

Changemakers (promotional portfolio)

by Thomas Cahill

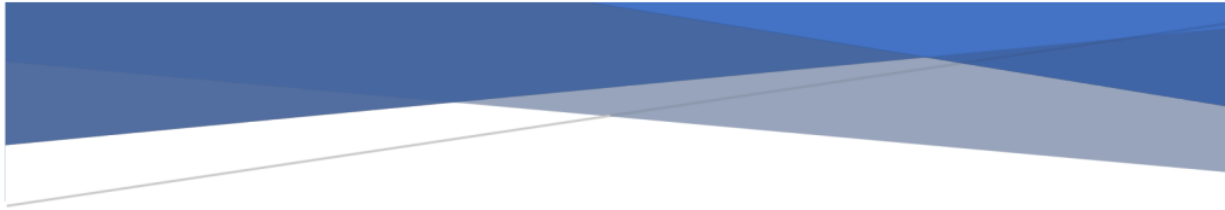
Submission date: 02-Dec-2022 02:00AM (UTC+0000)

Submission ID: 190737627

File name: 24868_Thomas_Cahill_Changemakers__promotional_portfolio__469368_193884836.docx (241.21K)

Word count: 330

Character count: 2117



LEVEL 5: CHANGEMAKERS: BUILDING YOUR PERSONAL BRAND FOR SUSTAINABLE EMPLOYMENT

Assignment: E-Portfolio Evidence of Learning

Thomas Cahill (2004206)

Contents

Process 2

Links: 3

Process

I first began by finding software to create my mind map (which I used Mindmap: <https://www.mindmup.com>), as that would allow me to plot out the general ideas and features of my brand of a freelance animator, along with what some competitors have in comparison.

After creating my mind map, I began creating prototypes of my logo, where I felt that arranging my initials in a certain way would draw the eye towards the logo (sketches of this idea:

<https://www.dropbox.com/s/3zxc5ru0qzyd1m/Initials%20sketch.jpg?dl=0>).

The first prototype used this design in an angular font that I drew, but this was too simple of a design that conveyed nothing about my brand. Link here:

<https://www.dropbox.com/s/ljd2d9u419u4bx5/logo%201.png?dl=0>

The second design improved upon this somewhat, having the imagery of a digital pen and film reel, symbolising my work being computer animation.

However, the film reel led to some confusion in what film medium it represents when I asked peers for feedback, so I scrapped this design. Link here:

<https://www.dropbox.com/s/qds4zh4astqkn8/logo%202%20%281%29.png?dl=0>

The third prototype was when I decided to use 3D shapes to show that my professional skills are in computer animation. The best shape I believed to simply represent this was a cube, with my initials still incorporated. The end result looked to much like a children's toy for my liking, along with not using the letter arrangement I have grown fond of, so this design was also scrapped.

Link here: <https://www.dropbox.com/s/luys5zmlmnbdhq3/logo%203.png?dl=0>

My final design (linked below) includes all the features I wanted to simply portray, 3D shapes, a sense of motion and the use of my initials, which I am satisfied with. After that, I also tested to see how it would appear in various grayscale tones, in case if printing it that way makes it harder to see. Link here:

<https://www.dropbox.com/scl/fo/bnakbmhmw5sbdumduhzle/h?dl=0&rlkey=icgl2knfzfnjwhtqirrfpi9q>

Links:

Link to mind map:

<https://www.dropbox.com/s/ceimdt9gsffdyff/Mindmap%20brand.pdf?dl=0>

Link to Logo:

<https://www.dropbox.com/s/d00h1spo7brsqzu/TCanim.png?dl=0>

Logo text version:

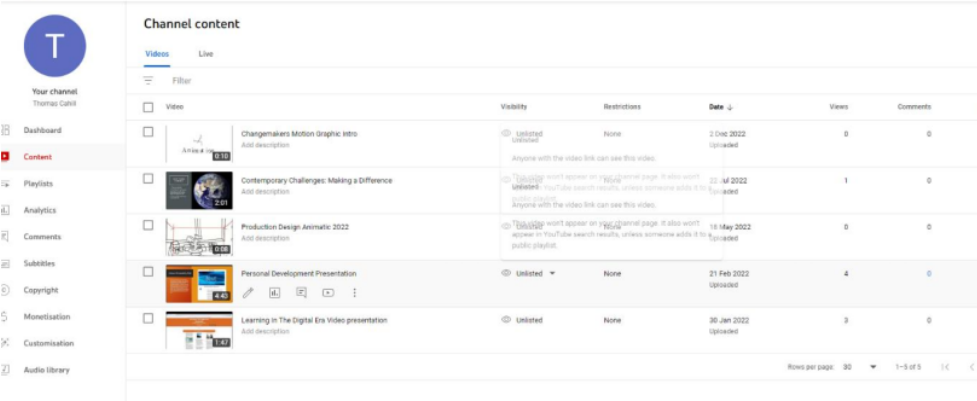
<https://www.dropbox.com/s/4a80mgdzgmlggft/TCanimtext.png?dl=0>

Link to Banner Ads:

<https://www.dropbox.com/sc/fo/kh9k5vi6nksu3p4mx14jk/h?dl=0&rkey=krfcf2106e93zt762zwajeyzq>

Link to Motion Graphic Intro: https://youtu.be/Tx_3wYnHtsI

Screenshot of youtube upload:



The screenshot shows the 'Channel content' page for a YouTube channel named 'Thomas Gatt'. The page displays a list of five uploaded videos. The left sidebar contains navigation links: Dashboard, Content, Playlists, Analytics, Comments, Subtitles, Copyright, Monetisation, Customisation, and Audio library. The main content area shows the following videos:

Video	Visibility	Restrictions	Date	Views	Comments
Changemakers Motion Graphic Intro	Unlisted	None	2 Dec 2022	0	0
Contemporary Challenges: Making a Difference	Unlisted	None	22 Jul 2022	1	0
Production Design Animatec 2022	Unlisted	None	18 May 2022	0	0
Personal Development Presentation	Unlisted	None	21 Feb 2022	4	0
Learning in The Digital Era Video presentation	Unlisted	None	30 Jan 2022	3	0

At the bottom right, it indicates 'Rows per page: 30' and '1-5 of 5'.

Changemakers (promotional portfolio)

GRADEMARK REPORT

FINAL GRADE

66/100

GENERAL COMMENTS

Instructor

1. Engagement With Literature Skills (60%)

There is some indication of research and utilising external sources with the inclusion of the Mindmap link and links included in the Mind Map. This is good – and could be further enhanced by including a more formalised list of sources that have been accessed through the project. It is good practice to include a bibliography for final year studies – might as well get into good habits early on!

2. Knowledge & Understanding Skills (65%)

A good level of exploration has been evidenced in the mind map exercise. You have included links and information as well as ideas, and have shown evidence of analytical thinking when looking at other design work in similar brands or businesses. This is a good example of how a mind map should be used – good work.

3. Cognitive & Intellectual Skills (68%)

A very good approach to analysing and iterative design has been evidenced in the submitted work, showing early designs and supporting these with descriptive elements that describe the thought processes behind the decisions that have been made. This shows a good level of analytical

thinking in the submitted work.

4. Practical Application Skills (68%)

The logo has definitely benefitted from an iterative process, moving from a vague design to something that incorporates the characteristics of your brand and purpose. Hopefully this will form the base of an actual brand or studio identity going forward – if it does, consider the iterative process again as it definitely allows you to play with ideas to come up with the best solution.

The banner ads are consistent in colour and theme, which is good as this promotes a strong brand identity. The text is informative, though it may serve to detract from the logo's importance a little – maybe further experimentation of text use and/or spacing could refine the ideas a little more?

The motion graphic sequence contains relevant elements linked to the purpose of your brand (an animation studio logo being animated is almost an expectation). The logo's key imagery being an influence on the layout of the lettering for 'Animation' is a nice touch. I would say that a little more refinement with the crack effect would go a long way – add sharp edges to the lines so they look more like cracks in a surface as this will go a long way to being visually impactful and contextualising the effect.

5. Transferrable Skills for Life and Professional Practice (64%)

The portfolio contains links to all elements of the promotional material – the files are accessible though it may be easier for you to include all of the files in the document itself as the portfolio may become inaccessible if you decide to relocate / remove the source files.

The banner ads are labelled (and file names used appropriately) and are all accessible via the portfolio. This shows evidence of being able to follow a specification set by a client – an essential skill for professionalism (and for maintaining a freelance business). Good work.

PAGE 1

PAGE 2

PAGE 3

PAGE 4
