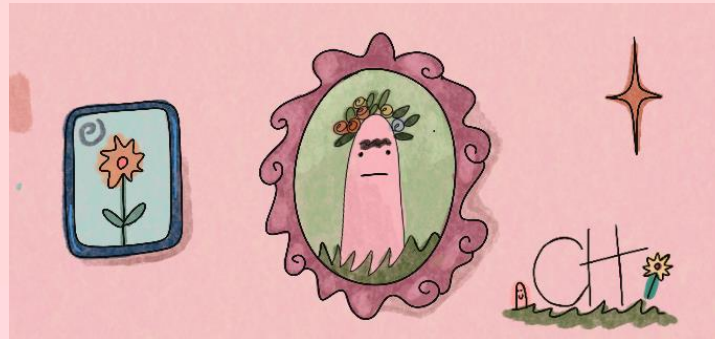


Changemakers: Building your Personal Brand for Sustainable Employment

CHLOE HUNT

Creating A Logo – Ready For My Website And Business Cards



I would like to design a logo for my website and business cards, or simply just a recognisable symbol that can be used for branding. I occasionally include small illustrations on the side, however I normally sign my illustrations with CH. When clients receive a business card or visit my website, I want it to be cohesive and consistent with my illustration style, and this one symbol should represent the essence, style, and professionalism I want to convey.

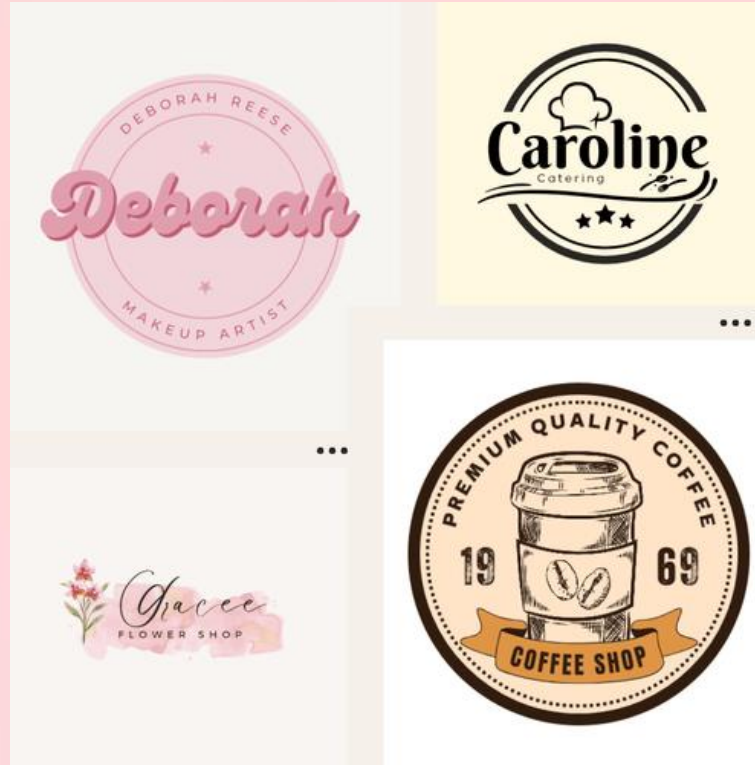
Logo Design – What it is and why its needed



An effective logo is simple, memorable, and easily recognisable. It uses clear shapes, balanced composition, and appropriate colour choices to communicate the identity and values of a brand at a glance. A good logo works across different sizes and formats, from small digital icons to large-scale print, without losing quality or impact. When designed well, a logo becomes a visual shortcut, allowing audiences to instantly associate it with a brand's message, tone, and purpose.

A logo is important because it forms the foundation of a brand's visual identity. It helps create consistency across platforms such as packaging, websites, social media, advertising, and promotional materials. This consistency builds trust and recognition, making a brand easier to remember and engage with. For charities and organisations in particular, a strong logo helps communicate credibility and symbolises the company or brand, it's a stand alone visual icon that tells the world what this brand does, a logo is not just a symbol, but a key tool for branding, communication, and identity.

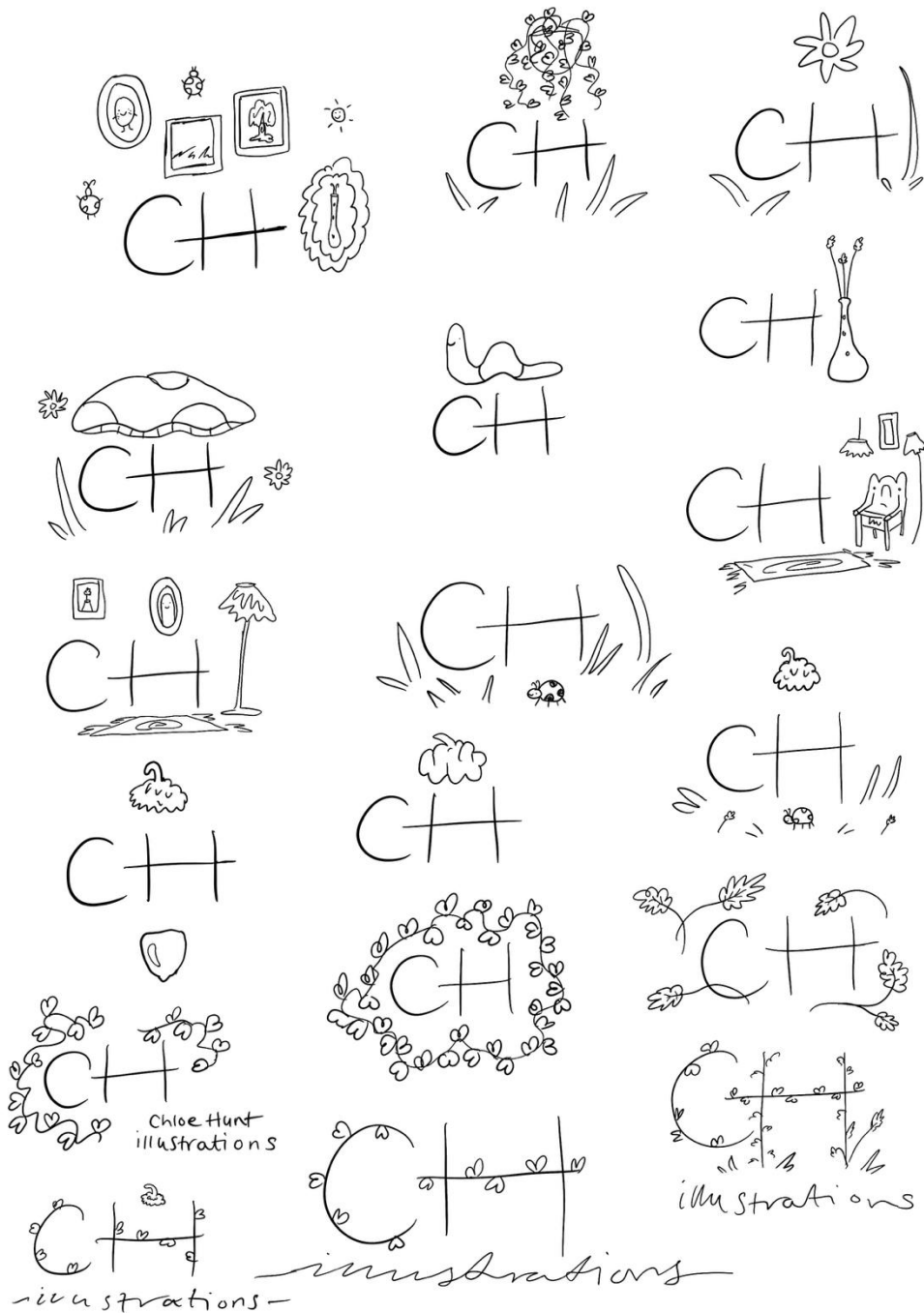
Logo Design – What Makes A Logo Effective?



From a creative perspective, an effective logo should be more than just a symbol; it can tell a story. An effective captures the essence of a brand in its simplest visual form, turning values, personality, and purpose into something instantly recognisable. Strong logos balance concept and clarity, using thoughtful composition, distinctive shapes, and intentional colour choices to create impact without unnecessary detail. They are flexible enough to work across different platforms, from digital screens to printed materials, while still maintaining their character. Creatively, the most powerful logos often contain a subtle idea or visual metaphor that rewards attention, making them memorable rather than disposable. In this way, a logo becomes a visual anchor for a brand, communicating identity quickly while leaving a lasting impression.

CH CH
CH CH CH
 CH
CH
 CH
CH

I also like the idea of the designs encircling the initials like the one with ivy all around it. I think my favourite design so far is the one with the mushroom on top and the grass details around the bottom as it's cute and simple and represents the nature feel to my work.



Creating A Logo

these are designs I experimented with instead of my initials using my full name instead. I sketched similar designs like with the grass and leaf detailing. I did struggle more with the composition, my ideas didn't flow as well as the previous designs like with my initials. these designs also don't feel as fun or illustrative as my previous designs but it has helped me know what I want - a logo that feels like me and my illustrations and these don't feel like
e as much as my previous designs do. its also effective that I experimented with these as it has inspired me.

Chloe Hunt
illustrations

Chloe
Hunt

Hunt
illustrations by
Chloe

Chloe
Hunt

Chloe
Hunt
illustrations

Chloe
Hunt
illustrations

CH
Chloe Hunt

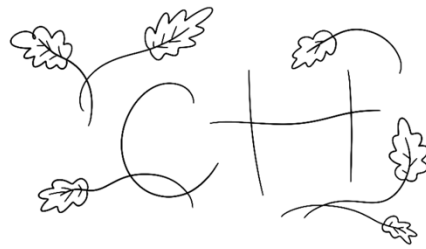
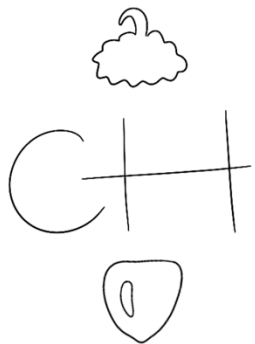
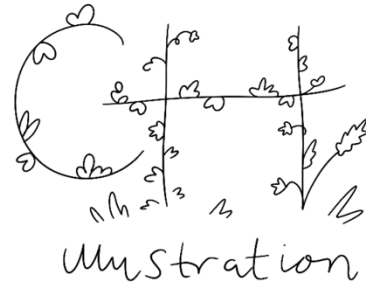
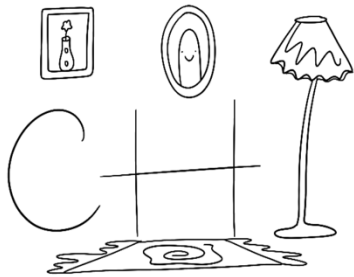
Chloe
Hunt
= illustrations =

CH

Chloe Hunt
illustrations

Chloe Hunt
- illustrations -

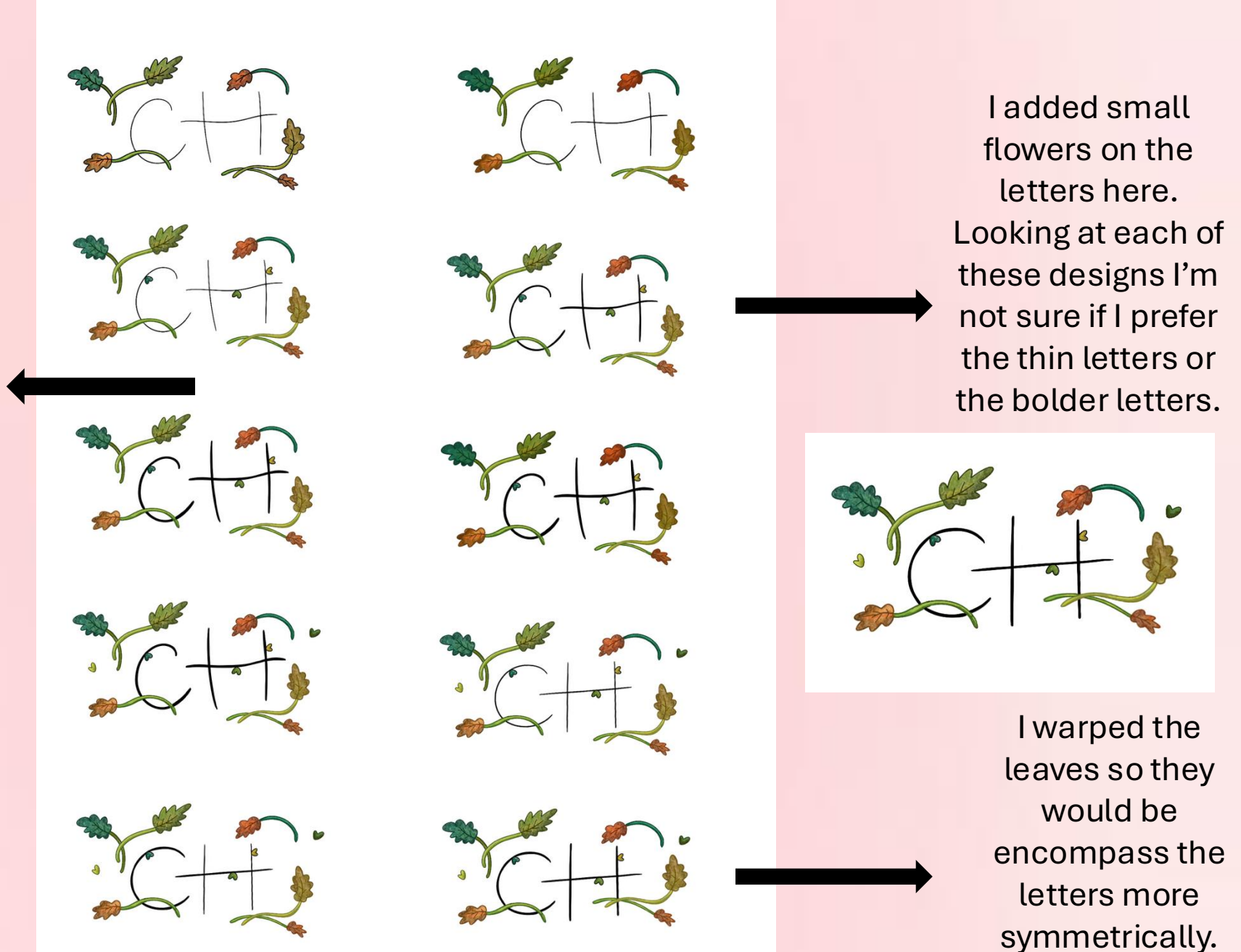
Choosing Logo Designs To Develop



I have selected my favourite logo designs and short listed them and focusing on these designs to enhance, play with and hopefully transform into a final logo that I am happy with, reflects my passion whimsical style and professionalism to use across all platforms of my branding. I chose these ones as I felt these ones had the most potential, encompasses my illustration style, had a unique style or had a distinct feature that I want to push further and want to experiment with and transform into a logo.

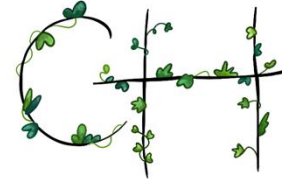
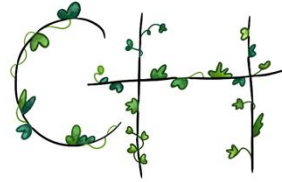
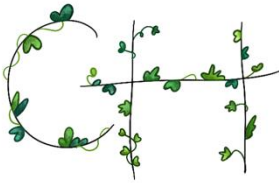
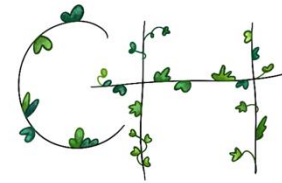
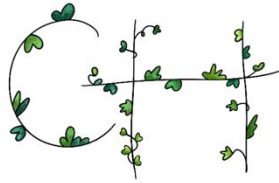
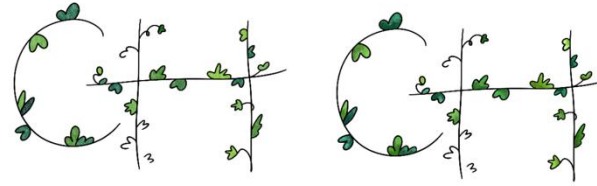
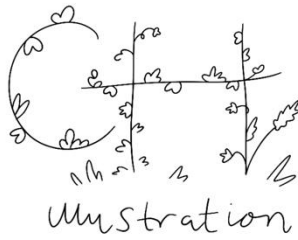
Creating A Logo

This is how the logo evolved from the initial sketch to its final version. The black edge was a bit too bold, so I softened it and added tones and highlights after colouring it in. I believe this immediately improved it. In order to bring everything together, I then added a few tiny leaf elements to the letters themselves. Since this is the most crucial component of the branding, I have then made the letters bolder and thicker to make them stand out. I'm not sure which is my favourite, however after looking at my other designs, I changed the letters a little since I loved how the CH looked in the final designs.

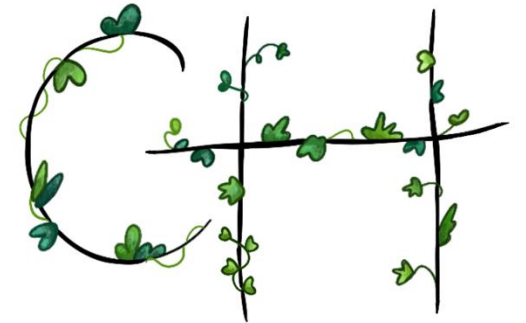
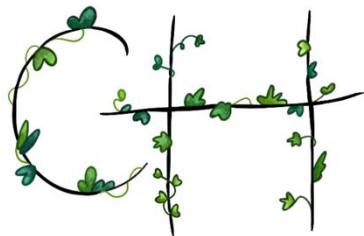


Creating A Logo

These are the drawings I produced for this design. I experimented with the lines, added colour, and created depth. To make it blend better, I made the leaf outlines a deeper shade of green. To get an idea of how it would look, I added a cursive "illustrations" beneath the logo, but I don't like it. Although this design is lovely and has a good visual appeal, I believe it better symbolises a brand that is more in line with nature than it does with my own as an illustrator.



illustrations

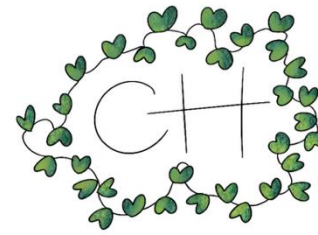
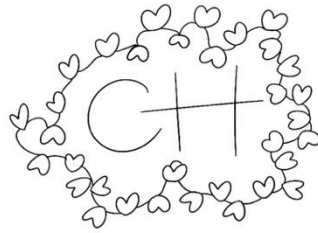


Creating A Logo

This is the development of the next design I chose. I gradually added colour and added tones as I went along. I added green and yellow highlights to make the leaves look bright and vibrant.

I changed the outline colour to a dark green as the black was too bold.

Whilst I like this design I don't know if it represents my brand as well as it could and whilst I do like to draw nature and there are many nature inspirations present – I feel as though this is too nature-y.

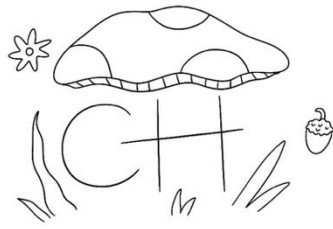


Creating A Logo

This is the development of my next idea for a logo. This design was inspired by my love for drawing nature and little flower details I usually put in my work.

The first illustration is the original sketch refined and then they become more developed as they progress. I added tones, highlight and depth and little details. I also softened the line work as recently in my illustration work I have considered softening the black outline.

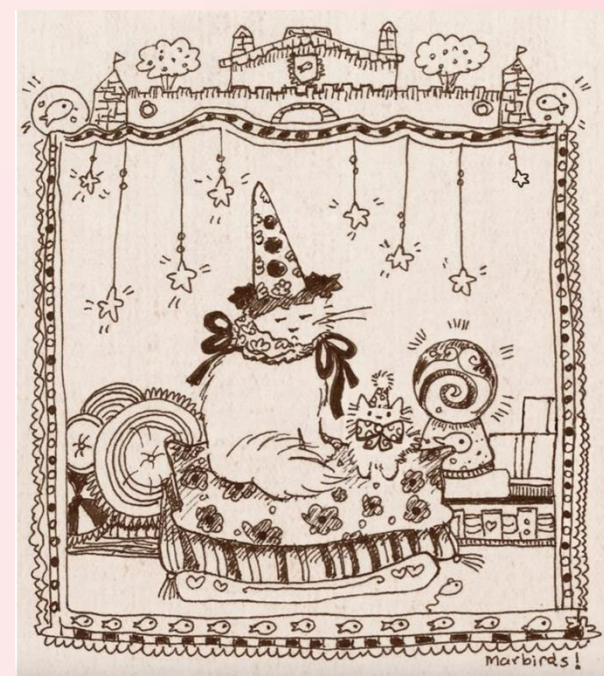
I experimented with adding a background but I instantly didn't like it but I am glad I did it to see what it would look like.



Here is a close up of the tones I added. I do think this logo is a little simple but I will see what all of my logos



More Inspiration!



I have developed my initial sketches into logos that I could use for my branding and they are decent logos. but none of the designs don't speak to me or inspire me - I am an illustrator so I want to use this as an illustration - not only to display my name but to display my style and skill.

here are some examples of illustrated logos and small illustrations that are little but they say a lot, they are super cute, illustrative and they have a little narrative going on and that's really inspiring to me and I want my logo to show my style and tell a cute little story.

More Logo Ideas

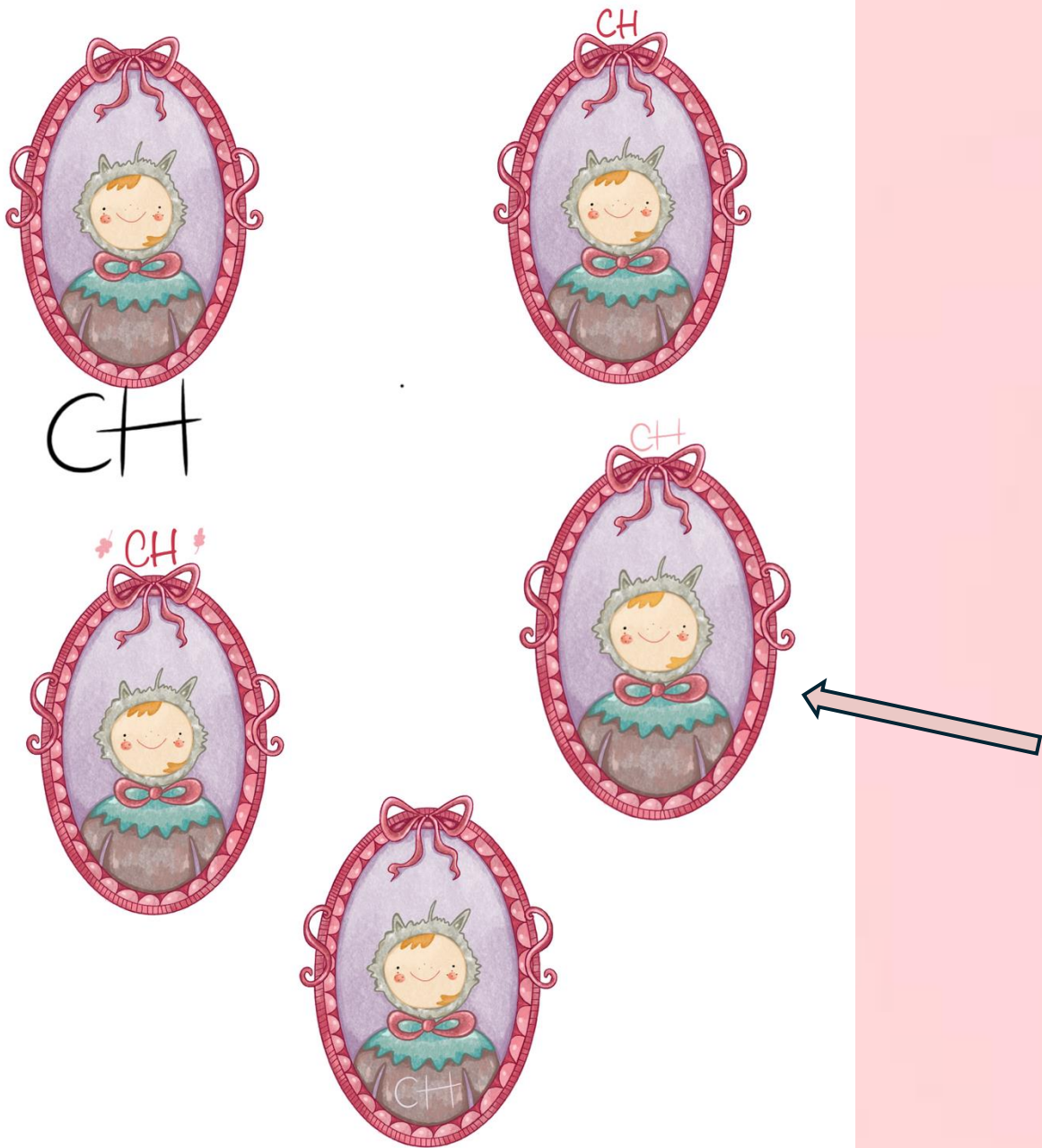


After my previous attempts at creating a logo and reflecting on them – I feel like I could do better, inspired by the mood board of inspiration on the previous slide. I want this logo to not only display my name and represent my name but to showcase my illustrative skill and style.

I sketched some cute illustrations that I could play with and develop into some potential logos that feel more fun and illustrative.



Making A Logo



Here I have coloured in and worked on this design for a logo/symbol illustration for my website and other platforms and branding. I have been experimenting with my line work and developing my shading. I really like this illustration as it has nice soft colours and it represents my cute and gentle illustration tone. I then wondered how I would use this as a logo and place my signature on it. My favourite placement is the CH above the frame as it feels cohesive and neat. I do like this as an illustration but maybe not a logo but it could still be effective as a profile picture for social media or a stand alone illustration to adorn my website or business card.

original



neater



green book



no outline



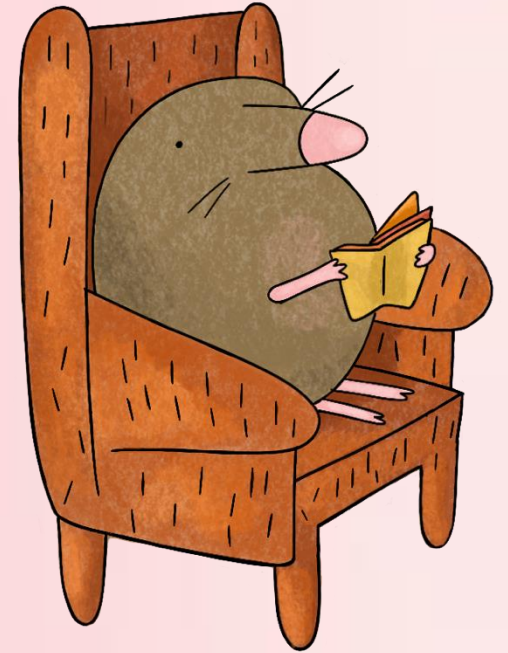
Strong outline



CH

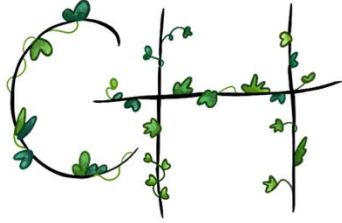
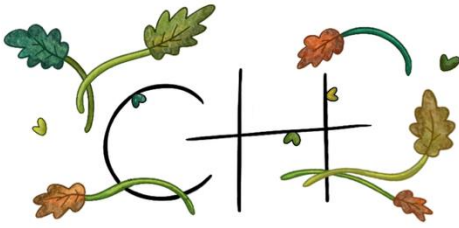


Making A Logo



I was looking at this illustration and a spark of inspiration hit me to cut out the mole reading on his chair and use this as my logo or icon for my website! I cut the illustration out and then refined the line work, changed the colour of the book to green to see what it would look like – I like the yellow. I then experimented with softer outlines and darker tones. I am at a point in my development of my style that I don't know whether I like the dark outline. Whilst I usually use a black outline I am considering whether it is too harsh. But as I usually use and in my main illustrations use a black outline I think I should use a logo with a black outline for now until I develop my style so everything remains consistent.

Making A Logo



These are all of the logos I have designed – I have made a few but the mole on the chair is my favourite! I think it is really cute and it feels like it suits my narrative theme and it shows my whimsical style.

JAROM
VOGEL

Illustration

About / Contact

Learn

Store

Procreate Viewer



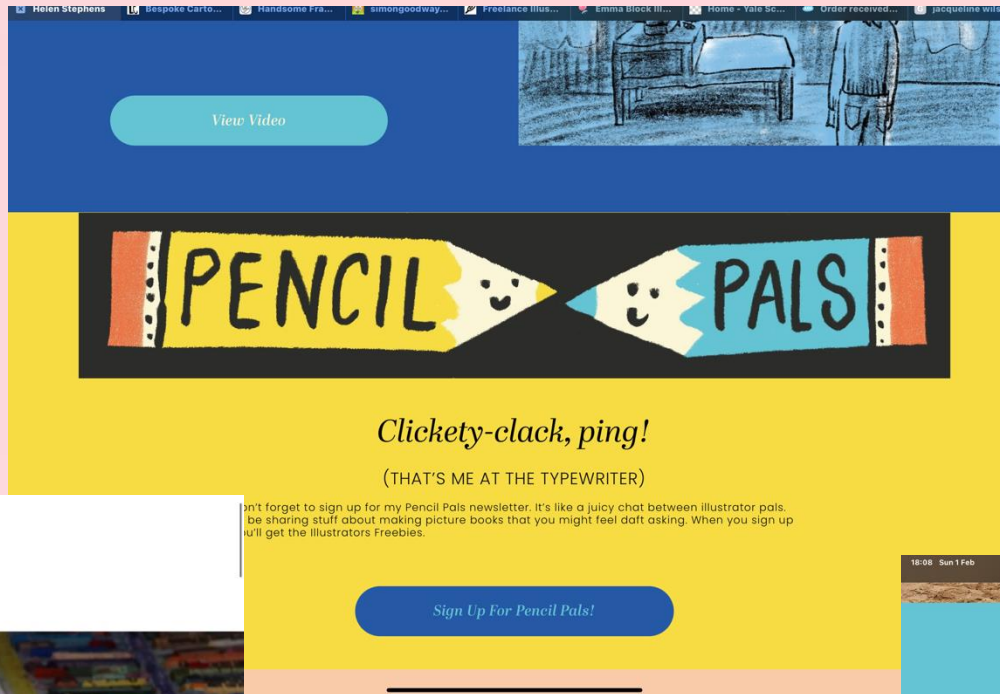
Designing A Website!

In this brief we are to design and make our own professional website. I want my website to convey the tone of my work, who I am as an illustrator and demonstrate my skill, professionalism and my passion. Whilst I have no experience in making a website, I am looking forward to designing it and ensuring it looks brilliant as this is what potential clients will see and this is a very important element.

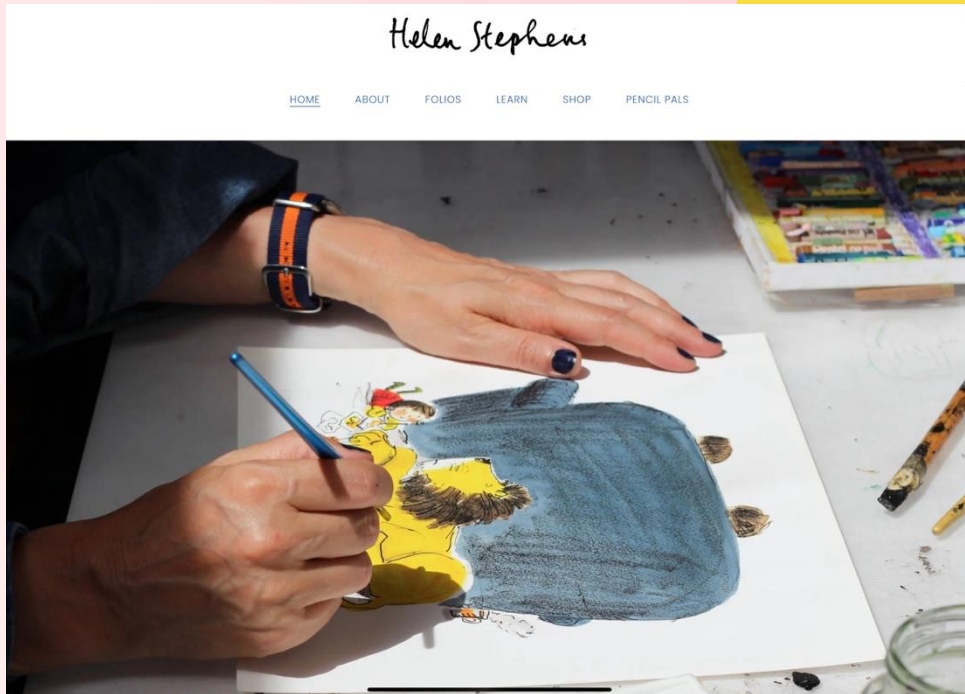
I aim to have a career in childrens picture books, editorial work and package design is also an area I am interested in so I need my website to showcase my passion, skill and personality. I want my website to be professional but demonstrate the whimsical and playful nature of my work.

Researching Illustrator's websites – Helen Stephens

Helen Stephen's website is professional and shows her illustrative style. Her illustrative style is expressive with scratchy line work and paint streaks – but her website is very white and clean – a contrast which I don't think reflects her style as imaginatively as it could have been.



When you scroll down on her website, you come across her different experiences and her online shop 'pencil pals' with her various links. The background colour changes with her imagery which compliments her illustrations well, the blue really pops out.



Researching Illustrator's websites – Helen Stephens

I graduated from Glasgow School of Art way back in 1994. I had no idea how to survive as an illustrator. My Dad was a car salesman and he told me that if you throw enough mud at the wall, some of it will stick. So I did just that. I started creating work and banging on doors. It was only later I was told there are particular rules around approaching publishers.

Thank goodness I didn't know. Naivety is a super power!



I headed to London

(that's what you did pre-internet days),

folio under arm, pencils at the ready and started showing my work to publishers.

Lots of them liked it and said they'd give me a call when a story came along. But, after a few weeks, there was no call and I got impatient. I decided to have a go at writing my own story. After all, I thought, it can't be that hard can it?

And so my first book was published in 1999. It wasn't the best book in the world, but the rest of my career has been an amazing apprenticeship, a creative adventure.

She uses muted colours and a colourful text which is interesting. I do like her panels that show her different illustrations and her books, it creates a homely feel with her books photographed this way.

Helen Stephens

HOME ABOUT FOLIOS LEARN SHOP PENCIL PALS

Author, Illustrator, Picturebook Maker

"My favourite book is How to Hide a Lion because you make books less boring. You put exclamation marks in and by the way you are the best author in the world. I'm six, I forgot to say that. Oh well."

Maya, age 6

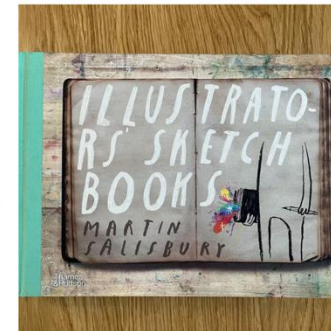
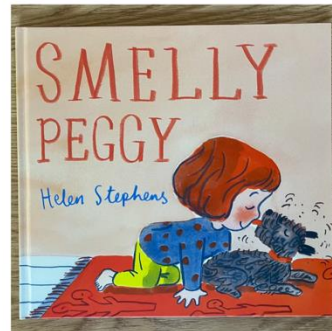


I am probably best known for How to Hide a Lion

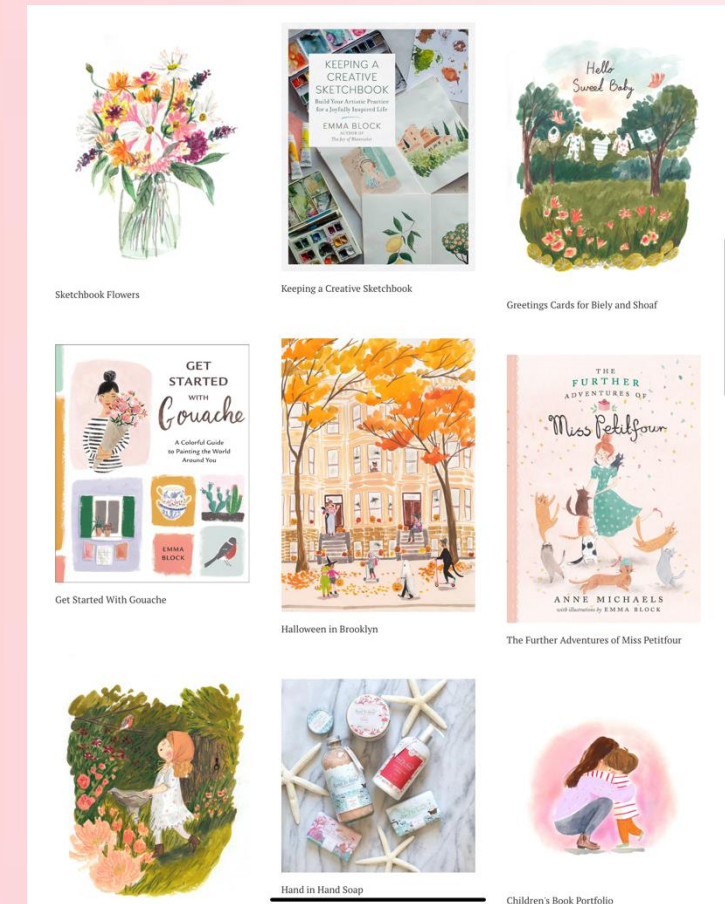
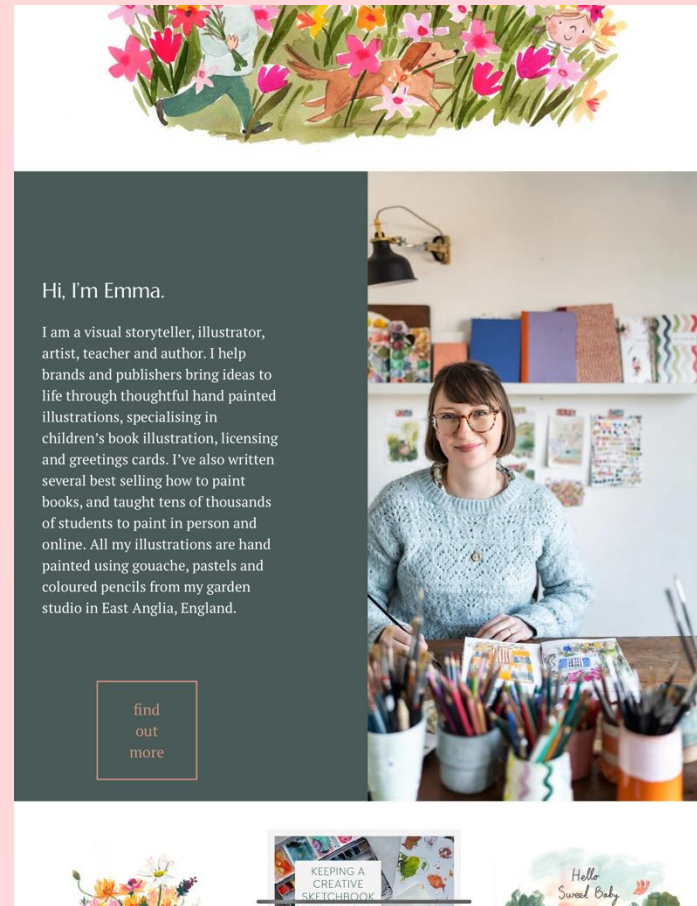
"Funny and warm-hearted"

AXEL SCHEFFLER,
ILLUSTRATOR OF THE GRUFFALO

Overall, I think her website is professional and clean. But I do think it is a bit clinical for what she does and her style is tailored for children and it doesn't reflect this at all - with the white background and rigid panels and bold fonts.



Researching Illustrator's websites – Emma Block



I found emma block's website and thought it was an excellent example of an illustrators website as it exhibits her skill and her personality. It is important too convey your personality to demonstrate what its like to work with you and gage where the illustrators' inspiration comes from and how they work. Her website is clear, professional and definitely shows off her skill, style and her experience. Her work is colourful so her background is plain – this is interesting as my work is also colourful so I will remember this for my website. Next, her work is annotated with a simple description eneath which is really helpful as a viewer and potential client to see what this work is for. I like how she puts photos of her on her website too – this provides a face to the name and gives a personal touch.

Researching Illustrator's websites – Emma Block

emma block illustration ✕

Children's Book Illustration

Licensing and Collaborations

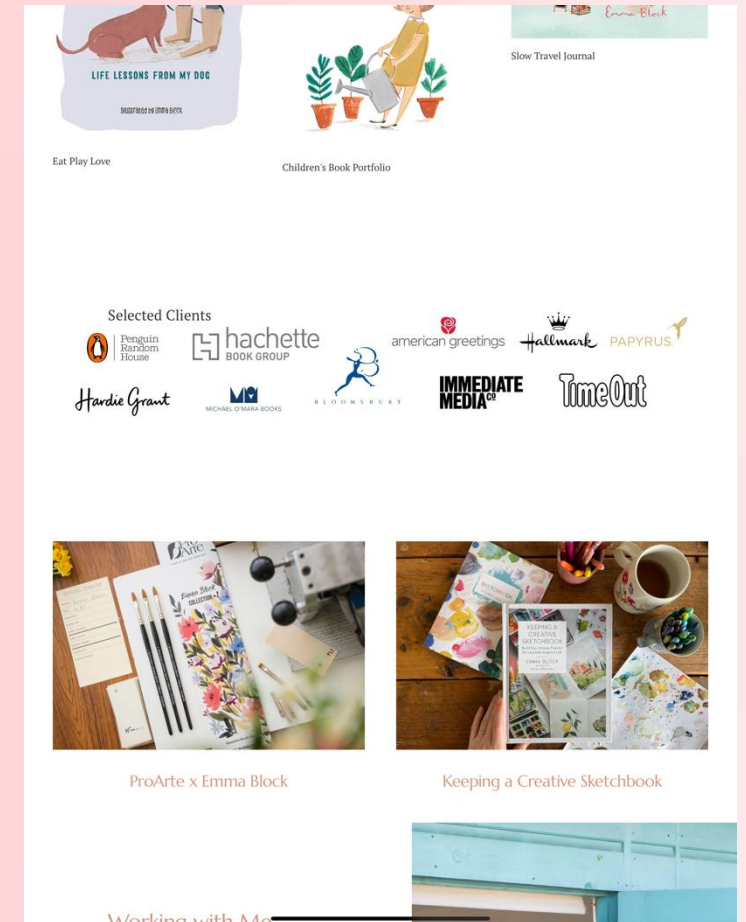
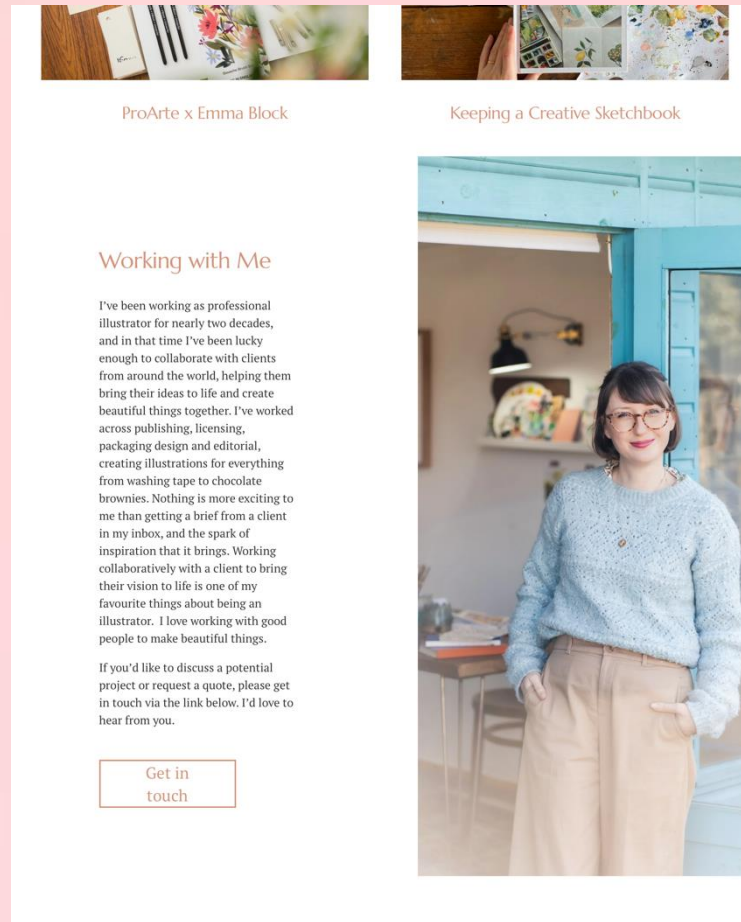
Client Projects

Books

Teaching

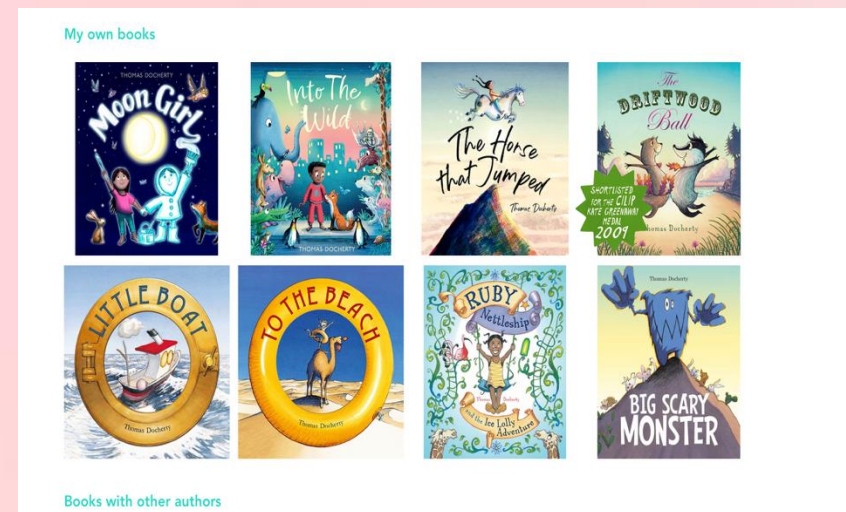
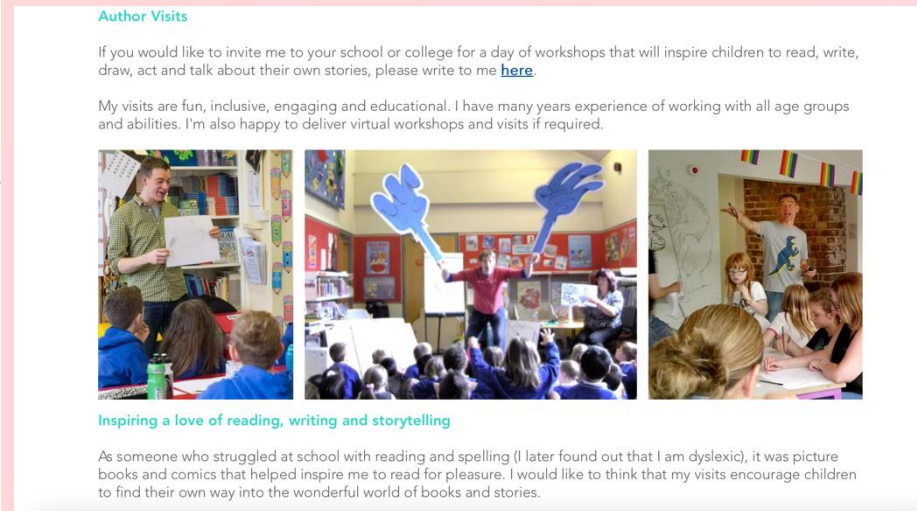
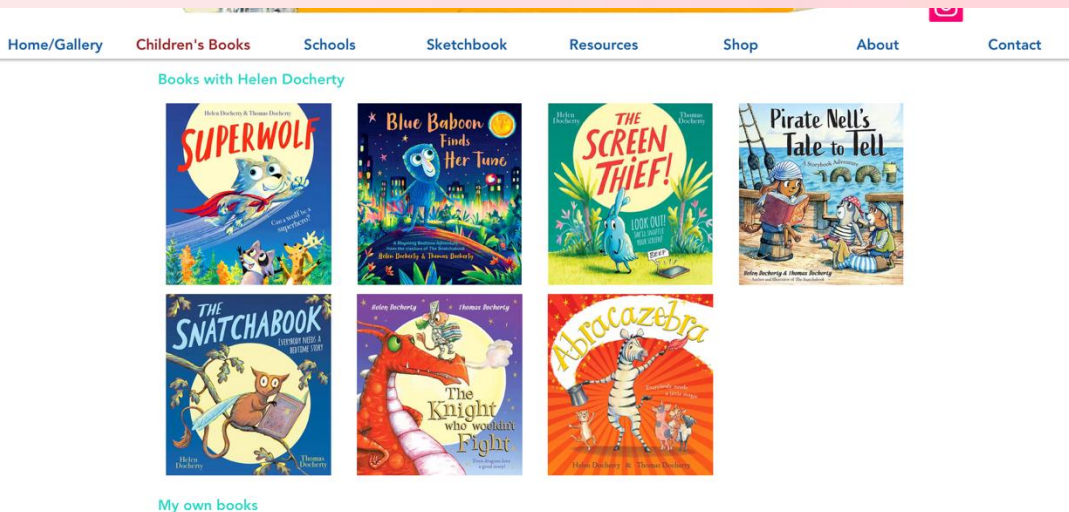
About

Shop



These are more screen shots from emma block's website which I thought were important to include as it demonstrates what a successful website includes. Her website is formatted very clearly with segregated projects which if a client who only wishes to see her books – they could easily access this.

Researching Illustrator's websites – Tom Docherty



Tom Docherty's work is a source of inspiration to me – his work has a really unique and child friendly look.

His website is very simple, easy to navigate and clear. It showcases his work professionally and is colourful. It also gives us an insight into his career as a whole as he has included his experience with 'author visits' and this creates a sense of personality and experience.

I don't necessarily have much experience as of yet but as I grow and gain experience I would like to add this to my website.

Also, tom has added his Instagram link to his website which is also important when promoting your work.

Designing My Website!

What I want to display –

- My skill
- my passion for illustration
 - My professionalism
- My style of illustration
 - My personality

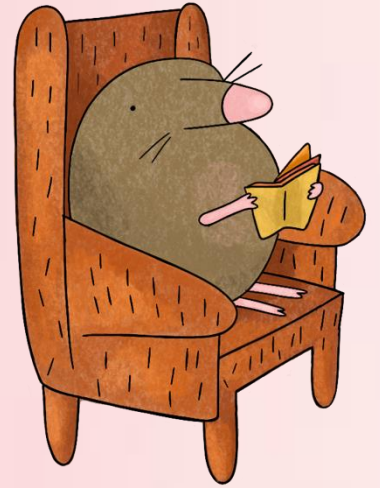


How I want my website to look -

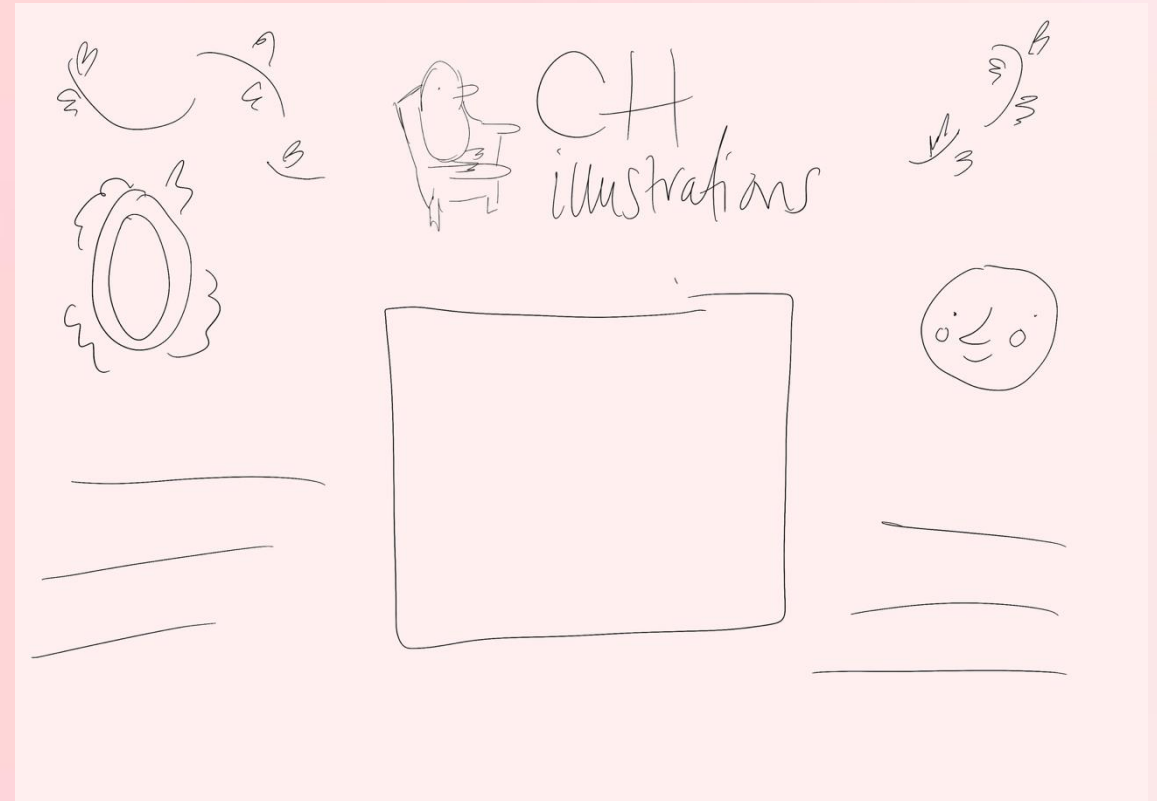
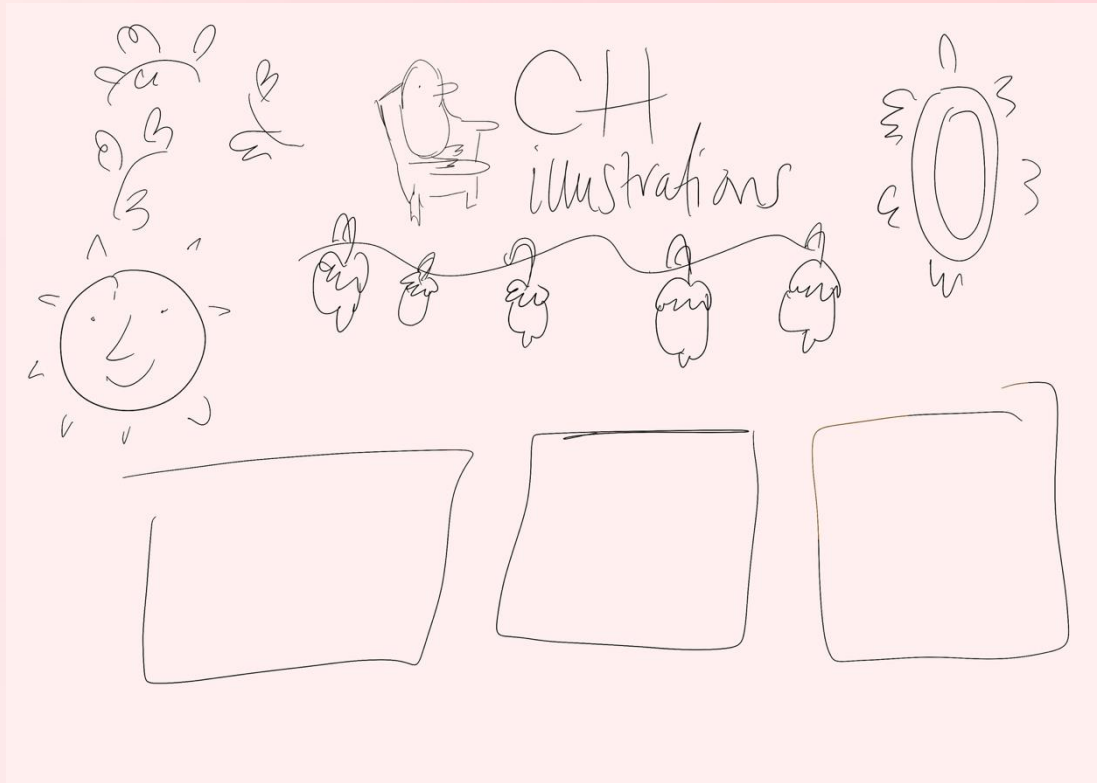
- Professional
- Earthy / pastel colours which I use consistently in my work
 - clear

What I want to include –

- About me page
- My illustrations
- Link to my Etsy, Linkedin and social medias
- Possibly my other work like sketch book/ traditional pieces
- Experiences/ reviews and feedback

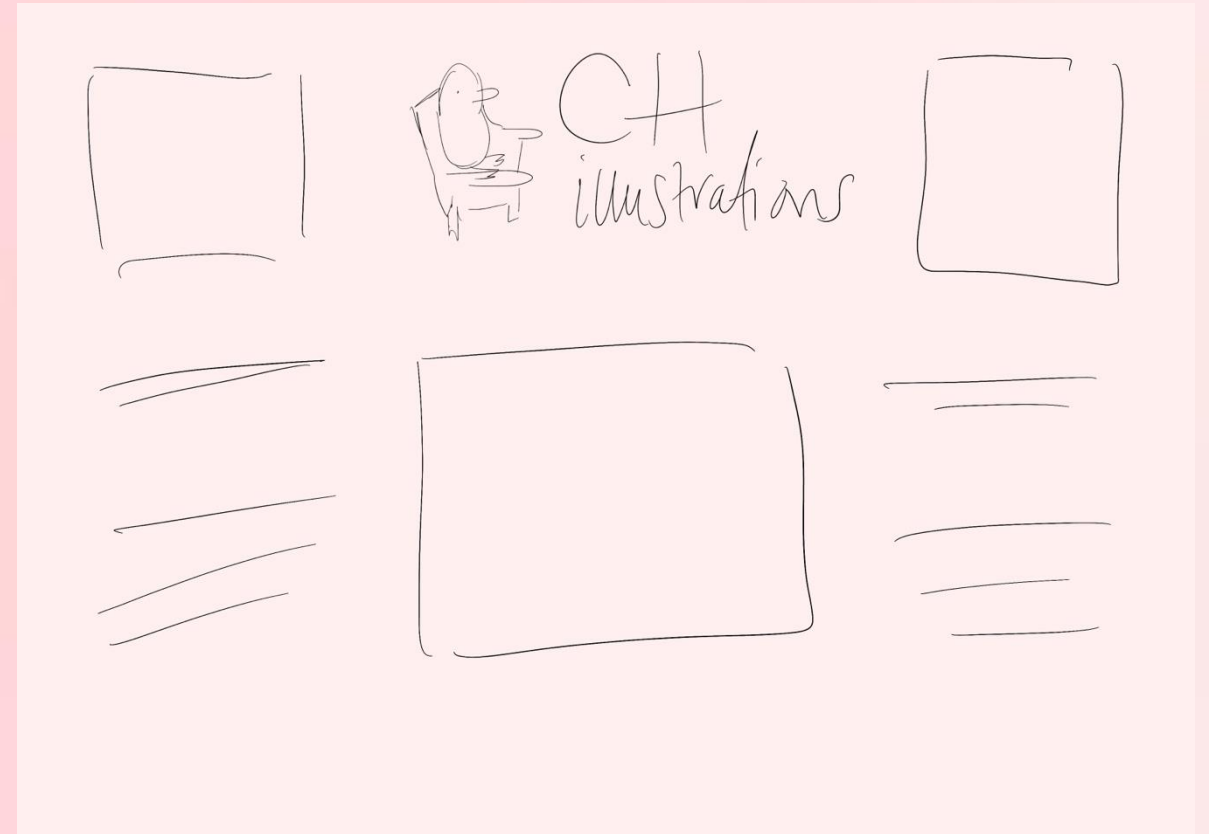


Designing My Website!



Here I have sketched some plans for my website and how I would like to approach it and layout everything. A lot of my illustrations are squares which is good as they're predominantly uniform so that'll look neat. I like the idea of having little illustrations dotted around so it displays my style and cute characters to demonstrate my aim to illustrate childrens picture books. This is something I like about Ocean Hughe's website as she has a border of illustrations that look really nice.

Designing My Website!



I want to display my art work on my website and im just designing ways I can arrange them in a way that presents them not only in an aesthetic way but in a way that demonstrates professionalism, maturity and my personality.

Designing My Website Home Page

This is my website so far! I'm adding more as I go on. I have added my characters and my logo that I wasn't expecting to use but I think it looks really nice in the middle.

The background colour is a default colour scheme on square space but I feel like it suits my work which has a lot of greens in. I also think it is a nice neutral colour. I will change the 'CH' to my hand written signature.

These are the pages I have so far – portfolio, a page to my links and as I have an Etsy page I may do a page with that on to showcase that part of my illustration.

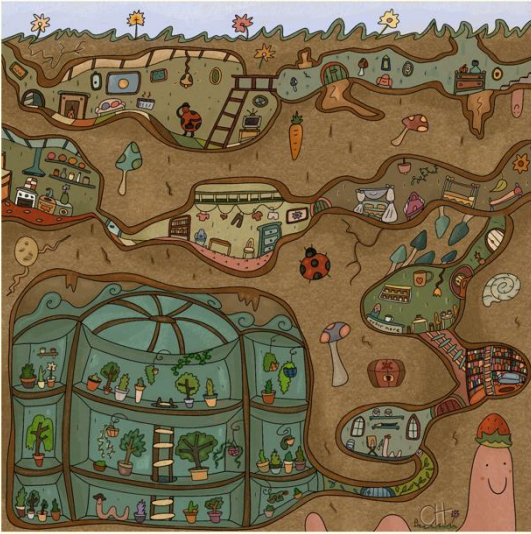


I'm really happy with my mole character here – he looks really cute and shows the theme of narrative in my work.

Then, I placed my best illustration so far underneath as I feel this illustration best showcases my illustration skill, style and personality.

Designing My Website Home Page

Beneath the main welcome page on the last slide, I placed my other illustrations to showcase them as you slide down. Using my favourite font that I feel has a bouncy and whimsical look that matches with my illustrations – I described them briefly as this is something I noticed other illustrators do in their websites. I think this is good as it briefly describes it and makes it feel purposeful instead of just the illustrations alone.



the Worm Underworld Illustration.



Comfort Wall Illustration.

I really like this font – I use it often as it has a bouncy and whimsical aesthetic that compliments my work. I imported it as a PNG from procreate so that I could use them on my website.



On squarespace – the placement of ‘blocks’ is a little tricky, the images don’t align great so they are a bit off centre.



A Mole's Hole Illustration.



A Rat Cafe Illustration.

Designing My Website Home Page



Narrative Worm Illustration.



Whimsical Print Illustration.



the greedy fruit people illustration.



Green House Illustration.

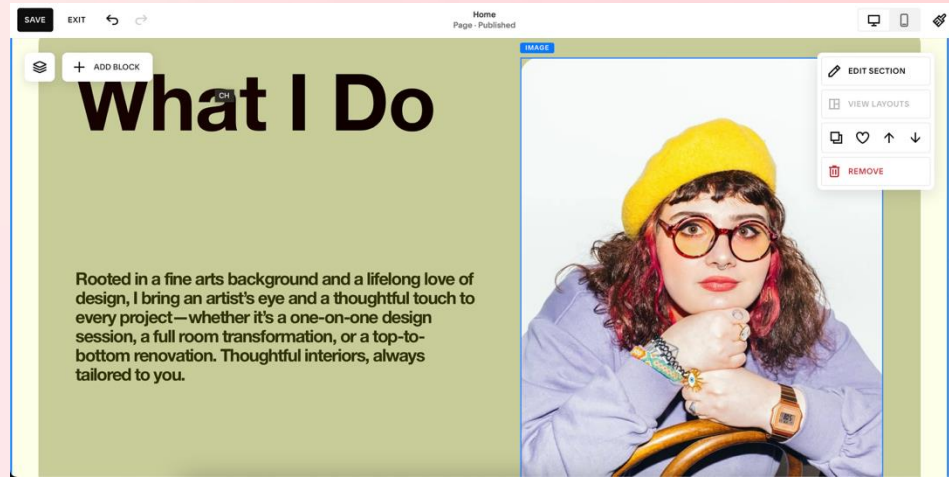


Here on my home page – ive put some more work on display with a brief short description below. I like how these are looking on my website.

Now that I have a proper gallery page on my website I have added a lot more of work on there including my pages from the book I made in the previous term which is great as it shows my style in a childrens book.

Now my website is showcasing my work a lot neater and professionally!

Designing My Website!



This is on the website template on square space and I really like it. After you scroll from my illustrations its nice and personal to see who created them. It allows the viewer to see the person and see who the potential client may work with.

As an illustrator, I am passionate about creating narrative based illustrations that are inspired by positivity, warmth and fun where cute characters inhabit. I work digitally on Procreate but I infuse texture into my illustrations so they feel traditional. I aspire to

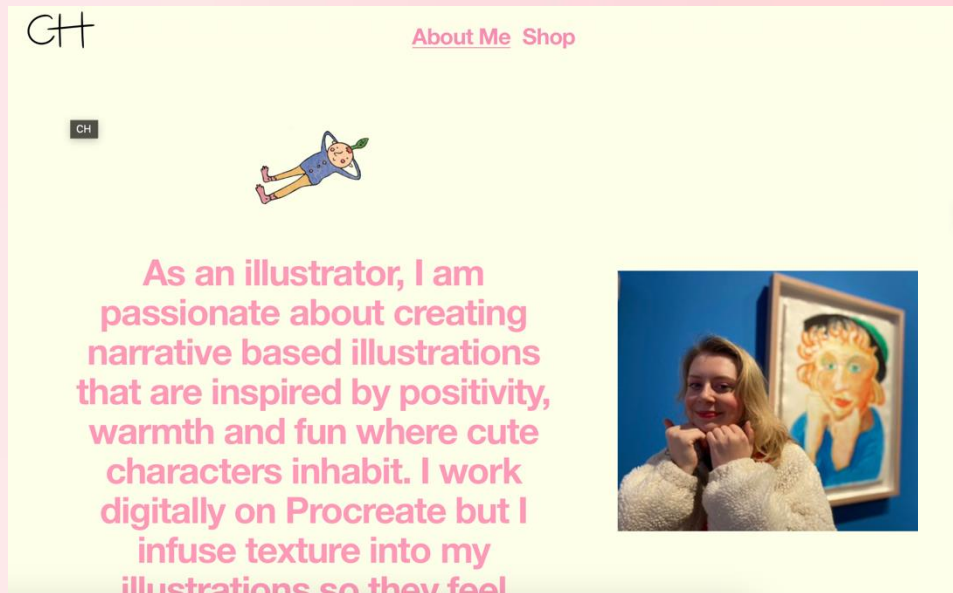


'As an illustrator, I am passionate about creating narrative based illustrations that are inspired by positivity, warmth and fun where cute characters inhabit. I work digitally on Procreate but I infuse texture into my illustrations so they feel traditional. I aspire to create unique illustrations for Children's Picture Books. I enjoy pouring my personality into my illustrations and aim to create pieces that inspire optimism, a bright outlook and cheerfulness.'

Is what I wrote on the 'what I do' portion of the home page, a short and descriptive overview of what I do and how I do it. I chose this photo of me as I am posing in front of a painting in a gallery and it shows my interest in art.

Designing My Website

Home page

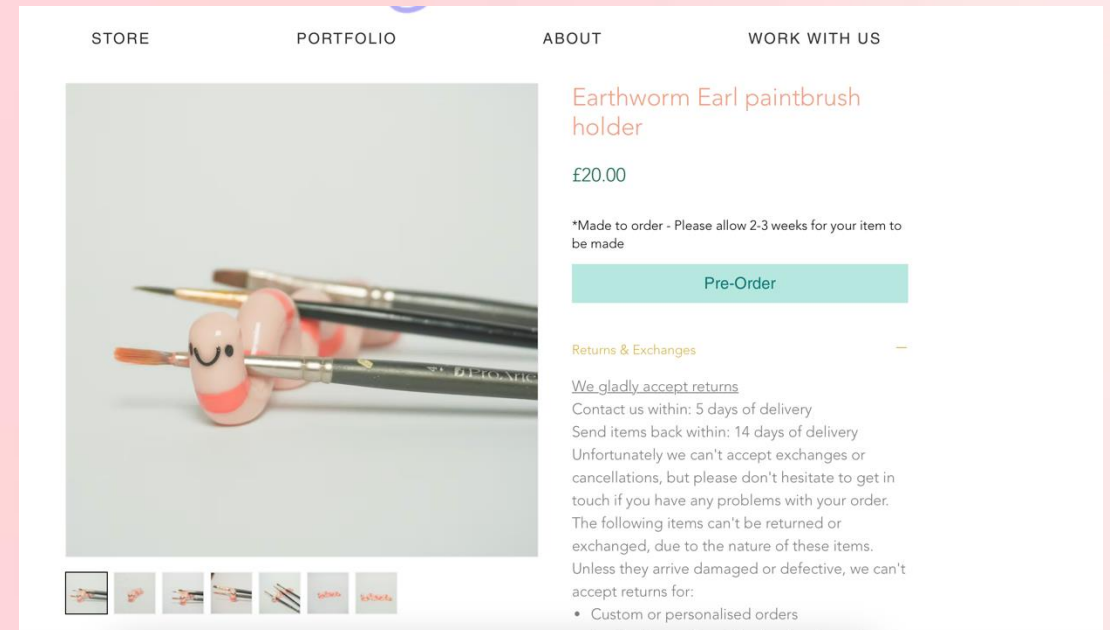
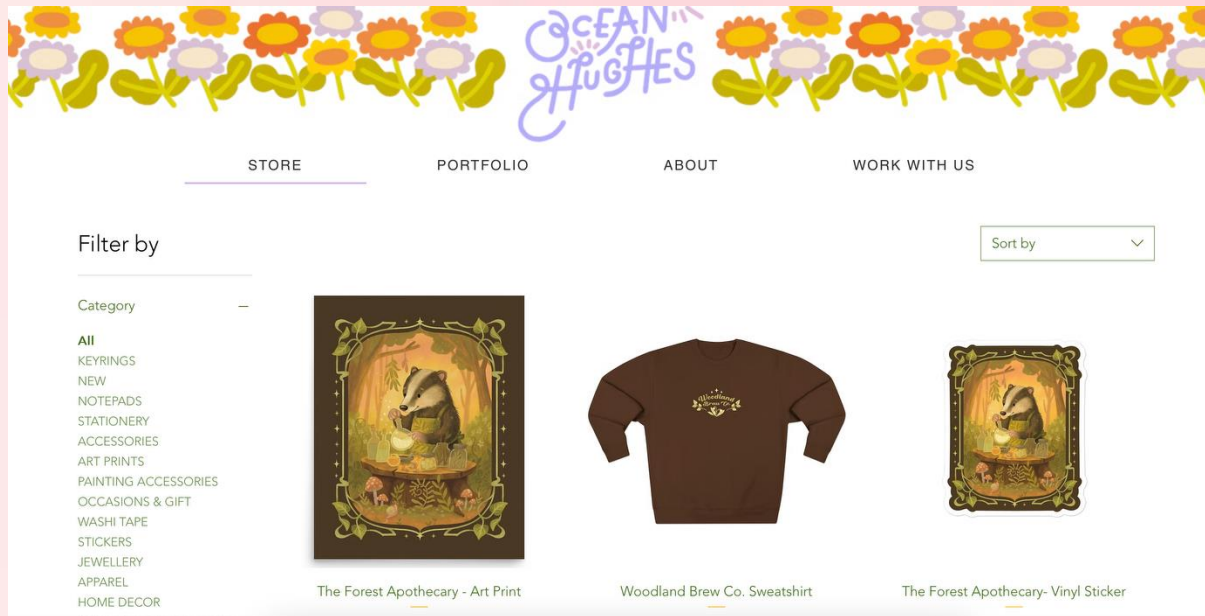


illustrations so they feel traditional. I aspire to create unique illustrations for Children's Picture Books. I enjoy pouring my personality into my illustrations and aim to create pieces that inspire optimism, a bright outlook and cheerfulness. I am an illustration student at UWTSD Swansea and I enjoy selling my prints and stickers at local craft fairs.

As I was developing my website – I thought it would let the website breathe more, allow people to focus on my illustrations more if the about me section was a separate page.

I do think this is better as if people wish to know more about the illustrator, it is in a separate page and this also makes the website more clear if viewers wish to seek this information out. This is a short page, explaining what I do, how why and where. I added this short detail about what university I attend and that I sell my work locally at craft fairs to add a personal touch.

Designing My Website – Shop



As Ocean Hughe's is an illustrator who's career is something I want for myself and aspire to – she works in the children's book industry and sells her own creations on the side – her website is a great place for me to work from. I would love to put some of my work on my website to display what I sell, promote my personal work and to have everything in one place.

Designing My Website - Shop



£2.00

illustrated worm sticker
for laptops, phones,
iPads and sketchbooks.

£2.00

illustrated worm sticker

£2.00

illustrated worm sticker
for laptops, phones,
iPads and
sketchbooks.

-

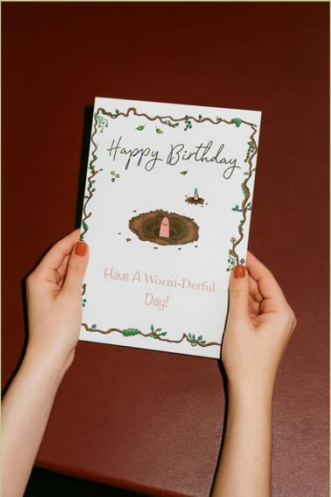
1

+

Add To Cart



£2.50



£2.00

illustrated
worm
birthday card.

-

1

+

Add To Cart



£4.00

illustrated wall
print, decoration
available in A4 or
A5, colourful
quality card.

-

1

+

Add To Cart

I added some of the stickers, prints, cards and bookmarker to my website! I may aswell promote the items I make on my website and it will help me sell (hopefully) and I like how they look!

I do have more items I could add but ive added a variety for now but I really like having my personal work on here too and it is in my personal style so it all links!

Designing My Website - Shop

Alternatively here
is a link to my Etsy
Page.



£7.00

illustrated wall print,
decoration available
A5, colourful quality
card.

- 1 +

Add To Cart



£10.00

Neath ST
David's Church,
Architecture
Wall Print A4

- 1 +

Add To Cart



£10.00

A4 Architecture
Wall Print.

- 1 +

Add To Cart



£3.00

vinyl, glossy
sticker!

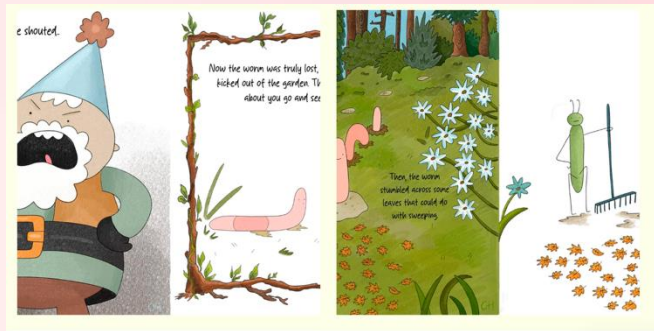
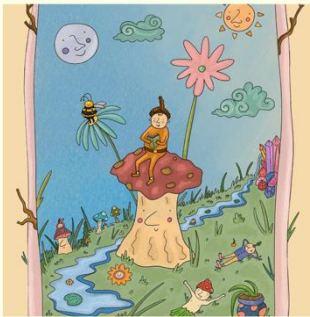
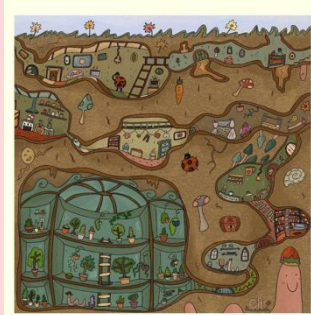
- 1 +

Add To Cart

Here are some changes I have added to my shop page. Firstly, I added my Etsy link at the bottom which I feel is important. Then, I wanted to add my architecture prints so I made mock ups on photoshop and added them on here!

I also changed the pricing as I felt £2.00 was too cheap for stickers and £4 was too cheap for a print – not that I expect to sell anything on here but higher prices demonstrate quality.

Designing My Website – Gallery Home Page



I have deleted my old format as I met up with a website builder teacher who recommended I added a gallery instead. I did have an issue where my illustrations weren't aligned so now they are all neat and appear more professional. I have added more illustrations now too – my pages from when I created a picture book from a previous module to display my book experience.

Unfortunately as I used the square format for the gallery, the double page spreads are cut off but the viewer can look at a bigger version and view the description.

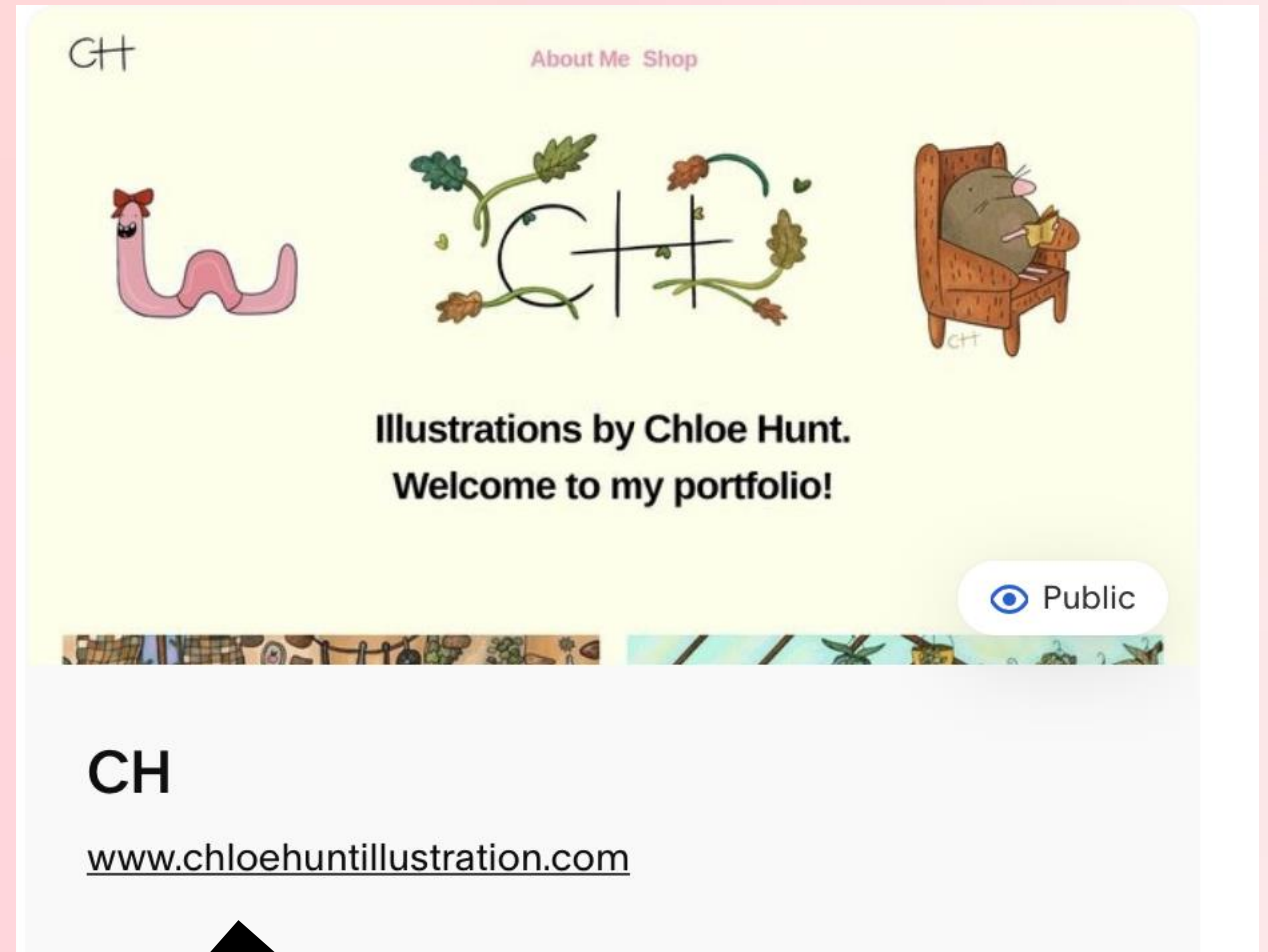
This has greatly improved the format, display and professional format of my website. And I can add more work much easier now!

Domain Names

Domain names are very important to websites as they are a small preview as to what the website and product is all about.

My domain should be my name + what I do which is illustration.

Also – an aspect of a domain name which is crucial is the .com / .co.uk part. This also provides the reader with important information. This tells you where the business is from - .co.uk is based in the UK and .com is worldwide. This also shows how trustworthy the website is, the most trustworthy websites have a .com/.gov which are highly trust worthy.



I purchased my domain name as this is an investment I am committed to and I wanted a .com as this is the most universal. Im very happy with this domain name as it is my full name plus illustration which is perfect for my website!

Adding Reviews From Etsy

Reviews

**“Just as
described, so
cute and really
friendly seller!
Highly
recommended”**

**“Delivered so fast,
and in fantastic
packaging!!
Beautiful, well-
printed, and bright
stickers !!”**

**“Really lovely
prints and would
100%
recommend!”**

I had some feedback on my website! On the shop section, my dad suggested that reviews would demonstrate quality and reflects some experience and happy customers!

Making a bundle

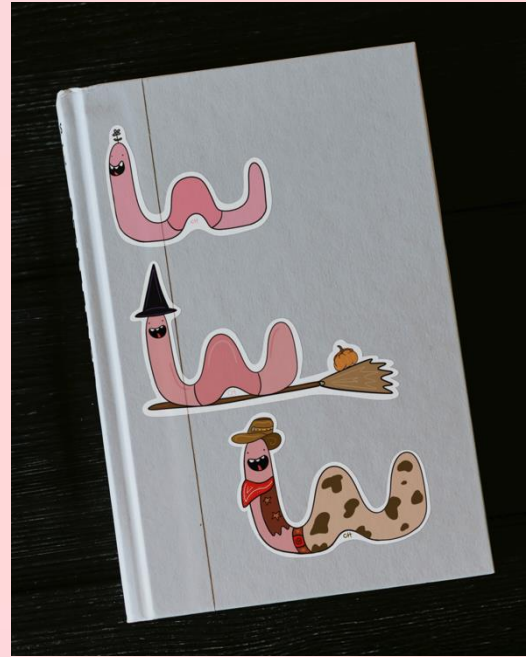
I decided to create a bundle of my stickers on the shop section of my website. I think this creates more options and a variety incase people want to buy multiple at a time.

£5.00

Three Worm
sticker bundle!
Including a witch
worm, a cowboy
worm and worm
with a flower hat.

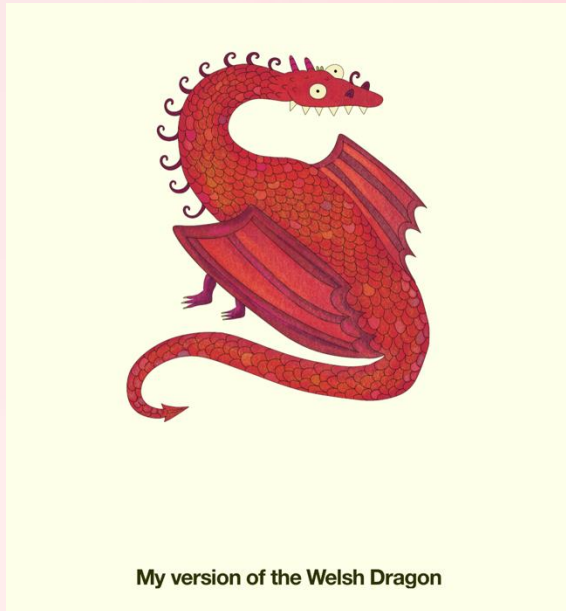
- 1 +

Add To Cart

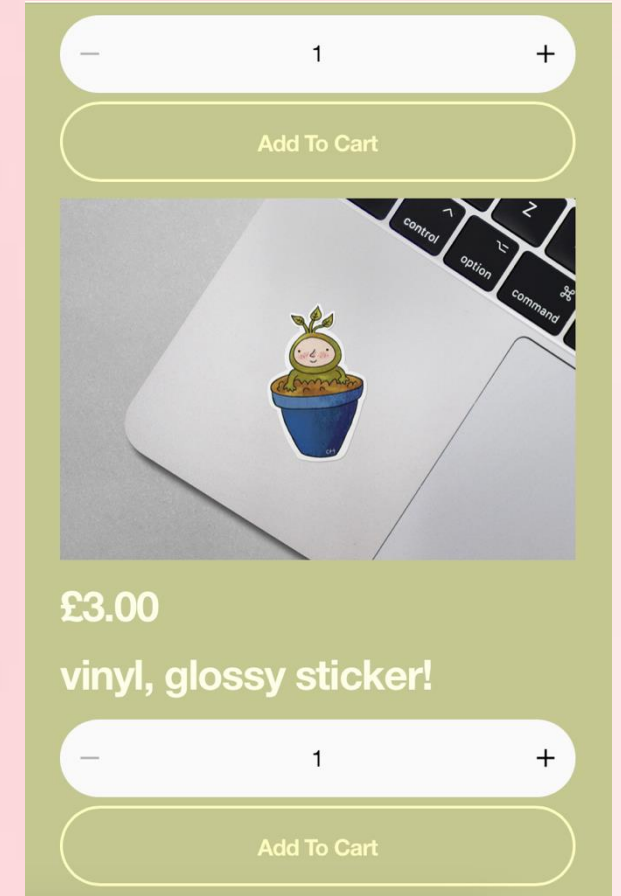
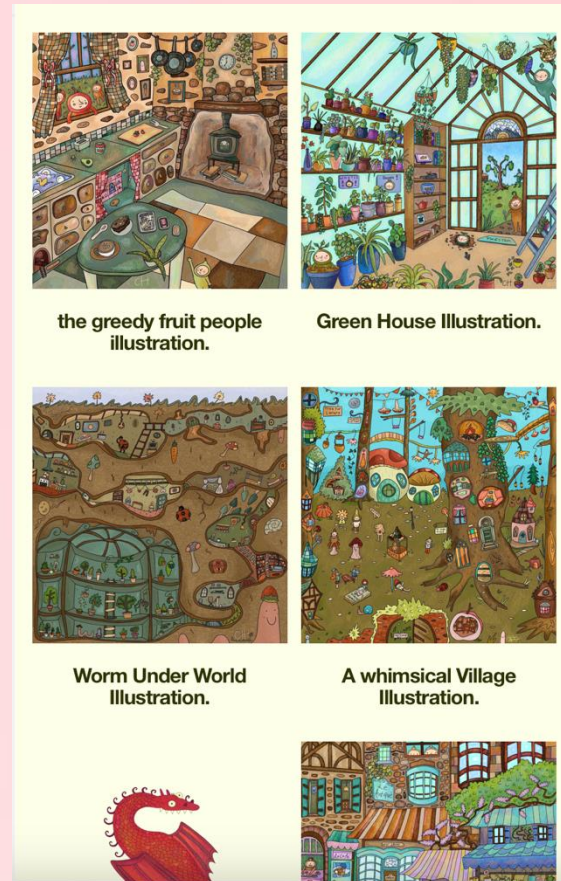
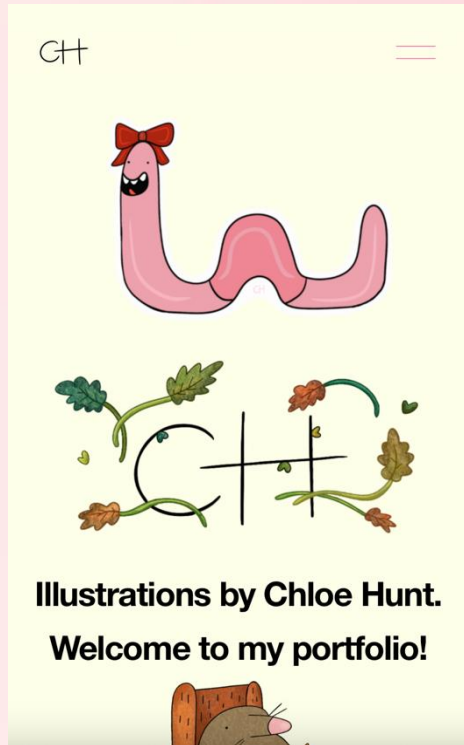


Screen Shots Of My Website!

Home button.



How my website looks on the mobile



Im also content with how my website looks on the phone – it doesn't have formatting and display issues – now I have a gallery page all of my illustrations are displayed neatly and don't bounce around. My shop and about me page are also neat and you can easily navigate them which is great.

Looking At Analytics (First 7 days)

All Pages with Views				
Mar 16 – Apr 14, 2026 • 142 Total +0% mo/mo				
Page	Views	Time on Page	Bounce Rate	Exit Rate
CH 	92	00:01:41	77.92%	71.74%
Shop  /about	22	00:02:30	75%	50%
About Me  /services	16	00:00:18	0%	12.5%
Contact  /contact	4	00:00:52	75%	75%
Witch Worm Illustrated Vinyl Sticker  /store/p/witch-worm-illustrated-vinyl-sticker	3	00:00:12	100%	66.67%

This is really interesting, on squarespace you can see who visits your website.

I can see the time an average person looks at each page on my website which is very useful.

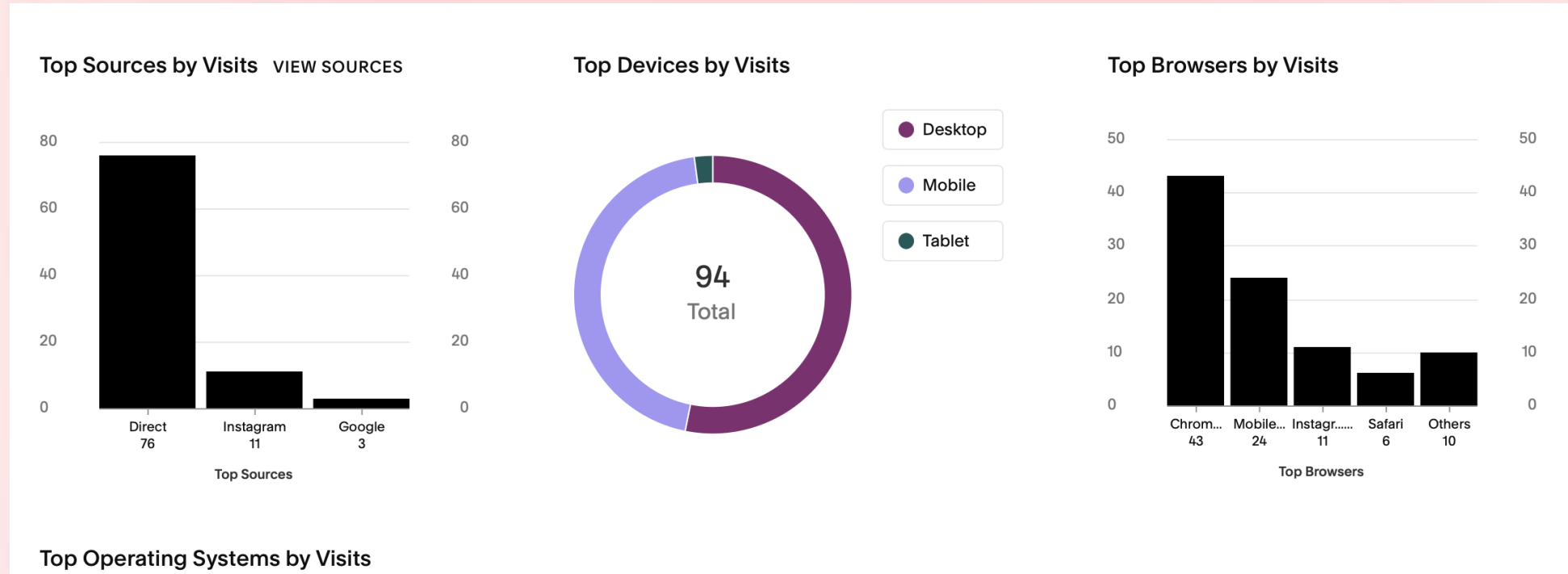
The home page is the page people spend the most time on which is the most important page anyway which is good – all of my work is displayed on there.

VISITS	BOUNCE RATE	UNIQUE VISITORS	PAGEVIEWS
90	76.4%	83	142
+100% mo/mo	+100% mo/mo	+100% mo/mo	+100% mo/mo

Visits

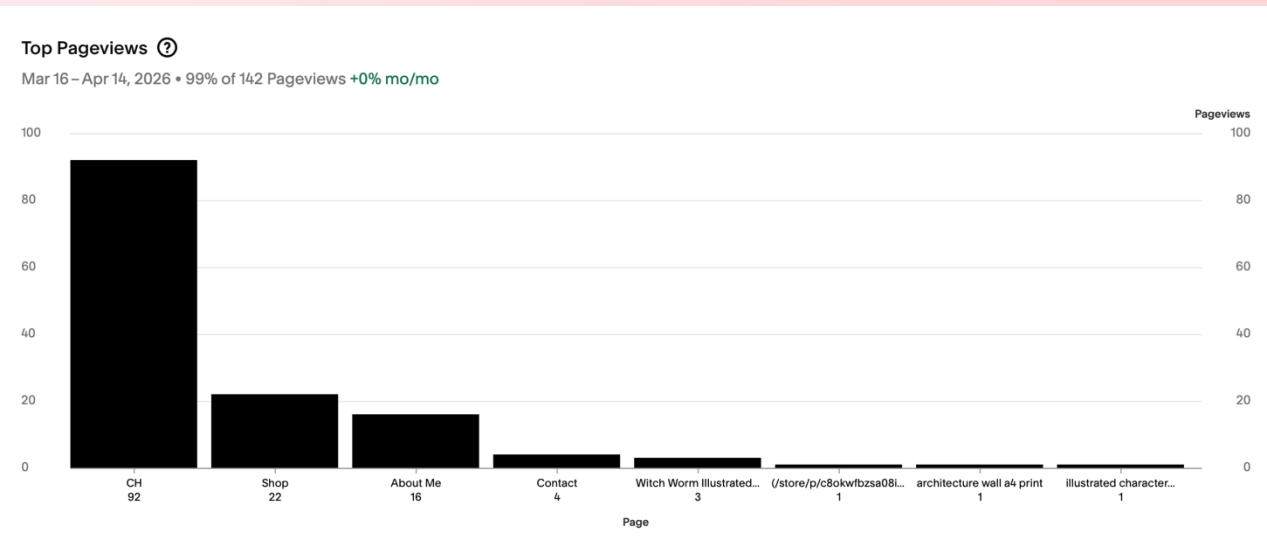
Mar 16 – Apr 14, 2026 • 90 Total +100% mo/mo

Looking At Analytics (First 7 days)

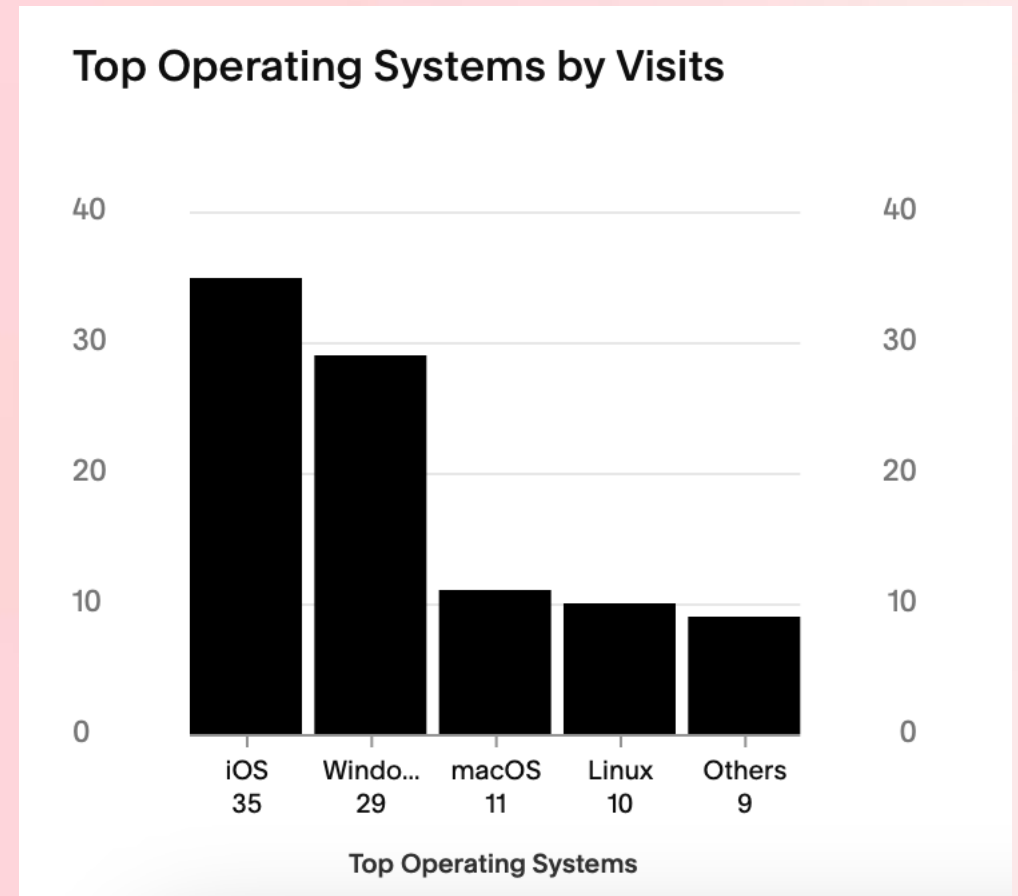


Another way I can see the insights of my website is how people access my website, through my social media link or directly searching for it or on the web. This is interesting to see where the traffic comes from and how people find me. This is also showing me that my website is showcasing my work to more people as mostly the views are coming directly from the internet which suggests when people search for illustrators or illustration they can find me there too.

Looking At Page Views (First 7 days)



These show me the page views and which pages are most viewed and spend the longest on.



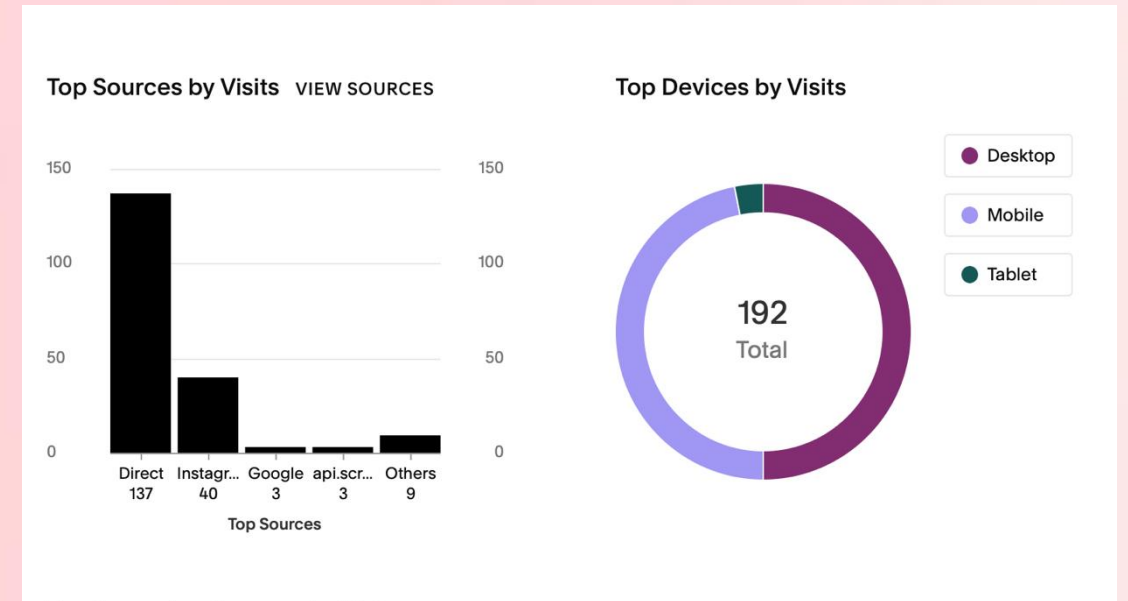
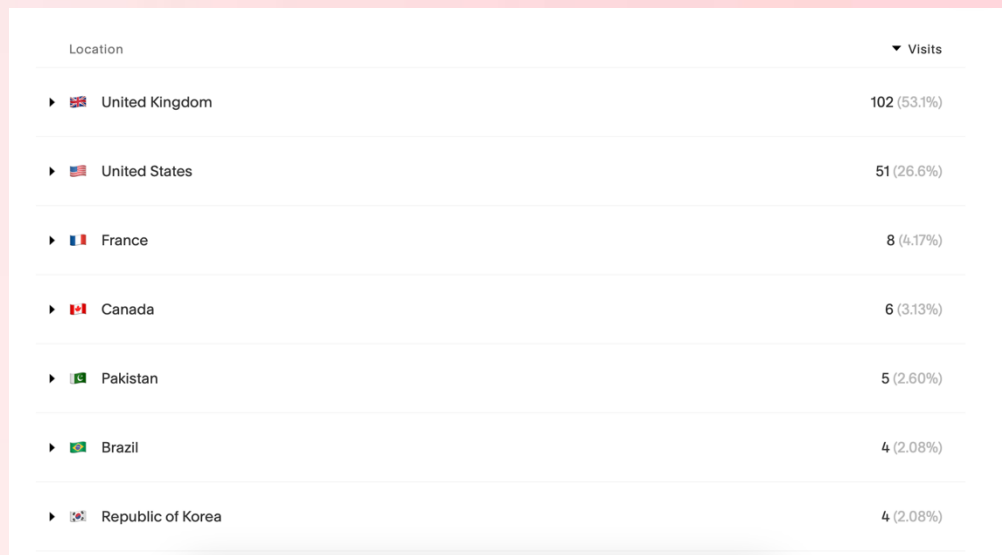
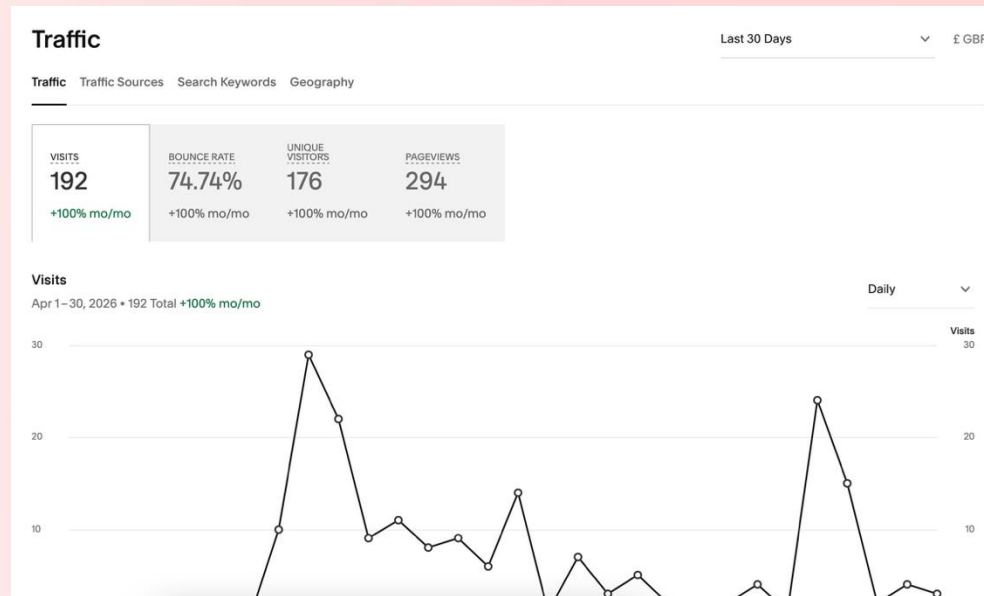
This graph shows me what operating systems people access my website on which is also interesting to see a different range of browsers and devices.

Looking At Page Views (First 7 days)

▶  United States	27 (29.7%)
▶  France	6 (6.59%)
▶  Pakistan	5 (5.49%)
▶  Brazil	4 (4.40%)
▶  Poland	4 (4.40%)
▶  Canada	2 (2.20%)
▶  Republic of Korea	2 (2.20%)
▶  Italy	1 (1.10%)

This is really exciting, I can see what countries people are viewing my work in! it goes to show that my website is doing the work of displaying my work and sharing it.

Analytics almost a month of my website being published



These are really interesting to view, looks like mobile and desktop are both as popular when viewing my website. Its really cool to see people in America and even korea have been on my website!

Adding character design to my portfolio



My version of the Welsh Dragon



Mischievous Acorn Character



Mischievous Strawberry Character

When I was considering sending out my website and emails to illustrator agents, I realized character design is a crucial aspect of illustration and what agents look for. Whilst I don't have too many characters to add I'm glad I've put them on here individually to show I have focused and considered characters. I didn't include the background to solely focus on the character.

My website name is

Chloehuntillustration.com

My Instagram account is – [chloe.art89](https://www.instagram.com/chloe.art89)

Website Creation Reflection

Creating a website using Square Space has been a valuable step in developing a professional online presence for my illustration work. Initially, one of my main challenges was finding a website builder that felt intuitive and manageable to use, as I wanted a platform that would allow me to focus on design rather than technical difficulties. Squarespace proved to be the most accessible option, offering a clean interface and flexible templates that supported my creative vision.

However, a key issue I encountered moving forward is the cost of maintaining a subscription. This has influenced my decision not to purchase a domain name at this stage, as I am unsure whether this version of the website will be permanent. Despite this, I recognise that the current site still serves as an effective prototype and portfolio that I can build upon in the future.

In terms of design and functionality, I am particularly pleased with the overall aesthetic and layout. The gallery feature has allowed me to present my illustrations in a clear, organised, and professional way, enhancing how my work is viewed as a collection. Additionally, the shop page has been successful in displaying my products attractively, with the potential to expand as I create more work. The “About Me” section is concise yet personal, including an image to help establish a connection with viewers.

Seeking guidance from a website builder teacher was also an important part of the process, as it helped me refine both the technical and visual aspects of the site. Overall, while there are practical considerations such as cost and long-term hosting to address, this project has strengthened my confidence in presenting my work digitally and has provided a strong foundation for future development. Whilst, I like how my website looks and is a professional way to connect with potential clients and customers, as my Instagram already does this I'm unsure if a website - especially a subscription to a website is valuable for me but for now I am pleased with the website I created and it feels like the next step in creating a personal brand for the career I am passionate and excited to follow.

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