

Olivia Hutchings

Professional Promotion

Logo & Branding

Research

Press pack

Website

Social Media Platforms

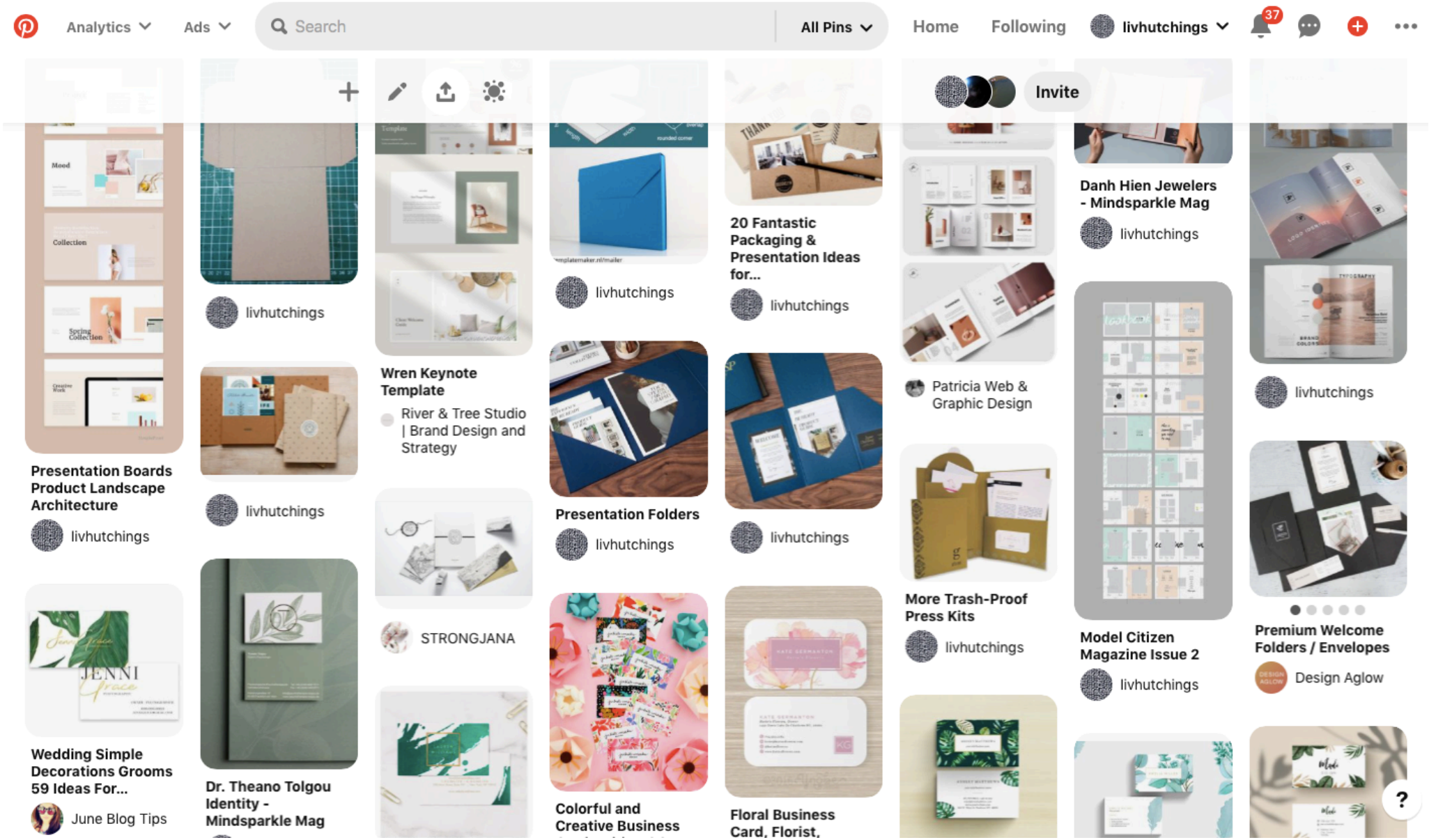
Logo Font Designs

Olivia Hutchings	Hand written on Ipad- wether to use Olivia or Liv. Liv is shorter/snappier.
Liv Hutchings	Hand written name done by myself on the ipad- Like the hand desgined look.
Liv Hutchings	Noteworthy font- I like how it looks hand written.
Liv Hutchings	Avenir Next font- Looks clean and simple.
Liv Hutchings	Marker felt font - Bold and stands out well.
Liv Hutchings	Bold Noteworthy - stands out alot more bold.
LIV HUTCHINGS	Phosphate - Captial letters look bold and stand out.
LIV HUTCHINGS	Courrier - Looks to simple and symetrical
liv hutchings	Courier - Better in Capitals

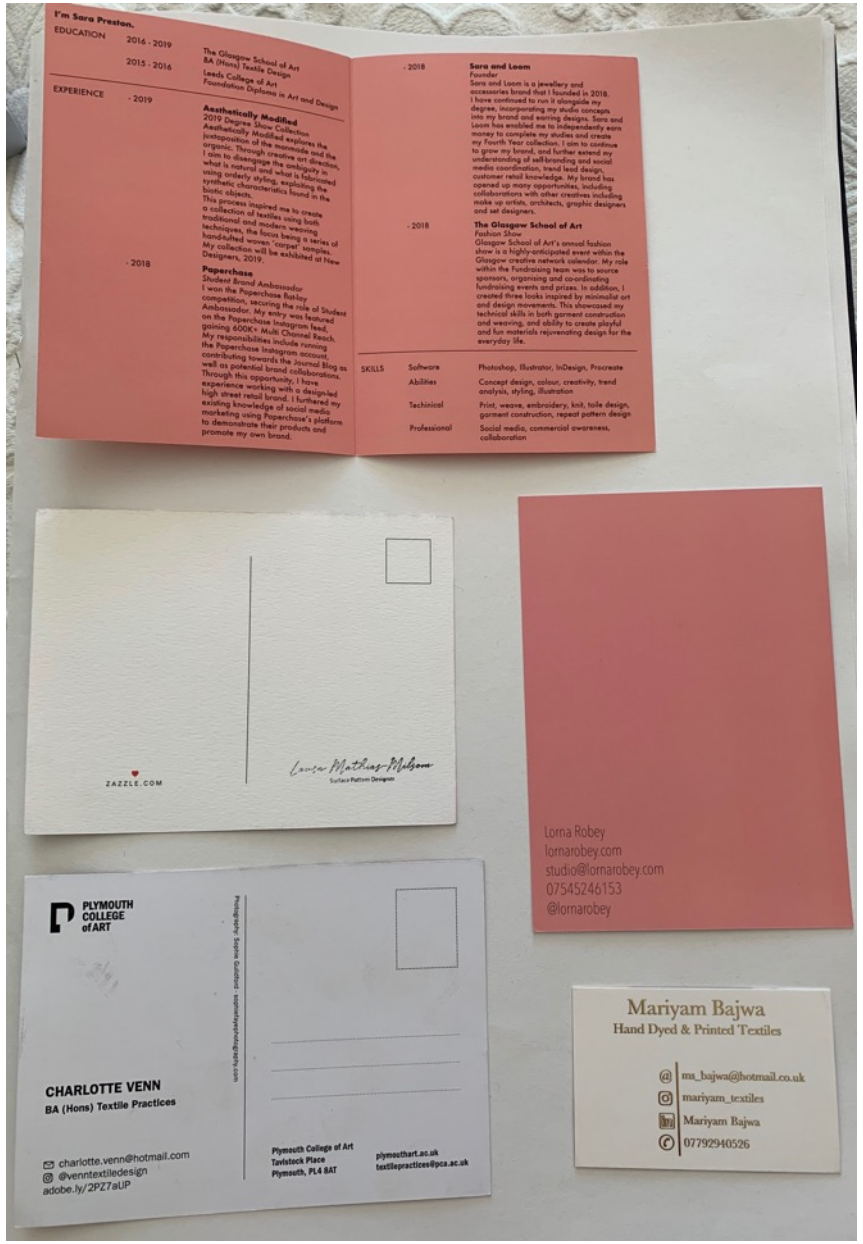
Final Font Chosen



My Pinterest board - https://pin.it/6VvbT5e







Research

Here are some examples of CVS, look books, postcards and business cards I have picked up from new designers last year.

I think it is important to that if you include post cards within your press pack they should include your brand identity on them.

Also I think the gold touches on business cards make them stand out.

Press pack ideas



Pocket Document folders
-Simple design but effective
-Should ensure work stays in place with the slot
-Business card holder
-Adding my design will make it look more intreseting
-Its practical.

Folded Envalope type
-Creative design however too small, work would have to be folded to fit
-Work would not stay in place once its opened so everything could get mixed up
-If the template was bigger and it had a slot for documents, it could work. Not as practical





Document sleeve
-More creative than the other design
-Work will sit in the sleeve and stay in place
-Sleeve placed in the middle is inviting, when you open the front its like opening a present.
-Can make it relevent to you with your own design touches.

A More Complex Document sleeve
-Has a middle slot for documents, it will ensure all work is safe and its inviting
-The envelope slot ensures it doesnt stay open unlike the others.
-Unsure about the top flap, its not needed, just keep the design simple in 3 sections.

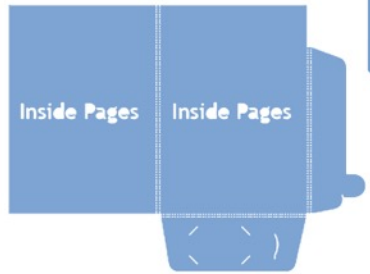


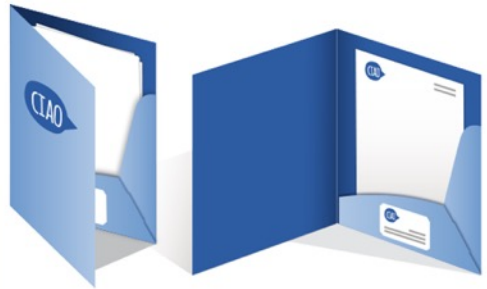
Olivia Hutchings - 1701921

Press Pack Ideas

What to include?
-Fabric/wallpaper samples (smaller than A4, make sure they are trimmed neatly)
-Business Card
-Post cards of designs (Ensure your details are on them so they know who designed them).
-Look books (Could include mood boards, visulisations, designs, colours).
-Letter to Employer.
- CV

Pack design ideas.
-A4 size : Its easy to post but still big enough for work to be displayed. It ensures you dont need to fold documents like CVs into small sizes.
-Document presentation folder: Simple but effective design, allows work to be placed into sleeve and should ensure it stays in place.





Olivia Hutchings - 1701921

My Press Pack Final Design

Sleeve to ensure documents/samples stay in place



Business card holder

Would have had screen printed touches on the cover.

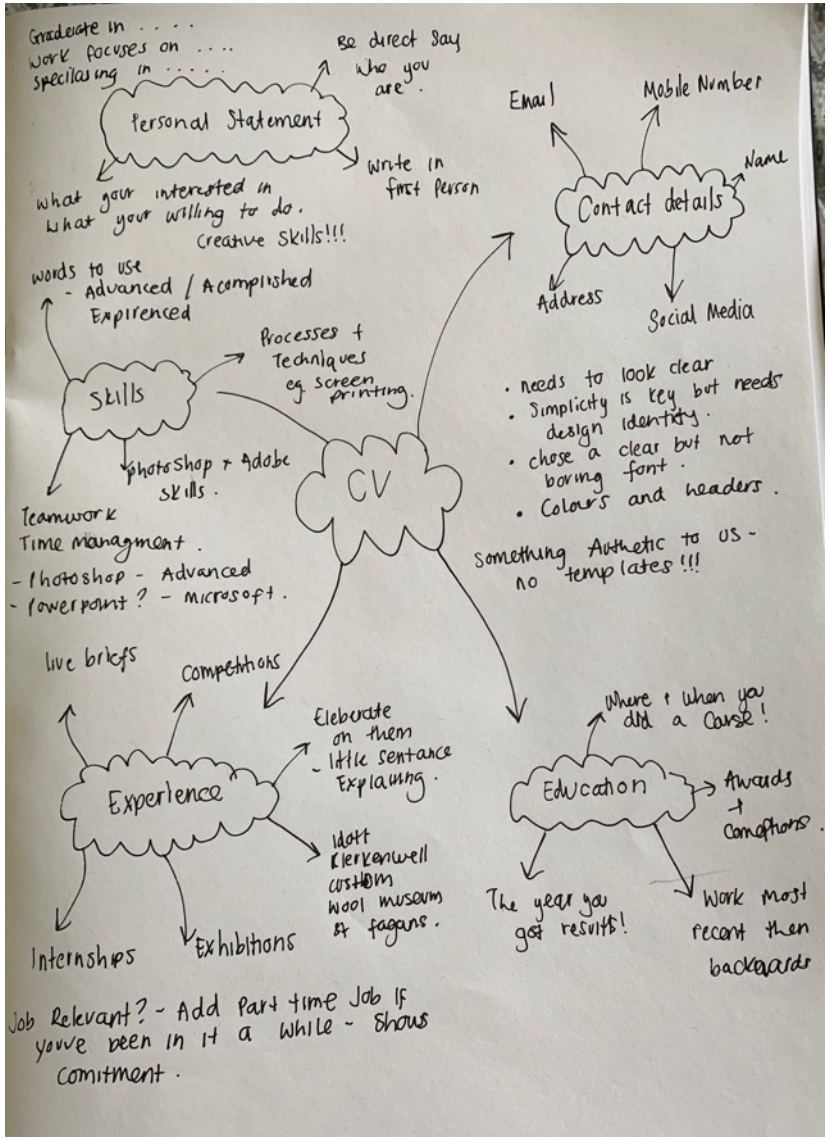
What it will include

-CV
-Business Card/holder
-Letter to employer
-Look Book
-Post card samples
-Fabric Swatch

Important to ensure brand identity is on everything.

Press pack will be A4 size, this will be easy to post and will ensure that nothing gets bent of folded.

My CV Design



07758144908
609 Middle road,
Swansea, SA5 5DL
livhutchings wix.com
@liv.surfacepattern
livhutchingsspd@outlook.com

Liv Hutchings

I am currently a third-year student studying Surface Pattern Design; Textile for Interiors in University of Wales Trinity St David. My passion is printed textiles and I aspire to pursue career in the Interior industry. I have a wide range of knowledge on screen printing techniques that allows me to create unique designs. Experiences throughout University has taught me the professionalism required throughout this industry, I have worked on several live briefs with clients and brands that have been highly successful. I am a hardworking individual that is keen to learn more within this industry. I work well in a team but also have the motivation to work on my own.

Education-

2020- BA (Hons) Surface Pattern Design: Textiles for Interiors (pending)
2017 – A levels - Textiles A*, History B, Geography C
2015 – GCSES - Textiles A*, Maths B, 10 others grade C and Above.

Industry Experience

AUG 2019 – Cinema and Co exhibition. A 2 week exhibition set up by students in a public space showcasing work. The exhibition was all arranged and set up by students to experience how to curate and install work.

JUL 2019 Custhom – 2 week internship with an interior company that focuses on screen printing and creating handmade wallpapers in their studio space.

MAY 2019- Clerkenwell Design Week – The bellow project with Orangebox was successful as they chose my design idea for their product to be produced. This allowed my work to be exhibited in their show rooms throughout Clerkenwell.

FEB 2019- Orangebox live brief- A 10 week collaboration project with furniture company Orangebox. We had to create a sustainable design for one of their products which had to be created out of their fabric waste which they produced in their factory.

FEB 2019- St Fagans National Museum of History of Wales- live Brief and Exhibition – A collaboration with the National Museum of History Wales to Reimagine the Archive, which led to work being exhibited in the unique historical buildings of the museum for a weekend.

Skills

-Advanced knowledge in Screen Printing: dyeing fabric, coating/exposing screens, cyanotype. Knowledge in different printing methods (flock, foil, puff, discharge, reactive, devore, acid pastes.) Advanced knowledge on Adobe Photoshop and illustrator.

Business Card Ideas



1st Design- Simple design
-Not alot of colour.
-Text does stand out.
-Maybe try in a different colour scheme.
- Too simple of a design, could add Surface Pattern underneath name.



2nd Design - More Detailed design
-Better colour scheme
-Text still stands out
-Background opacity is down to add effect.
- Text could be foiled or raised to add impact.
- Favourite so far.



3rd Design - Bold Design
-Darker colour scheme
-Text doesnt stand out as much
-Try a lighter colour scheme.
- Least favourite.

Business Card - Fonts



Hand written name
-Think it works with the flow of the design
- Personal touch as its my own hand writing
-The size of the font allows it to stand out
- Making it raised or foil detail will add impact.



Noteworthy Font
- Too bold and heavy for the delicate design behind.
-Font looks to chunky.
-The style works well as it has flicked edges.
-Not quite the effect of real hand writing.



Avenir Font-
-Looks clean and simple
-Dosent stand out as much as the rest, font could be bolder.
-Maybe try the same font but with all capitals for more effectiveness.







Front of Business Card



Back of Business Card

Font to be in a foil or raised gloss to stand out.





Post Cards showcasing designs.

Here are examples of prints that would be included in the press pack. I would have screen printed / digital paper samples to showcase a few of my designs.

I would make sure that all the post cards have my brand identity logo on there so no one else could pass them on without knowing the design originated from me.

As well as paper samples I would also include fabric samples of my designs.

10 Recipients for the Press Pack – 1. Rapture & Wright

RAPTURE & WRIGHT

HAND PRINTED FABRICS AND WALLPAPERS

FABRIC WALLPAPER FURNISHINGS HOW TO BUY ABOUT US NEWS CONTACT





WORK PLACEMENT OPPORTUNITY

06 March 2019 | Fabric, Wallpaper | 0



We have a work placement opportunity for a current textiles student or recent graduate for April and May 2019. Please contact us if you are interested. You would be involved in all areas of the company including sampling, packing and printing.

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Ravenhill,
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SA5 5DL
livhutchingspsd@outlook.com

Dear Rebecca,

I am writing to you to apply for the work placement opportunity within your company, Rapture & Wright. I am currently studying Surface Pattern Design; Textiles for Interiors in University of Wales Trinity St David. I aspire to pursue a career in the printed textiles industry for interiors and can see you create unique hand printed fabrics and wallpapers. My strongest skill is screen printing, I have knowledge on lots of different printing methods to create exciting designs. My designs are mainly process driven and I like to experiment with processes. As well as having screen printing knowledge, I also have digital knowledge and like to combine my traditional and digital skills when creating a design. I am a hardworking individual with a motivation to succeed in this industry. I have also read that you are minimising the environmental impact of your print production, I would love to hear how you do this as my dissertation was written about how designers can be more sustainable within the furniture industry.

I have previously had experience in the printed textile industry with Custhom, an Interiors company that specialises in hand printed wallpapers. This experience was very beneficial as it confirmed this was the area of work best suited for me. The experience also helped as I had never screen printed outside of the university's facilities, so it was valuable to me as I learnt printing skills that were more suited in a studio environment. I also learnt how they print efficiently on a large scale and how they use their printing skills in a small studio in a successful way.

I aspire to design within the printed textile industry and I am looking for more experience in this. I would love to experience the methods you use to create the beautiful hand printed 30ms of fabric. I think I would be beneficial to you, I am eager to learn quickly and I am enthusiastic in all things printing. I can show you my portfolio of work and hopefully it will convey my passion and skills to you. I am keen to hear back from you.

Thank you for your time.

Olivia Hutchings.

10 Recipients for the Press Pack – 2. Addicted to Patterns



Justyna Medon is surface designer specialized in printed textiles and wallpapers, and head of Addicted to Patterns studio, based in Bristol.

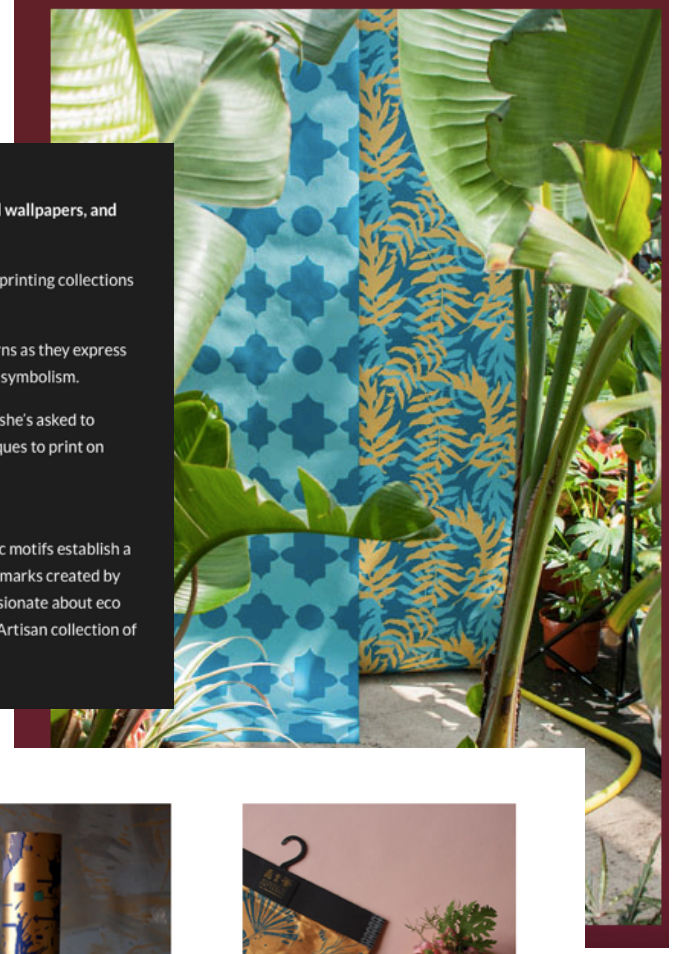
Passionate about silk screen printing. She specialises in designing and printing collections of wallpapers and upholstery fabrics.

Justyna loves to play with various materials and apply colourful patterns as they express potential and extraordinary visual language fulfilled with mystery and symbolism.

She is well known for her skills and professional expertise. This is why she's asked to collaborate with fashion designers and fine artists. Developing techniques to print on challenging surfaces is what makes her eyes to spark.

Pattern design

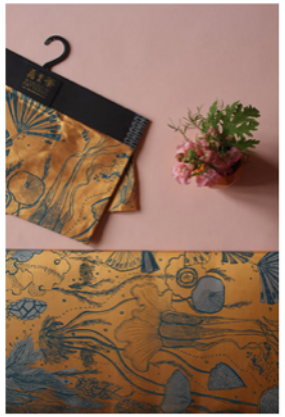
Hand-drawn and then **transferred** to the **silk screen** linear and organic motifs establish a dialogue with the past times. Justyna draws an inspiration from visual marks created by nature and human activity and refers to the rich history of design. Passionate about eco friendly and ethical design, she has carefully chosen materials for her Artisan collection of printed wall hangings.











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Dear Justyna,

I am writing to you to apply for experience within your company, Addicted to Patterns. I am currently studying Surface Pattern Design; Textiles for Interiors in University of Wales Trinity St David. I aspire to pursue a career in the printed textiles industry for interiors and can see you create unique hand printed fabrics and wallpapers. My strongest skill is screen printing, I have knowledge on lots of different printing methods to create exciting designs. My designs are mainly process driven and I like to experiment with processes. As well as having screen printing knowledge, I also have digital knowledge and like to combine my traditional and digital skills when creating a design. I am a hardworking individual with a motivation to succeed in this industry. I am also interested into sustainable design within the Interior industry and completed my dissertation on the topic.

I have previously had experience in the printed textile industry with Custhom, an Interiors company that specialises in hand printed wallpapers. This experience was very beneficial as it confirmed this was the area of work best suited for me. The experience also helped as I had never screen printed outside of the university's facilities, so it was valuable to me as I learnt printing skills that were more suited in a studio environment. I also learnt how they print efficiently on a large scale and how they use their printing skills in a small studio in a successful way.

I aspire to design within the printed textile industry and I am looking for more experience in this. I think I would be beneficial to you, I am eager to learn quickly and I am enthusiastic in all things printing. I can show you my portfolio of work and hopefully it will convey my passion and skills to you. I am keen to hear back from you.

Thank you for your time.

Olivia Hutchings.

10 Recipients for the Press Pack – 3. Bernard Thorp

Bernard Thorp fabrics and wallcoverings are Custom printed and Woven to order in England





Diamond Block Wallpaper – BT-DIA-01



Ivy Wallpaper – BT-IVY-06



French Damask Wallpaper – BT-FD-09



3 Inch Stripe Wallpaper – BT-3i-03



Print Screens







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Dear Harriett,

I am writing to you to apply for experience within the company, Bernard Thorp. I am currently studying Surface Pattern Design; Textiles for Interiors in University of Wales Trinity St David. I aspire to pursue a career in the printed textiles industry for interiors and can see you create unique bespoke hand printed fabrics and wallpapers. My strongest skill is screen printing, I have knowledge on lots of different printing methods to create exciting designs. My designs are mainly process driven and I like to experiment with processes. As well as having screen printing knowledge, I also have digital knowledge and like to combine my traditional and digital skills when creating a design. I am a hardworking individual with a motivation to succeed in this industry.

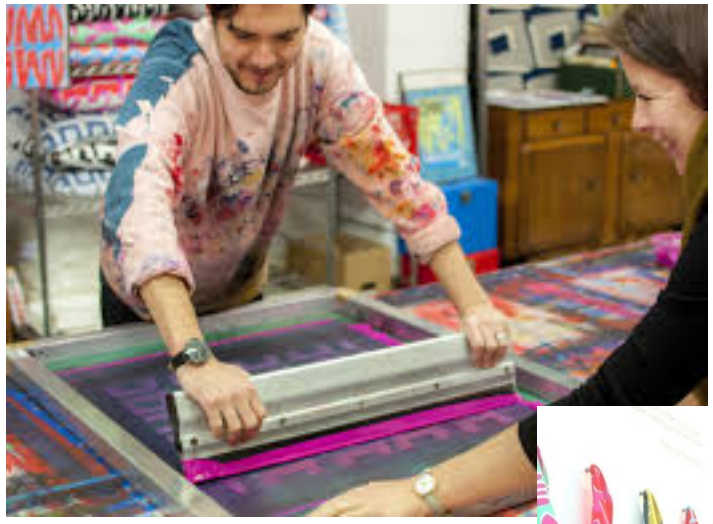
I have previously had experience in the printed textile industry with Custhom, an Interiors company that specialises in hand printed wallpapers. This experience was very beneficial as it confirmed this was the area of work best suited for me. The experience also helped as I had never screen printed outside of the university's facilities, so it was valuable to me as I learnt printing skills that were more suited in a studio environment. I also learnt how they print efficiently on a large scale and how they use their printing skills in a small studio in a successful way.

I aspire to design within the printed textile industry and I am looking for more experience in this. I think I would be beneficial to you, I am eager to learn quickly and I am enthusiastic in all things printing. I can show you my portfolio of work and hopefully it will convey my passion and skills to you. I am keen to hear back from you.

Thank you for your time.

Olivia Hutchings.

10 Recipients for the Press Pack – 4. Sunny Todd Prints







Produce prints for interiors, for example fabric, cushions, rugs and blankets. Everything is drawn by hand, hand cut stencils to screen print.
Also offers screen printing workshops.

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Dear Sunny Todd,

I am writing to you to apply for experience within your company. I am currently studying Surface Pattern Design; Textiles for Interiors in University of Wales Trinity St David. I aspire to pursue a career in the printed textiles industry for interiors. My strongest skill is screen printing, I have knowledge on lots of different printing methods to create exciting designs. My designs are mainly process driven and I like to experiment with processes. As well as having screen printing knowledge, I also have digital knowledge and like to combine my traditional and digital skills when creating a design. I am a hardworking individual with a motivation to succeed in this industry.

I have previously had experience in the printed textile industry with Custhom, an Interiors company that specialises in hand printed wallpapers. This experience was very beneficial as it confirmed this was the area of work best suited for me. The experience also helped as I had never screen printed outside of the university's facilities, so it was valuable to me as I learnt printing skills that were more suited in a studio environment. I also learnt how they print efficiently on a large scale and how they use their printing skills in a small studio in a successful way.

I aspire to design within the printed textile industry and I am looking for more experience in this. I think I would be beneficial to you, I am eager to learn quickly and I am enthusiastic in all things printing. I can show you my portfolio of work and hopefully it will convey my passion and skills to you. I am keen to hear back from you.

Thank you for your time.
Olivia Hutchings.

10 Recipients for the Press Pack – 5. Custhom

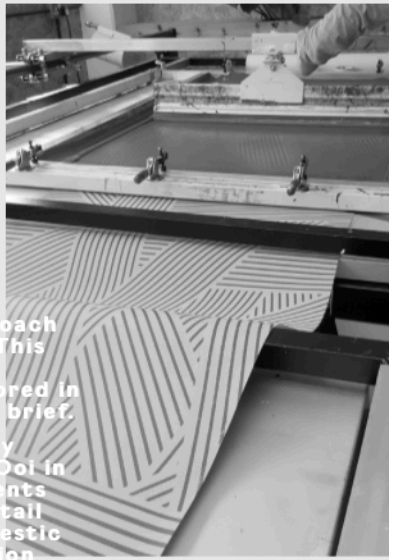
Who We Are



Custhom design studio, was founded in 2010 by Jemma Ooi and Nathan Philpott. With a focus on designing and hand making wallpapers, selling direct to architects and interior designers.

The studio aims for simple forms explored through scale and colour, finding ways of creating, that quietly elevate the materials each product is made from.

Studio



Custhom has a detailed approach to materials and processes. This means that the subtleties of material properties are explored in response to each product or brief.

The studio was established by Nathan Philpott and Jemma Ooi in 2010 and now works with clients on concepts for branding, retail spaces, restaurants and domestic projects, often in collaboration with respected architects and interior designers.

Read more about the studio

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livhutchingspsd@outlook.com

Dear Gemma and Nathan,

I am writing to you to apply for even more experience within the printed textile industry for Interiors. I recently did an internship with you last summer and I would love for you to have me back. I am currently studying Surface Pattern Design; Textiles for Interiors in University of Wales Trinity St David. I aspire to pursue a career in interiors and can see you create unique hand printed fabrics and wallpapers. My strongest skill is screen printing, I have knowledge on lots of different printing methods to create exciting designs. My designs are mainly process driven and I like to experiment with processes. As well as having screen printing knowledge, I also have digital knowledge and like to combine my traditional and digital skills when creating a design. I am a hardworking individual with a motivation to succeed in this industry.

I have previously had experience in the printed textile industry with working with you, this experience was very beneficial as it confirmed this was the area of work best suited for me. While I was interning, I did not get much of a change to screen print with Alex, I would love to come back and experience this as I have not screen printed wallpaper properly outside of the university's facilities. It will be valuable to me to learn even more printing skills as I learnt a lot while interning with you. The most effective thing I learnt was how to print efficiently on a large scale and how you use your printing skills in a small studio in a successful way.

I aspire to design within the printed textile industry and I am looking for more experience. I am keen to learn and would love to see how you've been even more successful since I was last with you. I think I would be very beneficial for you as last time I enjoyed it so much and was very helpful in completing any task you asked of me. I can now show you my portfolio of work and hopefully it will convey my passion and skills to you even more. I am keen to hear back from you.

Thank you for your time.

Olivia Hutchings.

10 Recipients for the Press Pack – 6 Daniel Heath.

All our products we make are printed or engraved and made to order so every piece is an exclusive limited edition with very limited waste. Your order is made by hand, and our studio takes care of the whole process, from making, installation on site, shipping to getting samples ready for clients and architects. The studio ethos is focused on creating beautifully designed staples that will last for years. Our approach is simple and sensitive; to create high-value interior pieces that celebrate a mix of craft and contemporary processes.





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Dear Daniel,

I am writing to you to apply for experience within the printed textile industry for Interiors. I am currently studying Surface Pattern Design; Textiles for Interiors in University of Wales Trinity St David. I aspire to pursue a career in interiors and can see you create unique hand printed fabrics and wallpapers. My strongest skill is screen printing, I have knowledge on lots of different printing methods to create exciting designs. My designs are mainly process driven and I like to experiment with processes. As well as having screen printing knowledge, I also have digital knowledge and like to combine my traditional and digital skills when creating a design. I am a hardworking individual with a motivation to succeed in this industry.

I have previously had experience in the printed textile industry with Custhom, an Interiors company that specialises in hand printed wallpapers. This experience was very beneficial as it confirmed this was the area of work best suited for me. The experience also helped as I had never screen printed outside of the university's facilities, so it was valuable to me as I learnt printing skills that were more suited in a studio environment. I also learnt how they print efficiently on a large scale and how they use their printing skills in a small studio in a successful way.

I aspire to design within the printed textile industry and I am looking for more experience in this. I am keen to learn and would love to see how you've been so successful. I can show you my portfolio of work and hopefully it will convey my passion and skills to you. I am keen to hear back from you.

Thank you for your time.

Olivia Hutchings.

10 Recipients for the Press Pack – 7. Rachel Reynolds





From my studio in Hampshire…

I create a unique collection of hand drawn and digitally printed luxury British interior textiles and home accessories. Inspired by nature and architecture, delicate drawings and watercolours with additions of bold hand printed pattern adorn my range of products, providing a classic heritage aesthetic with a contemporary edge.

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Dear Rachel,

I am writing to you to apply for experience, I can see you have created a successful business since beginning to freelance in 1998. I am keen to know more about the business side of printed textiles for the future. I am currently studying Surface Pattern Design; Textiles for Interiors in University of Wales Trinity St David. I aspire to pursue a career in the printed textiles industry for interiors and can see you create unique hand printed fabrics and wallpapers. My strongest skill is screen printing, I have knowledge on lots of different printing methods to create exciting designs. My designs are mainly process driven and I like to experiment with processes. As well as having screen printing knowledge, I also have digital knowledge and like to combine my traditional and digital skills when creating a design. I am a hardworking individual with a motivation to succeed in this industry.

I have previously had experience in the printed textile industry with Custhom, an Interiors company that specialises in hand printed wallpapers. This experience was very beneficial as it confirmed this was the area of work best suited for me. The experience also helped as I had never screen printed outside of the university's facilities, so it was valuable to me as I learnt printing skills that were more suited in a studio environment. I also learnt how they print efficiently on a large scale and how they use their printing skills in a small studio in a successful way.

I aspire to design within the printed textile industry and I am looking for more experience in this. I think it would be really beneficial to gain experience in the business side of this industry as right now I know very little. I am keen to learn and would love to see how you've been so successful. I can show you my portfolio of work and hopefully it will convey my passion and skills to you. I am keen to hear back from you.

Thank you for your time.

Olivia Hutchings.

10 Recipients for the Press Pack – 8. Katie Charleson

Born of a love of colour, a fascination with texture and a passion for print.

Katie Charleson is a screen printed homewares designer committed to creating sumptuous, unique textiles. Always leading the design process with colour, her prints create cushions, throws and kitchen linens that are modern, bright and desirable.



We are very proud of our ethical supply chain- all Katie Charleson products are printed by hand in our London studio, so we control of exactly how much we produce. Production is also London-based, cutting out the need for wasteful transit.

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Dear Katie,

I am writing to you to apply for experience, I can see you have created a successful business in the printed textile industry. I am keen to know more about the business side of printed textiles for the future. I am currently studying Surface Pattern Design; Textiles for Interiors in University of Wales Trinity St David. I aspire to pursue a career in the printed textiles industry for interiors and can see you create unique hand printed fabrics and wallpapers. My strongest skill is screen printing, I have knowledge on lots of different printing methods to create exciting designs. My designs are mainly process driven and I like to experiment with processes. As well as having screen printing knowledge, I also have digital knowledge and like to combine my traditional and digital skills when creating a design. I am a hardworking individual with a motivation to succeed in this industry.

I have previously had experience in the printed textile industry with Custhom, an Interiors company that specialises in hand printed wallpapers. This experience was very beneficial as it confirmed this was the area of work best suited for me. The experience also helped as I had never screen printed outside of the university's facilities, so it was valuable to me as I learnt printing skills that were more suited in a studio environment. I also learnt how they print efficiently on a large scale and how they use their printing skills in a small studio in a successful way.

I aspire to design within the printed textile industry and I am looking for more experience in this. I am keen to learn and would love to see how you've been so successful. I can show you my portfolio of work and hopefully it will convey my passion and skills to you. I am keen to hear back from you.

Thank you for your time.

Olivia Hutchings.

10 Recipients for the Press Pack – 9. Cole and Son

Our Story

Cole & Son was founded in 1875 by John Perry, son of a Cambridgeshire merchant. In those days the company was situated in Islington, north London, an area famous for the 190 hand block printing companies working there in the 18th and 19th centuries.

Throughout the 19th century Cole & Son printed for all the large well-known companies of the time including Jeffrey & Co, Sanderson and Shand Kydd. In addition to high quality block printing, the company was renowned for supplying beautiful stripes and jaspes.

In the early days the company built machines that allowed the re-introduction of the process of pan coating and also revived the process of Flocking, invented in Holland in 1680, imitating cut velvet.

In 1941 the company was bought by A P Cole, proprietor of the company Cole & Son (Wallpapers) Ltd, with showrooms and offices at Mortimer Street in Central London.

The Cole & Son block archive includes designs produced by J C Crace & Son to furnish many stately homes, palaces, castles and theatres throughout Britain and overseas, including the wallpaper designs of A W Pugin for the Palace of Westminster. The amalgamation of the two businesses in 1938 meant that Cole & Son became the custodians of the most significant collection of wooden printing blocks in Britain.

In 1949, Cole's Design Director created one of the first screen print studios in Europe in response to the revolutionary new Contemporary design movement which gave birth to the wild wallpaper designs of the 1950s and 1960s.

Today, the Cole & Son archive consists of approximately 1,800 block print designs, 350 screen print designs and a huge quantity of original drawings and wallpapers, representing all the styles from the 18th, 19th and early 20th centuries. Amongst these are some of the most important historic wallpaper designs in the world. Cole & Son has provided wallpapers for many historic houses including Buckingham Palace and the Houses of Parliament.





A beautifully curated collection of enduring design icons from Cole & Son's vast portfolio now also available in a range of eye-catching textiles. Modern classics such as the strikingly understated Woods, the lusciously leafed Palm Jungle and the toile de jouy menagerie Versailles Grand feature on a range of beautiful cloths; light and heavyweight linens, crisp cotton and luscious velvet sit alongside silk embroidery and striking jacquards suitable for a range of decorating needs. View the whole collection.

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Swansea,
Wales,
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livhutchingspsd@outlook.com

Dear Carley,

I am writing to you to apply for experience within Cole and Son. I am currently studying Surface Pattern Design; Textiles for Interiors in University of Wales Trinity St David. I aspire to pursue a career in the printed textiles industry for interiors and can see you create unique hand printed fabrics and wallpapers. My strongest skill is screen printing, I have knowledge on lots of different printing methods to create exciting designs. My designs are mainly process driven and I like to experiment with processes. As well as having screen printing knowledge, I also have digital knowledge and like to combine my traditional and digital skills when creating a design. I am a hardworking individual with a motivation to succeed in this industry.

I have previously had experience in the printed textile industry with Custhom, an Interiors company that specialises in hand printed wallpapers. This experience was very beneficial as it confirmed this was the area of work best suited for me. The experience also helped as I had never screen printed outside of the university's facilities, so it was valuable to me as I learnt printing skills that were more suited in a studio environment. I also learnt how they print efficiently on a large scale and how they use their printing skills in a small studio in a successful way.

I aspire to design within the printed textile industry and I am looking for more experience in this. I am keen to learn and would love to see how you've been so successful. I can show you my portfolio of work and hopefully it will convey my passion and skills to you. I am keen to hear back from you.

Thank you for your time.

Olivia Hutchings.

10 Recipients for the Press Pack – 10. Sarah Waterhouse





Our Story

Sarah Waterhouse is an environmentally conscious design and printing company.









609 Middle Road,
Ravenhill,
Swansea,
Wales,
SA5 5DL
livhutchingspsd@outlook.com

Dear Sarah,

I am writing to you to apply for experience within your company. I am currently studying Surface Pattern Design; Textiles for Interiors in University of Wales Trinity St David. I aspire to pursue a career in the printed textiles industry for interiors and can see you create unique bespoke hand printed fabrics and wallpapers. My strongest skill is screen printing, I have knowledge on lots of different printing methods to create exciting designs. My designs are mainly process driven and I like to experiment with processes. As well as having screen printing knowledge, I also have digital knowledge and like to combine my traditional and digital skills when creating a design. I am a hardworking individual with a motivation to succeed in this industry. I am also interested into sustainable design within the Interior industry and completed my dissertation on the topic.

I have previously had experience in the printed textile industry with Custhom, an Interiors company that specialises in hand printed wallpapers. This experience was very beneficial as it confirmed this was the area of work best suited for me. The experience also helped as I had never screen printed outside of the university's facilities, so it was valuable to me as I learnt printing skills that were more suited in a studio environment. I also learnt how they print efficiently on a large scale and how they use their printing skills in a small studio in a successful way.

I aspire to design within the printed textile industry and I am looking for more experience in this. I think I would be beneficial to you, I am eager to learn quickly and I am enthusiastic in all things printing. I can show you my portfolio of work and hopefully it will convey my passion and skills to you. I am keen to hear back from you.

Thank you for your time.

Olivia Hutchings.

A Look Book

Here is a look book design I created to be included in my Press pack.

You can access it on this link here - https://www.flipsnack.com/livsurfacepattern/liv-hutchings-look-book.html

Screen shots are also provided in the next few slides.

I have ensured the look book includes my brand identity, prints, visualisations and colours of my collection.







Palm Chevron Wallpaper





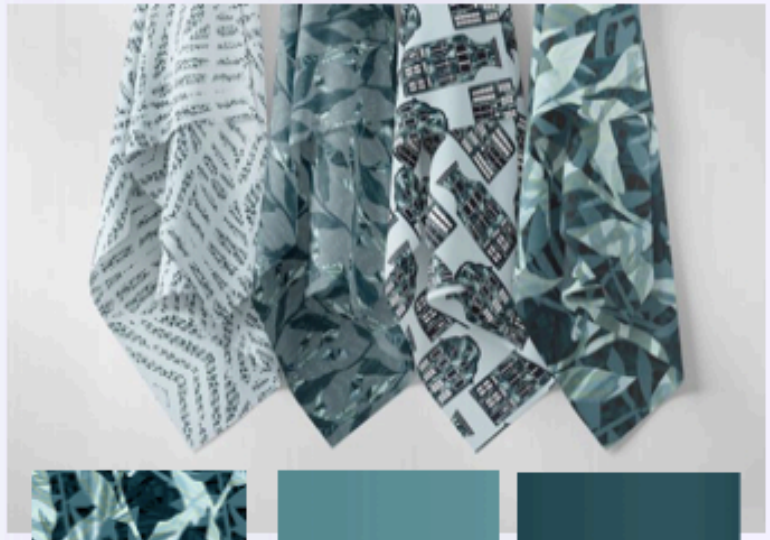


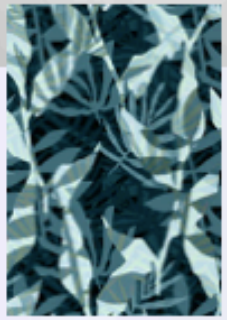


Amsterdam Houses Wallpaper



Collection of Interiors fabric. Inspired by the architecture of Amsterdam and the tropical plants of the De Hortus Botanical Gardens.





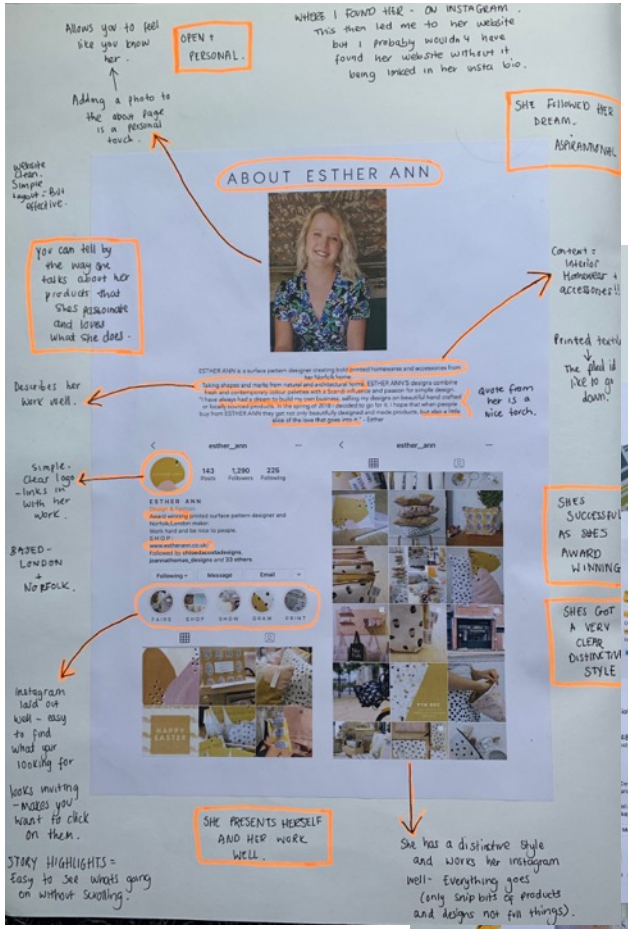


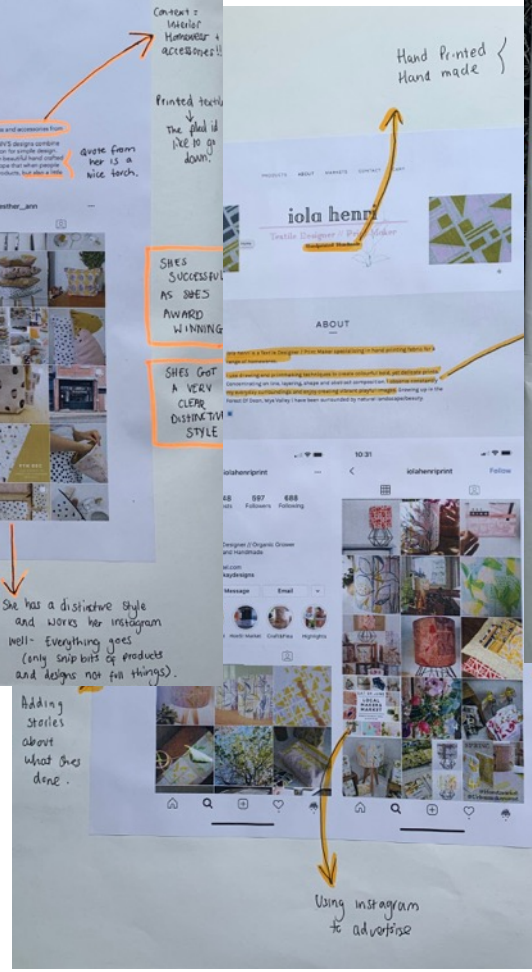


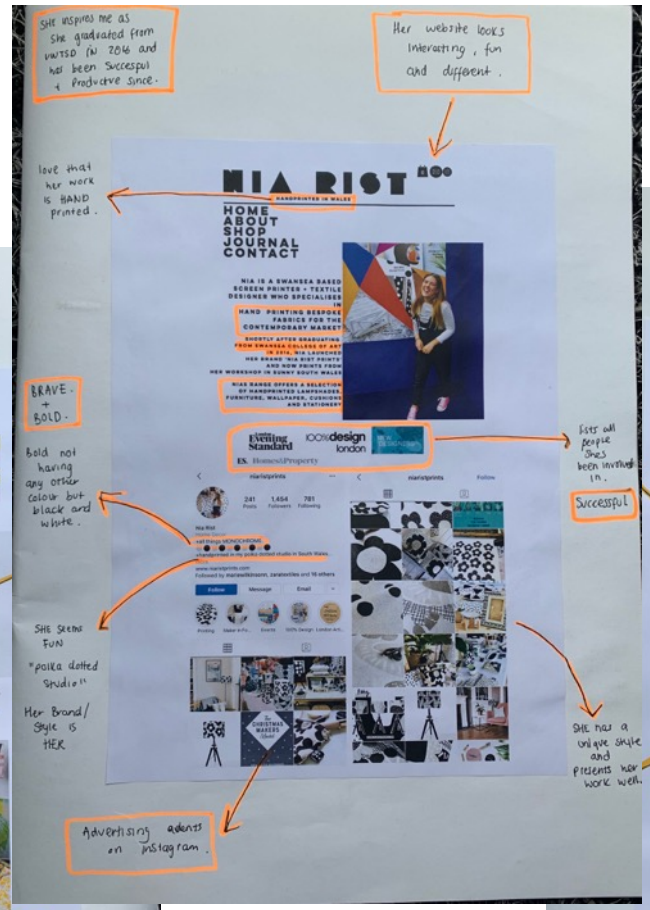


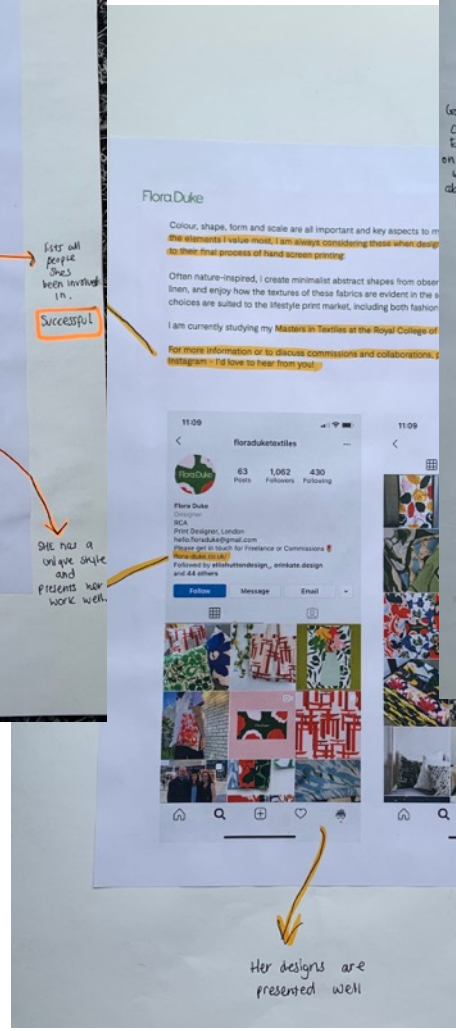


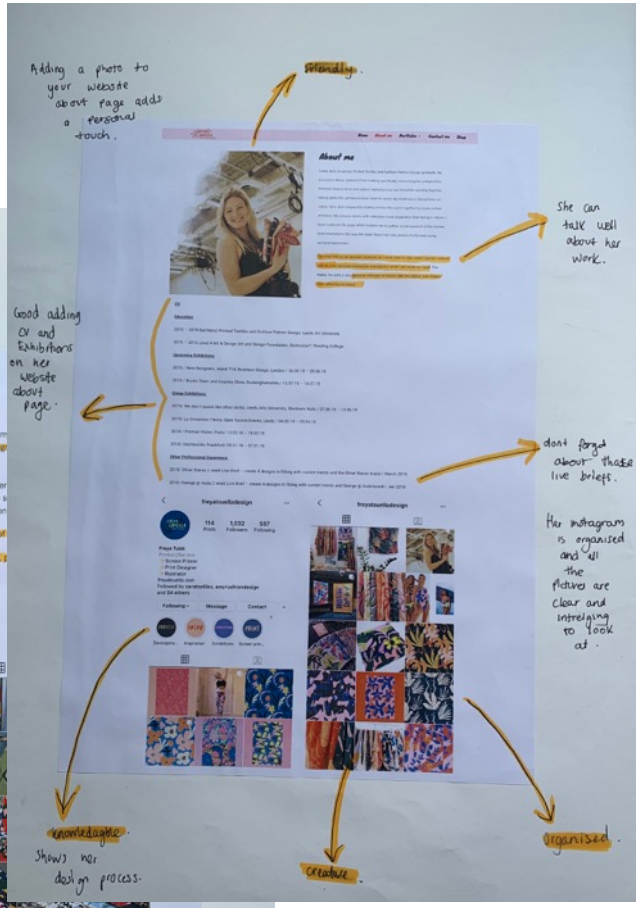
Researching into people’s websites and Instagram Bio’s to see how they present themselves.



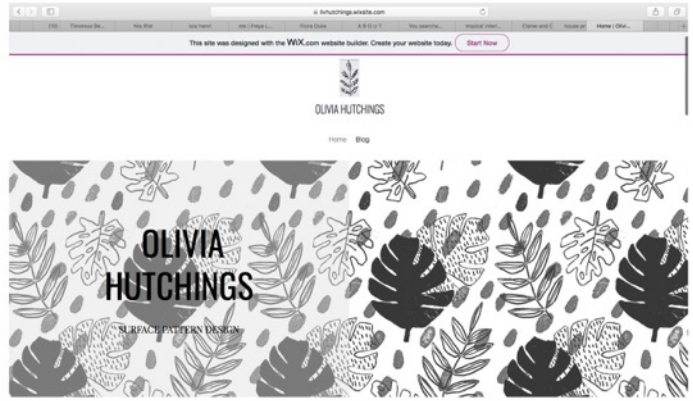




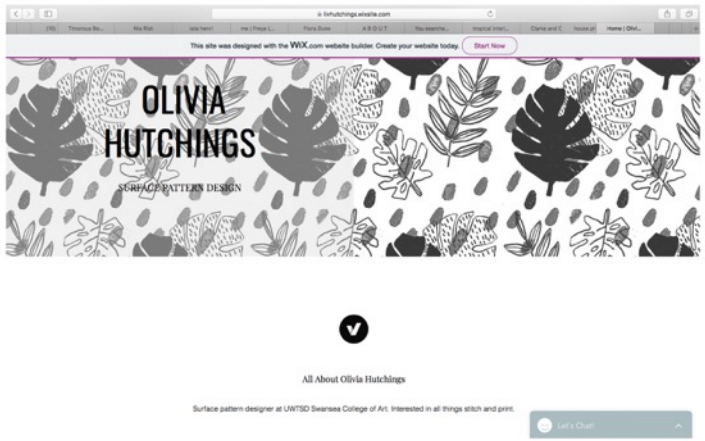




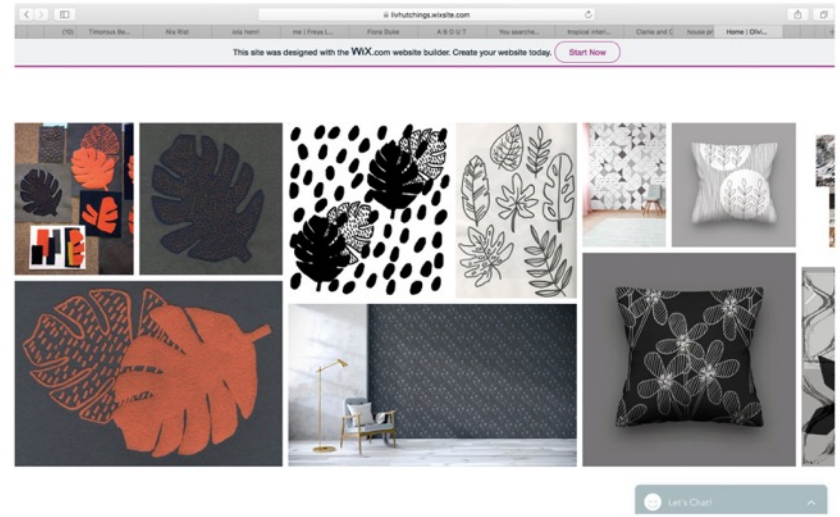
Old Website Design



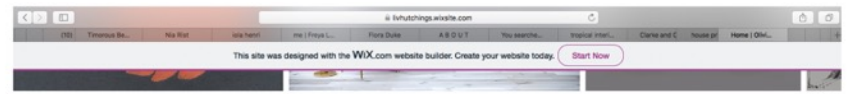
Simple layout and text design. No personal touches.
Old repeat drawing, no colour- All black and white, not really welcoming at all.

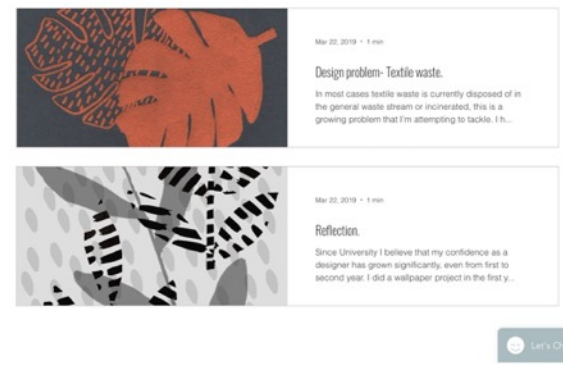


Tiny about section, no personal tocuhes or details. Maybe add a photo of myself to engage with the audience. Work on the text to go in the about section. Change layout!!

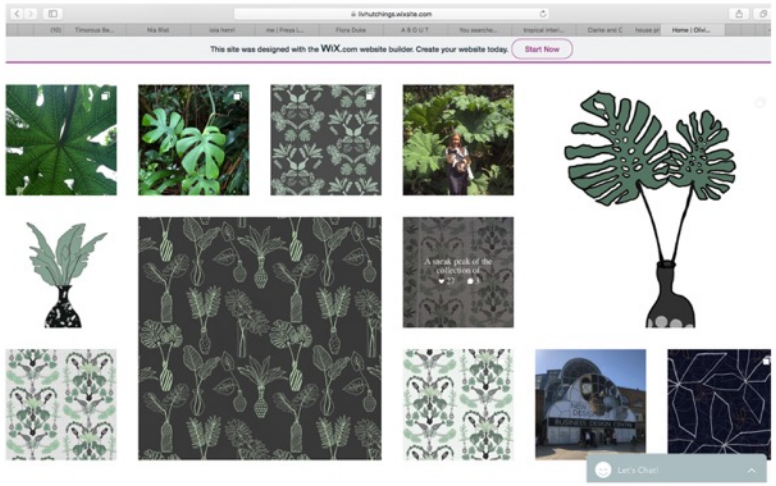


Gallery section - Needs updated work - rework layout
-Add designs, drawings, visuisations.
-Maybe categorize into project sections to seperate everything.

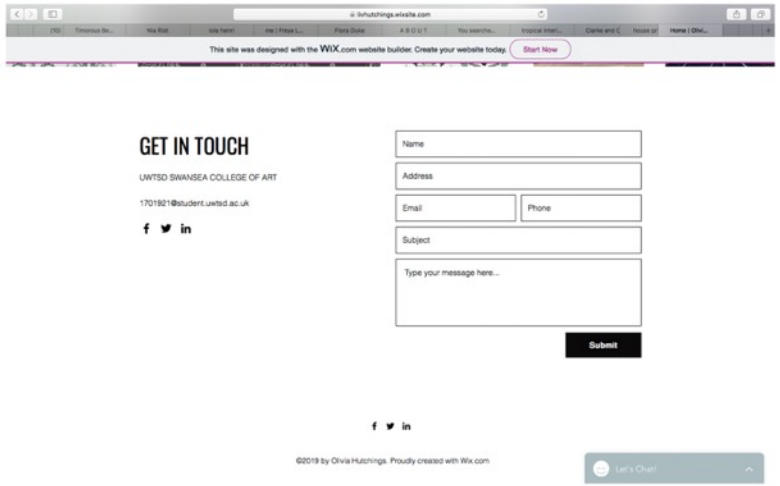




Add more blog post if possible - Keep updated on whats going on and the plans for the future.



Instagram linked - make sure its up to date.
- Change layout so its more effective and isnt so simple
- Add other social media links.



Ensure contact details are correct.
-Change email address to livhutchingsspd@outlook.com
-Keep the get in touch box. -Design the layout better as its boring.

New website will need to have my brand identity, be bright and colourful. Needs to be UP TO DATE!!

-Include up to date blog post
-Updated gallery
-Instagram linked
-Contact page
-Just look Aesthetically pleasing

Check the online mobile verson!!!

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Liv Hutchings

Surface Pattern Design

About Gallery Blog Contact



About Liv Hutchings

I am a third year Surface pattern design student at UWTSD Swansea College of Art, Interested in all things stitch and print. My designs are mostly made from hand printing techniques, from screen-printing to cyanotypes, combining them with details of stitch and digital elements. Often nature-inspired, I create designs for Interiors such as wallpapers and fabrics.

Let's Chat!

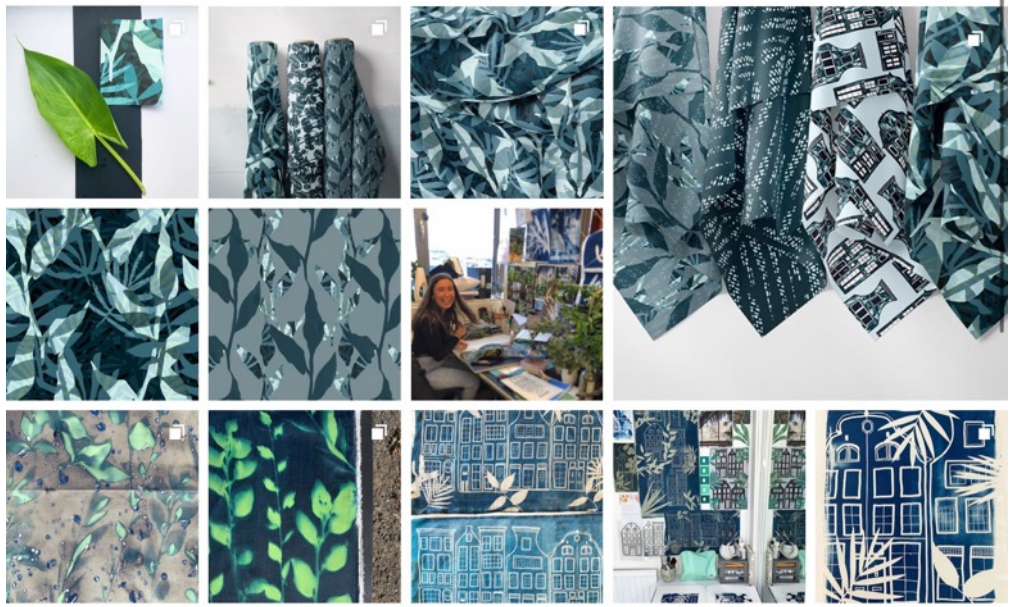
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About Liv Hutchings

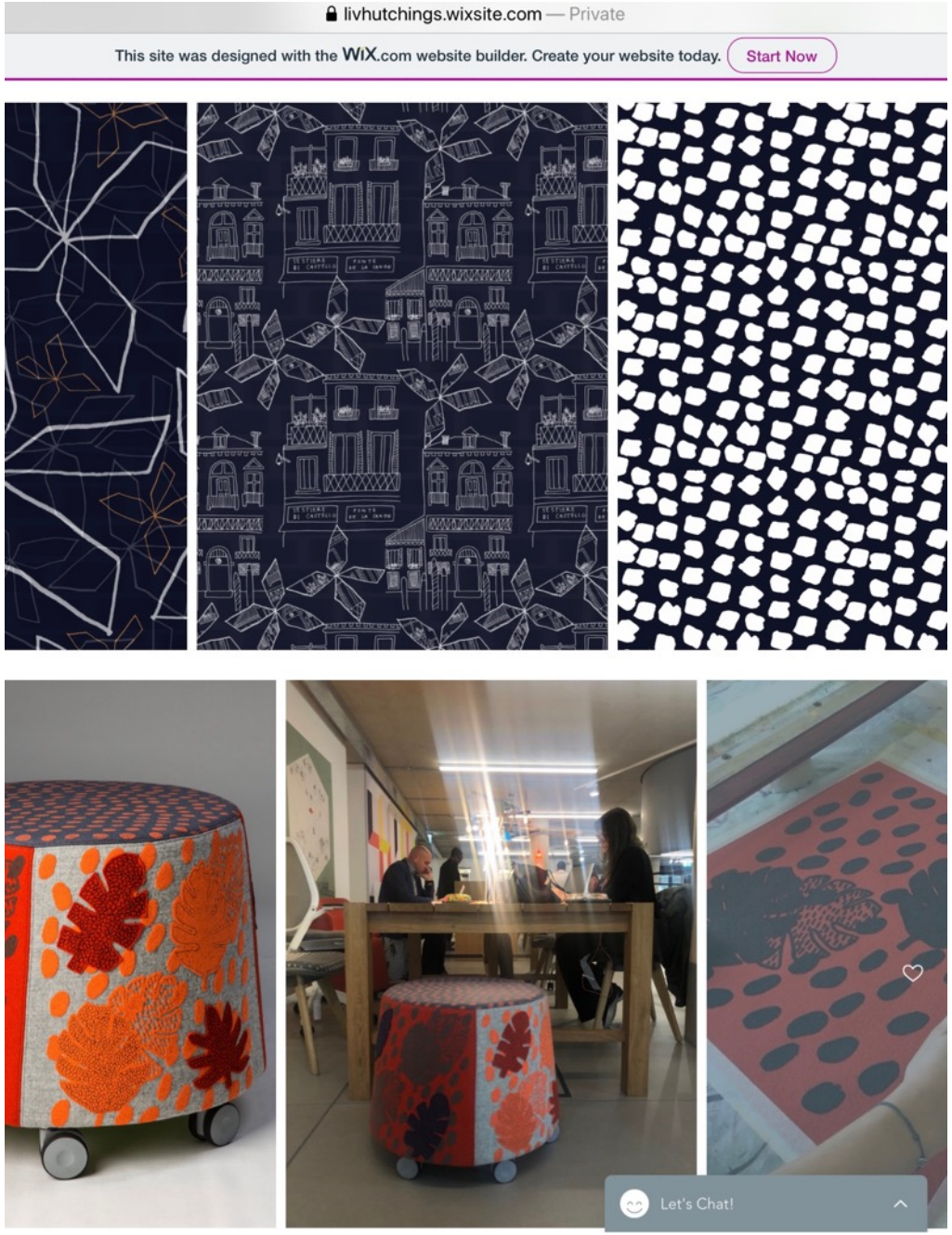
I am a third year Surface pattern design student at UWTSD Swansea College of Art, Interested in all things stitch and print. My designs are mostly made from hand printing techniques, from screen-printing to cyanotypes, combining them with details of stitch and digital elements. Often nature-inspired, I create designs for Interiors such as wallpapers and fabrics.



Let's Chat!

Gallery


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Liv Hutchings

Surface Pattern Design

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livhutchings
15 minutes ago · 2 min

Cyanotype Printing During Lockdown.

My final major project has been mainly focused around the process of Cyanotype. This is a photography/printing method that leaves you with...

1 view Write a comment



livhutchings
Mar 22, 2019 · 1 min

Design problem- Textile waste.

In most cases textile waste is currently disposed of in the general waste stream or incinerated, this is a growing problem that I'm attempting to tackle. I h...

7 views Write a comment

Let's Chat!

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Cyanotype Printing During Lockdown.

My final major project has been mainly focused around the process of Cyanotype. This is a photography/printing method that leaves you with silhouettes when exposed to the sun. Also known as sun printing, you can create beautiful prints when left exposed to light.

My project is based on a recent trip to Amsterdam, it combines imagery from the Hortus Botancius and the architecture around Amsterdam. The Cyanotype process allows me to layer my own drawings with found leaves, this recreates the essence of what I saw in the De Hortus Bontancius.

Before the pandemic, I was creating long lengths of Cyanotype fabric in university, this was a quick and easy method where I could create lots of interesting imagery in a short amount of time. It was really interesting to see my line drawings next to real silhouettes of leaves, I knew then that this process would play a major part of my final project.

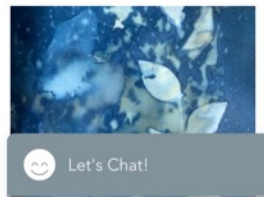
The one problem with Cyanotype is that it is blue, therefore, I tried experimenting with changing the colour of the Cyanotypes. I tried toning the colour with green tea, coffee and bleach. Some experiments worked well while others didn't. Bellow are some examples.

I have been so fortunate that the weather has been so great during lockdown. Through this strange and worrying time I have still been able to carry on with creating cyanotype prints at home. At first, I struggled to get them as crisp and clear as I would have in University but by the end, I think I have got the hack of it! Let's just say my mums not too happy I've been using majority of her garden plants to create unique prints.

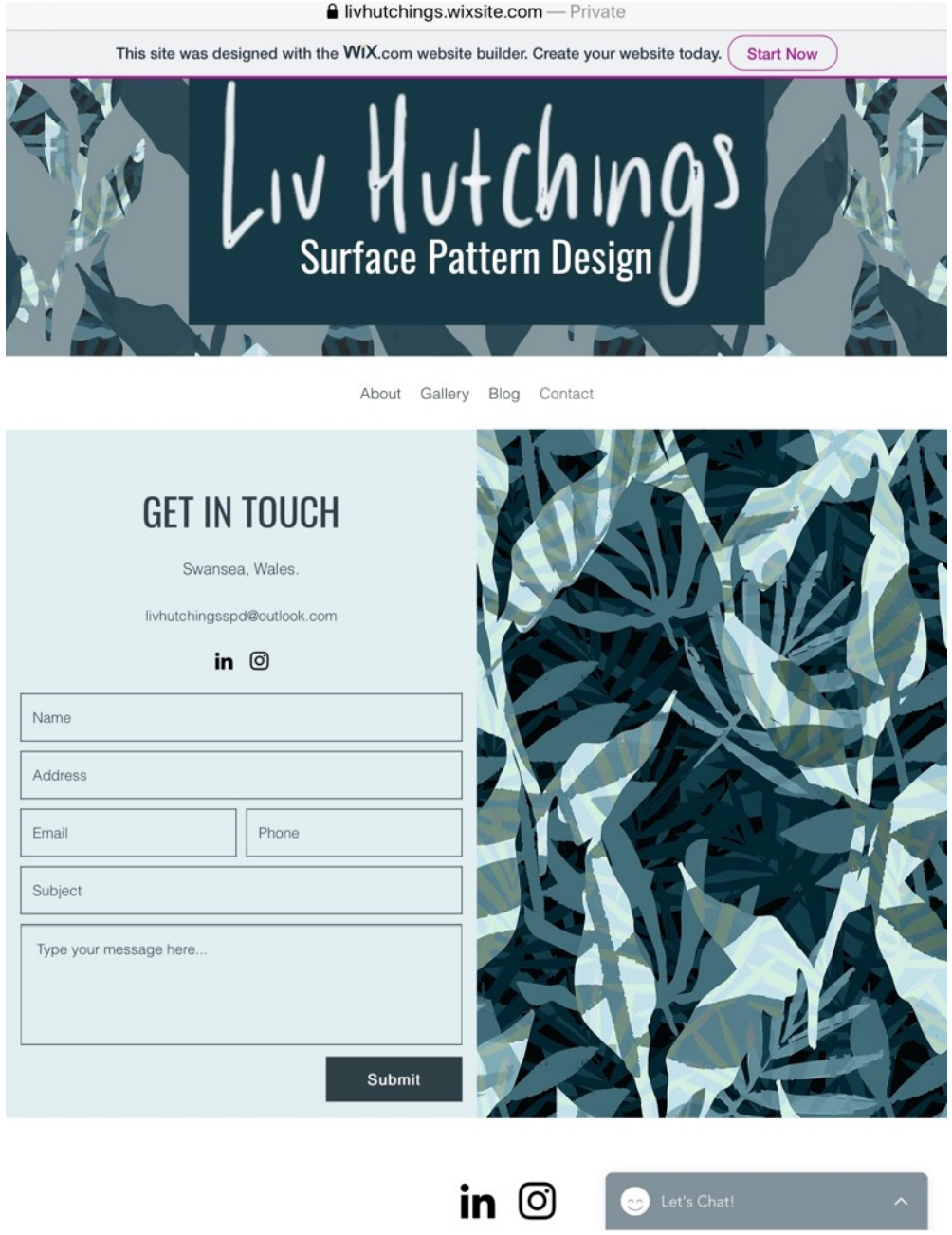
Here are some of my home-made Cyanotypes!!!!





Let's Chat!



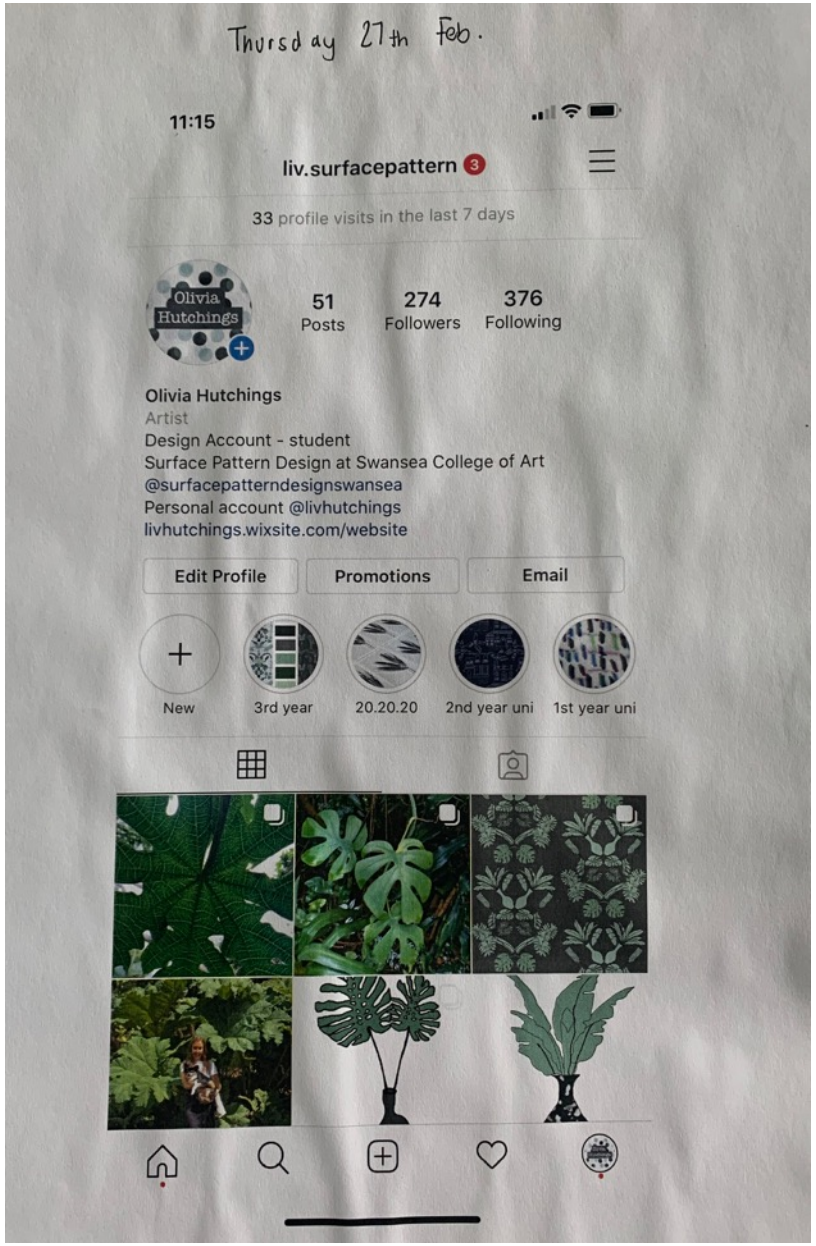
New and Updated Website

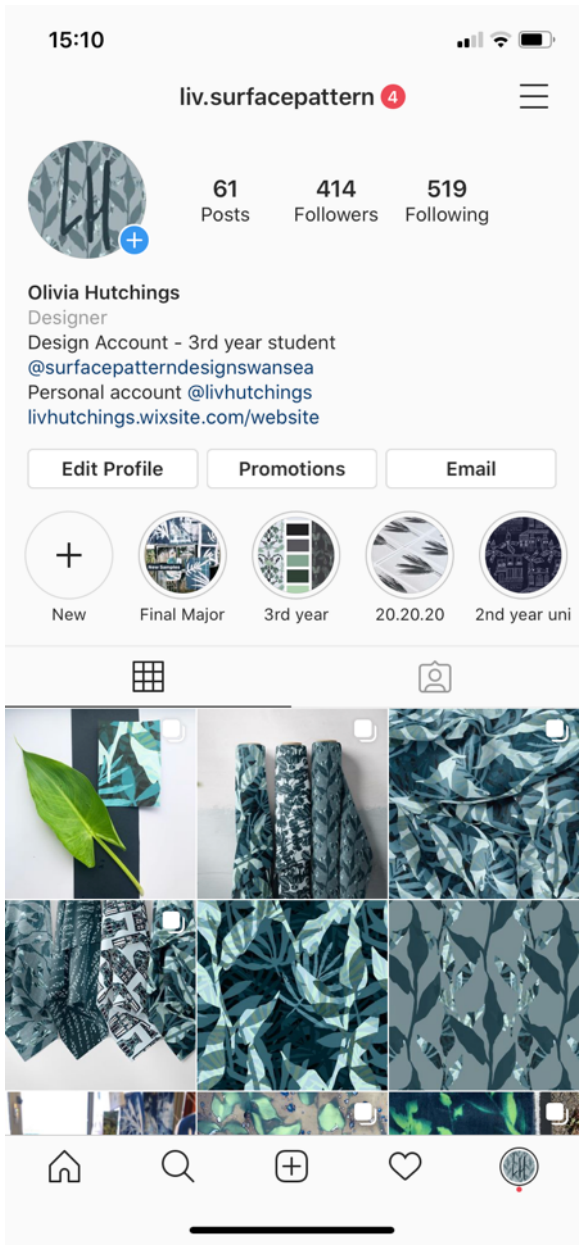
Changes included

- About page updated, with personal touches
- Better layout
- New colour scheme to match recent collection
- Gallery added of all recent projects in Uni
- Social media linked
- New and updated blog post about lockdown
- Get in touch page
- Socail media links posted

Once portfolio is done, I could add that on there and Include the press pack and my cv available online.

Here is the link - https://livhutchings.wixsite.com/website





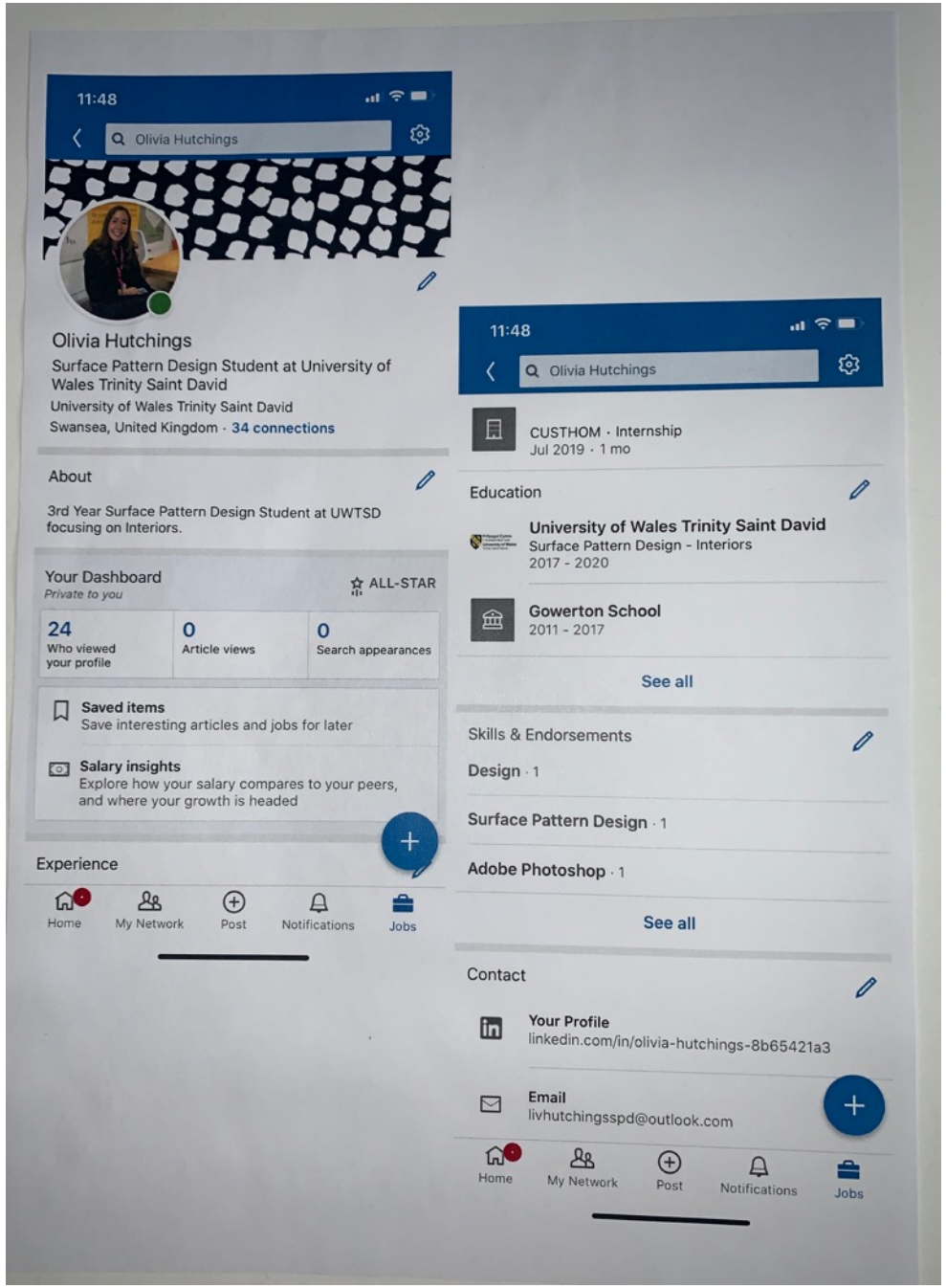
@Liv.Surfacepattern Instagram

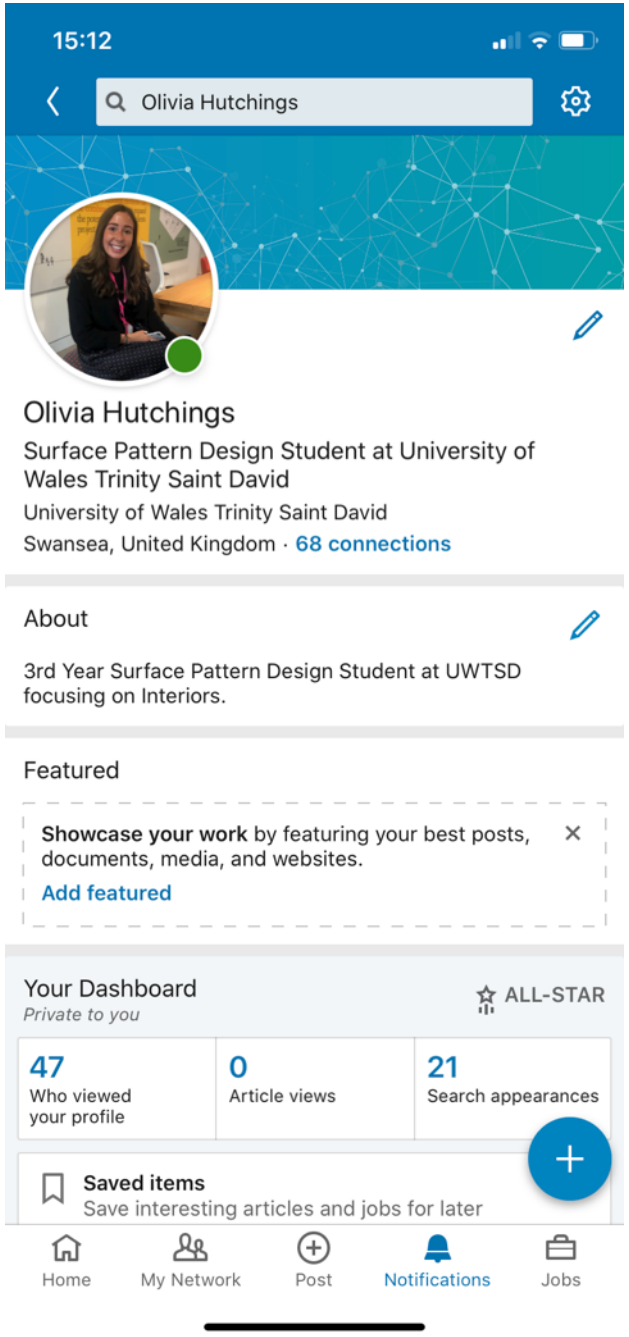
My Instagram has had an update with a new logo and a collection of work added. Since Feb my followers have gone up by 140.

I have kept up to date with adding work once or twice a week trying not to give to much of my project away.

My future posting plan will be to ensure I still post once every week to keep the account live and active over the summer, even if it is showcasing a new drawing or images from my final major project.

Here is the link to my Instagram- https://www.instagram.com/liv.surfacepattern/?hl=en





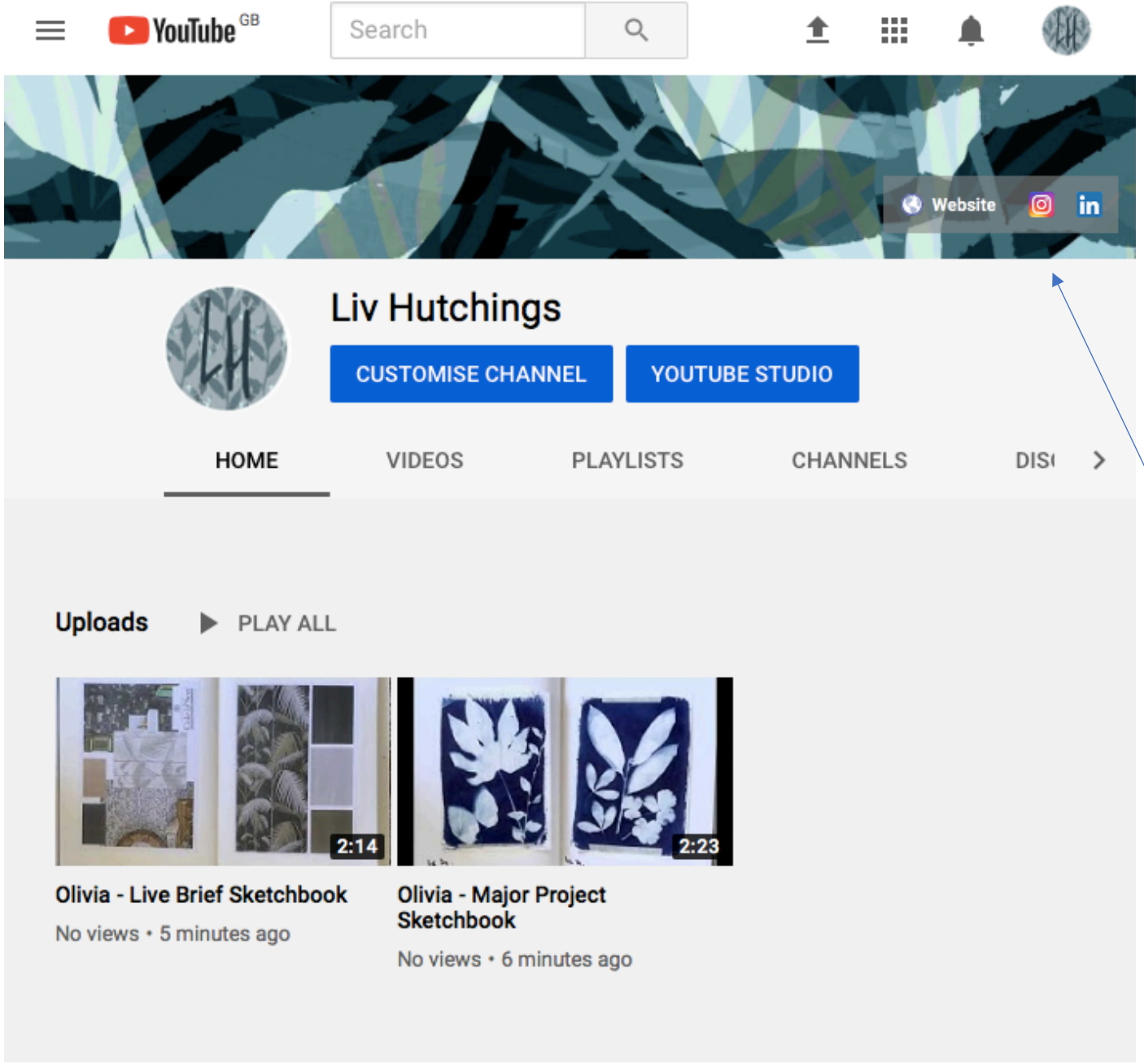
LinkedIn Account

Since I created this account in Feb my followers have doubled. I have added my skills and past experience eg. Internship in Custhom.

It was quick and easy to set up, 47 people have viewed my profile, so I think it is a good platform to have.

This account has been handy when trying to find out people's names for the cover letters, I was able to search a brand and it would tell me the head of marketing or head designer of the company.

https://www.linkedin.com/in/olivia-hutchings-8b65421a3?trk=people-guest_people_search-card



YouTube Channel

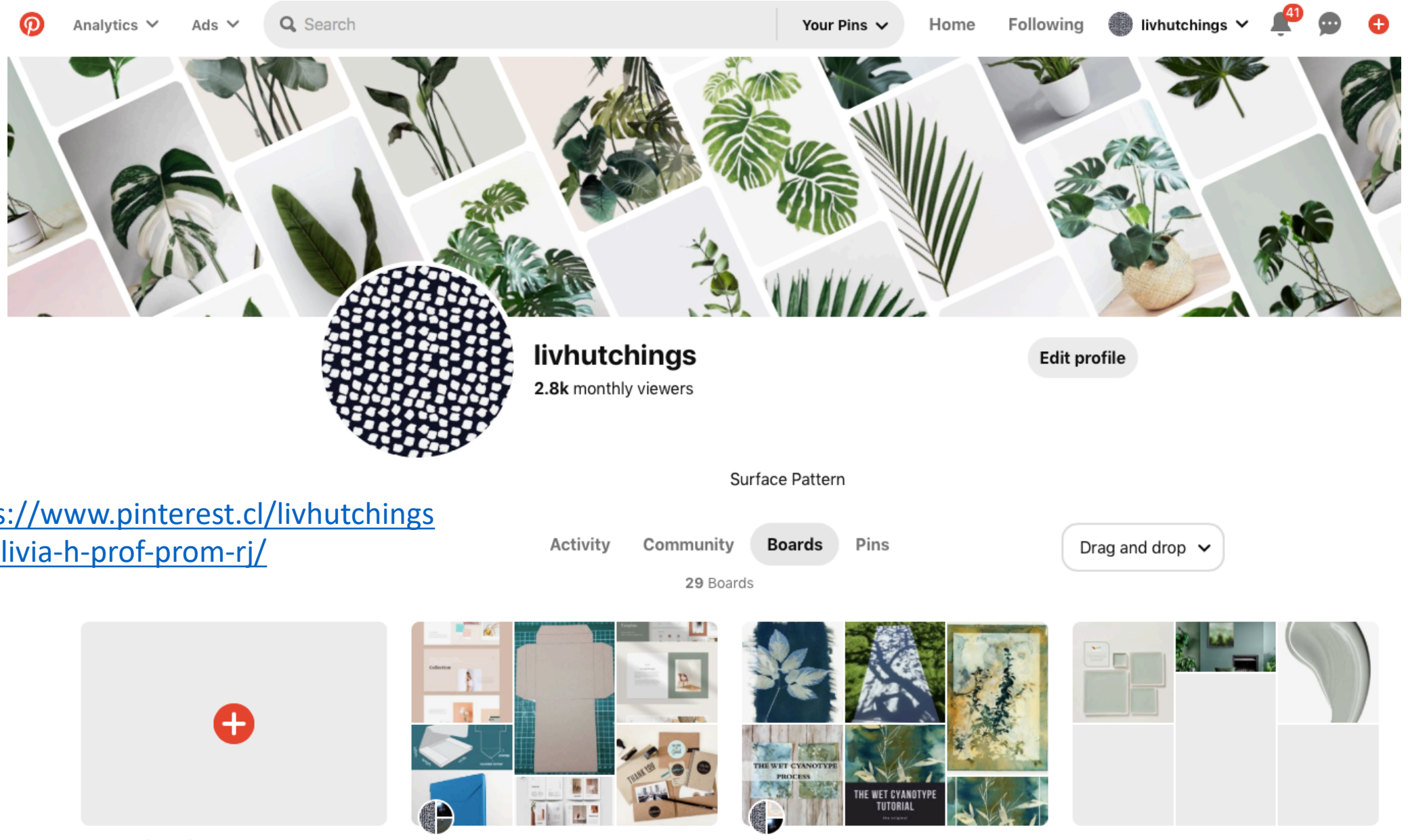
This was initially set up to upload my sketchbooks for submission.

I didn't realise how easy it was to upload videos and I will definitely be uploading more.

Over the summer I plan to a video of some processes like cyanotypes.

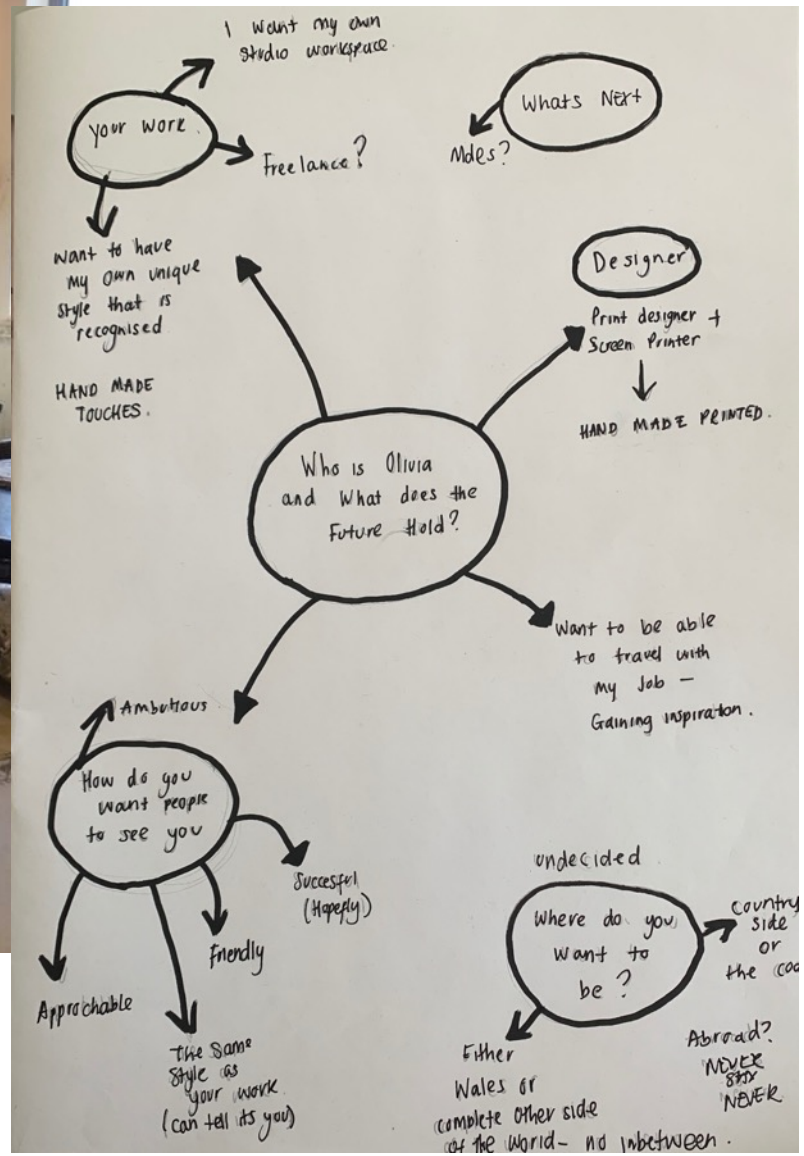
On the YouTube channel account I added my social media links, when you click them it sends you straight to my profiles, Hopefully it will bring more traffic to my platforms.

https://www.youtube.com/channel/UC11mSEhJWL7g5pwwVSa3Lzw/featured?view_as=subscriber



https://www.pinterest.cl/livhutchings12/olivia-h-prof-prom-rj/





What are the next steps ???

I would love to further my knowledge and complete the Mdes Course. Id like to do this to push my experiments with screen printing more so I can keep creating unique and exciting work.

In the future I would definitely love to work within the Printed Textiles Industry for Interiors; specifically within a screen printing studio.

I would love to be able to travel within my job gaining inspiration around the world.