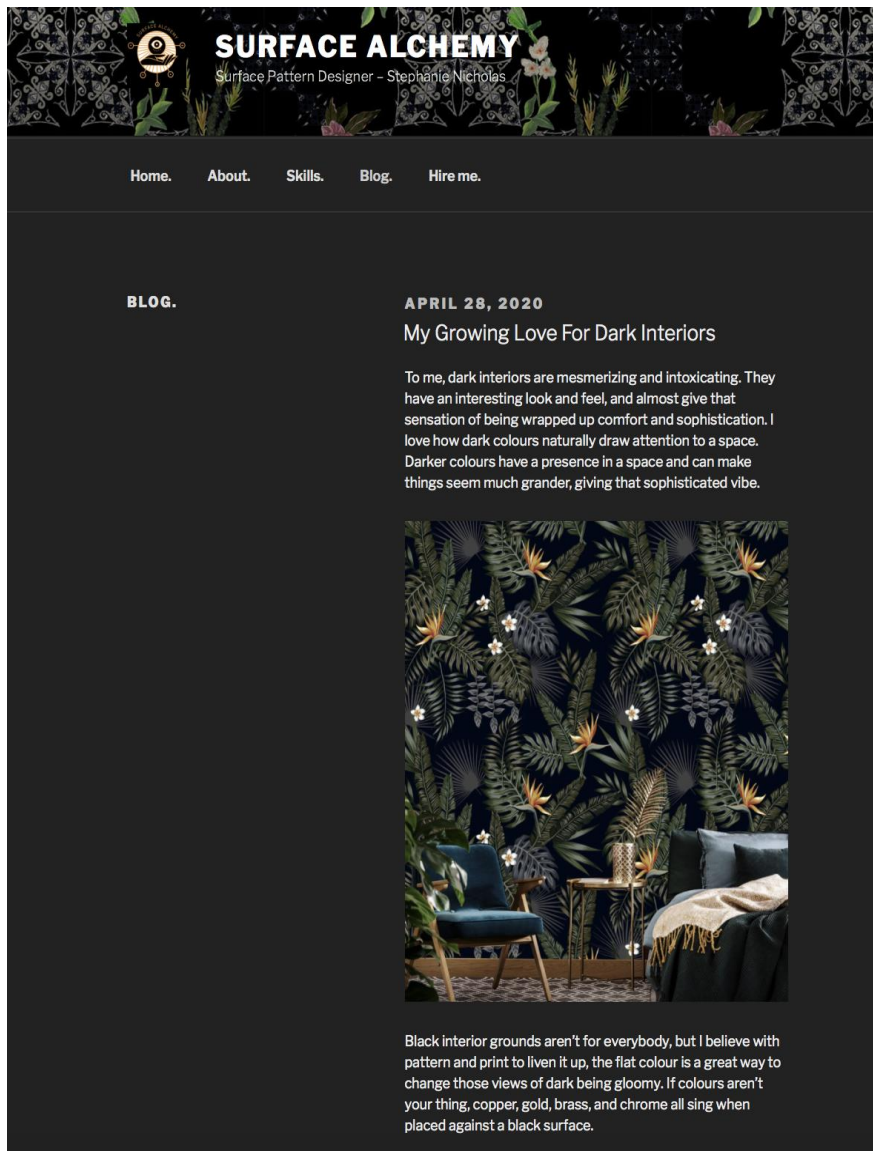
I have been developing my major final project alongside building my brand identity and web page. I have now added one of my new final prints to the top on my web page. This represents my new collection and design identity well.



I also added a new portfolio section for this project. I felt like my portfolio page was very large in scale and I wanted to bring it down more and make it easier to navigate between different folders of work. This is when I worked out how to arrange these into 2 rows. Allowing the viewers to see more than one slideshow at a time, or to view them to select one of interest.

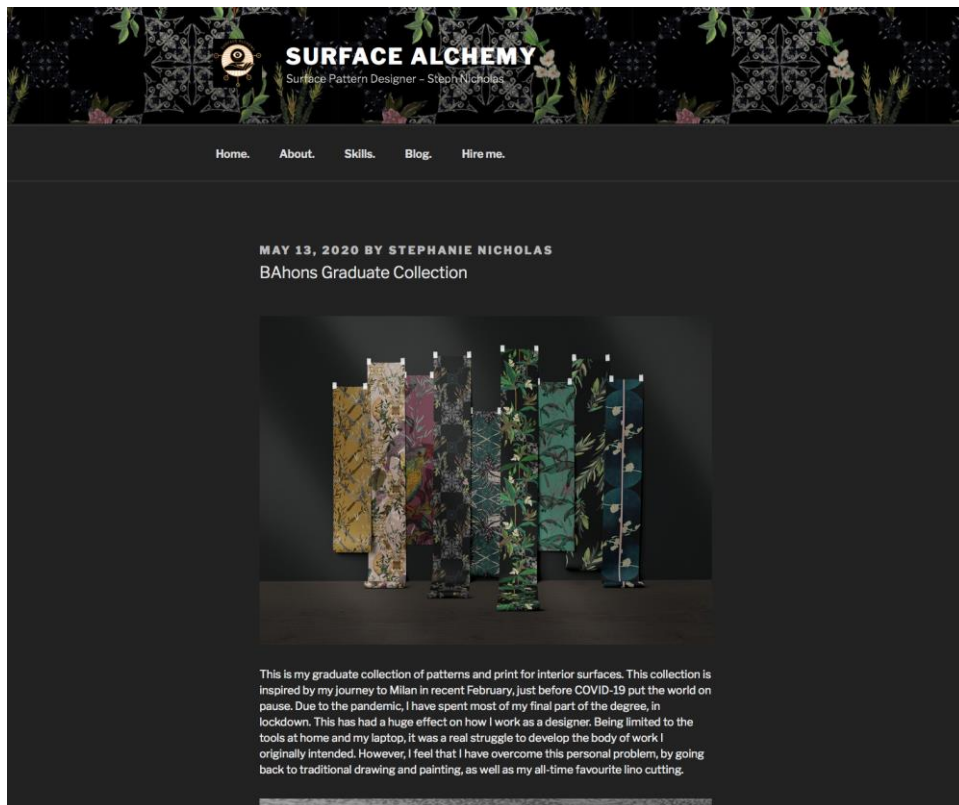


Whilst updating my webpage, I also uploaded a new blog to my page. This blog is about my love for dark interiors, and those in the trend market who I admire.

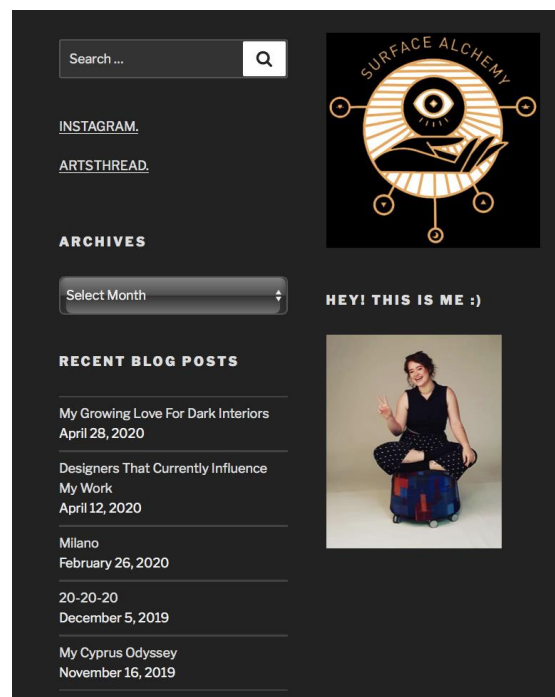


May 13th, 2020

A more recent blog post added about my final graduate collection.



Here I added a link to my ARTS THREAD account as well as a link to my Instagram.

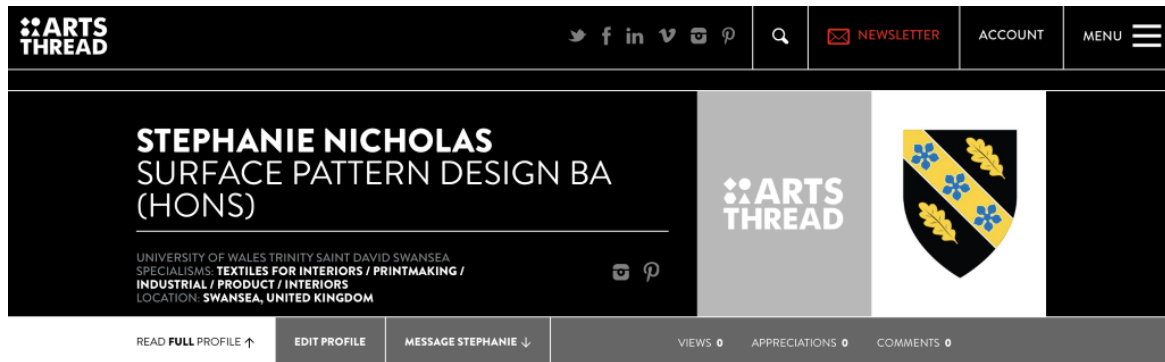


ARTS THREAD

As well as having a design Instagram account and a web site with blog posts, I wanted to create a new platform to display my graduate collections.

<https://www.artsthread.com/profile/stephnicholas/>

I set the account up first with basic information about my education and specialisms. I really wanted some time to navigate the site before uploading any work.



STEPHANIE NICHOLAS



FIRST NAME: **STEPHANIE**

LAST NAME: **NICHOLAS**

SPECIALISMS: **TEXTILES FOR INTERIORS /
PRINTMAKING / INDUSTRIAL / PRODUCT /
INTERIORS**

SECTORS: **FASHION/TEXTILES/ACCESSORIES /
FINE ART / INDUSTRIAL/PRODUCT/INTERIORS**

LOCATION: **SWANSEA, UNITED KINGDOM**

UNIVERSITY / COLLEGE: **UNIVERSITY OF
WALES TRINITY SAINT DAVID SWANSEA**

COURSE / PROGRAM TITLE: **SURFACE PATTERN
DESIGN BA (HONS)**

WEBSITE: **CLICK TO SEE WEBSITE**

ABOUT:

The next thing I did was upload an image of myself, as its always a pleasure to see the face behind a piece of work. I also added a section describing a bit more about myself, interests, and future aspirations.



STEPH NICHOLAS



FIRST NAME: **STEPH**

LAST NAME: **NICHOLAS**

SPECIALISMS: **TEXTILES FOR INTERIORS /
PRINTMAKING / INDUSTRIAL / PRODUCT /
INTERIORS**

SECTORS: **FASHION/TEXTILES/ACCESSORIES
/ FINE ART /
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LOCATION: **SWANSEA, UNITED KINGDOM**

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COURSE / PROGRAM TITLE: **SURFACE
PATTERN DESIGN BA (HONS)**

WEBSITE: **CLICK TO SEE WEBSITE**

ABOUT:

I am soon to be a graduate of Surface Pattern Design course at Swansea College of Art UWTSD. I thoroughly enjoy painting and drawing, and traditional print methods. I work well digitally and enjoy combining the physical and digital design process to achieve a high standard of work with a clean finish. I have always been inspired by traditional methods of producing wallpaper and fabrics for interiors, and I hope my work reflects this. I am highly inspired by interesting texture, flora and fauna, as well as interesting architecture. I love experimenting my ideas on a variety of soft and hard materials. I enjoy meeting and engaging with new people in the industry who have similar interests, I also enjoy working on collaborations with different people, as done in my time at University. I intend to stay on to study an MDes in Surface Pattern Design in order to push my own practice and develop my skills further, hoping this will allow me to fully understand my design identity. Hopefully this will equip me better to work in my dream job as an interior pattern designer, in a print studio.

Uploading a body of work was straight forward, and a simple software to use. I had to alter some of the images resolution to be fit for upload. I included a small description about this body of work, and a cover image of the main hero print from the collection.

SIMPLY CLICK ON THE FIELDS BELOW TO EDIT THEM. ADD YOUR IMAGES AND VIDEO ON THE RIGHT. ONCE YOU ARE FINISHED, CLICK ON THE SAVE PROJECT BUTTON TO SAVE YOUR CHANGES.

A CAPTIVATING CONVERSATIONAL DESIGN

COVER IMAGE:	DESCRIPTION:	IMAGE(S) / VIDEO:
 CANCEL ADD / EDIT SAVE PROJECT	I spent two weeks in Cyprus with my partner, traveling the island, from sandy beaches, to waterparks to the top of the mountains. The country was such a beautiful and inspiring place to be, it had my creative brain twitching with ideas for new and exciting imagery. I came back from my journey with a broad variety of research that I wanted to apply to a new project. This is when I came across the new 2020 I-Dott Wallpaper Competition briefs. There were 4 to SPECIALISM 1: Printmaking SPECIALISM 2: Textiles for Interiors SPECIALISM 3: Industrial / Product / Interiors DISPLAY TO PUBLIC: Yes ORDER IN PROFILE: 1st Place ADD TO CURRENT COMPETITION:	 ENTER TITLE FOR IMAGE CLICK & HOLD TO DRAG INTO ORDER  ENTER TITLE FOR IMAGE CLICK & HOLD TO DRAG INTO ORDER  ENTER TITLE FOR IMAGE CLICK & HOLD TO DRAG INTO ORDER  ENTER TITLE FOR IMAGE CLICK & HOLD TO DRAG INTO ORDER

Here is a screen grab of the front page of my profile. As I only have one portfolio page for now, this will be at the top of the page. I have decided to change my profile picture to a

black and white image. This was a decision I made to make my profile look more professional, until a professional photographed image is taken.

The screenshot shows the Arts Thread profile page for Steph Nicholas. The header includes the Arts Thread logo, social media icons, a search bar, and links for Newsletter, Account, and Menu. The profile section features the name 'STEPH NICHOLAS', the degree 'SURFACE PATTERN DESIGN BA (HONS)', and the university 'UNIVERSITY OF WALES TRINITY SAINT DAVID SWANSEA'. It also lists specialisms: 'TEXTILES FOR INTERIORS / PRINTMAKING / INDUSTRIAL / PRODUCT / INTERIORS' and the location 'SWANSEA, UNITED KINGDOM'. A black and white portrait of Steph and the University of Wales Trinity Saint David crest are displayed. Below the profile information are buttons for 'READ FULL PROFILE', 'EDIT PROFILE', and 'MESSAGE STEPH', along with statistics for 'VIEWS', 'APPRECIATIONS', and 'COMMENTS'. A carousel of pattern design images follows, including a bird, a pineapple, and various botanical motifs. The main content area features the title 'A CAPTIVATING CONVERSATIONAL DESIGN' and two paragraphs of text describing a two-week trip to Cyprus and the resulting research project.

ARTS THREAD

STEPH NICHOLAS
SURFACE PATTERN DESIGN BA (HONS)

UNIVERSITY OF WALES TRINITY SAINT DAVID SWANSEA
SPECIALISMS: TEXTILES FOR INTERIORS / PRINTMAKING / INDUSTRIAL / PRODUCT / INTERIORS
LOCATION: SWANSEA, UNITED KINGDOM

READ FULL PROFILE ↓ EDIT PROFILE MESSAGE STEPH ↓ VIEWS 0 APPRECIATIONS 0 COMMENTS 0

A CAPTIVATING CONVERSATIONAL DESIGN

I spent two weeks in Cyprus with my partner, traveling the island, from sandy beaches, to waterparks to the top of the mountains. The country was such a beautiful and inspiring place to be, it had my creative brain twitching with ideas for new and exciting imagery.

I came back from my journey with a broad variety of research that I wanted to apply to a new project. This is when I came across the new 2020 I-Dott

Since first setting up my ARTS THREAD account, and uploading one body of work, I have updated the page with my graduate collection.

STEPH NICHOLAS

SURFACE PATTERN DESIGN BA (HONS)

UNIVERSITY OF WALES TRINITY SAINT DAVID SWANSEA
SPECIALISMS: TEXTILES FOR INTERIORS / PRINTMAKING /
INDUSTRIAL / PRODUCT / INTERIORS
LOCATION: SWANSEA, UNITED KINGDOM



READ FULL PROFILE ↓

EDIT PROFILE

MESSAGE STEPH ↓

VIEWS 8

APPRECIATIONS 3

COMMENTS 0



ADVENTURE - BELLEZZA - MILANO / FMP

COMPETITIONS:



ARTS
THREAD

[t](#)
[f](#)
[in](#)
[v](#)
[i](#)
[p](#)

NEWSLETTER

LOGIN

MENU

NAME/PROJECT TITLE ↓

STUDY LEVEL ↓

SECTOR/SPECIALISM ↓

UNIVERSITY/COLLEGE ↓

LOCATION ↓

CLEAR FILTERS



AVVENTURE - BELLEZZA - MILANO / FMP

STEPH NICHOLAS

Specialism:
[Textiles for Interiors Furniture Printmaking](#)

Location: Swansea, United Kingdom

1 1 0

A CAPTIVATING CONVERSATIONAL DESIGN

STEPH NICHOLAS

Specialism:
[Printmaking Textiles for Interiors Industrial / Product / Interiors](#)

Location: Swansea, United Kingdom

7 2 0

I have also received a few views and appreciations on my work.

ARTS
THREAD

[t](#)
[f](#)
[in](#)
[v](#)
[i](#)
[p](#)

NEWSLETTER

LOGIN

MENU

REGISTER - CLICK HERE

FILTER BY: [PROJECTS](#) [PROFILES](#)

NAME/PROJECT TITLE ↓

STUDY LEVEL ↓

SECTOR/SPECIALISM ↓

UNIVERSITY/COLLEGE ↓

LOCATION ↓

CLEAR FILTERS



STEPH NICHOLAS

SURFACE PATTERN DESIGN
BA (HONS)
UNIVERSITY OF WALES
TRINITY SAINT DAVID
SWANSEA

Specialisms:
[Textiles for Interiors Printmaking Industrial / Product / Interiors](#)
Location: Swansea, United Kingdom

8 3 0

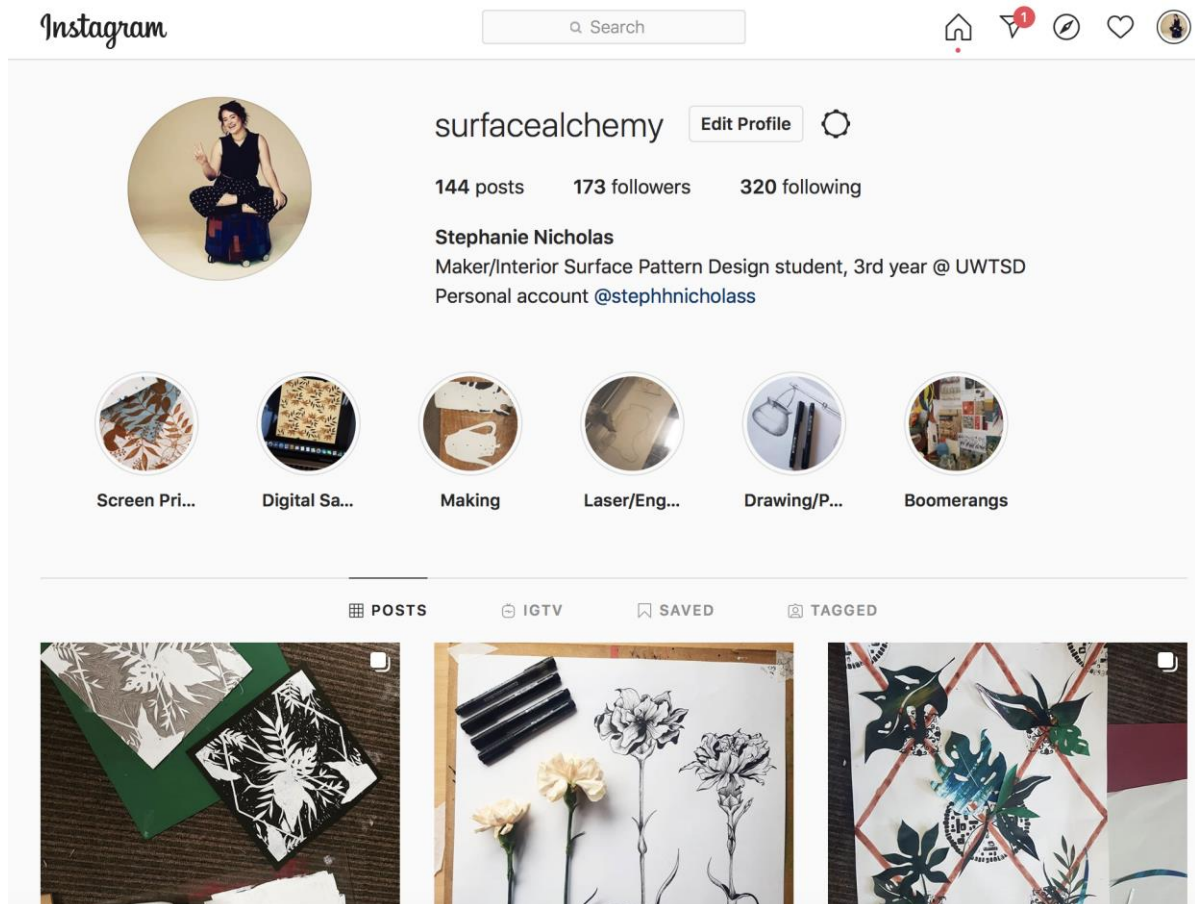


Avventure - Bellezza - Milano / A Captivating Conversational

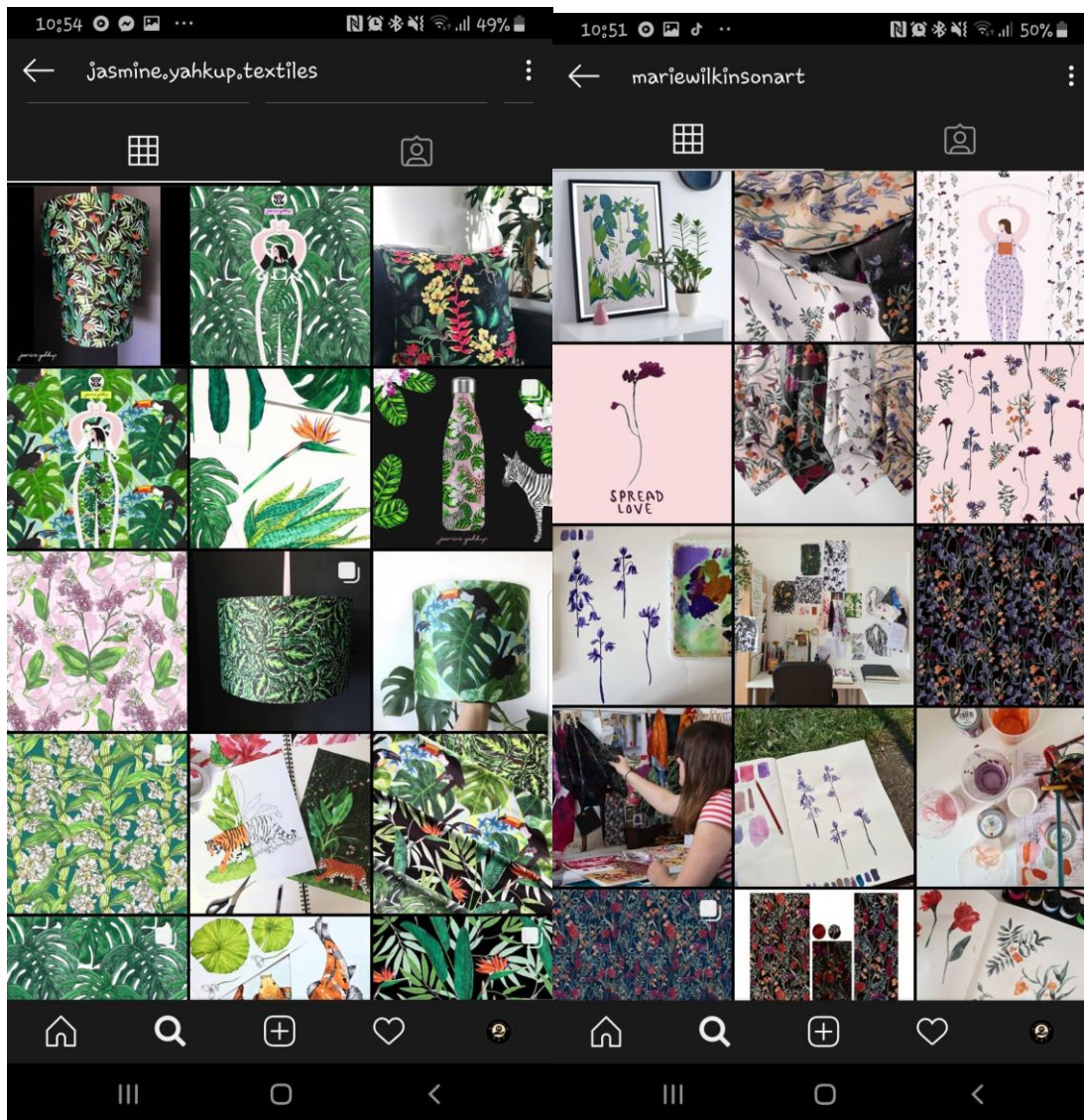
Instagram

I have had an Instagram platform for my brand for a while now, below is a screen grab of my account, just as I started updating it through posting my graduate collection.

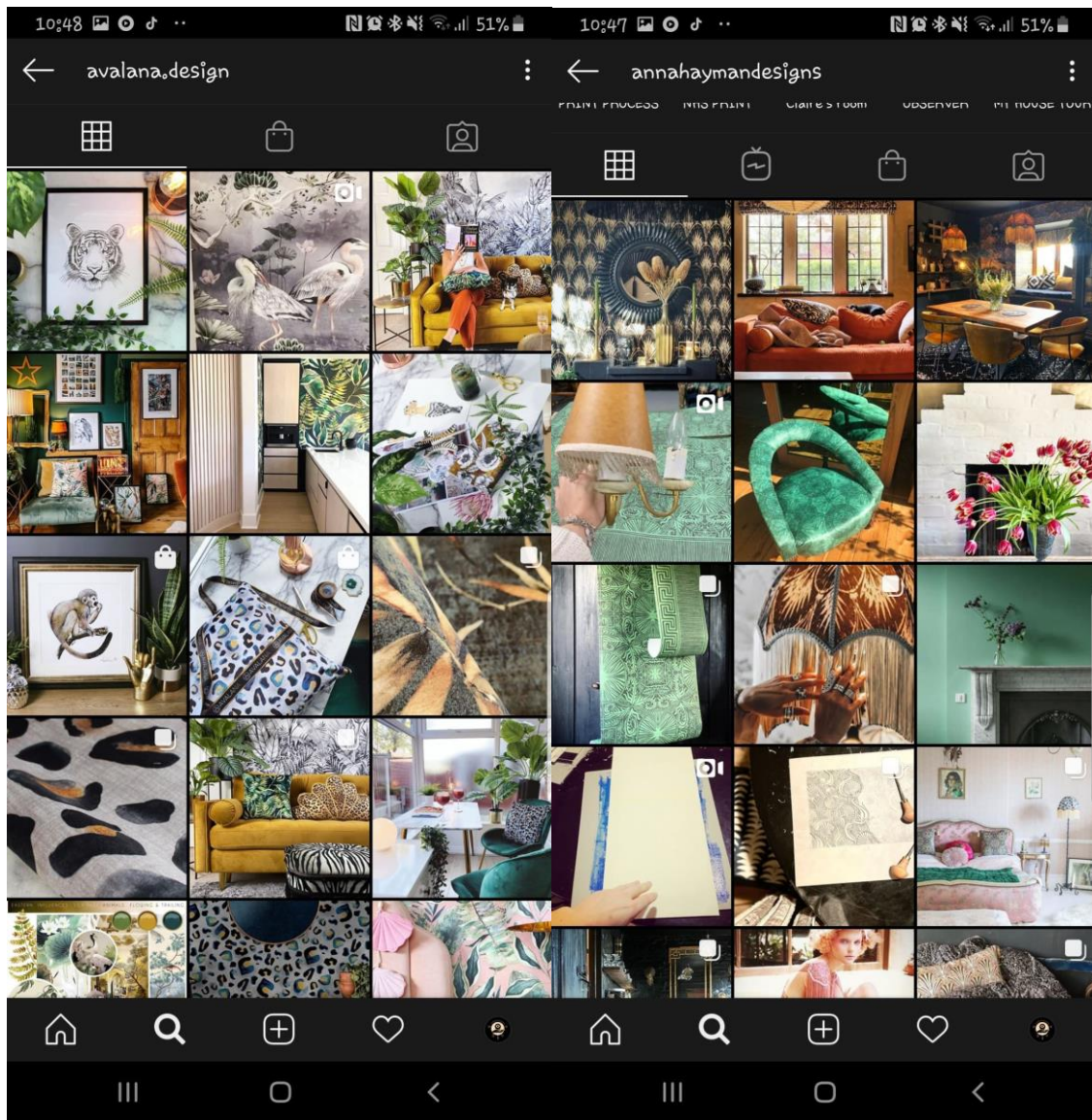
Date: April 7th, 2020, Posts – 144 Followers - 173.



To make my Instagram account a more professional platform for the future, I thought it would be a good start to look at other design account that inspire my own. I've decided to look at two accounts of designers who aspire to be like in the future, and two accounts of graduates at the same stage as me.



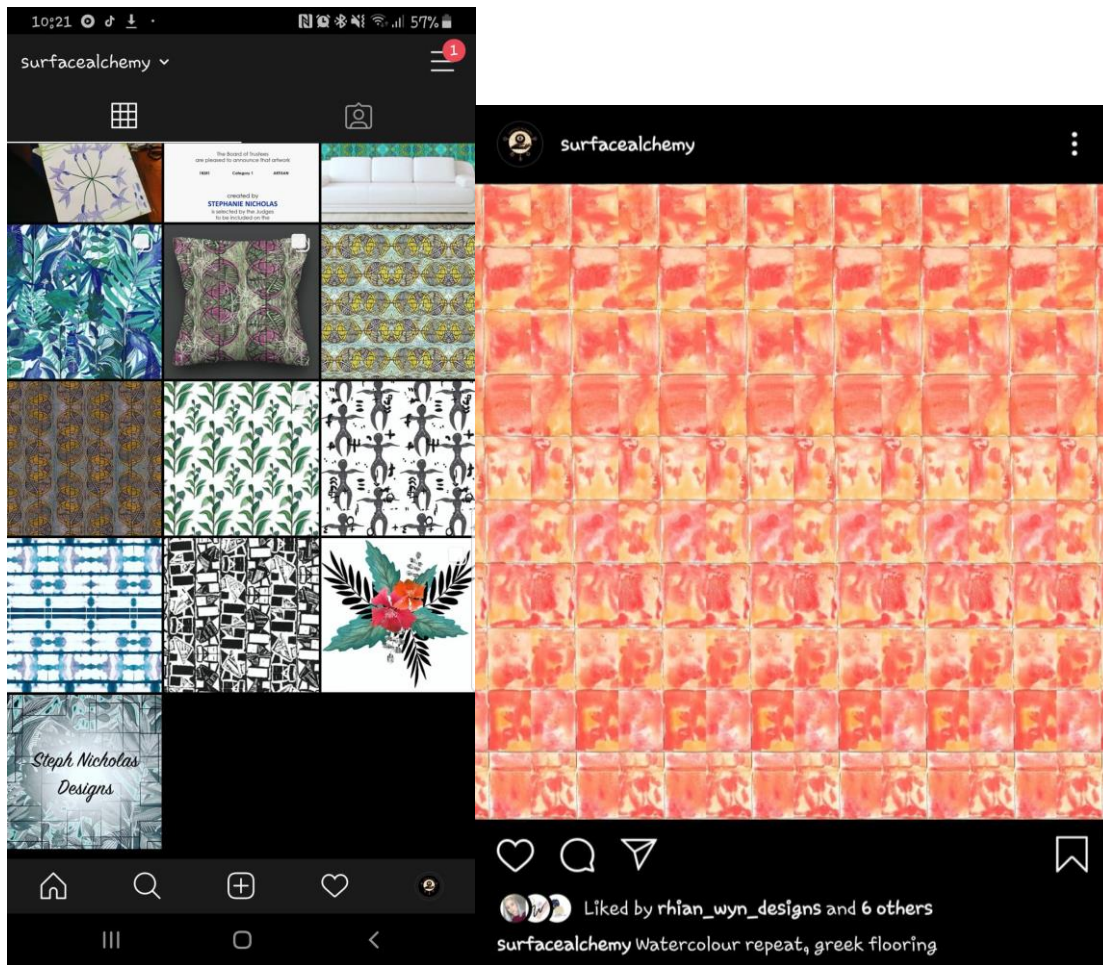
I find myself continuously being drawn to these two accounts. Jasmine Yahkup is a textile print designer for interiors, creating tropical bright prints with dark grounds. I love her use of colour and her painting style is very beautiful. Marie Wilkinson is a peer of mine at University, and I have always loved her work and follow her account frequently. her work has a unique subtle style, going back to vintage followers in blushing garden hues.



I also find myself dipping into these two designer accounts often for inspiration on my major project. Avalana Design specialises in creating beautiful hand painted botanical and fauna wallcoverings for vintage high-end boutiques. Anna Hayman is inspired by 60's Art Deco and the process of lino cutting to create unique print and patterns for the dark interior market.

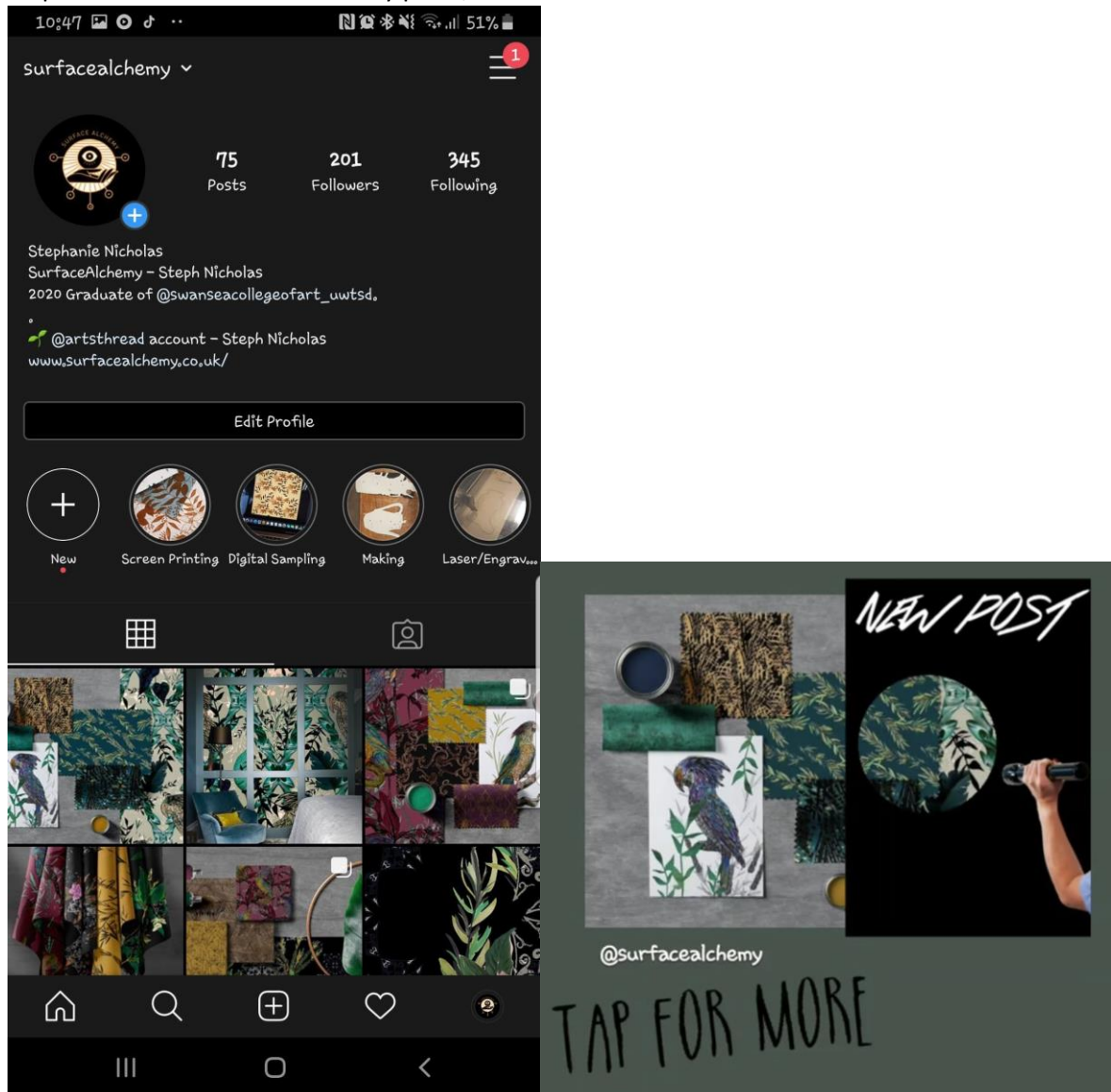
As I am in the middle of updating my design identity and cleaning up my accounts for submission and public viewing, I have decided to give my account a clear out. Looking at other accounts for inspiration, I can see what type of posts they are posting and why they are working for them.

I have decided to delete all old posts that are irrelevant and that have no real contact to them. I will also be deleting any posts that have less interactivity than others. Hopefully this will clean out my profile from 166 posts, to more relevant post that relate to my current design signature.



I have since then cleaned almost 100 post from my profile that were unrelated the my most recent content. Keeping my Bio updated is important as it the first bit of information viewers see, so here I have updated mine with other social links, and my graduate year. My followers rating has also increased, and I believe this is due to my new collection which I have been hash tagging and tagging brands/companies who inspired my work in the picture. Posting my posts into my story has also

helped draw more attention to my posts, which attracts more likes.



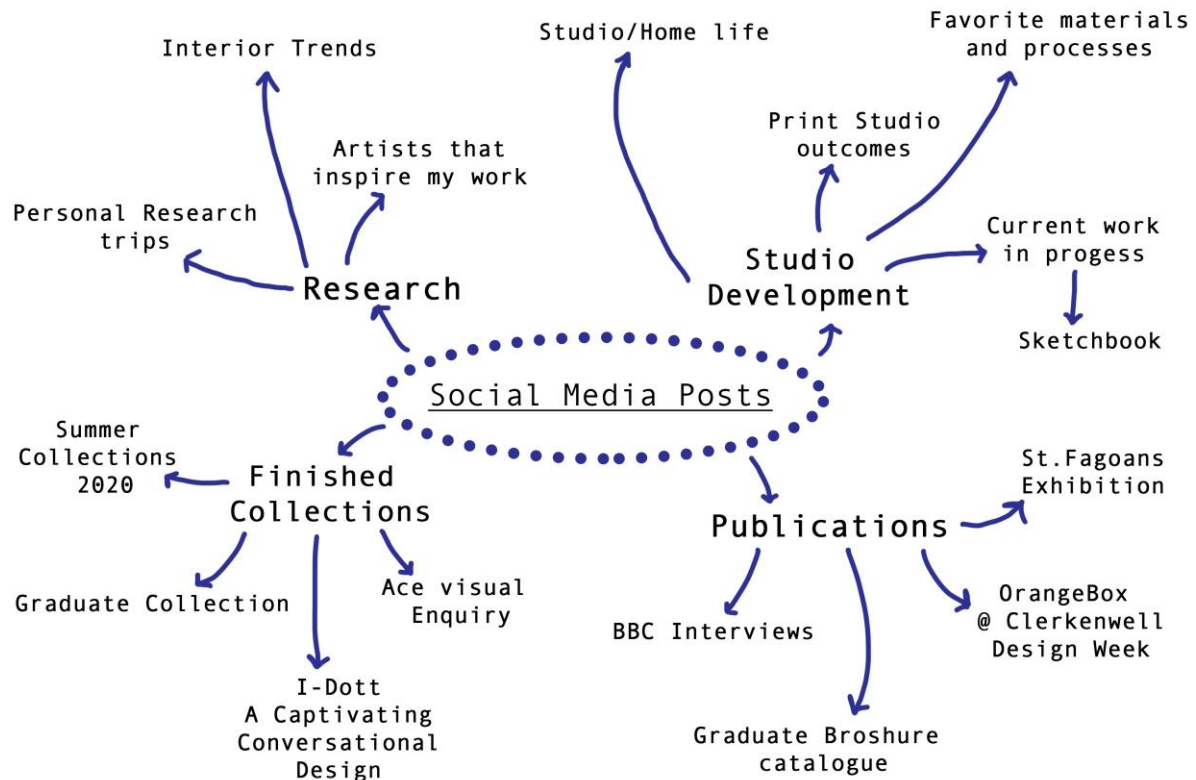
I have also been involved in a artists account sharing activity along Instagram stories. This activity started just after lockdown took place. This increased the engagement with my profile slightly and is a great way to sharing other artist and have my own account shared around. This is only a short-term evolvement, but helps myself and other emerging graduate designers.



Posting Plan

As part of my Major Project, I wrote a brief with a timetable which indicated a rough plan for posting blogs on my social accounts.

At first, I had no idea about what sort of thing to be posting or what content was suitable for me to be posting. After doing research into other blog accounts and Instagram posts. I have made a mind map with some ideas of different types of blogs that I could post, relative to my practice. These could be posted on my web page, my Instagram and potential my Arts Thread account to.



I believe that my Instagram account should be updated daily with a variety of different media such as listed below. There would be no need to create a scheduled timetable for this account as it's a more playful platform. I can also use my story as a daily feed of any new work or activities in getting involved in.

- Drawings / paintings / sketchbook pages
- Mood boards
- Visualisations
- Artist inspiration
- Research trips
- Time lapse videos
- Print sales

Even though I don't necessarily need a post plan for my Instagram account, I think it would be a good idea to make one for my blog posts on my web page.

As I already had 2 blog posts on my web page already, this post plan includes them which are highlighted in green, but this will indicate other blog posts I intend to write and posting dates. I have also highlighted those that I achieved in blue.

July 18 th , 2019	I-Dott Gala Dinner 2018	February 26 th , 2020	Milano
July 31 st , 2019	Saving the next generation – Orangebox collaboration	April 12 th , 2020	Designers that currently influence my work

November 16 th , 2019	My Cyprus odyssey	April 28 th , 2020	My growing love for dark interiors
December 5 th , 2019	20-20-20 exhibition & Print sale	May 13 th , 2020	BAhons graduate collection

May 25 th , 2020	How I my experience as a whole was on surface pattern design at UWTSD		
June 12 th , 2020	My plan for summer		
July 1 st , 2020	Studio space at home		
July 20 th , 2020	Design at home		
August 1 st 2020	What idea I have, in advance to starting the MDes in Surface Pattern Design		

I have created this plan that is easy to follow as I have given myself plenty of time in between each post to write up the next. This also help me in advanced if I find it hard to keep up to content or dates, I could prewrite blogs in advance to posting them. This is a flexible plan; its main intention is to guide me through the next few month to get the hang of regularly posting.