

Changemakers: Building your own personal brand

Assignment 1:

Research Underpinning:

Mobile Device Compatibility

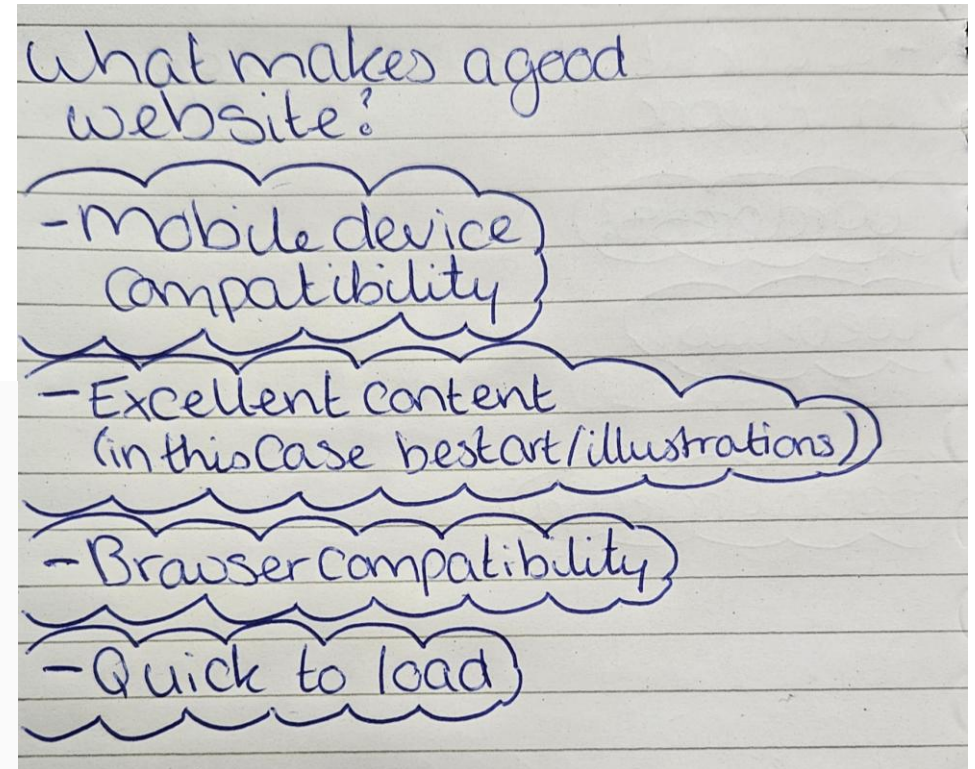
More and more people use their mobile devices these days to access the Internet, Google themselves are even starting to serve mobile friendly websites above their desktop counterparts, so with this being said creating a mobile responsive website has become essential. Check to see if your website is mobile friendly with [Google's Mobile Friendly Test](#).

Excellent content

Good usability and user experience is a must for website design, but most of the time it is undervalued or overlooked. With so many websites out there and the competition nipping at your ankles, having your website content easily accessible is a priority. If you have content in hard to find places users will be frustrated and more than likely go elsewhere for what they want.

Always put yourself in the users shoes, is your site easy to navigate, can you find what you want quickly, is your content relevant?

What makes a good website?



The beginning of my research started off with looking into how to make the most efficient website that would allow to push my branding out further and will get my target audience visiting without leaving quickly.

Browser Compatibility

Browsers these days are a lot better than they used to be, and generally all act in a similar way. But there are differences and if these are neglected then the user experience will drop off a cliff. Even websites of some of the most reputable companies can suffer from this problem due to neglect.

It is important to ensure your website appears and behaves consistently across all major browsers such as Chrome, Edge, Firefox, Safari and Opera. Simple things like this set a professionally designed website apart from the rest.

Quick to load

Have you ever clicked on a link only for it to take a decade just to load in a picture? I bet you left within a few seconds? If you did this is a common problem. Nothing is more annoying for website visitors than a website that takes a long time to load. It's not the 80's anymore (sadly) and our modern world is fast paced, we want information in seconds not minutes. In fact, slow speed is one of the main reasons why visitors leave a website. Making sure your website loads within 4 to 6 seconds is important for good usability. It also affects your search engine ranking.

[What makes a good website?](#)

I found out that Browser Compatibility and Quick loading were crucial key points in making a website successful and so I will be attempting to do just that.

Task 1: Look at
websites and write
down what's good
about them and what's
bad about them.

website 1: Yale School of Art

bad: the background.
doesn't feel like it suits
mobile use.
The use of Colours.



[Home - Yale School of Art](#)

Swansea College of Art

[See our Courses →](#)[Visit Us →](#)

*Art colleges change the world. We drive positive change through our nature to question & our freedom to challenge. We define creative identities, value experimentation, collaboration & are a community of like-minded people. *Art* is a career, where our graduates design the future.*

[Swansea College of Art | University of Wales Trinity Saint David](#)

Website 2: Swansea College of Art
good: easy to read, clear, concise

Bad: looks too much like a legal firm website

Website 3: Peter Oravec
good : Very interactive

bad : text is slightly hard
to read.

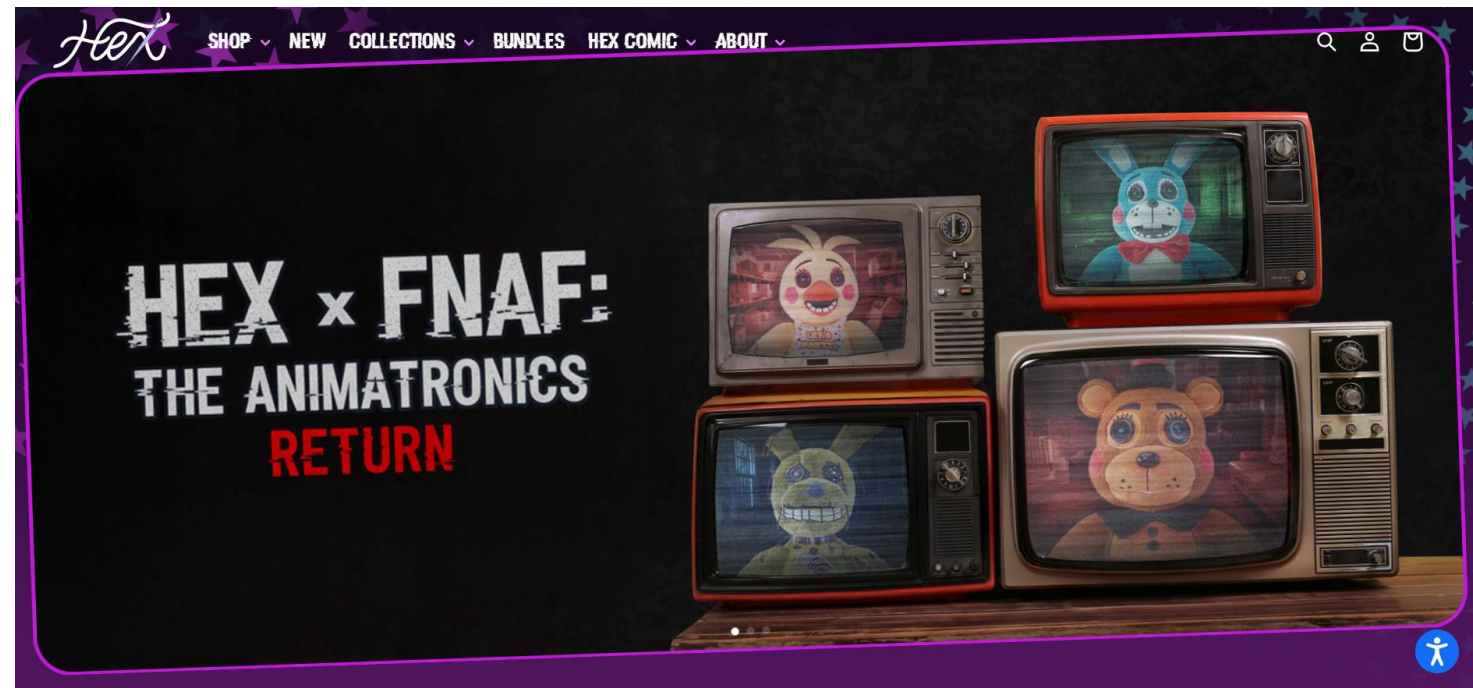


[Peter Oravec - Front-end Developer | Javascript | Angular | Node.js](#)

website 4: HexShop
good: not too bold of colours
headings separated - less
issue with accidentally
tapping.

HEX - Official Merch – HEX SHOP

Website preview:



website 5: Lings Cars
old website design: way
too overcrowded and too
flashy.
newer website: less overcrowded
but still too distracting

LINGsCARS.com: Car Leasing, Business & Personal Deals

Website preview new:

I want a car

I want a van

Personal

Business

All makes

All models

All body styles

Any budget

Get deals

VAUXHALL GRANDLAND

£311

A MONTH INC VAT

1.2 HYBRID 136 ULTIMATE 5DR E-DCT6 FIXED ROOF

24 month contract

6 months upfront

8000 miles a year

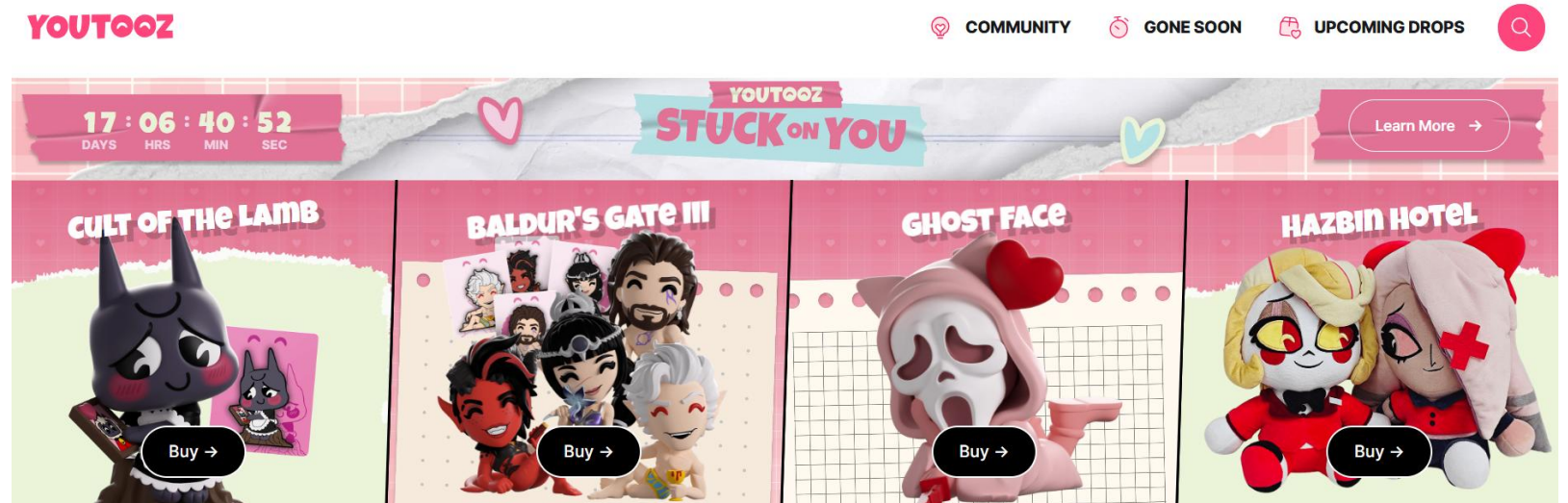


FREE METALLIC PAINT, IN STOCK!

Website 6: Youtooz
good: not too overcomplicated,
not flashy, distracting
Colour palette

Website preview:

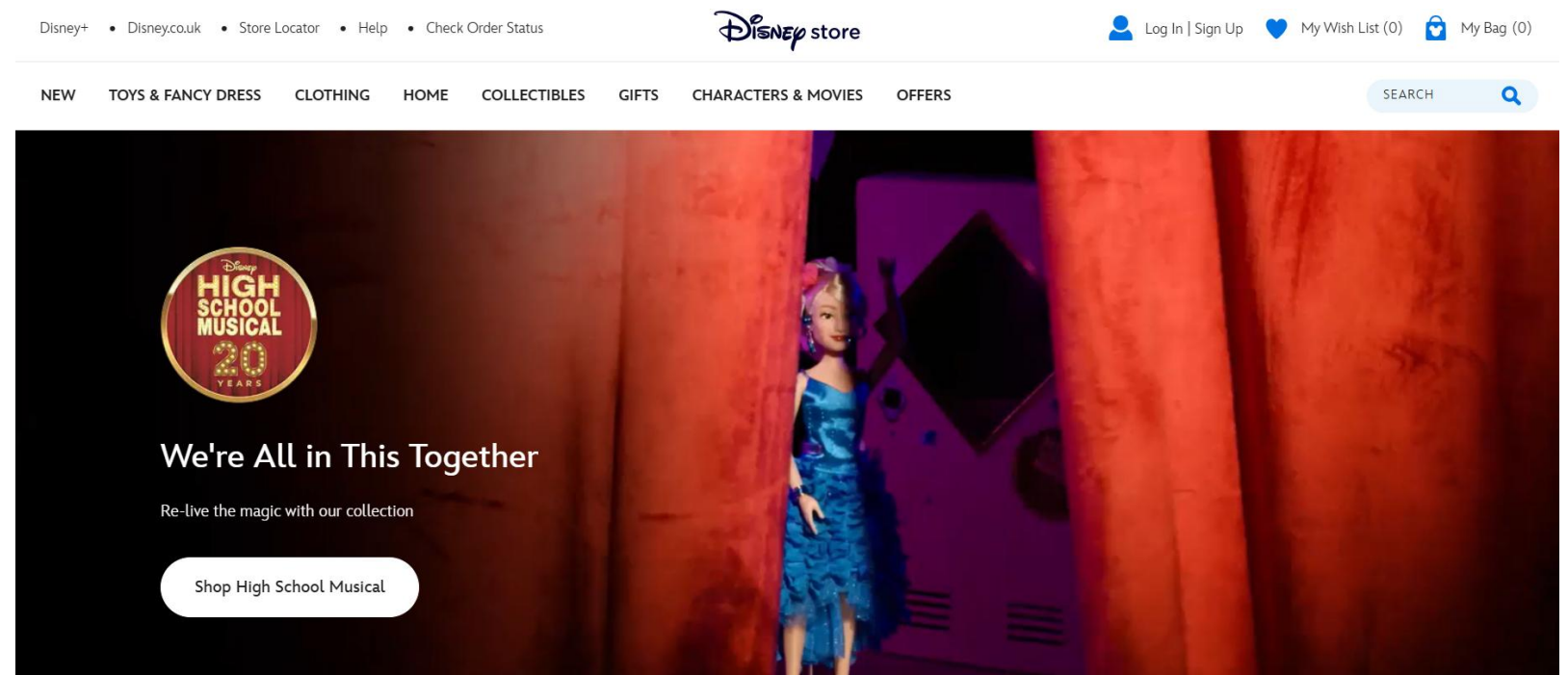
[Youtooz Collectibles](#)



website 7: Disney store
good: easy interface, not too
distracting visuals

[Disney Store UK | Discover and Buy Official Merchandise](#)

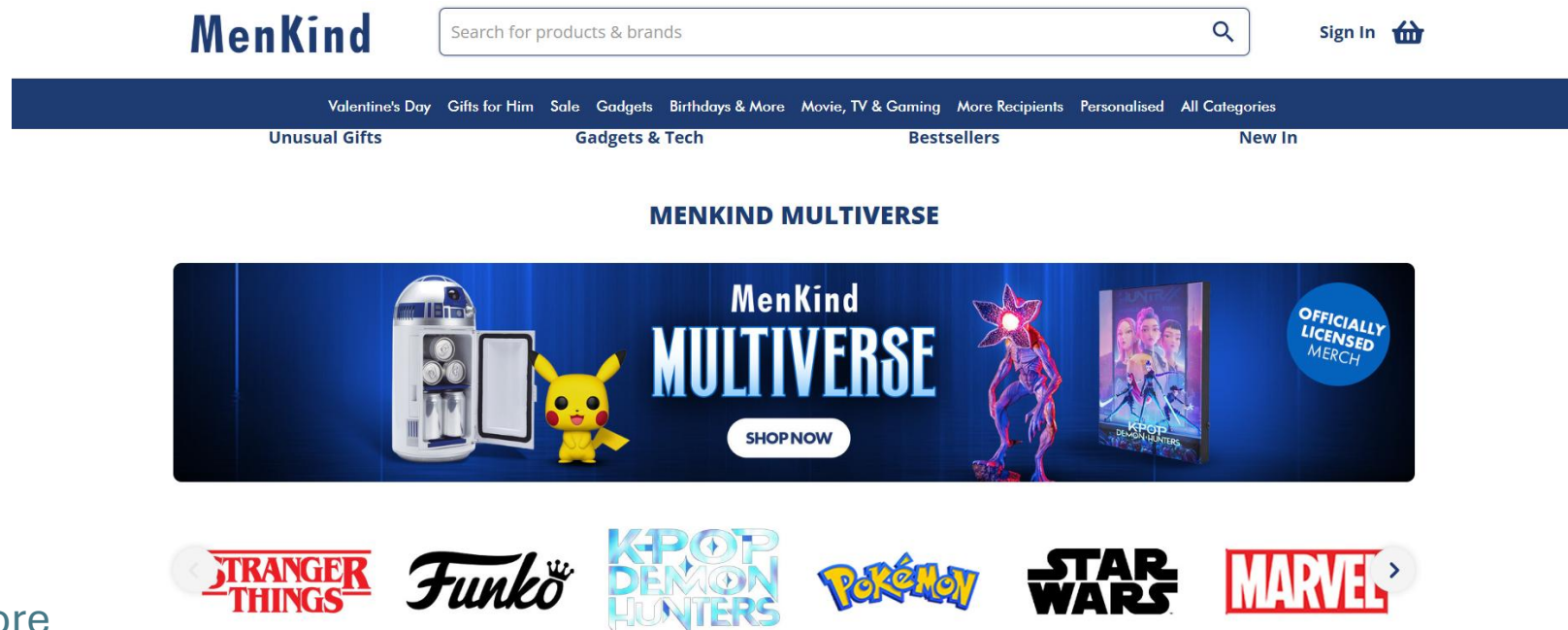
Website preview:



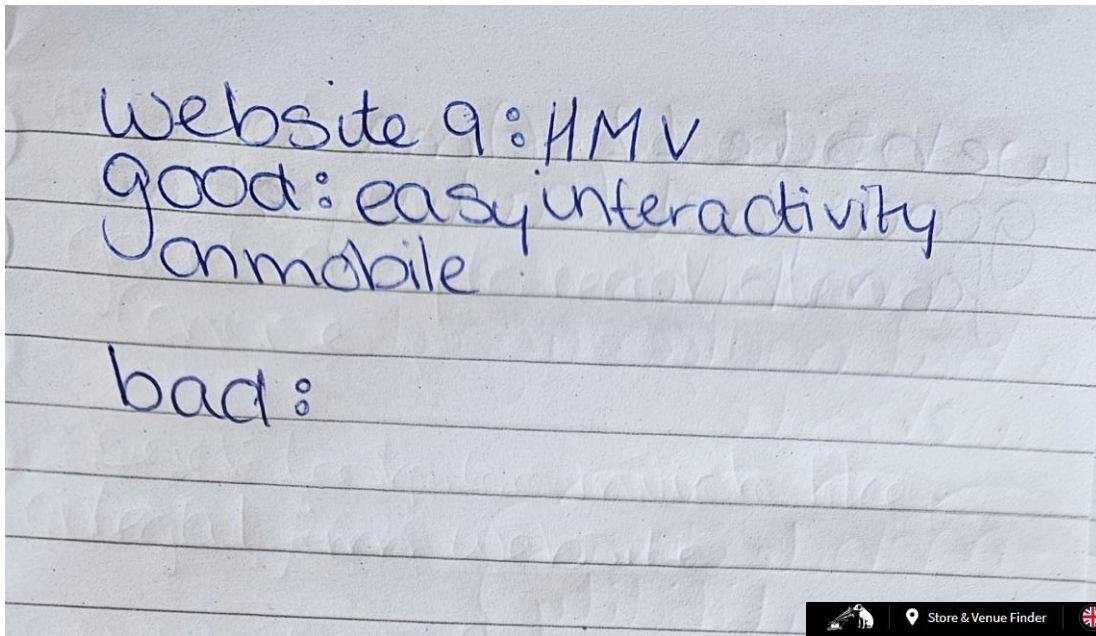
Website 8:menkind

bad:menu is a hover and
doesn't always disappear until
you hover back over it

Website preview:

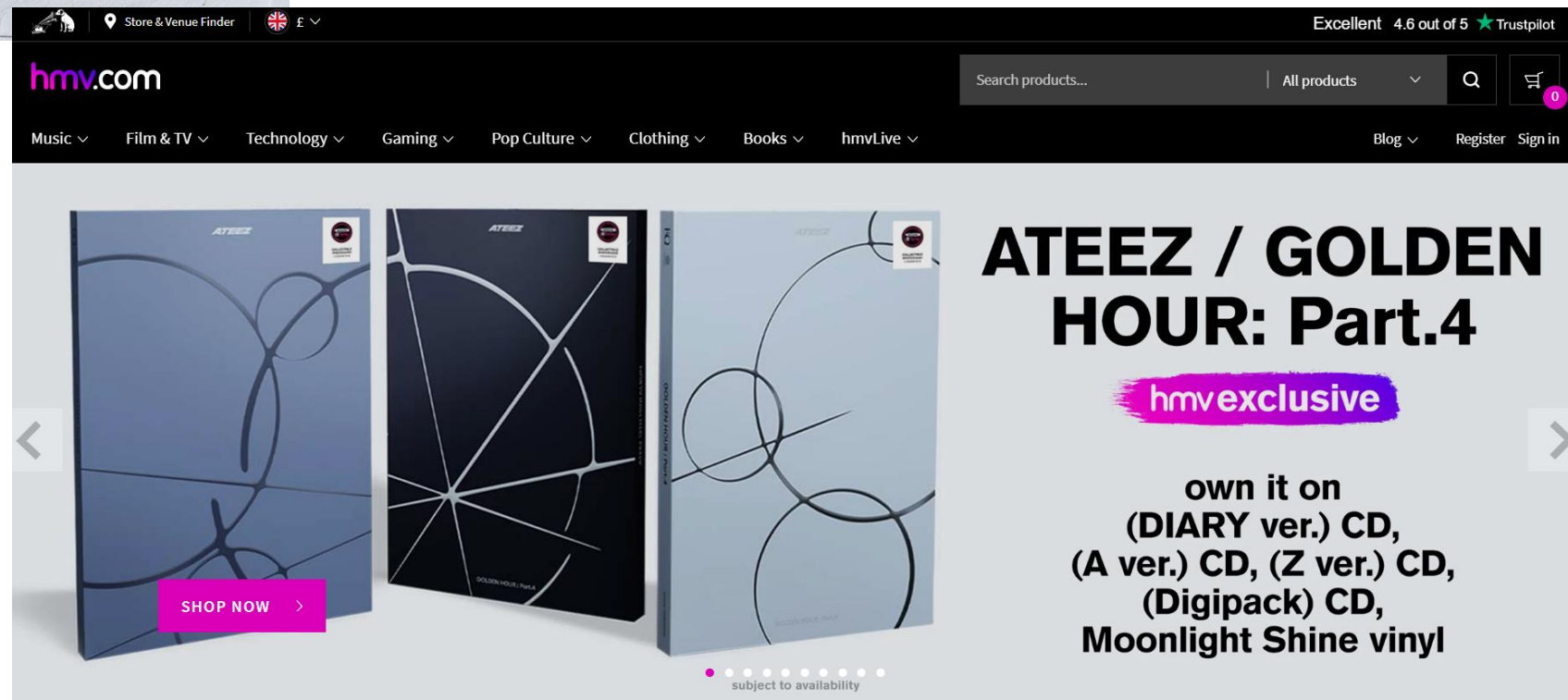


[Menkind | Shop Gifts, Gadgets, & More](#)



[For The Fans Since 1921](#) | [HMV Store Online](#) | [HMV Store](#)

Website preview:



Website 10: David Hockney?
good: Simple, not vivid
Colours, not too distracting

David Hockney

Website preview:

DAVID HOCKNEY

[Press](#) [Exhibitions](#) [Works](#) [Resources](#) [Contacts](#)



The Entrance, 2019, acrylic on 2 canvases, 36 x 96 in. overall

website 11: Argos
good: easy to read and
understanding
bad: plain

[Argos](#) | Order online today for fast home delivery

Shop ▾Trending ▾Mother's Day

Search

Ask Trevor 

Account

Wishlist

Trolley

 12 months of delivery with Argos Plus

 Shop our latest offers

 Flexible credit available

Top 100 deals

Our top 100 deals



Mother's Day



Home & furniture



Garden & DIY



Technology



Gaming



Toys



Appliances & floorcare



Health & beauty



Tu clothing



Sports & leisure



Baby & nursery



View all

save

Spring into the season with up to 25% off selected garden & DIY lines.



Website 12: Amazon
good: fast loading ~~time~~
for mobiles

Amazon.co.uk: Low Prices in Electronics, Books, Sports
Equipment & more

The screenshot shows the Amazon.co.uk homepage. At the top, the navigation bar includes the Amazon logo, delivery location (Swansea SA5), a search bar, and links for account, orders, and a shopping basket. Below the navigation bar, a horizontal menu lists various categories like Amazon Haul, Spring Deal Days, Grocery, Best Sellers, New Releases, Amazon Basics, Fashion, Books, and Gift Cards. The main banner features a large orange scalloped circle containing an image of a POCO M7 Pro 5G smartphone, with the text 'Tech Epic Spring Deals' and 'Save 40% & more on Xiaomi, LG & others'. Below the banner, there are four promotional tiles: 'Shop Spring Deal Days' with an Amazon box, 'Save up to 25% on gaming deals' with a game controller, 'Save on influencer-loved picks' with a smartwatch and lipstick, and 'Shop personal care' with an electric shaver.

amazon.co.uk Delivering to Swansea SA5 [Update location](#) All Search Amazon.co.uk [Hello, sign in Account & Lists](#) [Returns & Orders](#) [Basket](#)

[All](#) [Amazon Haul](#) [Spring Deal Days](#) [Grocery](#) [Best Sellers](#) [New Releases](#) [Amazon Basics](#) [Fashion](#) [Books](#) [Gift Cards & Top Up](#) [Spring Deal Days now on](#)

Tech
Epic Spring Deals
Save 40% & more
on Xiaomi, LG & others

Shop Spring Deal Days

Save up to 25% on gaming deals

Save on influencer-loved picks

Shop personal care

Website 13: Plushshop?
good: Simplistic and clear,
fast loading on mobile

[PLUSHSHOP](#)



Good: Quick loading, clear and easy to read, good font

Bad: Banner stays at top so slightly cuts off images or writing

Website preview:



I'm a freelance illustrator with over 20 years of professional experience. I've worked for big name clients like easyJet, ebay and British Telecom, and on smaller projects such as greeting cards, gift illustrations and children's books.

I can meet most deadlines, and include unlimited revisions in the price, so we'll go back and forth with the artwork until you're completely happy.

These are some games I jotted down to add to my research which I then go on to talk about the good or bads about their websites.

game websites?

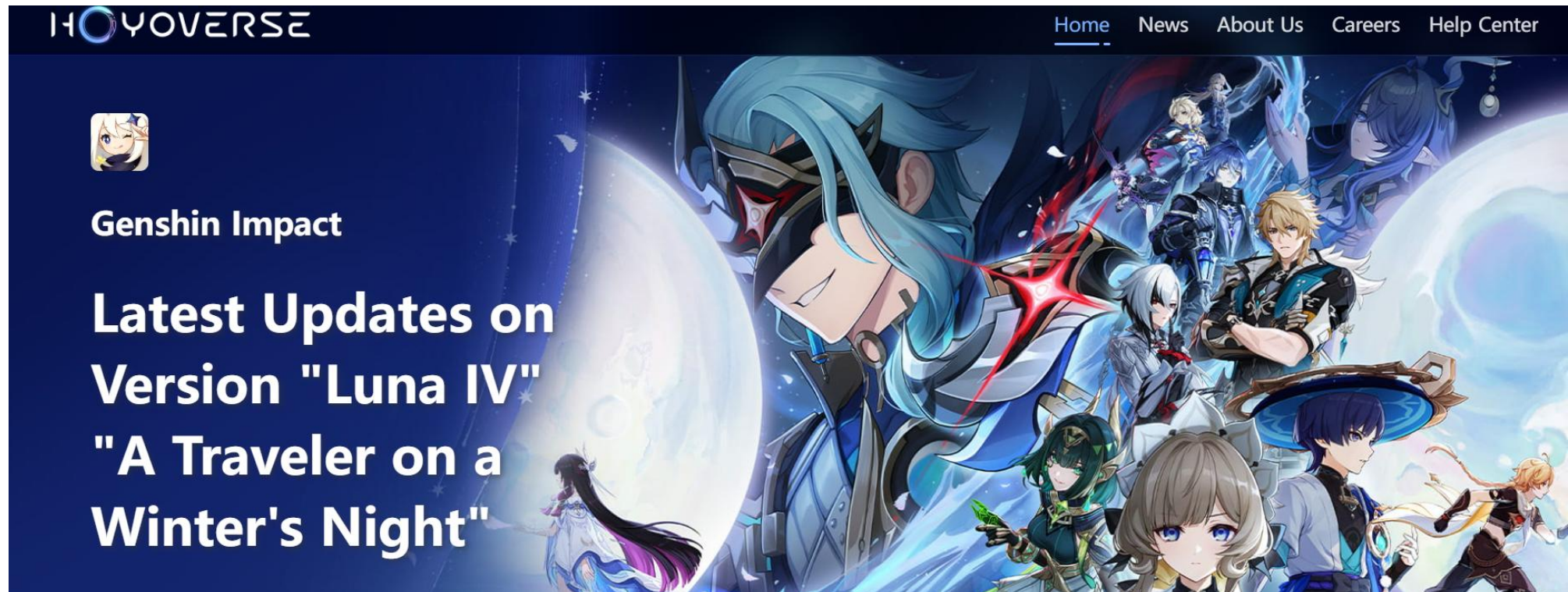
Playoverse

Infold / Papergames?

Good: Quick loading, clear and easy to read, banner doesn't get in the way

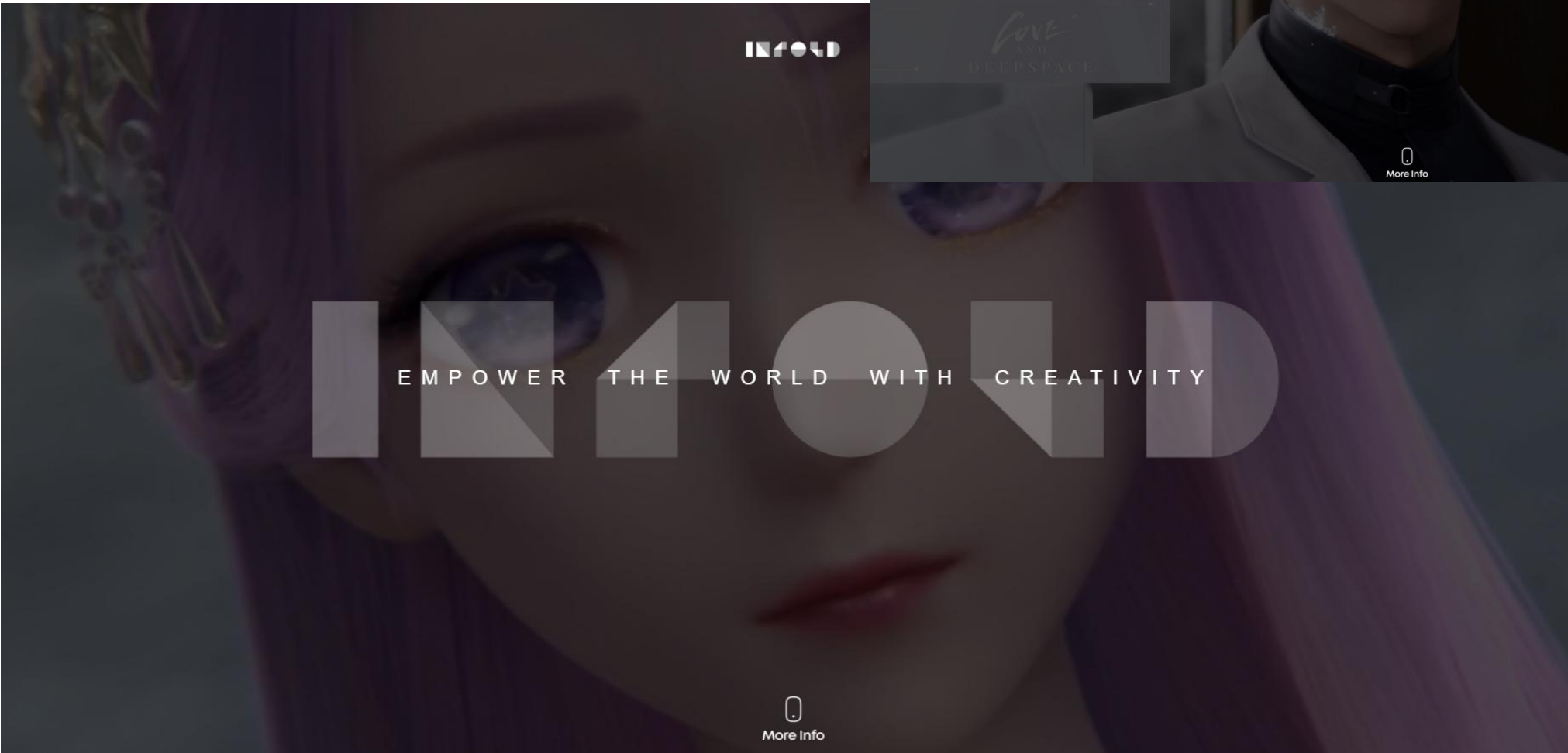
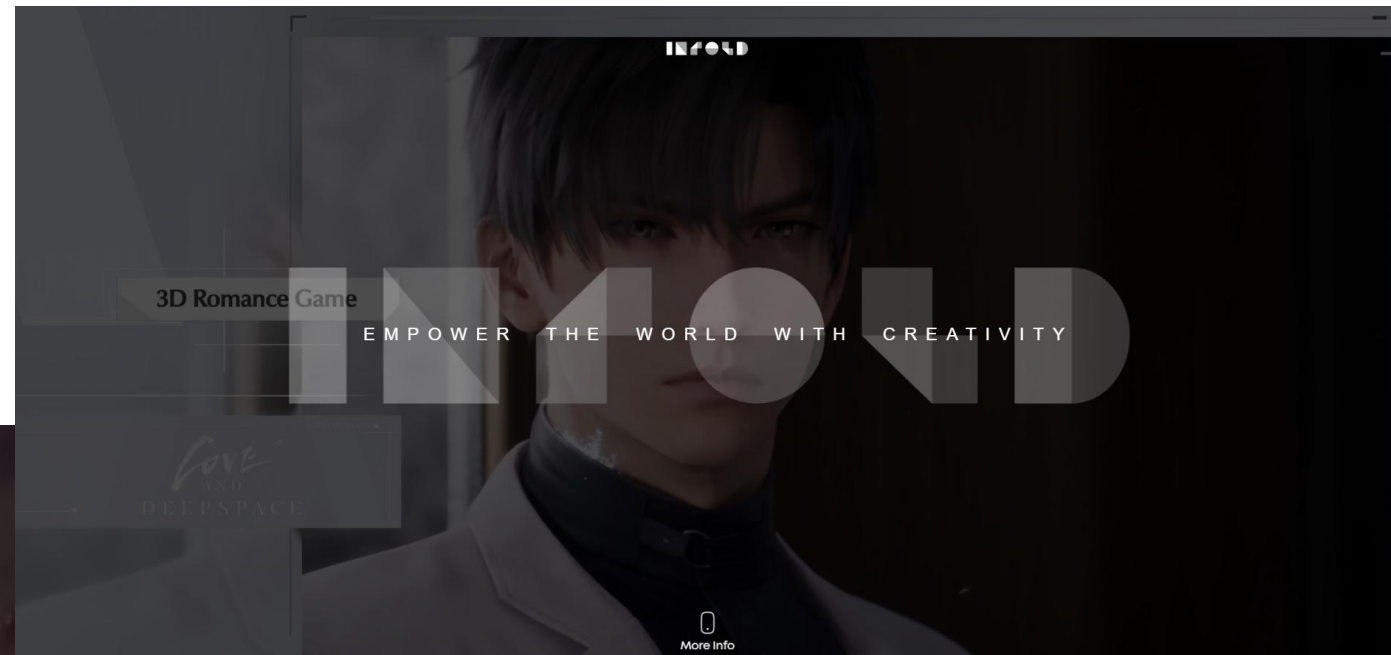
Bad: some of the writing on the main page is a little small to read

Website preview:

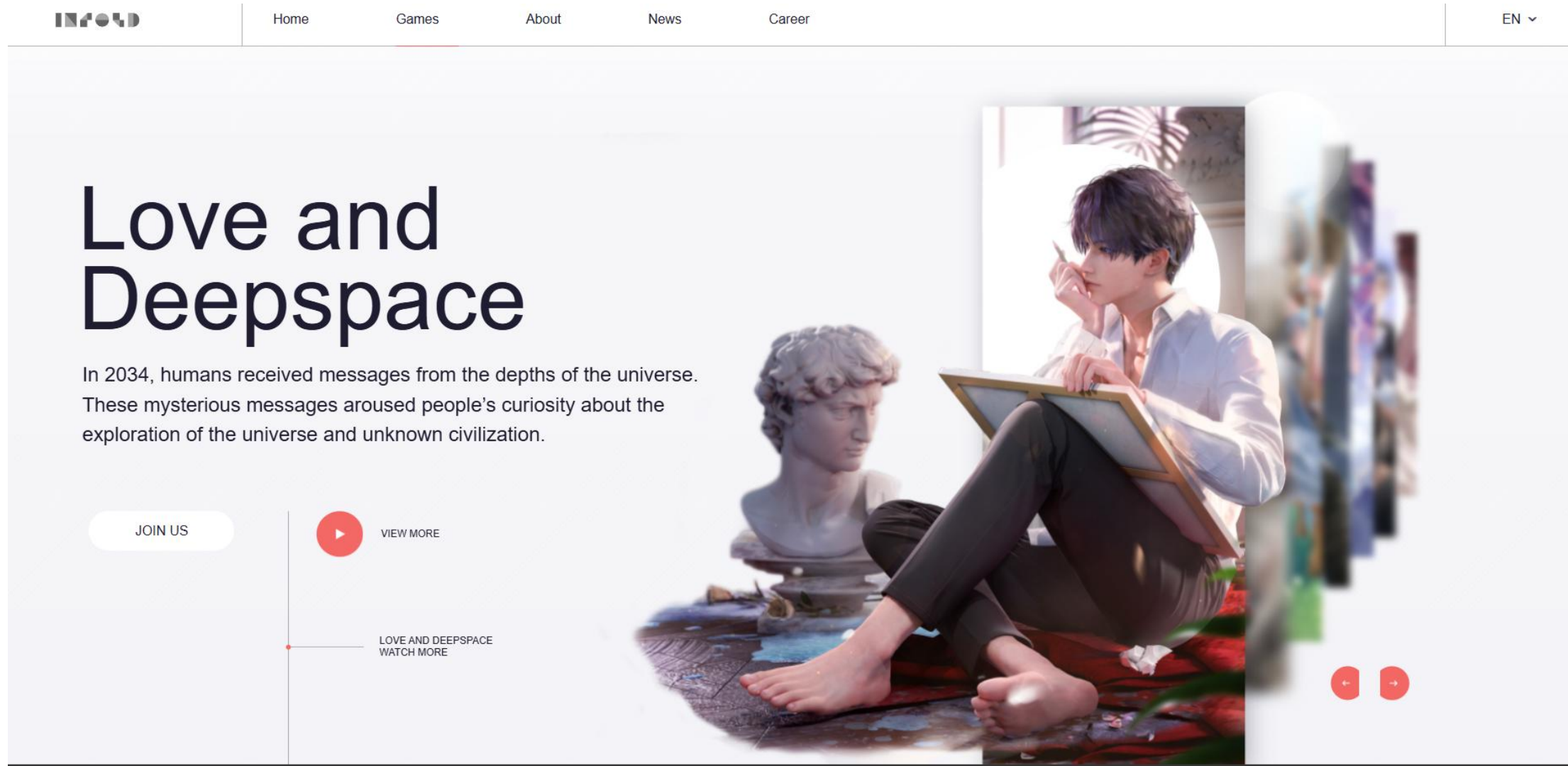


Good: easy to read, interesting little animation introductions

Bad: occasional bad loading/occasional lag from the animations



This is another photo shot of Infolds website.
Good: Background doesn't distract from the focus point, slide
feature to see various games



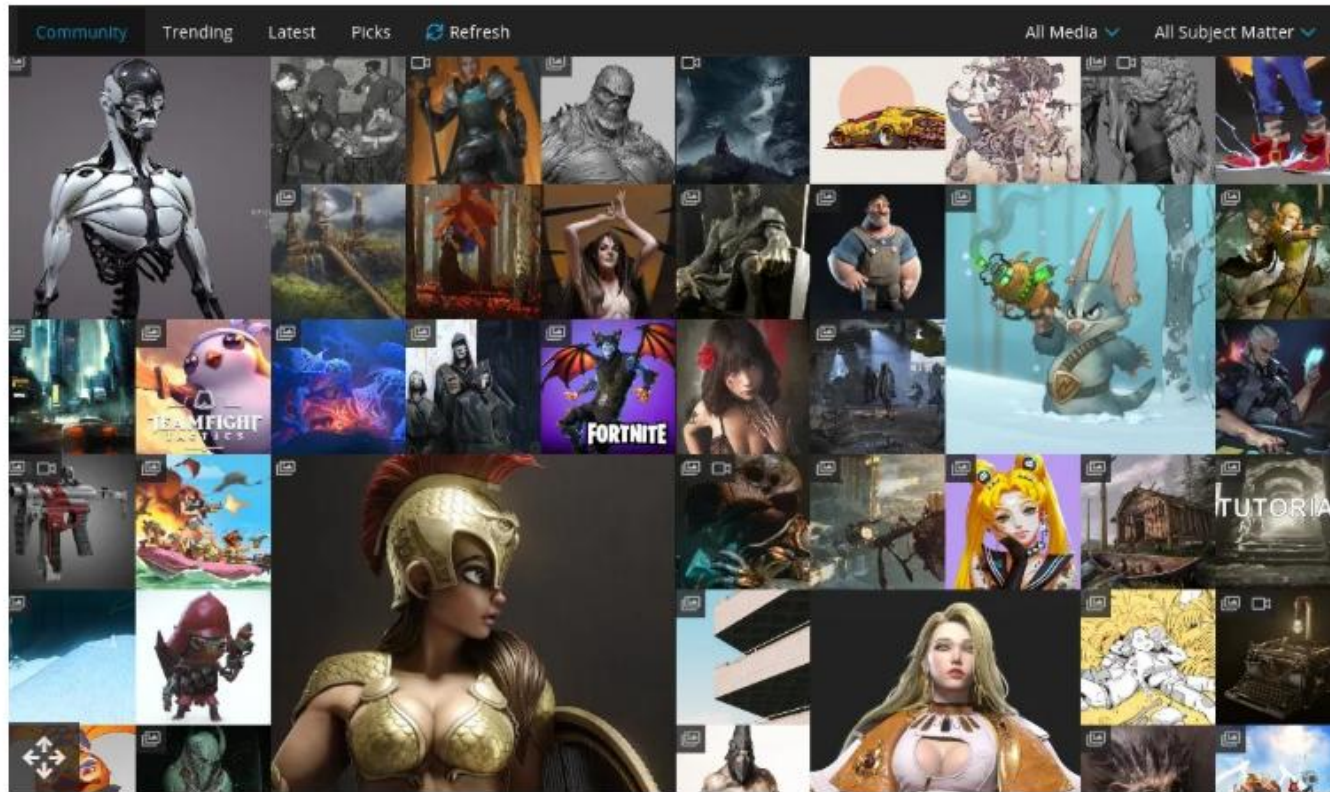
Social Media Research:

For this next segment, I started researching into which social medias were the best to use to get to the right target audiences.

I used reference photos of each social media, and the reference photos all come from the same website but are all linked on each slide.

Social Media Research:

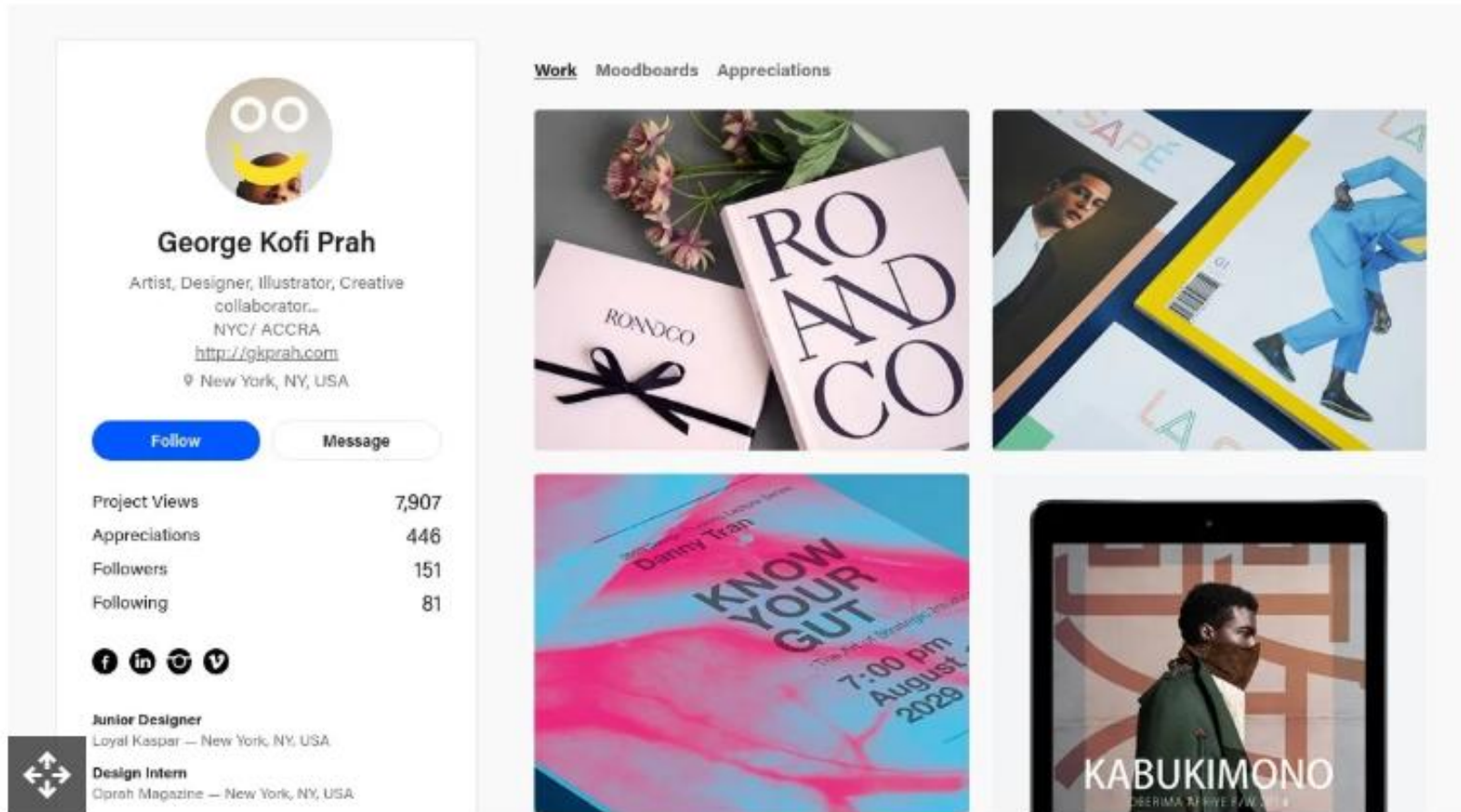
01. ArtStation



Art Station is one of the social medias that my target market use.

[The 13 best social media platforms for artists and designers](#)
[| Creative Blog](#)

02. Behance

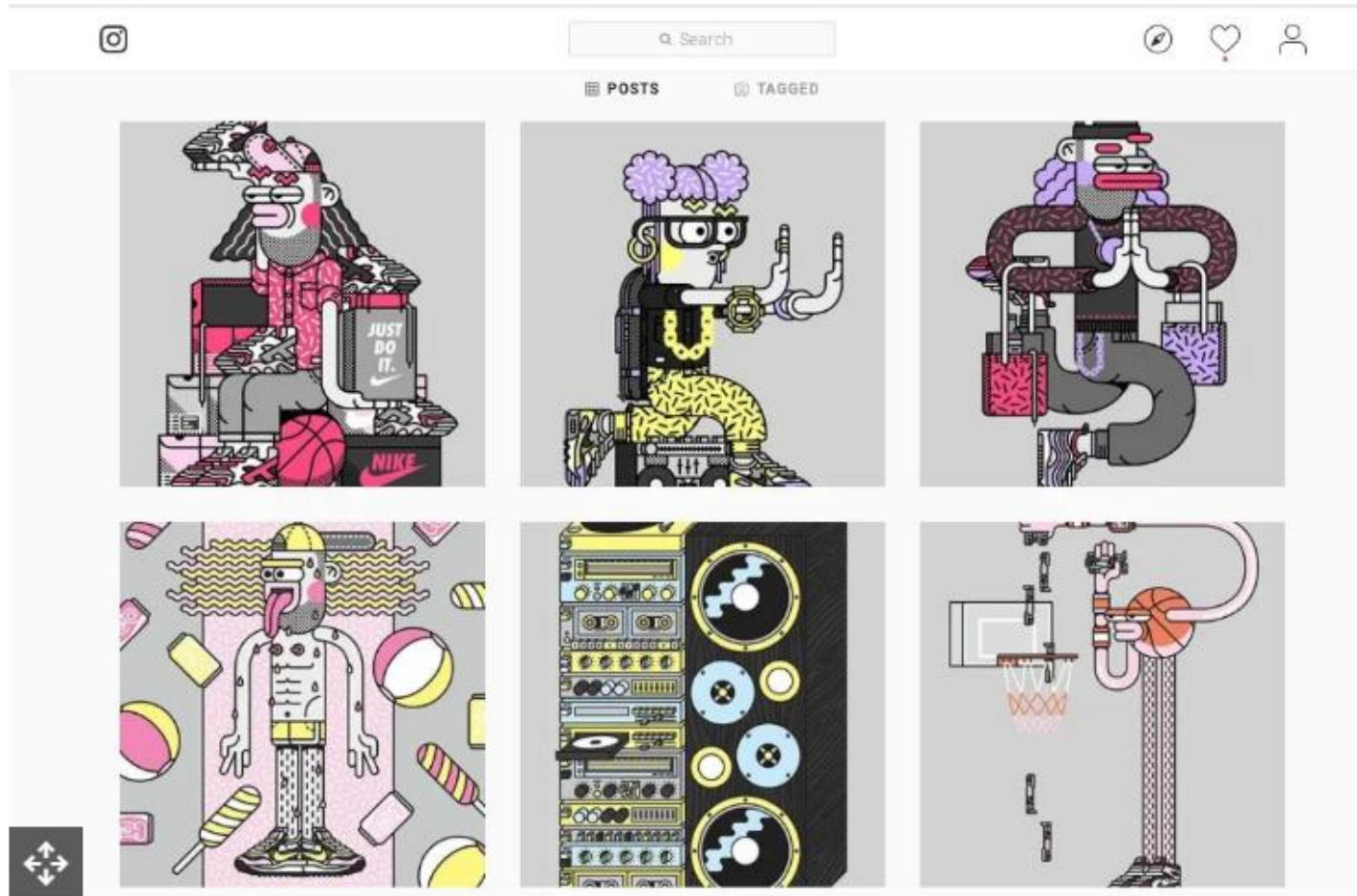


Behance is another good social media that my target market are using.

Work by George Kofi Prah on Behance (Image credit: Work by George Kofi Prah on Behance)

[The 13 best social media platforms for artists and designers](#)
[| Creative Blog](#)

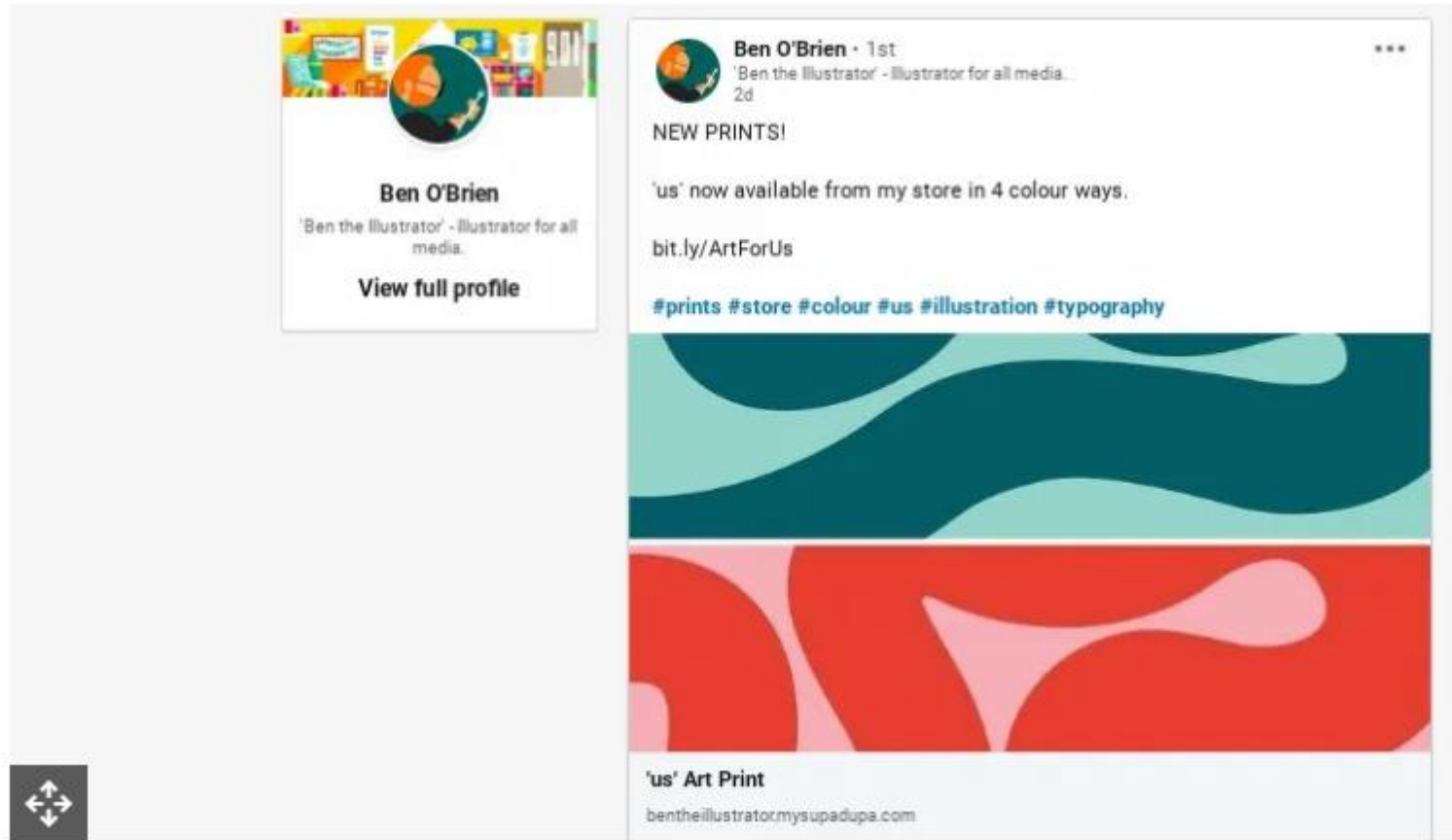
08. Instagram



Instagram is another good social media that my target market are using.

[The 13 best social media platforms for artists and designers](#)
[| Creative Bloq](#)

13. LinkedIn



Work by Ben the Illustrator on LinkedIn (Image credit: Ben the Illustrator)

LinkedIn is another good social media that my target market are using.

These four slides(this slide and up to slide 24) are just a few of the social media examples that this website recommends for Illustrators to use to reach their target audience.

[The 13 best social media platforms for artists and designers](#)
[| Creative Blog](#)

Changemakers: Building your Personal Brand for Sustainable Employment

What about you?

Who is the creative you want to be and who will you be working for?

- Concept design - character design, game design
- Animation designer
- Concept/initial designs for plushies (both in games and reality)

What work will you be doing?

- Designing various characters/animations
- Designing backgrounds for games

Who are your dream employers/clients? → like

- Big game companies?
- Plush design companies?

How will you achieve this?

- making an art/game social account
- Continuing to develop and work into my work, refining my abilities

Notes:

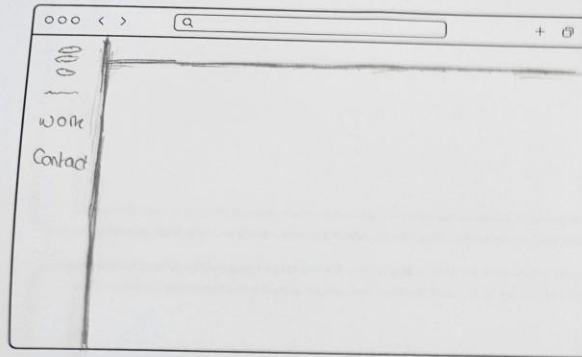
Task:

For this task, I was given a sheet to write down about myself and what I want to do and how I will achieve this.

Development Sketches:

These next few slides are the development stages within my creative process of building and designing how I want my website to look.

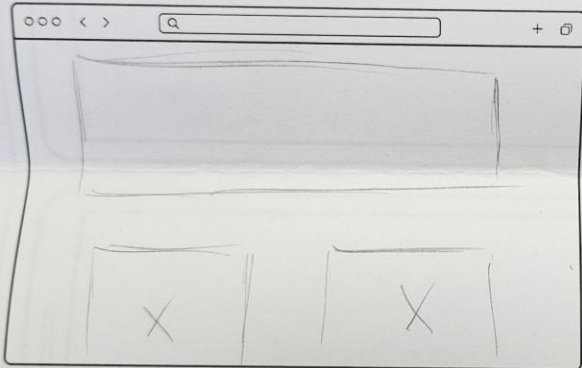
DESCRIPTION



NOTES

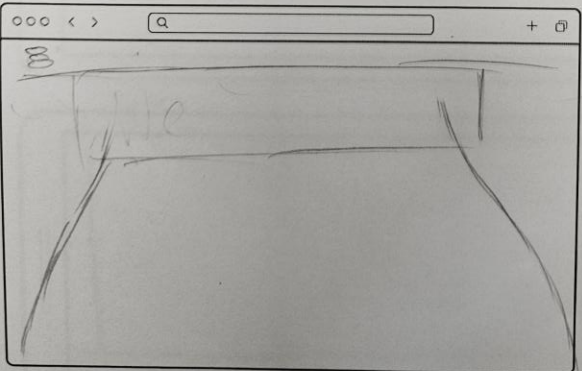
Side menu
that has to be
clicked to open
up?

Colour scheme:
↳ more neutral/
less vivid



NOTES

Banner or
animation
at the top?



NOTES

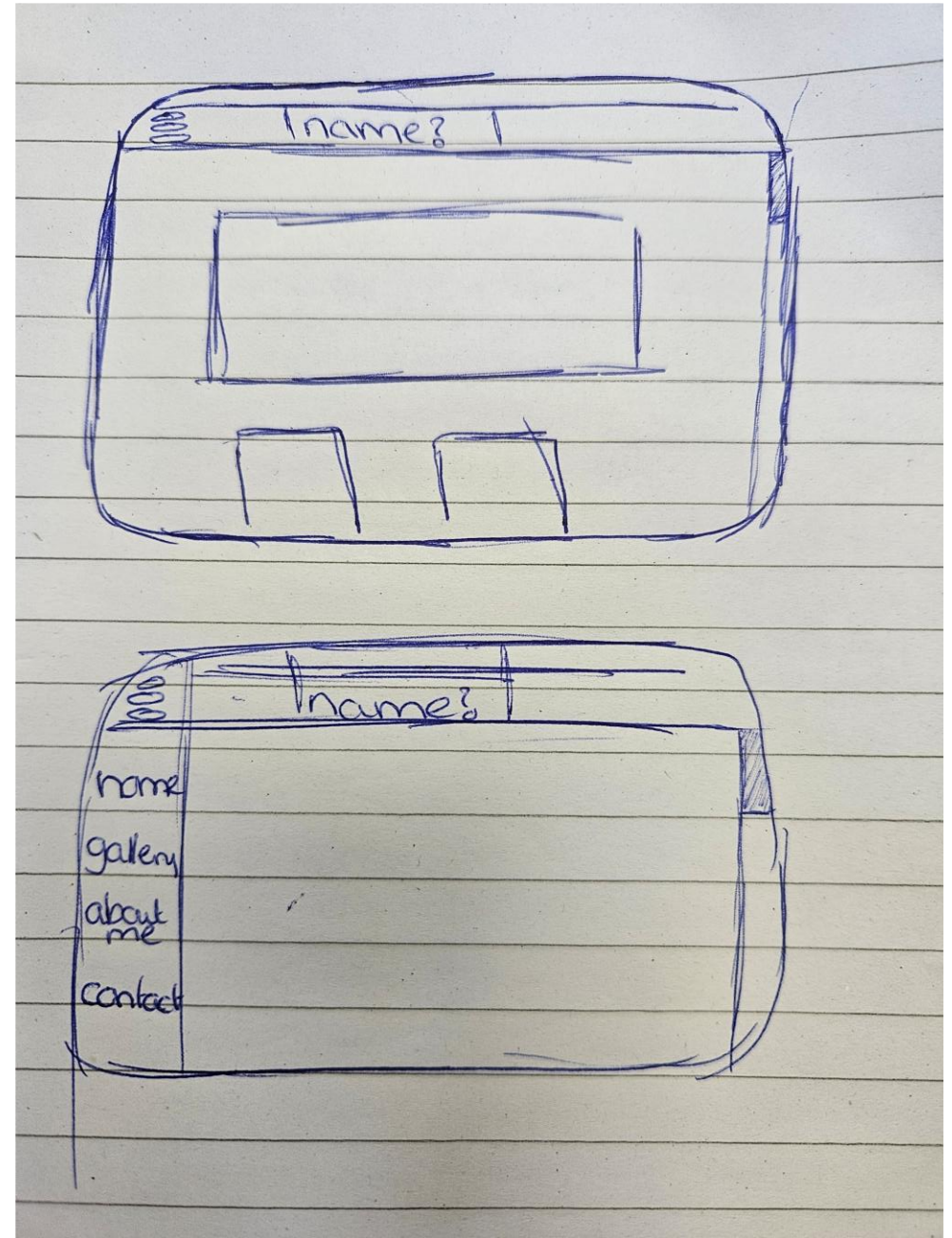
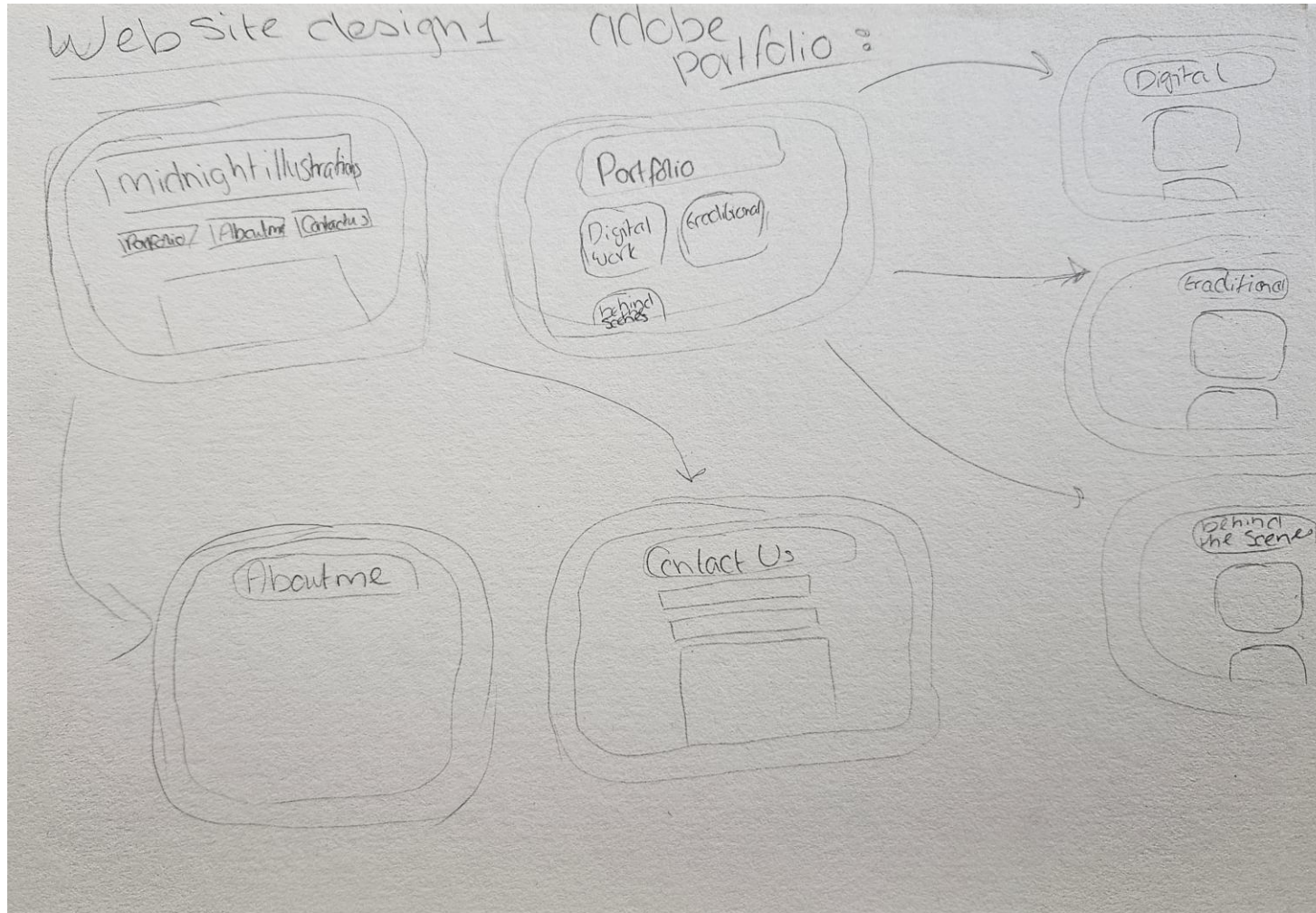
- hand
drawn
side
areas?

side
bar
menu
drop
down

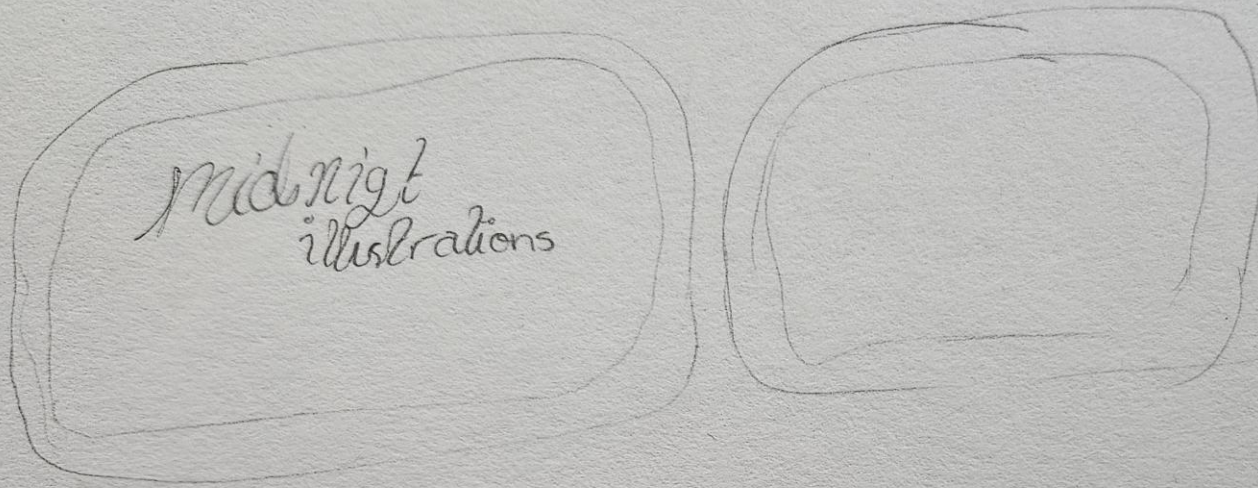
I started to sketch out some potential website designs, writing down some notes about what I could do for each one.

This was done to help me get a visualisation on what I could create as my website, but it also allows me to have a rough basis to refer to.

I designed a few more rough concepts for my website idea.

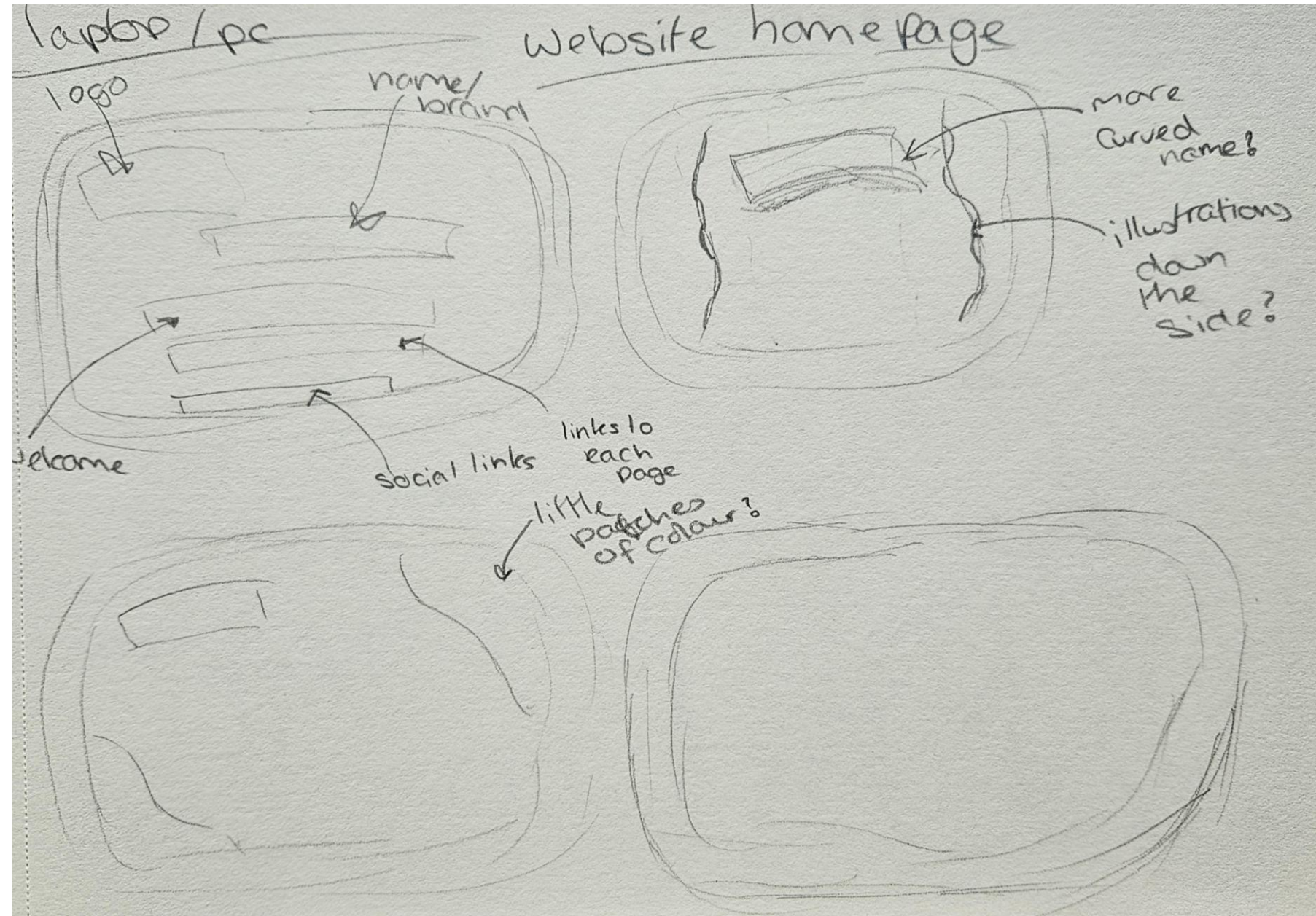


website design 2: Another
adobe portfolio

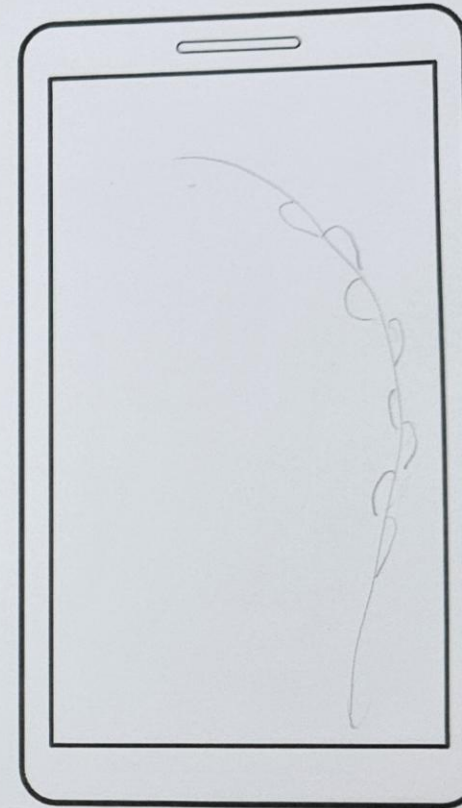
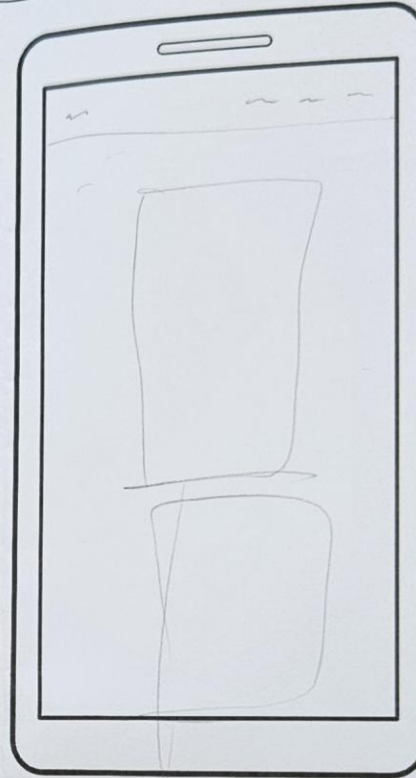
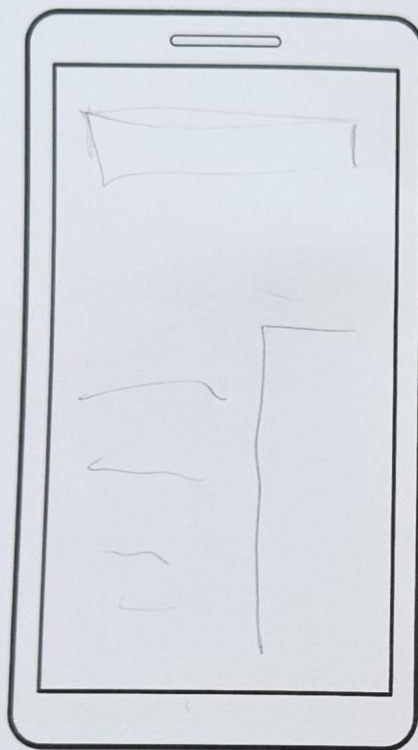
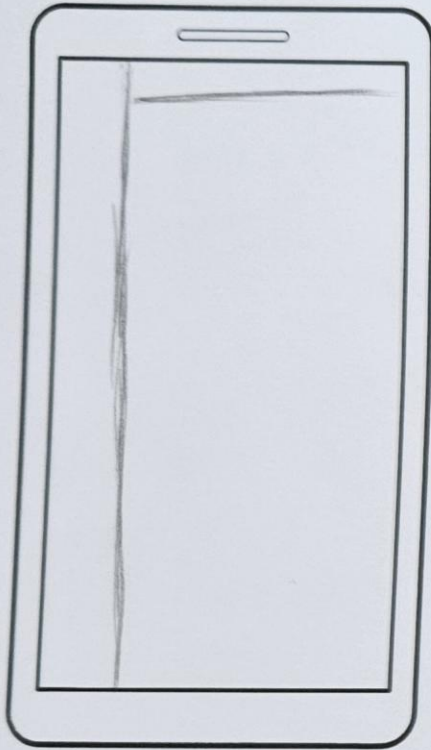


This is another website design concept for the main front page.

This is another website design concept for the main front page.



DESCRIPTION _____



NOTES

NOTES

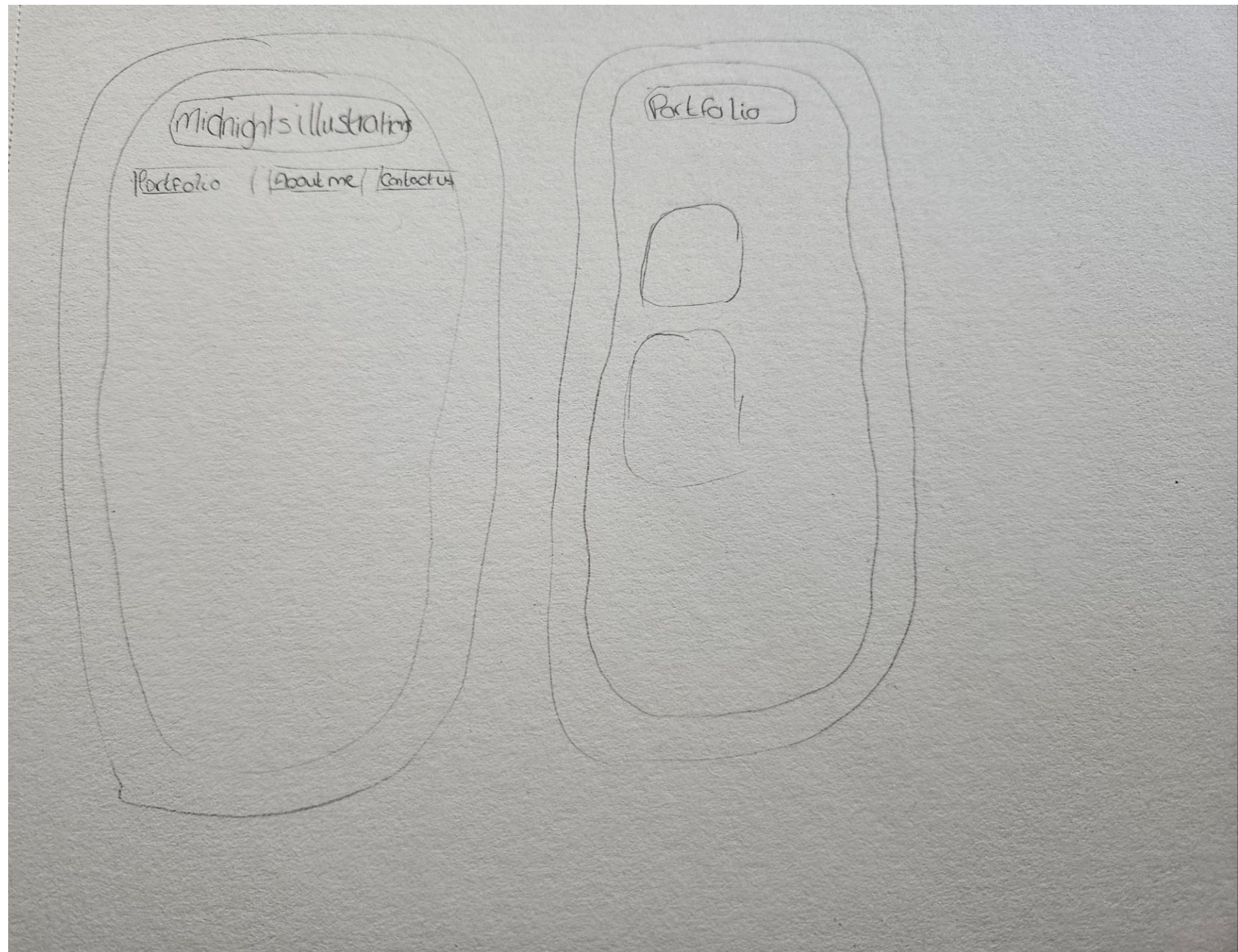
NOTES

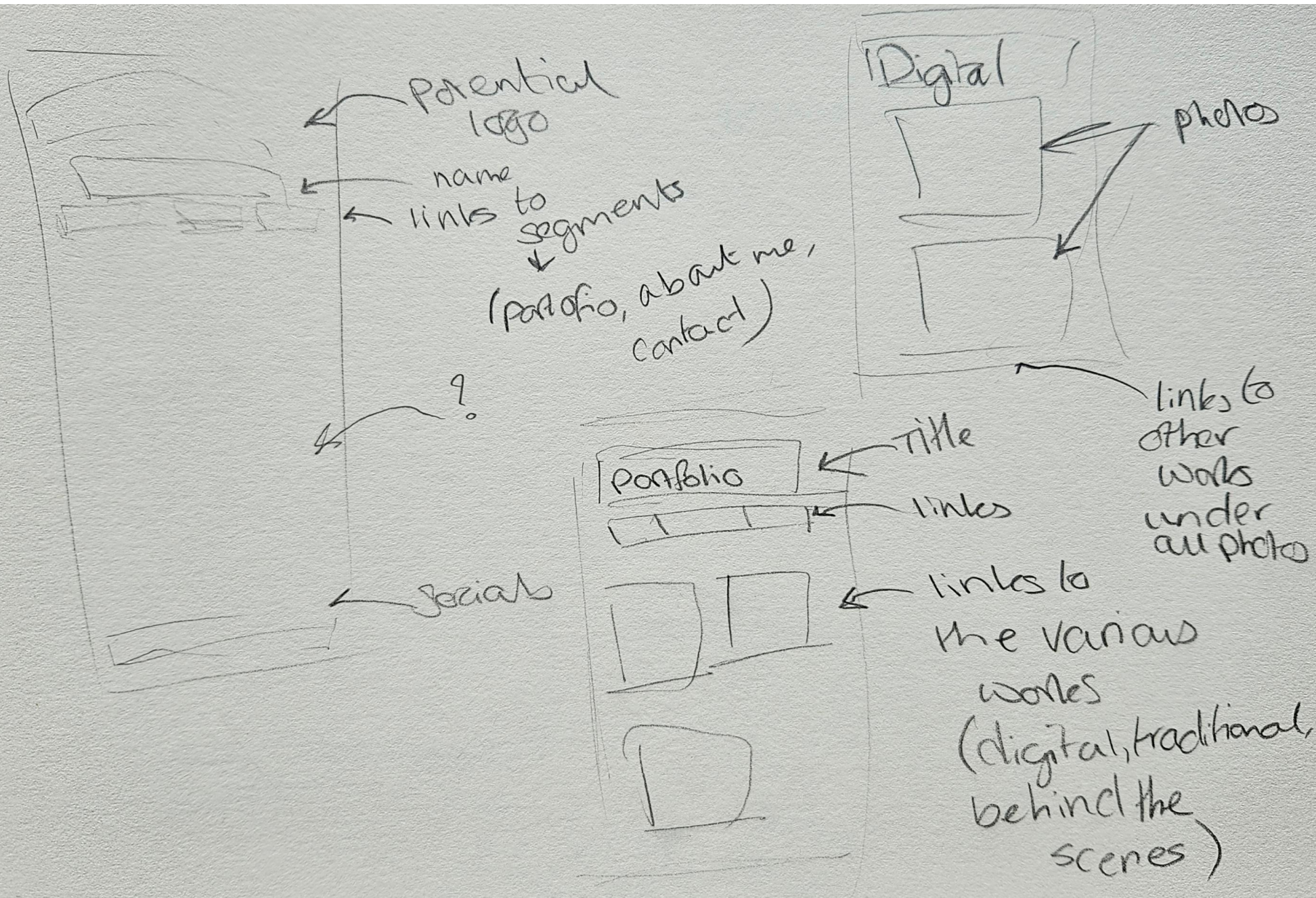
NOTES

After testing sketching out the website designs, I had to start thinking about how those layouts could be presented for mobile users.

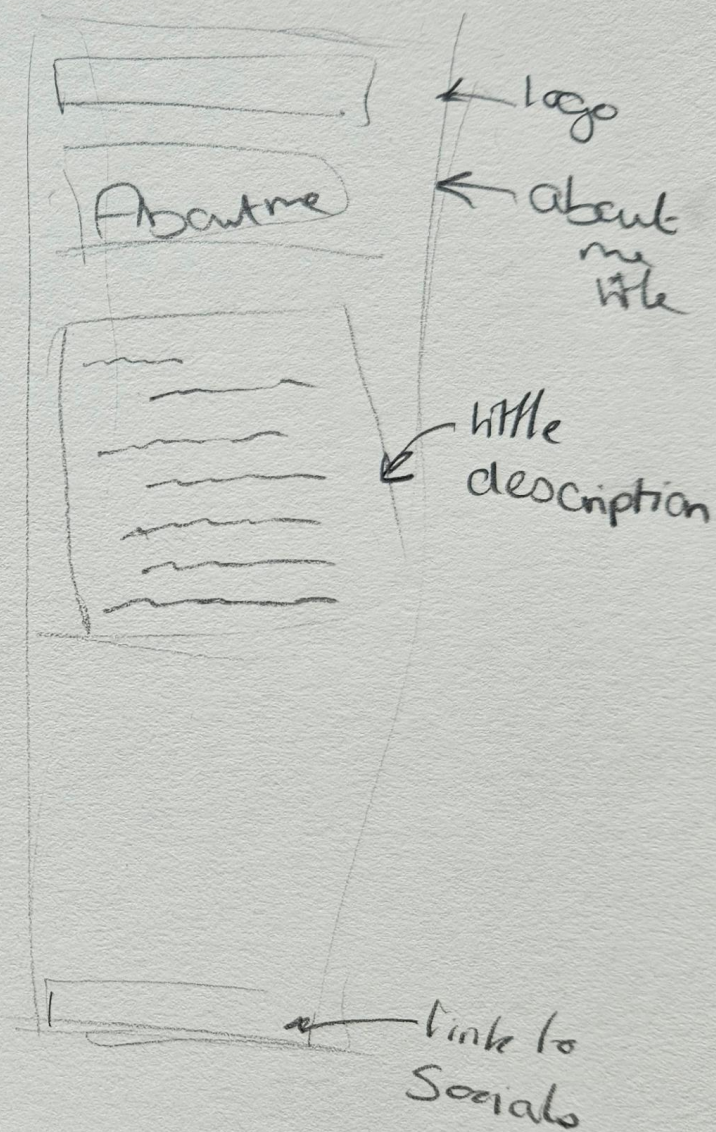
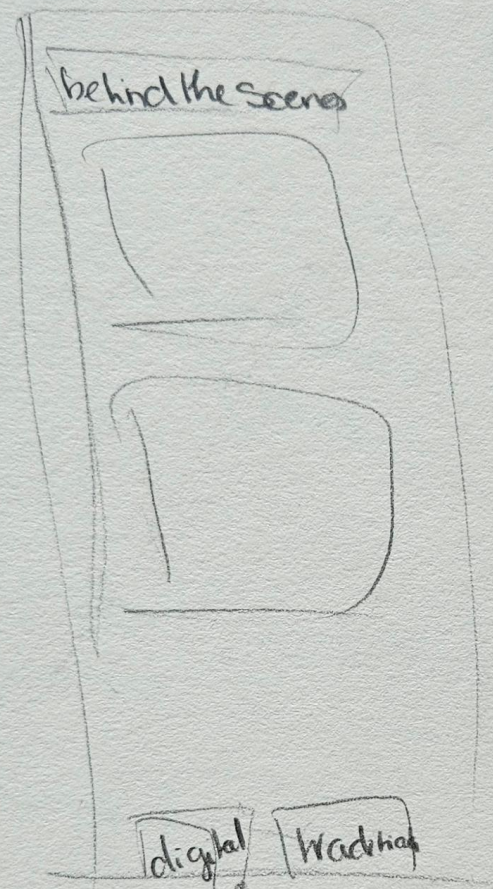
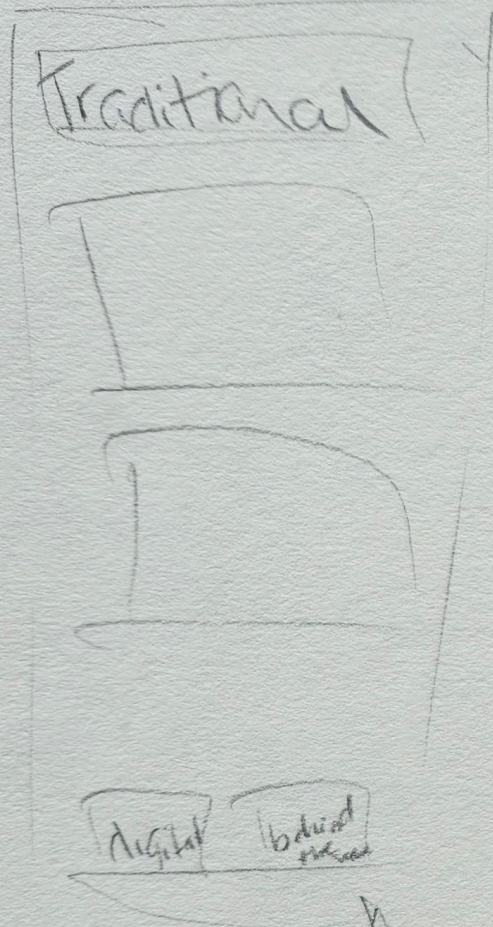
So, then I started to sketch out the ideas using the mobile template.

These are some more designs for the mobile version of the website that I'm creating.





Here are quite a few more notes and scamp sketches on the mobile versions.



same concept as the digital sketch one

A hand-drawn sketch of a mobile contact page layout. The page is oriented vertically. At the top, there is a header area. Below the header, the word "Contact" is written in a large, bold font. Underneath "Contact", the word "name" is written in a smaller font, followed by a horizontal line representing an input field. Below this, there are two more horizontal lines, likely for email and phone number. The bottom section of the page is a large, empty rectangular area, possibly for a message or a photo. At the very bottom, there is a small rectangular area with an arrow pointing to it from the text "Socials links" written to its right.

the page
for people
to contact
me
on my
website

(mobile
edition)

Socials
links

Web builder analysis:

I will now be analysing different web builders to see which one is the most suitable builder for me and which one I will choose to design my website on.

I chose to investigate four specific web builders: Adobe portfolio, Wix, Squarespace and GoDaddy.

Adobe Portfolio Web Builder:

Cons:

- Highly un-customisable
- Won't be able to access it if you don't have an adobe account.
- Cannot export your website to another host/site

Pros:

- Easy to use
- Runs smoothly
- Free to publish website

Wix Web Builder:

Cons:

- Highly un-customisable
- Messes up if you attempt to alter it significantly
- Constantly tries to get the AI interface involved when designing the website(becomes very annoying)

Pros:

- Pretty easy to use
- Free to use

Squarespace Web Builder:

Cons:

- Must pay to publish website
- Can't export to another site

Pros:

- Easy to use
- Very optimised for the use of mobile devices

GoDaddy website builder:

Cons:

- Must pay to publish website
- Limited design customisation
- Can't export site to another site

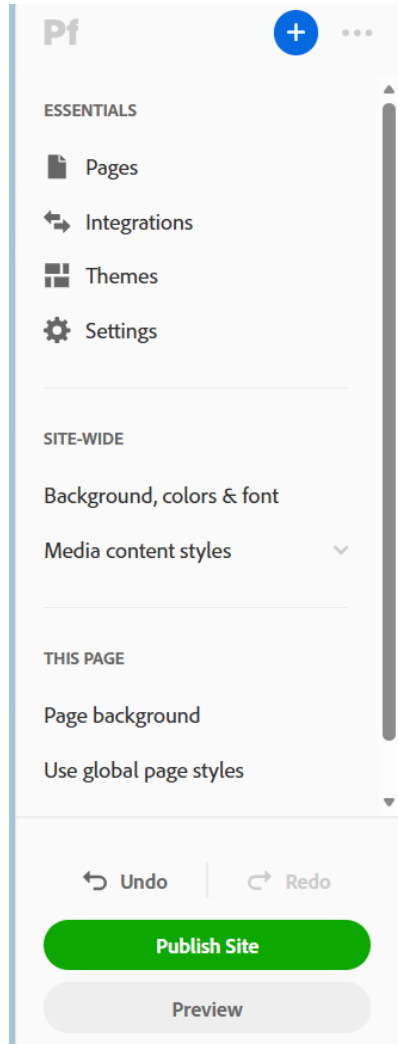
Pros:

- Easy to use
- Must pay but is affordable

Final thoughts:

After researching and analysing a few different web builders. I have chosen that I want to test out using both Adobe Portfolio and Wix to see which website design/layout I prefer.

Adobe Portfolio screenshots & link:



Laura Woodfin

You can edit this text to describe yourself and your work. Double click to edit.

Work/Collection

About Me

Click to add social profiles



This is my adobe portfolio website front cover page which will have the links to my social medias along with links to the other pages.

<https://midnightsillustrations.myportfolio.com/>

Pf

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ESSENTIALS

- Pages
- Integrations
- Themes
- Settings

SITE-WIDE

Background, colors & font

Website container

- Logo
- Navigation
- Footer

Undo Redo

Publish Site

Preview

Laura Woodfin

Welcome

Work/Collection

Digital Work

Traditional Work

Behind the scenes/Sketches

About me

Contact

Hi, I'm Laura Woodfin!

Portfolio



+
Add Page



This page showcases the various collection pages that I have, I chose to separate out my works into collections so that people who visit my page can see specifics like digital work or traditional work.

Hi, I'm Laura Woodfin!

Portfolio



+
Add Page

Powered by Adobe Portfolio



Pf + ...

ESSENTIALS

- Pages
- Integrations
- Themes
- Settings

SITE-WIDE

Background, colors & font

Website container

Media content styles

- ☐ Logo
- ☐ Navigation
- ☐ Footer

Undo | Redo

Publish Site

Preview

Laura Woodfin

Welcome

Work/Collection

Digital Work

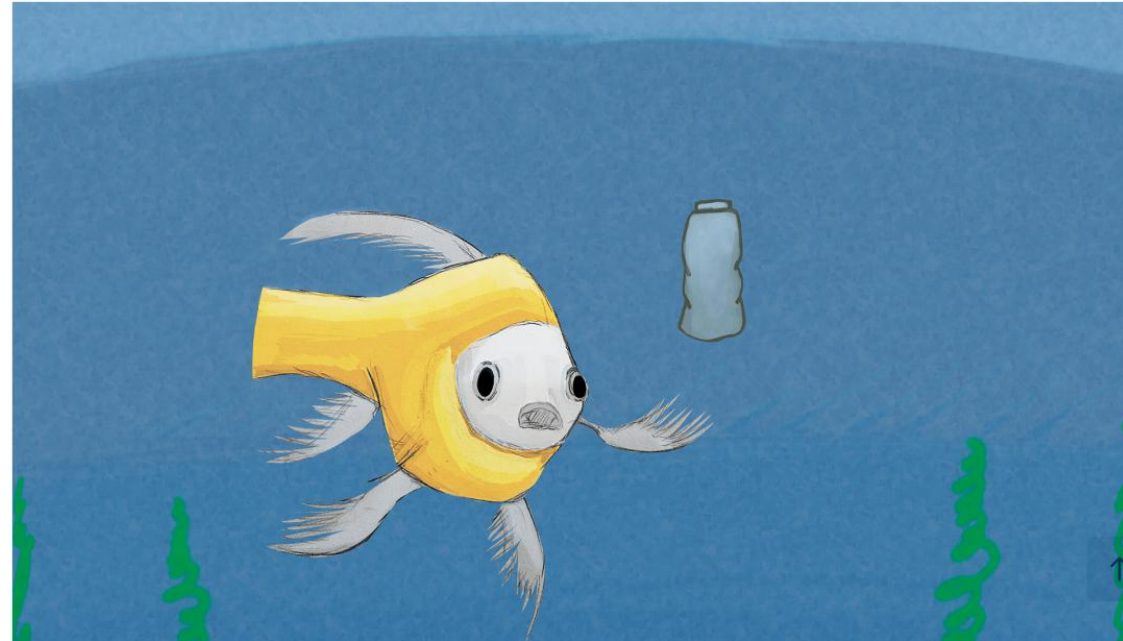
Traditional Work

Behind the scenes/Sketches

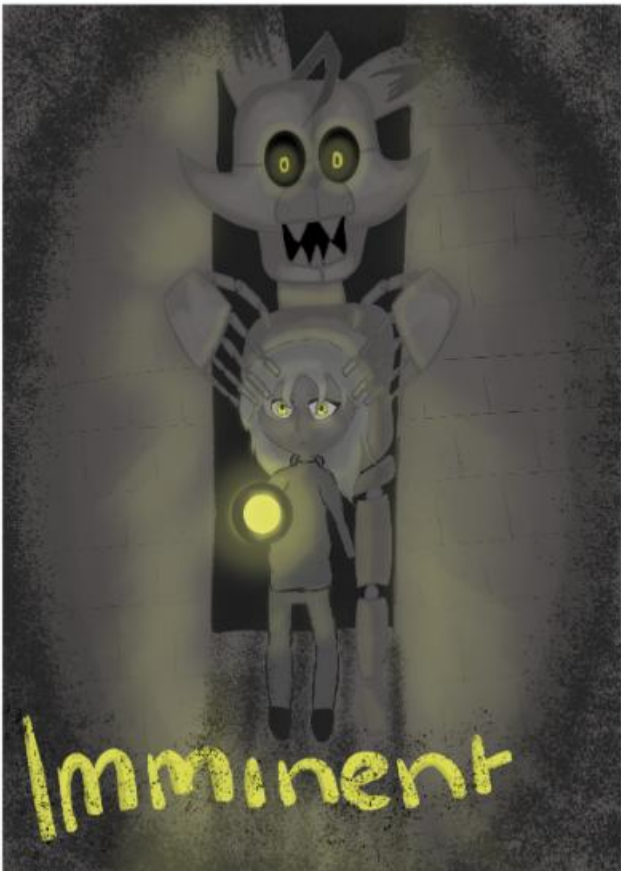
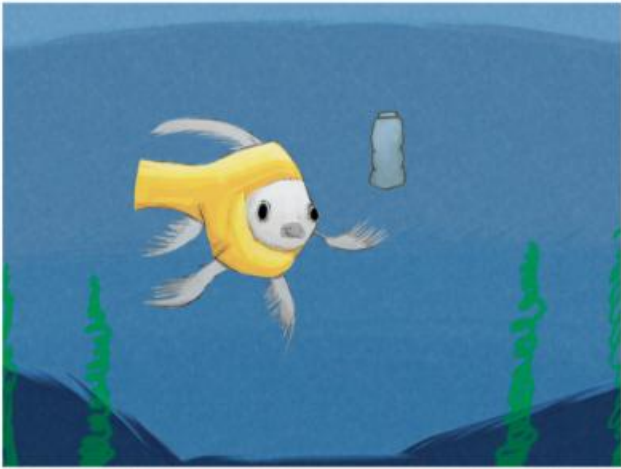
About me

Contact

Digital Work



This slide and slide 36 are screenshots about the digital side of my work.



Pf + ...

ESSENTIALS

- Pages
- Integrations
- Themes
- Settings

SITE-WIDE

Background, colors & font

Website container

Media content styles

☐ Logo

☐ Navigation

☐ Footer

Undo Redo

Publish Site

Preview

Laura Woodfin

Welcome

Work/Collection

Digital Work

Traditional Work

Behind the scenes/Sketches

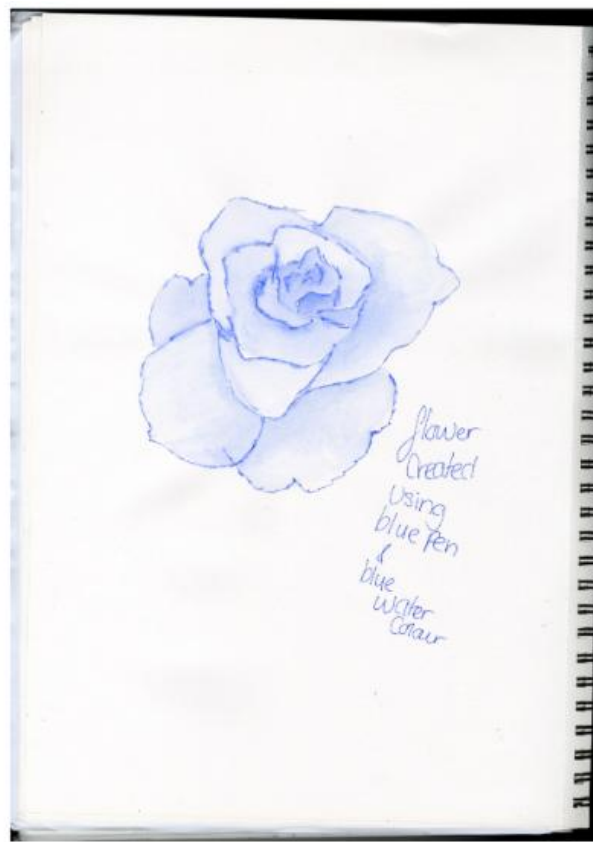
About me

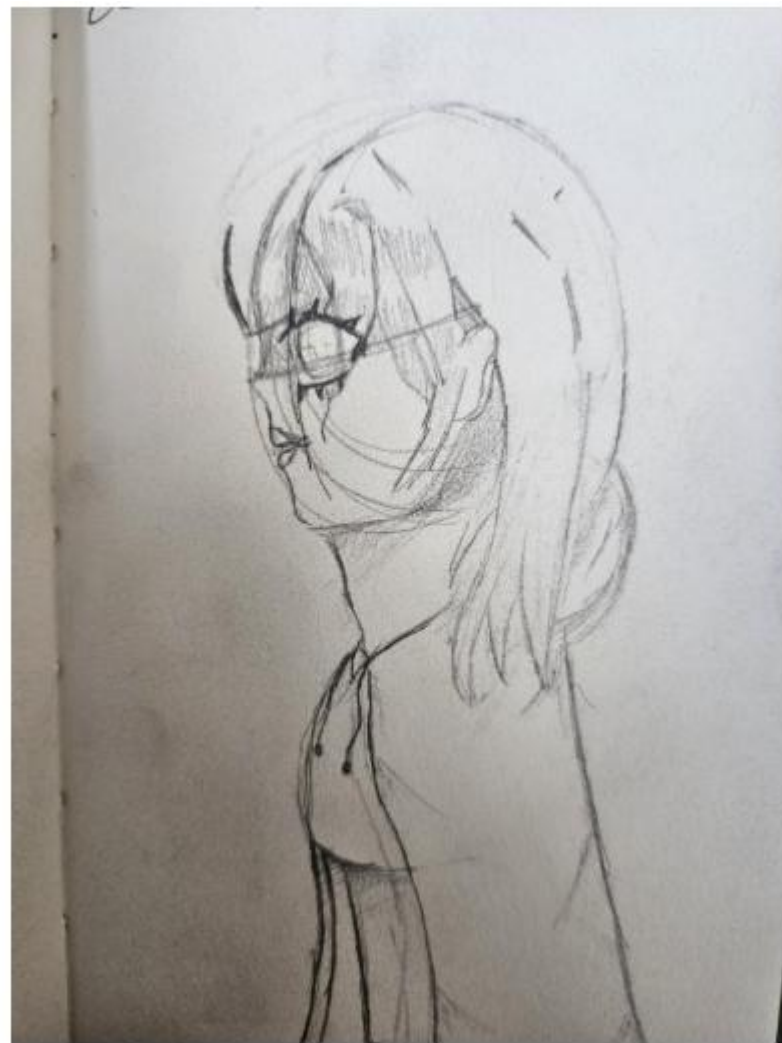
Contact

Traditional Work



This slide and up to slides 40 are screenshots about the traditional side of my work.





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ESSENTIALS

Pages

Integrations

Themes

Settings

SITE-WIDE

Background, colors & font

Website container

Media content styles

Logo

Navigation

Footer

↶ Undo

↷ Redo

Publish Site

Preview

Laura Woodfin

Welcome

Work/Collection

Digital Work

Traditional Work

Behind the scenes/Sketches

About me

Contact

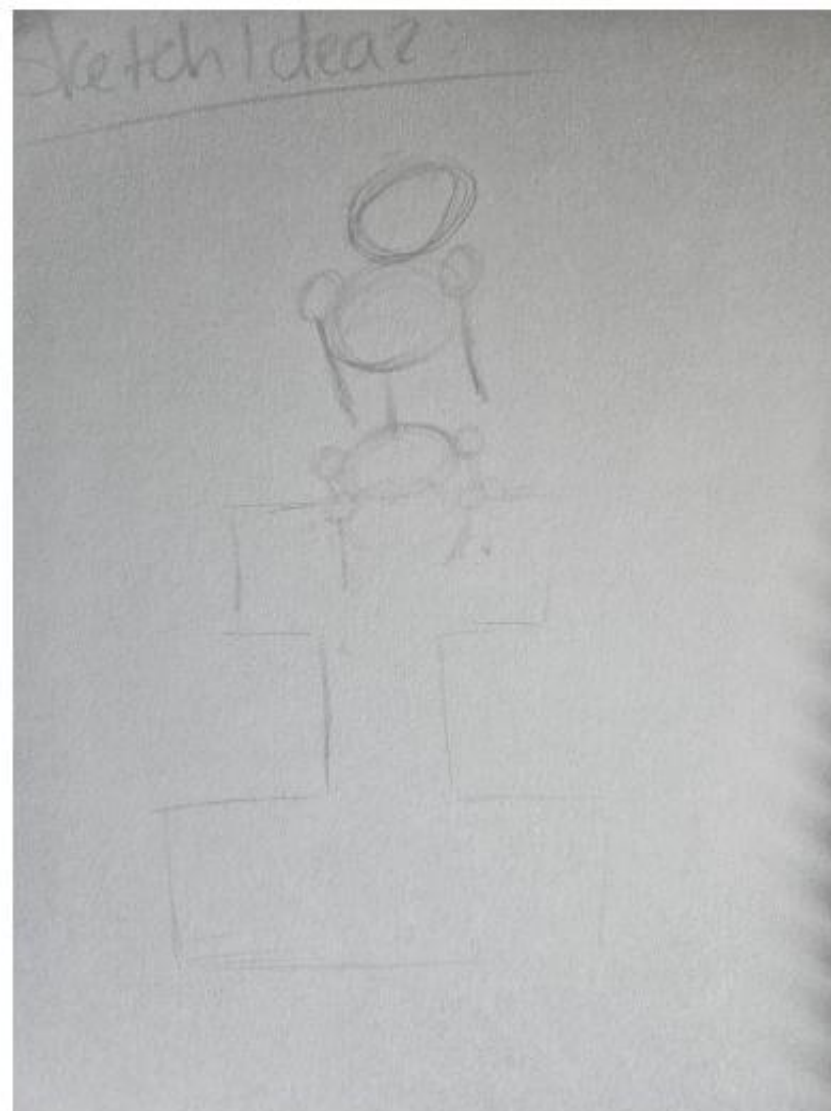
Behind the scenes/Sketches

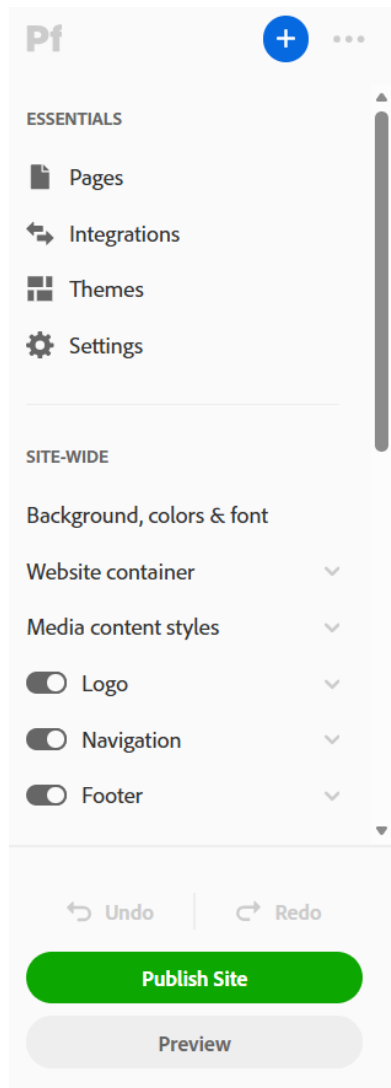
A faint, light gray sketch of a person's head and shoulders, showing a crosshair-like structure on the face and a small flame-like shape above the head.

A small, light blue square button with a white upward-pointing arrow.

This slide and up to slides 43 are all of my behind the scenes/ sketches, showcasing the development parts of my work







Laura Woodfin

Welcome

Work/Collection

Digital Work

Traditional Work

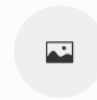
Behind the scenes/Sketches

About me

Contact

About me

Start building your page:



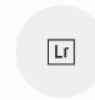
Image



Text



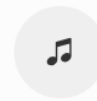
Photo Grid



Lightroom



Video



Audio



Embed



Button



Social Icons



Form



This is the about me page of my adobe portfolio website and it just gives a little background on me and my work as an illustrator.

Pf

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...

ESSENTIALS

Pages

Integrations

Themes

Settings

SITE-WIDE

Background, colors & font

Website container

Media content styles

Logo

Navigation

Footer

↶ Undo

↷ Redo

Publish Site

Preview

Laura Woodfin

Welcome

Work/Collection

Digital Work

Traditional Work

Behind the scenes/Sketches

About me

Contact

Contact

Name *

Your Name...

Email Address *

Your Email Address...

Message *

Your Message...

Submit

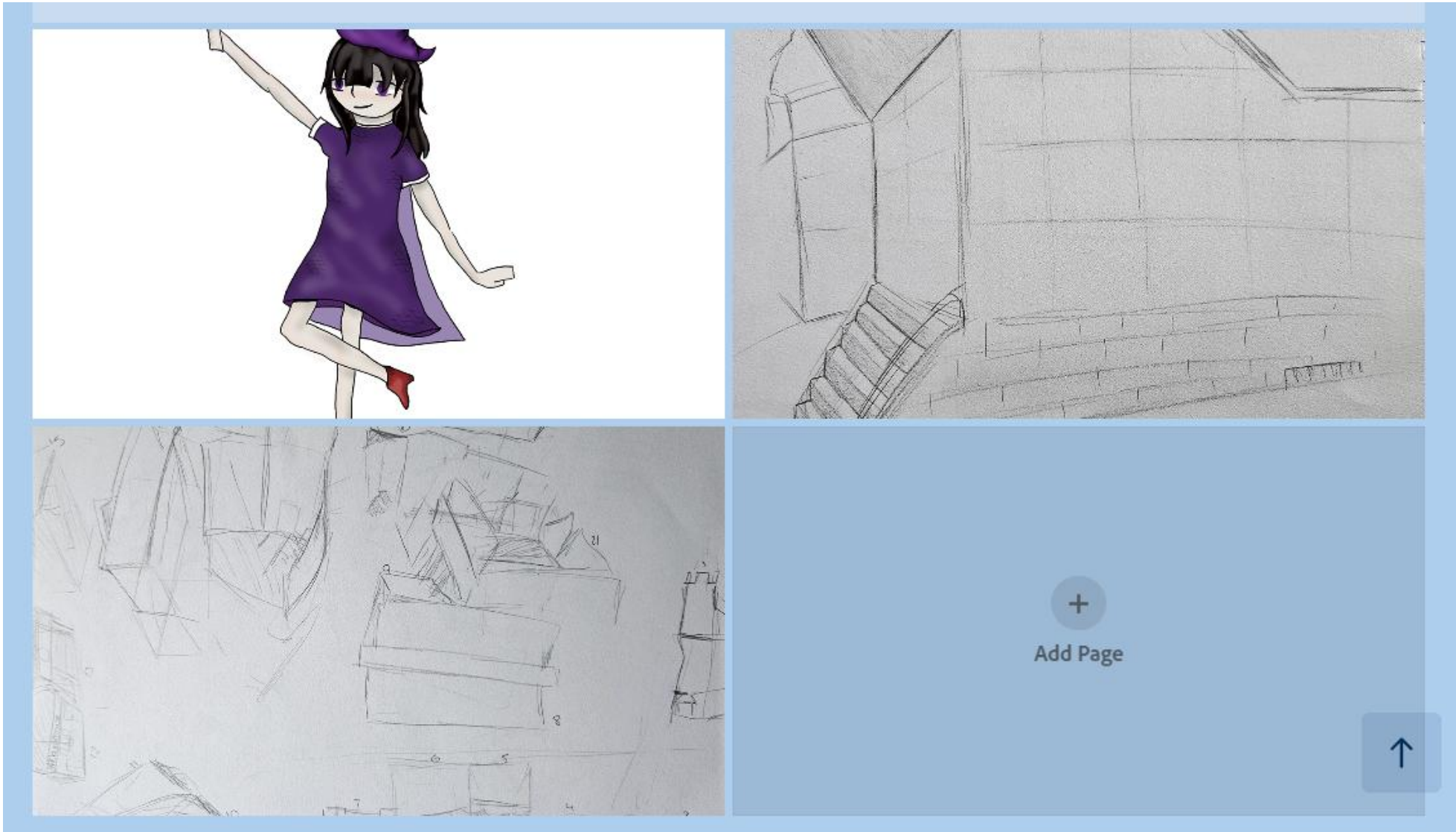


This is the contact page of my adobe portfolio website where clients or companies or people can contact me.



I updated the background colours and the welcome page of my website.

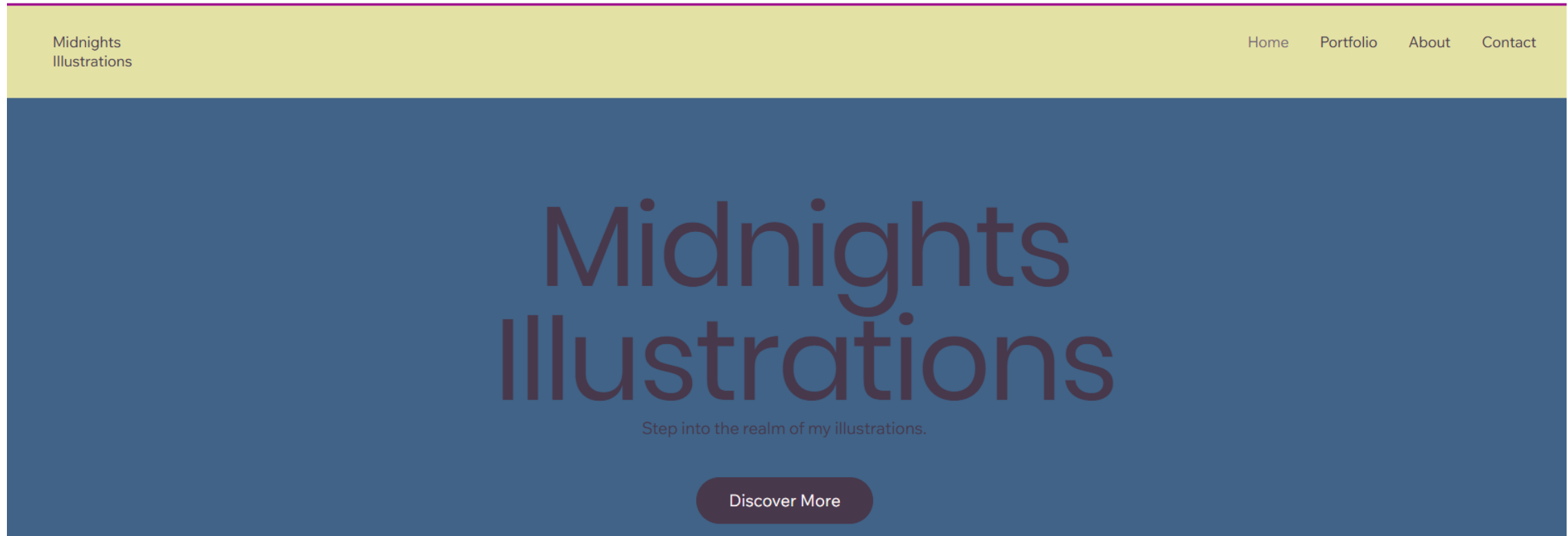
As of now, I have also updated my website, changing photos that are on there.



A preview of the updated website.

<https://midnightsillustrations.myportfolio.com/>

Website on Wix:



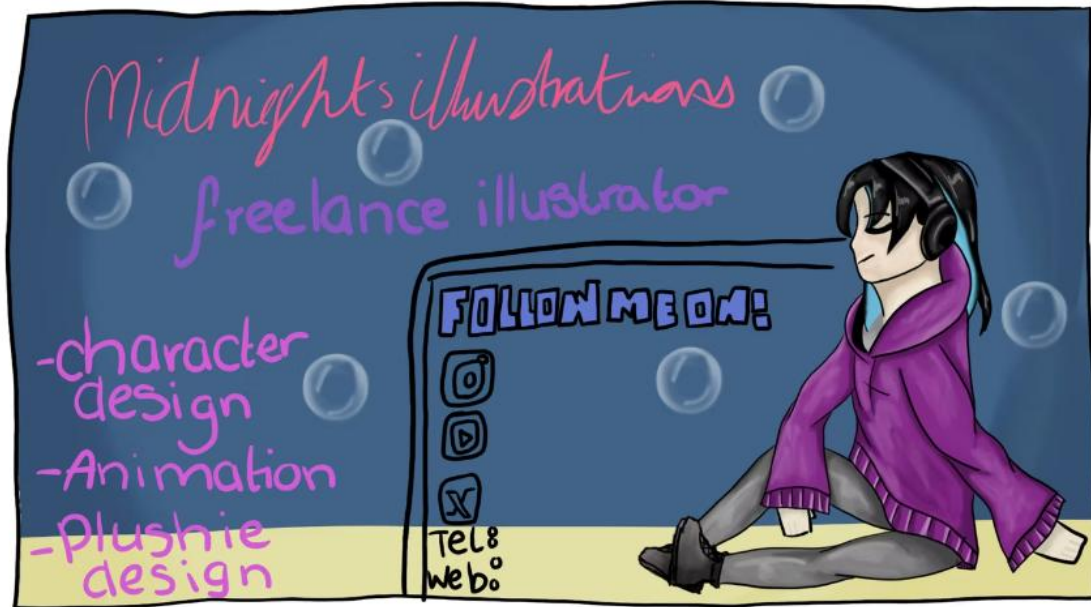
[Wix Website Editor | My Site 4](#)

The next couple of slides are showcasing my Wix website. However, I am not sure if the link to my Wix website works.

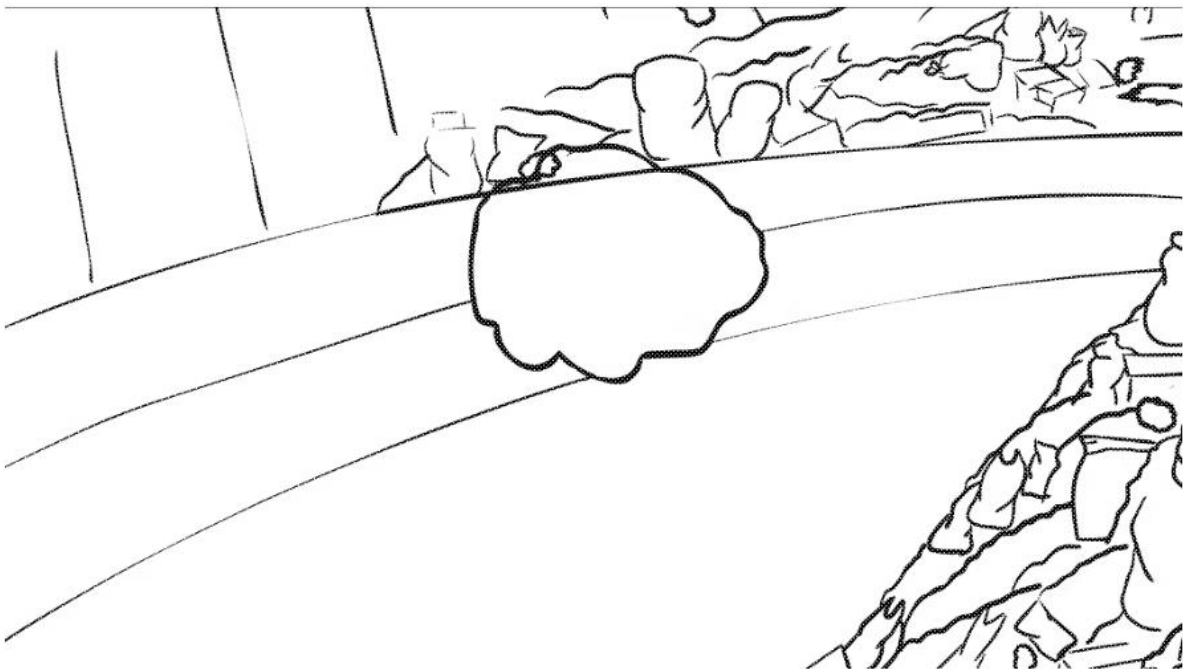


The banner for my Wix test website

Recent Works



Screenshots within the website



[View Portfolio](#)

About Me

I am an illustration student who really enjoys drawing concept pieces and drawing character art/designing my own characters.

Come join me along my creative journey and see the work that I am producing.

[Learn More](#)



The about me segment



Contact Me

Feel free to contact me for any inquiries.

First name *

Last name *

Email *

Company name(if possible)

Message

Submit



The
contact
me
segment

Midnights Illustrations

midnightsillustrations@gmail.com



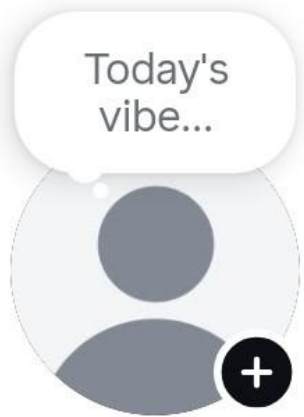
[Privacy Policy](#)

[Accessibility Statement](#)

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by [Wix](#)

The banner at the bottom of my
website

Social Media Presence:



0
posts

5
followers

5
following

I created my Instagram and this is my current Instagram presence.

https://www.instagram.com/midnightsillustrations?utm_source=qr&igsh=MXN1c3BqbXcxCHA5Mg==

+ Add banners

Edit profile

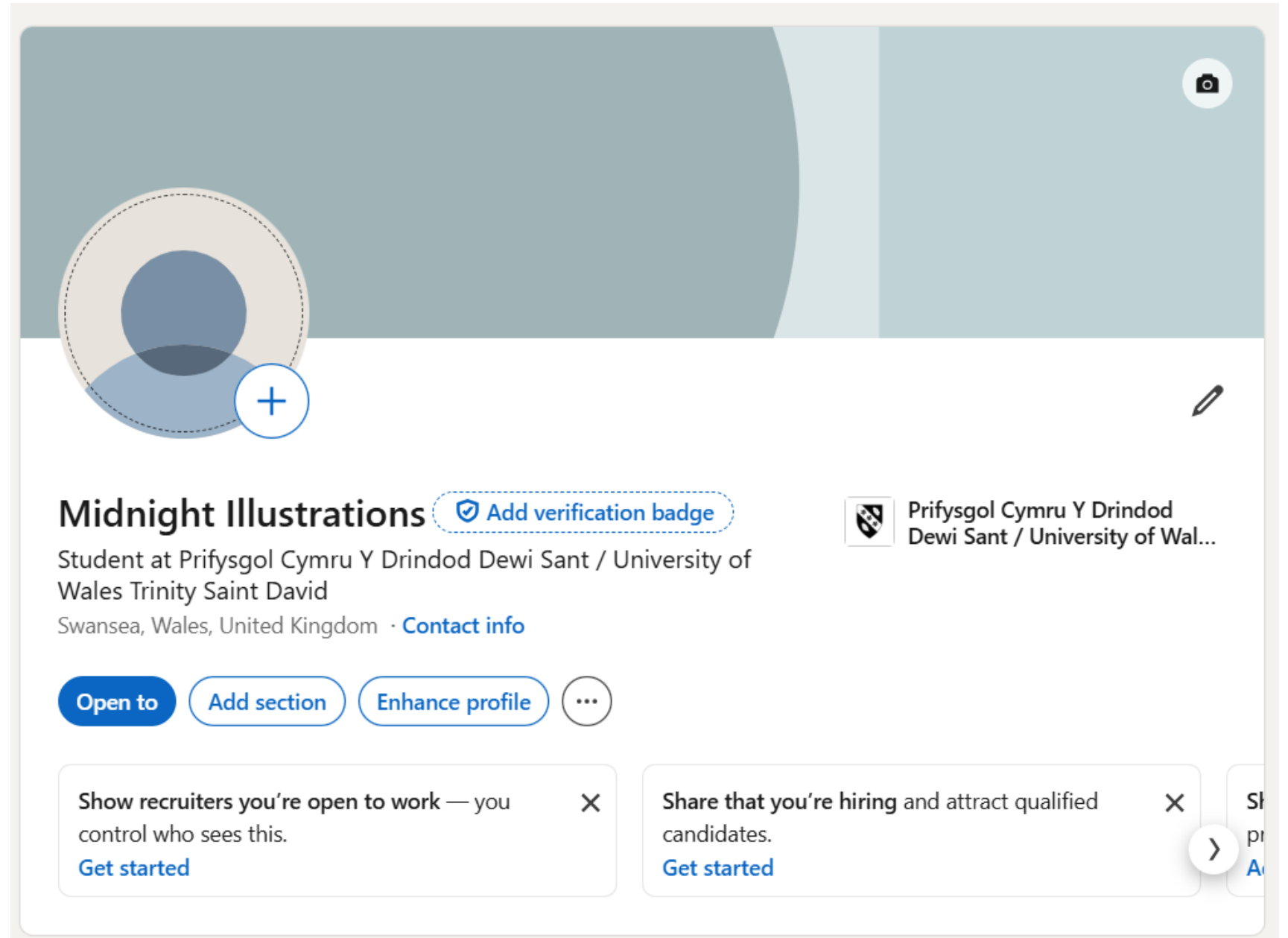
Share profile



Instagram account

This is my current
LinkedIn presence.

<http://www.linkedin.com/in/midnight-illustrations-5a08943b8>



LinkedIn account

Search



+ Create



Midnights Illustrations

@Midnight-Illustrations

More about this channel ...more

Subscribe



This channel doesn't have any content

Through my social media research, it made me think about whether I wanted to make a presence on Youtube as well. In the end, I chose to create an account, and this is my current Youtube presence.

Youtube account

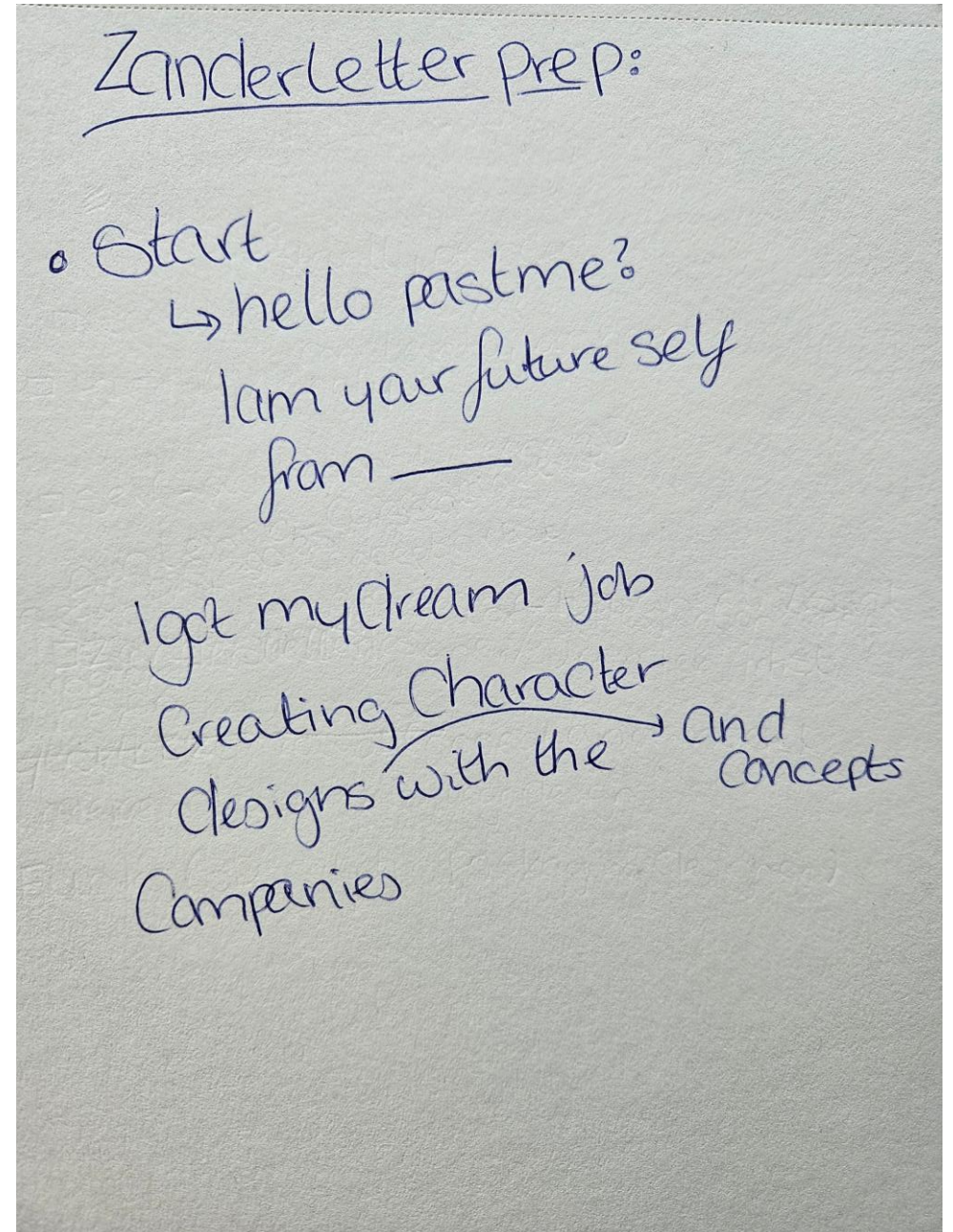
<https://www.youtube.com/@Midnight-Illustrations>

ArtStation account

I have also created an ArtStation account however; I am unable to access it for some reason.

Zander Letter:

To start off my Zander Letter, I decided to initially write down some prep ideas that way it can help me to write out the proper letter.



Zander Letter

Final:

This is the final Zander Letter I typed up.

I am happy with the outcome for this zander letter.

These next few slides show off my Zander letter.

Zander Letter

Hello Past Me,

I am your future self from 10 years in the future. I have written this letter to you to let you know about what goes on into the future of your life and to give you a little morale boost.

So, a little about me, I got into my dream job creating character designs and concepts, environment designs and even getting to draw out concepts and create a few animations with the companies we've been inspired by for so long. This is a really great experience to be working with these companies, and this has been helping my drawing skills, both digital and traditional, as well as some personal skills and I have really been enjoying working alongside these companies, getting to learn from them and design for them is truly amazing.

I have also done some personal work within plushie concept art, making cute designs and posting about them on social media and now my next aim is to further push out my work so I could maybe get some additional experience with designing plushies for a company too.

How I got this job is through a lot of hard work, constantly sketching out concepts and designs, posting on various social medias, making myself known and getting out there, pushing myself to be able to showcase my work for people to see. This was not easy for us but by doing this, I have been able to grow my confidence in my work and in my skills as an Illustrator.

I also got to where I am today by creating contacts within the company plus constantly researching out and contacting companies, asking them about their work, what skills they want to see, and asking them if they can give me feedback on my own work so that way I can develop my skills even more. I was also pushing myself to keep applying for job applications, going to interviews, showing them my work and my CV, trying to make a good first impression.

Another great way to get yourself out there is by promoting yourself, not only do I post on social medias, but I have little business cards for people whenever I am out and about or am at conventions.

What I have come to learn through my experiences is to never judge your work with the work of someone else, everyone's work is different and unique to them and

skills can take time to adjust and refine. Through my perseverance and effort, my skills have developed and my digital drawing skills are getting better. By putting in the time and the effort, your skills will soon develop and will showcase just how you want them too.

So, my lesson to you is to keep persevering, to keep drawing, keep sketching, keep doing digital work, keep allowing yourself to develop your skills and abilities and don't be afraid to post about your work, your work shows off your personality and your skills.

Goodluck with the rest of your work, hope everything goes smoothly.

Your future self.

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[Last accessed 5th February]

Reflection:

This is all the work I have produced for Assignment One, I am very pleased with the result of everything I have done.

To improve on anything here, I would like to add and change my website as I feel like there were adjustments I could add to enhance the overall look of it.

Overall, I think I have done well this segment of the module.