

Changemakers assignment 2

by Sophie Kwint-Williams

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Changemakers: Building your personal brand for sustainable employment
Assignment 2
Sophie Kwint-Williams 2103828

The focus of my brand is character design as this is what I wish to do in the animation industry. My brand will also promote animation and concept design.

Logo:

1st draft



SOPHIE KWINT

Final edition



SOPHIE KWINT

Animation | Concepts | Characters

The logo I have designed shows that I focus on drawing characters. The 'character' that is on the logo is a drawing of myself as I found it the best way to promote myself. Something I did was put elf ears on the drawing as it shows that one of my main interests is fantasy. The name is "Sophie Kwint" as I'm trying to promote myself for companies to hire me over creating my own business.

My 1st draft just has my name, I found that it didn't fit with the theme I was trying to create so I changed it to the same pink as my logo, I then added a pink swash behind it to make it fit in with my 2nd banner design. Finally, I added a sub heading of my skills which was also originally on my banner.

I like my final edition a lot as it clearly shows what my style and brand is and shows what I'm promoting.

Mind map:

In this mind map I explore all the art styles and themes that I do, what roles I am interested in pursuing and what my own personal goals are, how I can promote myself and what industries are available for me to work in. From doing this mind map I know I want to do, character design for a big-name company.



Banner adds:

300x250 pixels medium rectangle
1st draft



2nd draft



Final draft



For my 1st draft I had a plain pink background, my job roles, logo and contact information (not real) I found this to plain, so I changed it to a white background with pink swashes which inspired the logo change. After some feedback I made my final banner which consisted of my final logo, including the job roles that got moved from the banner onto my logo.

For the rest of these banner adds I reconstructed my logo to fit onto all the required sized banners.

336x280 pixels large rectangle



728x90 pixels Leader board



SOPHIE KWINT

Animation | Concepts | Characters

visit www.SophieKwint

300x600 pixels Half page or large skyscraper

SOPHIE KWINT

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visit www.SophieKwint

320x50 pixels Mobile leader board



SOPHIE KWINT

Animation | Concepts | Characters

File size

Name	Date modified	Type	Size
300x 250_medium_rectangle	24/11/2022 16:09	PNG File	104 KB
300x 250_medium_rectangle	24/11/2022 15:04	PSD File	620 KB
300x600_halfpage	24/11/2022 16:11	PNG File	70 KB
300x600_halfpage	24/11/2022 15:05	PSD File	496 KB
320x 50_mobile_Leaderboard	24/11/2022 16:12	PNG File	14 KB
320x 50_mobile_Leaderboard	24/11/2022 15:06	PSD File	300 KB
336x280_large_rectangle	24/11/2022 16:10	PNG File	43 KB
336x280_large_rectangle	24/11/2022 15:05	PSD File	399 KB
728x90_leaderboard	24/11/2022 16:09	PNG File	27 KB
728x90_leaderboard	24/11/2022 15:05	PSD File	341 KB

Motion graphic

For my motion graphic I decided to animate my logo so that the hair is blowing in the wind and then my name and subtitle come in. This fits my brand as its simple, includes my logo and shows off my animating abilities.

Link: <https://youtu.be/tVcVxEdp3Mc>

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GRADEMARK REPORT

FINAL GRADE

61 / 100

GENERAL COMMENTS

Instructor

1. Engagement With Literature Skills (43%)

More evidence of research could be supplied as part of a bibliography in the assignment – this helps show the background to your ideas and how your creative elements have been influenced. It is also good practice for assignments in the third year.

Another potential space to include research could be in the mind map, which could be enhanced with some external sources of information.

2. Knowledge & Understanding Skills (62%)

The mind map shows a good level of exploration on a number of themes. To develop this further it may be possible to explore some of the examples of companies, themes or platforms with links to examples. These links would also serve as evidence of research, which can enhance the marks awarded for this section.

3. Cognitive & Intellectual Skills (58%)

An iterative process has been followed as part of the design work submitted – it may be good to see the rough designs and preliminary concepts too, as these would show more evidence of analysing a design and refining through critical evaluation.

4. Practical Application Skills (65%)

The logo design is subtle and uses a limited colour palette, which is good as this creates a consistency between the art and text. The development of the idea with your brand's purpose also helps advertise the services you can potentially offer. This is a definite improvement over the original, which is very minimal, and the contact details supplied, which feels like an information overload.

The banner ads are all consistent – just like the logo – and show a strong brand identity across all sizes and shapes. The information is just enough to communicate your brand's purpose without being cluttered. As a set, they have a professional feel and could definitely form the basis of a real venture in the future.

The motion graphic sequence is simple and utilises elements from the logo design and strict colour palette, which again shows strong brand consistency. The animation helps add a bit of relevance to your skillset, though the repeating sequence may feel a little more refined if the head was static and only the hair was animated – but it is still a good proof of concept and shows consideration for keeping elements of your brand the same across different forms of media.

5. Transferrable Skills for Life and Professional Practice (65%)

Providing a record of file sizes in the portfolio is useful and shows that the assignment brief specification has been understood and met – this is good as a client's specification is often issued as part of a creative job and needs to be followed.

All elements of the portfolio have been provided and submitted as required, with additional context provided through supporting written sections. Good work.

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5
