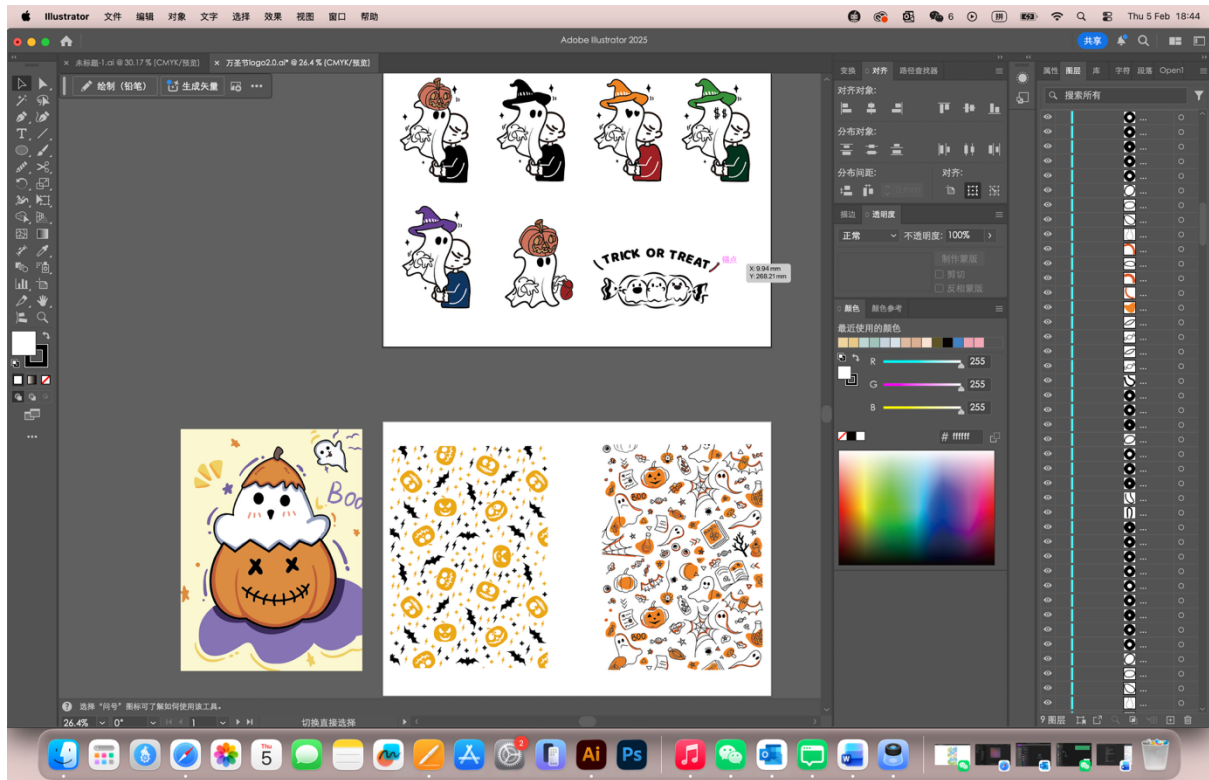


Assessment Two

PART A – Skills & Skills Map

Page A1 – Hard Skills



(Example of character illustration and pattern design created in Adobe Illustrator, demonstrating vector drawing, colour variation and visual consistency.)

Hard Skills

Adobe Illustrator—vector illustration, logo design, layout design

Adobe Photoshop – image editing, photo manipulation, mock-up's

Adobe InDesign—editorial layout, PDF, and portfolio design

Typography—hierarchy, spacing, alignment

Branding and visual identity design

illustration and character design

Website design using Wix

I have developed solid practical skills in Adobe software and visual communication.

My projects demonstrate my ability to create branding systems, digital layouts, and illustration-based outcomes.

Page A2 – Soft Skills

Soft Skills

Creativity and visual thinking

Communication skills

Time management

Teamwork

Problem-solving

Self-motivation

Openness to feedback

Through university projects and presentations, I have learned to communicate ideas clearly, manage deadlines, and respond positively to feedback.

Page A3 – Skills Map

Skills map

Branding—Good—IP Design project

Illustration—Good—Character & illustration works

Typography – Developing – Poster and layout projects

Web Design—Developing—Portfolio website

Motion Graphics – Basic – Short film project

Page A4 – Skill Gaps & Improvement Plan

Skill Gaps

Motion graphics

Advanced typography

UX/UI design

Professional presentation skills

Improvement Plan

Online tutorials and courses

regular personal practice

Observing professional designers' work

Seeking tutor and peer feedback

PART B—Personal Brand & Employability Marketing Plan

Page B1 – Career Goal



*COLOURFUL
STUDIO*

(Personal brand identity developed for my portfolio website and employability materials)

After graduation, I aim to work as a junior graphic designer in a creative studio or design agency.

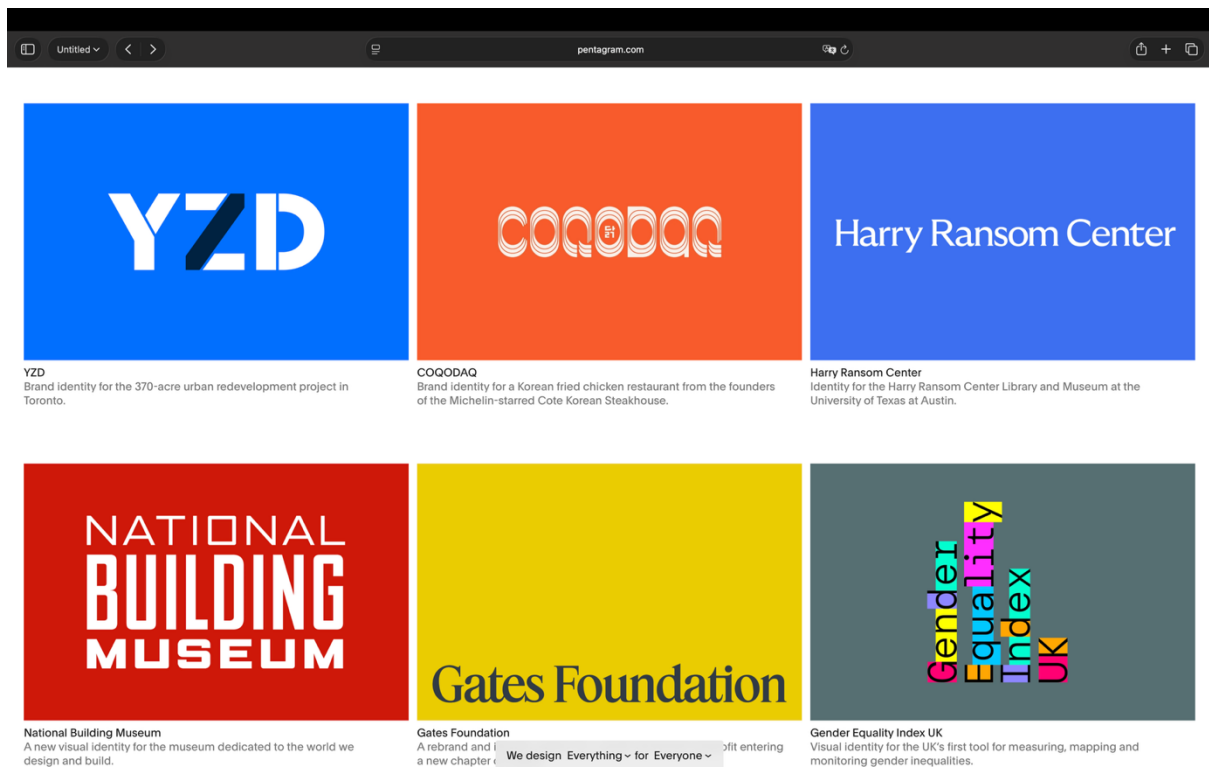
I am particularly interested in branding, visual identity, and digital design.

Page B2 – Target Industry Research

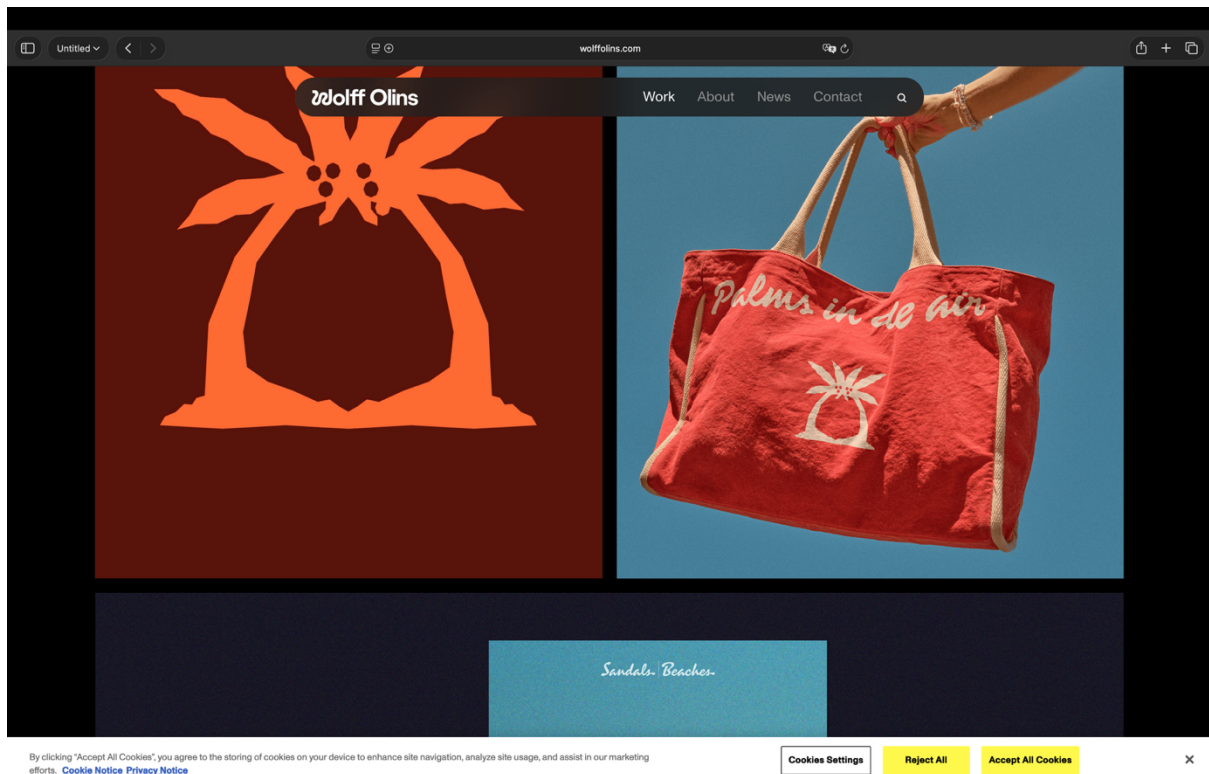
The graphic design industry values strong portfolios, software skills, and creative thinking.

Junior designers often support branding, layout design and digital content production

Page B3—Target Studios



<https://www.pentagram.com>



<https://wolffolins.com/work/sandals-and-beaches-resorts>

Studios I have researched include:

Pentagram

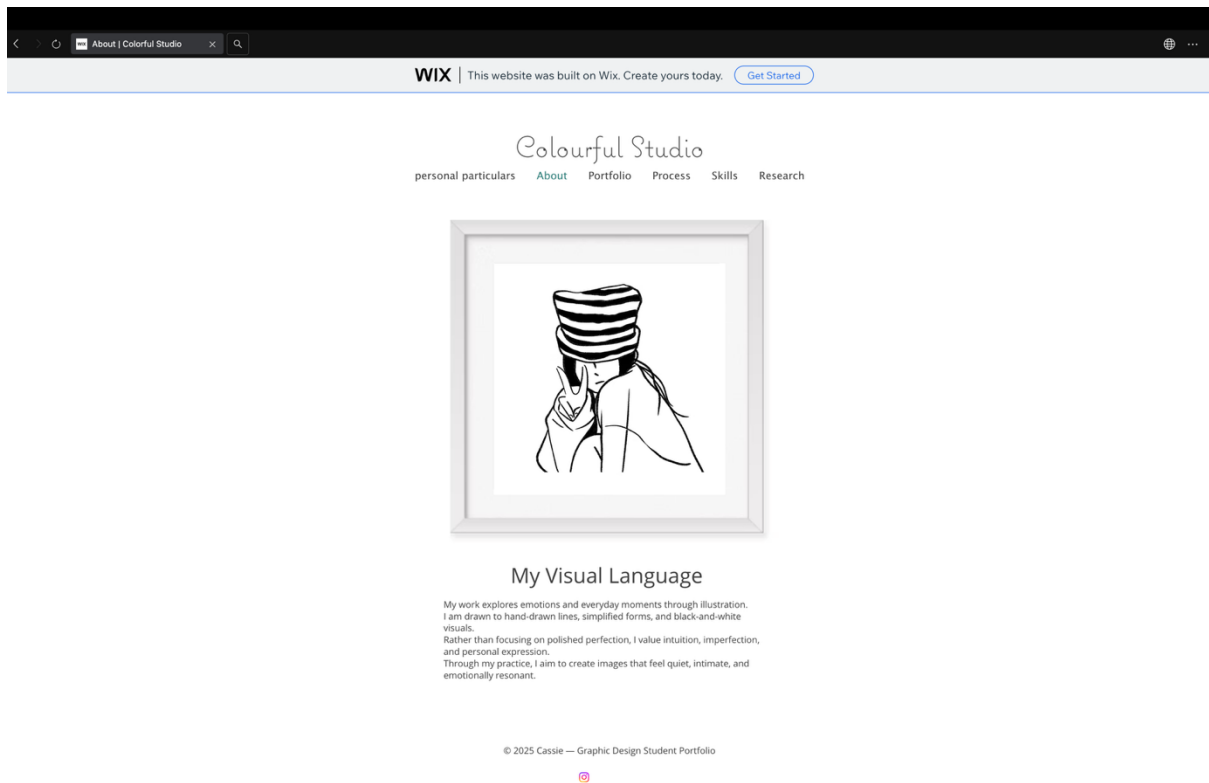
Design Studio

Wolff Olins

Local creative studios

I admire their strong conceptual thinking and distinctive visual styles.

Page B4—Personal Brand Direction



My personal brand focuses on:

Colourful and playful visuals

Clear composition

Expressive illustration

Strong typography

I want to be seen as a creative and visually expressive designer.

Page B5—Development Process

My brand development process included:

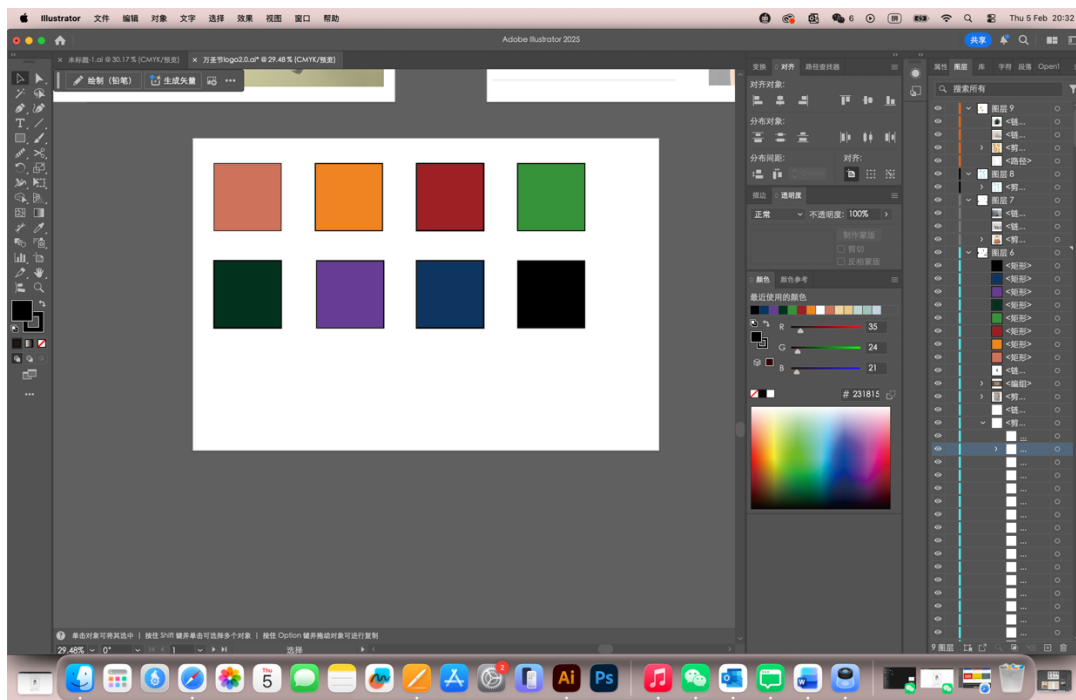
Mood boards

Sketches

Logo experiments

Colour tests

Typography tests



I explored multiple directions before choosing the final outcome.

Page B6—Alternative Concepts

I tested:

Minimal black and white identity

Soft pastel identity

Bold, colourful identity



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The bold, colourful direction best represents my personality.

Page B7 – Final Brand System

The final brand system includes

Logo

Colour palette

Typography

Website

Portfolio layout

These elements create a consistent identity.

Page B8—Marketing Channels

Portfolio website

Instagram / Behance

CV and cover letter

Email applications

Page B9 – Industry Engagement

So far, I have:

Researched studios.

Followed studios online

Built my portfolio website

Next steps:

Email studios

Apply for internships

Attend design events

Page B10 – Contact List

Studio A – Email – Planned

Studio B – Instagram – Planned

Studio C – Website form – Planned

Page B11 – Timeline

Before graduation

Improve portfolio

Refine website

After graduation

Apply for jobs

Send applications

Page B12 – Reflection

This marketing plan helps me understand industry expectations and prepares me for employment as a graphic designer.