

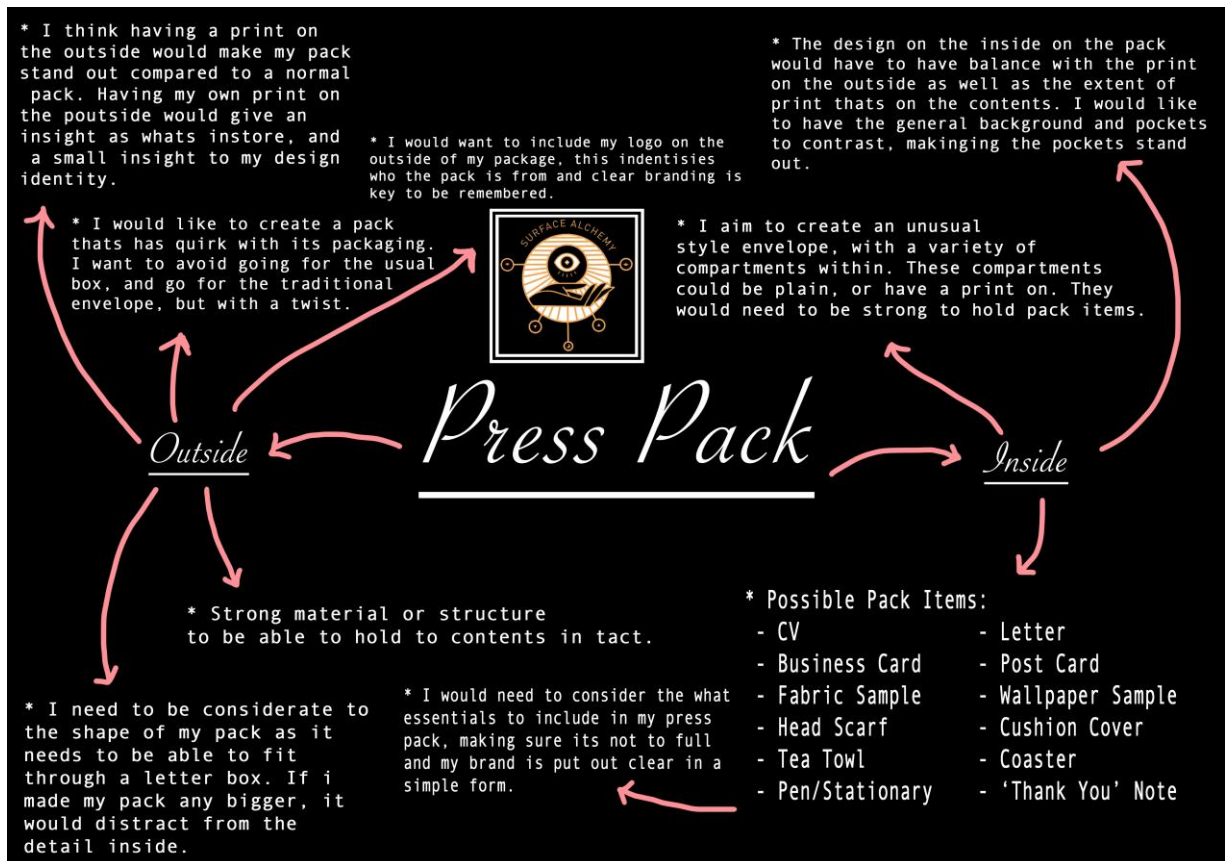
Press Pack Research & Development

From my knowledge, a press pack is a package put together to send out to potential employers that represents me. This is used as a tool to make myself stand out, and to leave an impression to those I'm seeking employment with.

Below is a mood board created with various examples of a press pack:



Mind map:

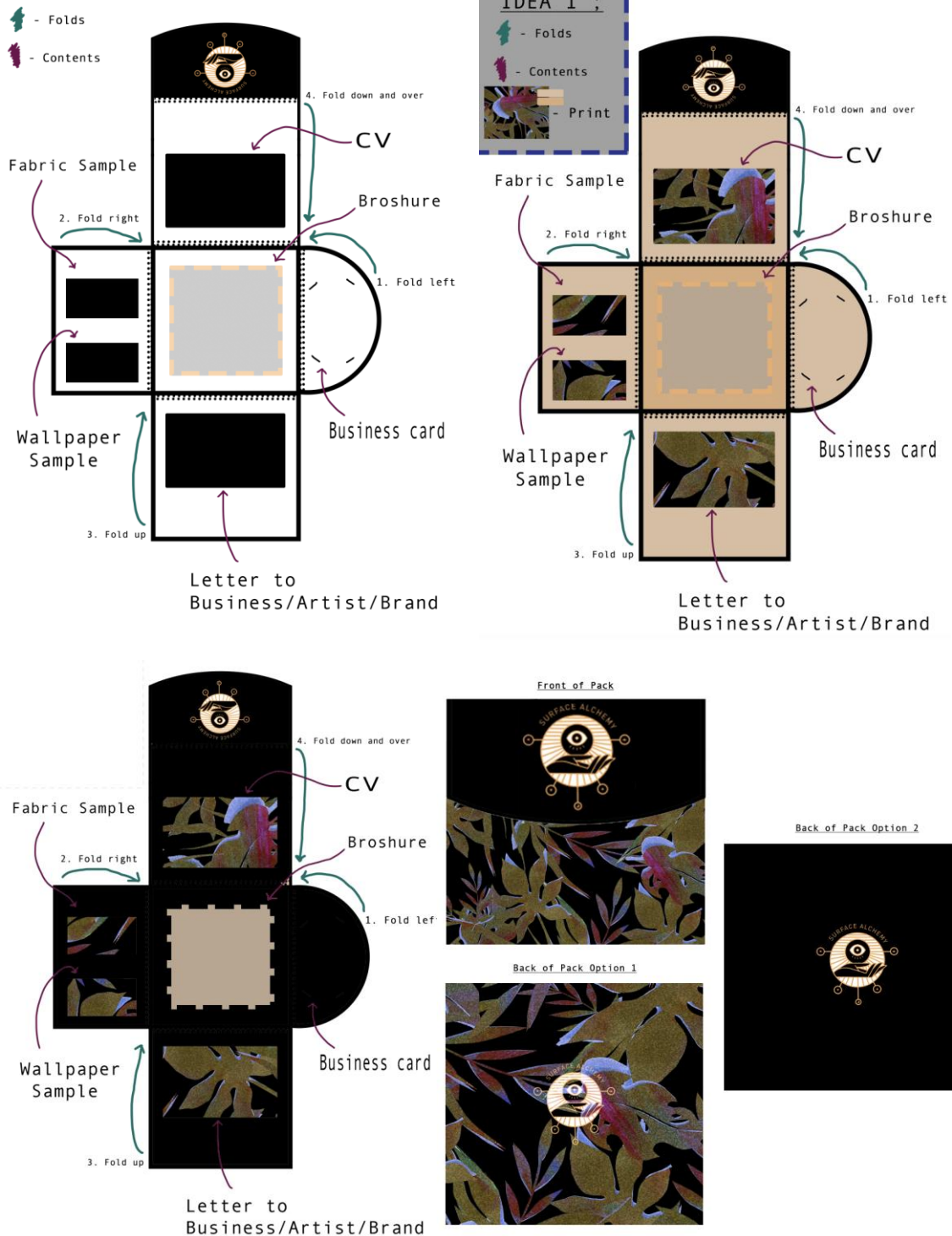


HAND DRAWN IDEAS

I've narrowed my contents down to a limit of 5 things; samples, CV, Letter, Business card and a small brochure of my work.

Idea No.1

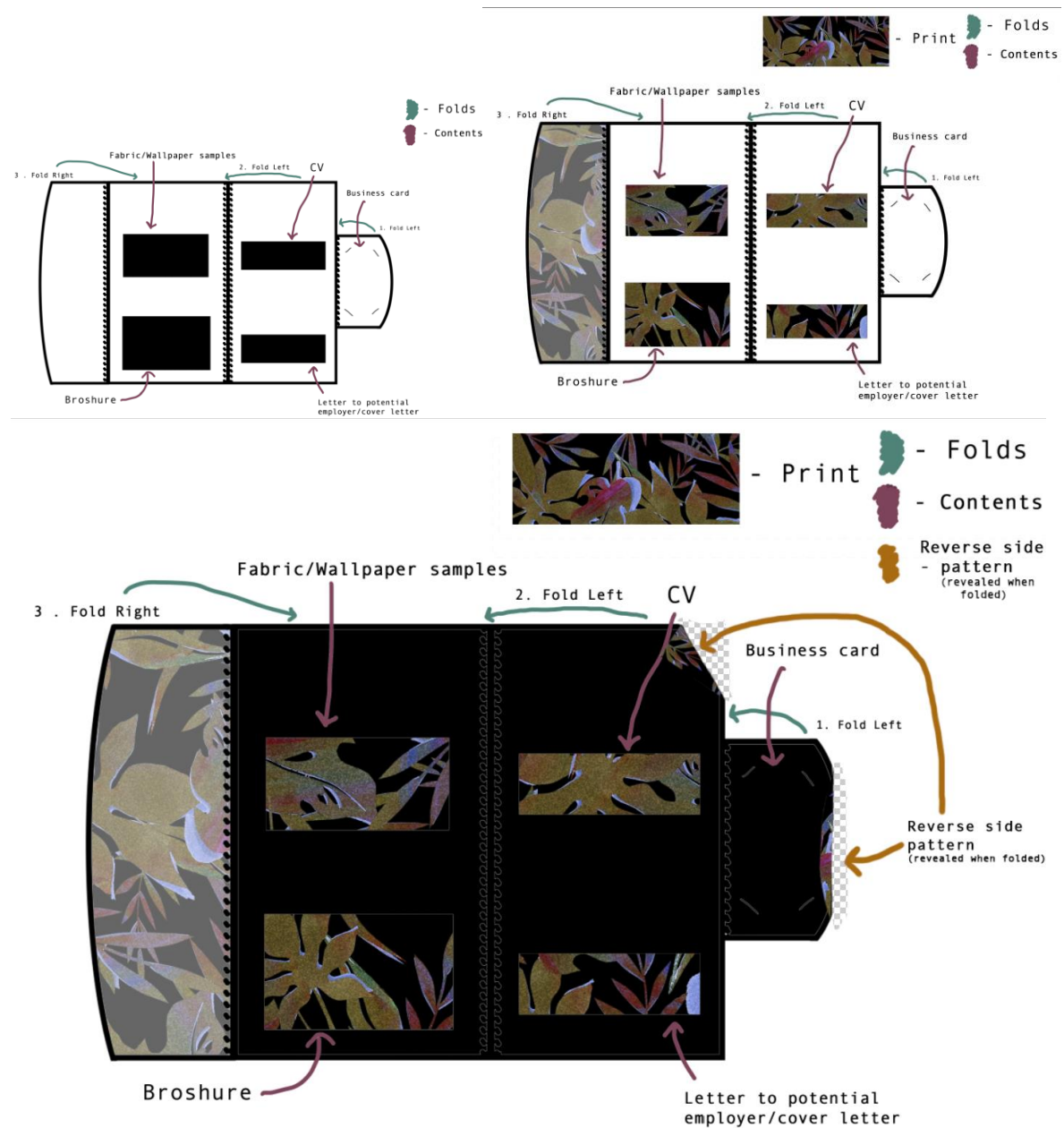
This design is like a box. The idea of opening something that unfolds like a flower is a metaphor for beauty and delicacy. The pack size would be between 5-7 inch squared, depending on the size of the final brochure book that sits in the centre. The size must be small and handheld to fit through a letter box. I would consider a variety of material to create this pack for example I could look at recycled fabric or plastic, cardboard, thick paper. For areas that have my own print on, I would test on strong cotton fabric, or on a matte 300gms paper, these pockets need to be strong to be able to hold and withstand handling, time and time again.



decided to keep the packaging background to a simply black to match my new design identity. It also makes it easier to match with different prints that I would want to place on my packaging. This design is very unique in how it folds out and could be seen as a technical idea that could impress that receivers of the pack and win me extra points. Its small enough to fit through a postal box and can fit all my contents. I really like the idea of the design, and if I were to choose it, I would experiment more with the print pattern and the shape of the flaps.

Idea No.2

This design again has flaps that open out like a brochure. The size is more A4 format with 4 main pockets on the inside and a business cards holder. The practicality of the size and style is good as it would be easy to hold, everything is clear and segregated. It is also able to fit through a letterbox without any hassle.



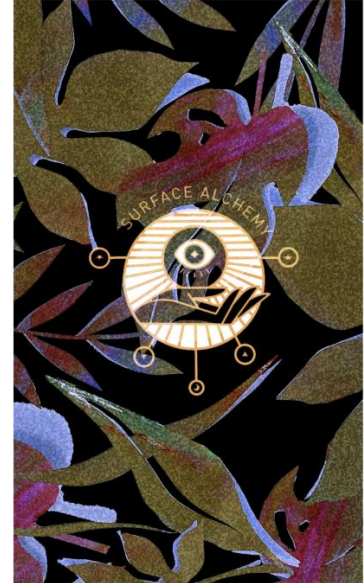
Front of pack



Back of pack option 1



Back of pack option 2



This is again a very simple but effective design. It resembles a more traditional mail form, especially with the flap at the front to open the pack. The layout of the pack is very neat, and structure like a book, which will appear more natural to hold for the receiver, but with compartments for me samples and brochure. The design of the template is about an A4. For the practical implications, I would like to redesign it at slightly smaller scale, this helps with fitting in postal boxes and makes it less bulky to carry around. I do like this design, but I think it might be a little too big and I would also like a pack with a bit more technical building, as I believe this could be very effective if done right.

Idea No.3

This idea is more 3D and physical, which I want to try to avoid but I thought I'd map out an idea to see how it would look.

Birds eye view looking down on box 15cm square 1 inch

Diagram of box on angle

Potentail Brand name along the side?



Box Placed in bag



Contents

- Brochure
- CV
- Letter to employer
- Cover letter
- Business card
- Samples



To make a box like this i would want it to be made from a harder material than paper or fabric. I'm also wondering if it would be effective to wrap the box with my contents, in a fabric wrap with a print to match the contents of the box?

I have invisioned this wrap aa either literal fabric tied around the Press Pack, or as a drawstring bag.

This is a very easy and simple design, and the box allows plenty of room for its contents. This biggest issue with making a larger parcel is that it might not fit through a postal box, and I also need to keep in mind that I will be sending this out to different companies.

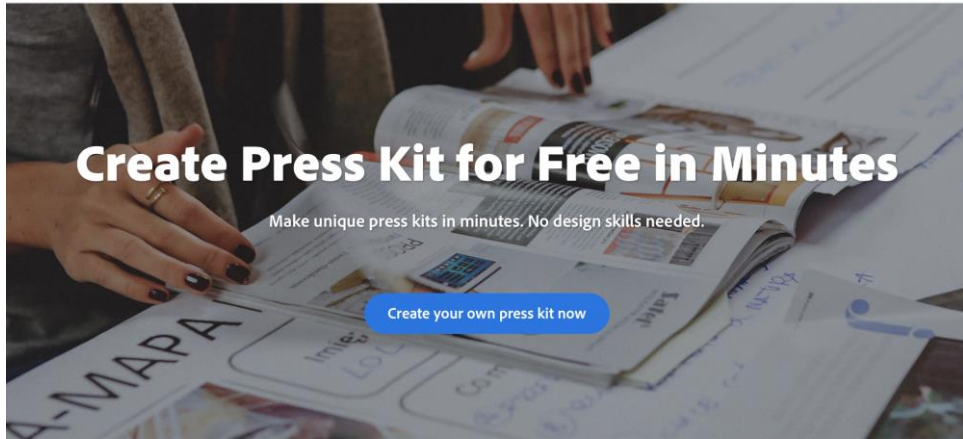
COMPANY RESEARCH

Having researched the possibility out outsourcing my press pack to be built but a company, has led me to decide to make my packs by hand. I spent some time researching different online software's that I could build my pack digitally to be made, and those were Adobe Spark, Canva, and SoCollective.



Big brands have big budgets to dream up elaborate stunts or events to launch new products, but the majority of players need to impress on a much smaller scale.

Use Canva's amazing collection of templates to create a media kit quickly and easily.



Create Press Kit for Free in Minutes

Make unique press kits in minutes. No design skills needed.

[Create your own press kit now](#)

An electronic press kit — or EPK — is a digital solution for showcasing the services or products of a business or individual. Whether you're drumming up business for your band or trying to win new clients for your company, Adobe Spark Page lets you create an electronic press kit that will set you or your organization apart from the competition. Use a combination of video, still images and text to communicate your unique selling points to the people who matter.

The benefit to making a digital design is that it will be accurate, and you can apply digital designs to the pack. I prefer the idea of hand making my packs as it allows me to demonstrate my technical creative skills, as well as being able to apply print and design by hand to the packs. I would have to be very carefully with the quality that I make these, as I will be sending them out to different companies, and I do not want them to look poorly made. The quality of the construction is very important for presentation, but mostly to contain and keep my contents of each box safe.

FINAL CHOICE & PATTERN

I have decided to go with my small square, fold out design. I think this is different and shows my technical skills in design and craft. It would a handmade pack, made from strong card for security and to hold the elements within.

I have mapped out 6 different pattern layouts, with designs from my new collection.

Front



Back



Front



Back



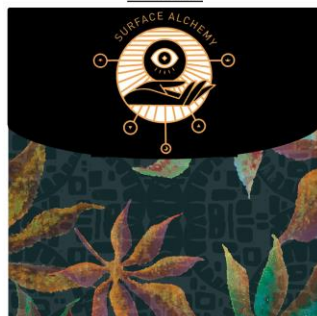
Front



Back



Front



Back



Front



Back



Front



Back



I've chosen these design as they are my main prints from my collection, and the best to represent my new design identity. I have tried to choose colour ways that will effectively work with my logo, and a black ground. This was easy as black is easy to match with.

The next stage is choosing which design best suits with the rest of the pack, this includes my CV, Letters and samples.

10 Press Pack Recipients

Cole & Son

About: Cole & Son were founded in 1875. A Wallpaper company with hundreds of collections that represent decades of design. They have also provided wallcoverings for famous historic houses



including Buckingham Palace.



I have always been a lover of Cole & Son's wallpaper collection. I would absolutely love a chance to employed within their design team and understand how they produce their traditional and modern prints.

Newmor

About: Wallcoverings company, based in Welshpool. I met head of the design team Rose Cambell, at Clerkenwell design Week.



Newmor wallcoverings is a company that I have done weeks a work placement with. I would love to go back to the studio and work with the team a bit more, to learn more from them about the industry.

Anna Hayman

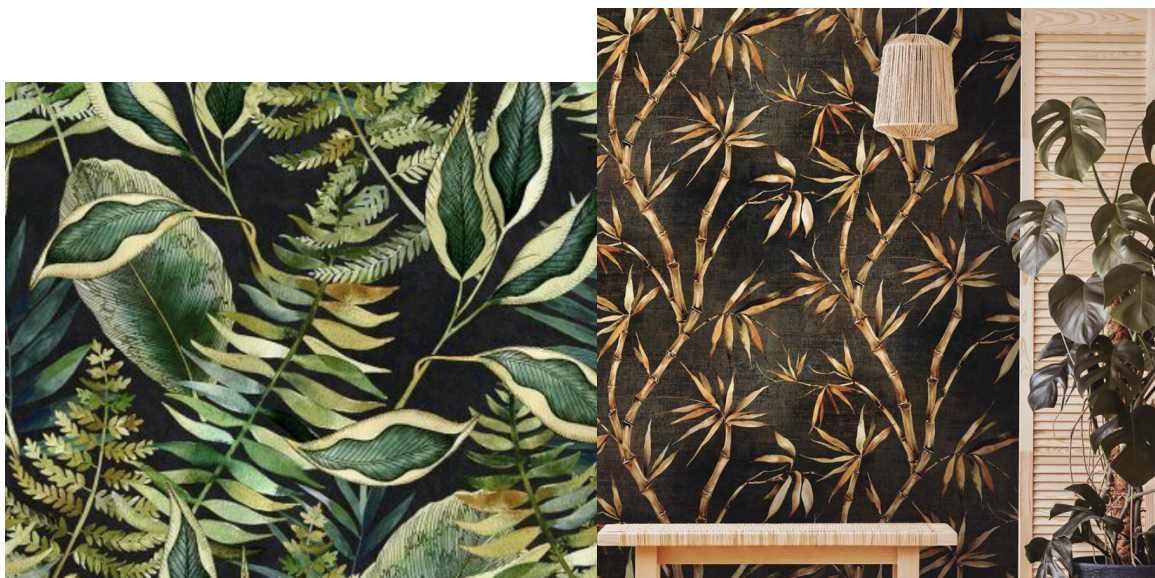
About: Anna Hayman is a small business, interior print designer, who is also considered to be part of the dark interior trend movement. Main specialism is to create pattern from lino block prints and playful painting.



I met Anna at Clerkenwell Design Week in London, 2019. Since then I have been inspired by her quirky lino printed design, that are in dark saturated colour and luxury materials. I would love to work with or alongside her one day as I feel I could relate to her design style and would learn a lot from her.

Avalana Design

About: Avalana is a brand I have come across recently, founded by Hazel Carruthers. Had 10 year working in industry before recently launching her brand Avalana Designs.



I love the aesthetic that these prints work in, Dark luxury interiors and high-end boutiques. I love her artwork style, it's very detailed and sophisticated. Her prints are always bursting with interesting flora and fauna.

House of Hackney

About: House of Hackney is a well-known, high-end, print-based lifestyle brand. As well as specialising in interior print and product, they also took their prints into the fashion industry. They also have a permanent spot in the Liberty department store.



I would love to be part of the in-house design team of the brand and would dream to one day see my prints on their products. Their products are high-end and luxury, which is where I desire myself and designs to be.

Designers Guild

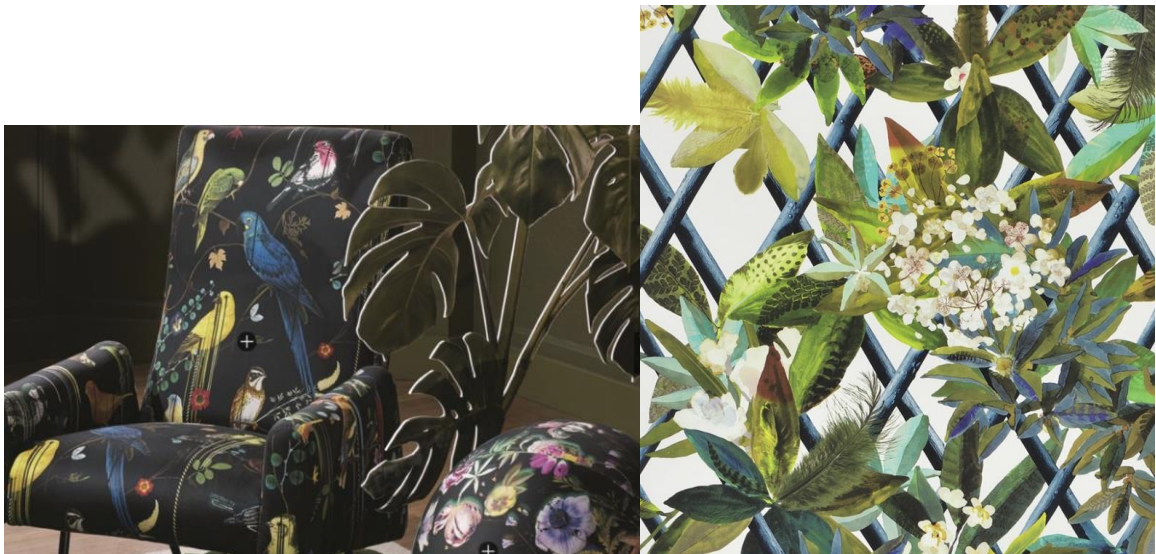
About: Designers Guild collections offer a range of luxury furnishing fabrics, upholstery and wallcovering.



I would love to either work for the in-house design team or be lucky enough to have my prints added to their collection.

Christian Lacroix

About: formally a lead designer in the fashion industry, now with a foot in the interior design market.



The brand prints are distributed across the world. I would love to learn where each print starts and how they develop.

MuckNBrass

About: Muck'N'Brass is founded by ex-makeup artist Zoe Pollock. Specializes in up-cycling old unwanted prints and furniture into something cool and fun.



I follow a lot on what Zoe gets up to behind the scenes of the brand, and she seem like a very bubbly outgoing person. I would love to work alongside her and learn a lot about using print and pattern to up-cycling old unwanted furniture. This is a great step into being more sustainable in the future.

Anthropologie

About: This is an American clothing retail brand who also specialise in jewellery, home ware, accessories, decoration and beauty.



I would like to work within the design team at Anthrapologie, and learn a lot more about pattern making. Their designs are very shabby chic with a Boho twist. Their patterns are detailed and intricate.

Little Greene

About: Little Greene are a well-established independent paint and wallcovering manufacturer. Each of their collections include resurrected forgotten design from their archives.

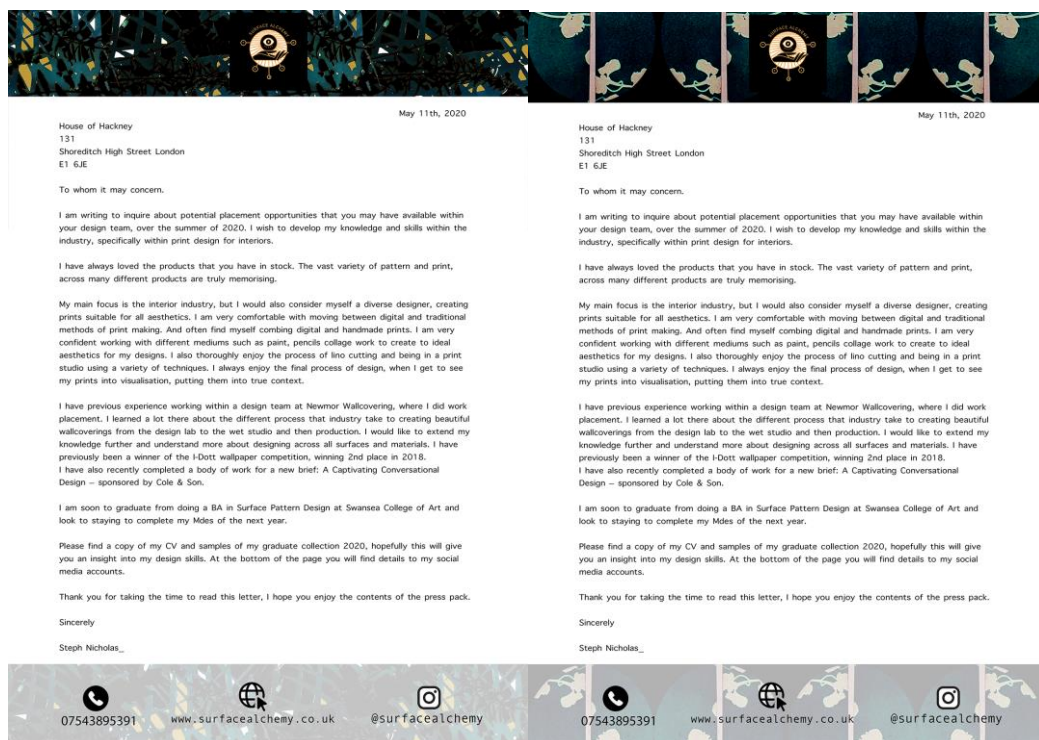


It would be a great opportunity to work for Little Greene as their reputation speaks for itself. I believe I would learn a lot within their wet studio, seeing how they develop their paint and match colours.

Cover Letter:

I have decided to write a letter to the House of Hackney as they are a luxury furnishing fabric company. I feel as I would grow more as a designer and understand the industry more, learning from one of the top names in interior,

Cover letter in 3 different print styles:





May 11th, 2020

House of Hackney
131
Shoreditch High Street London
E1 6JE

To whom it may concern,

I am writing to inquire about potential placement opportunities that you may have available within your design team, over the summer of 2020. I wish to develop my knowledge and skills within the industry, specifically within print design for interiors.

I have always loved the products that you have in stock. The vast variety of pattern and print, across many different products are truly mesmerising.

My main focus is the interior industry, but I would also consider myself a diverse designer, creating prints suitable for all aesthetics. I am very comfortable with moving between digital and traditional methods of print making. And often find myself combining digital and handmade prints. I am very confident working with different mediums such as paint, pencils collage work to create to ideal aesthetics for my designs. I also thoroughly enjoy the process of lino cutting and being in a print studio using a variety of techniques. I always enjoy the final process of design, when I get to see my prints into visualisation, putting them into true context.

I have previous experience working within a design team at Newmor Wallcovering, where I did work placement. I learned a lot there about the different process that industry take to creating beautiful wallcoverings from the design lab to the wet studio and then production. I would like to extend my knowledge further and understand more about designing across all surfaces and materials. I have previously been a winner of the I-Dott wallpaper competition, winning 2nd place in 2018. I have also recently completed a body of work for a new brief: A Captivating Conversational Design – sponsored by Cole & Son.

I am soon to graduate from doing a BA in Surface Pattern Design at Swansea College of Art and look to staying to complete my Mdes of the next year.

Please find a copy of my CV and samples of my graduate collection 2020, hopefully this will give you an insight into my design skills. At the bottom of the page you will find details to my social media accounts.

Thank you for taking the time to read this letter, I hope you enjoy the contents of the press pack.

Sincerely

Steph Nicholas_



CV Research & Layout Development

Including in my press pack will be a fully updated and detailed CV. This will include details about me, my experience, skills and personal details for social media accounts. A CV is a tool used to send out to potential employers, this gives a vision of my identity on paper, and the goal is to make it as readable as possible and keeping it in line with my brand identity.

Below is a digital mind map of contents I think I should include on my CV:

Ciriculam vitae

About myself

- General background & personality
- Spoken Language; Welsh/English
- Design Specialism
- Future aspiration

Achievements & Exhibitions

- I-Dott - 202020
- OrangeBox
- St.Fagons
- Commendation = Teatowel

Experience & Skills

- | | | |
|--------------|-----------------------|--------------------------|
| - workshops | - Traditional methods | - Team Player |
| - placements | - Craft & Design | - Sewing Machine |
| | - Digital | - working under pressure |

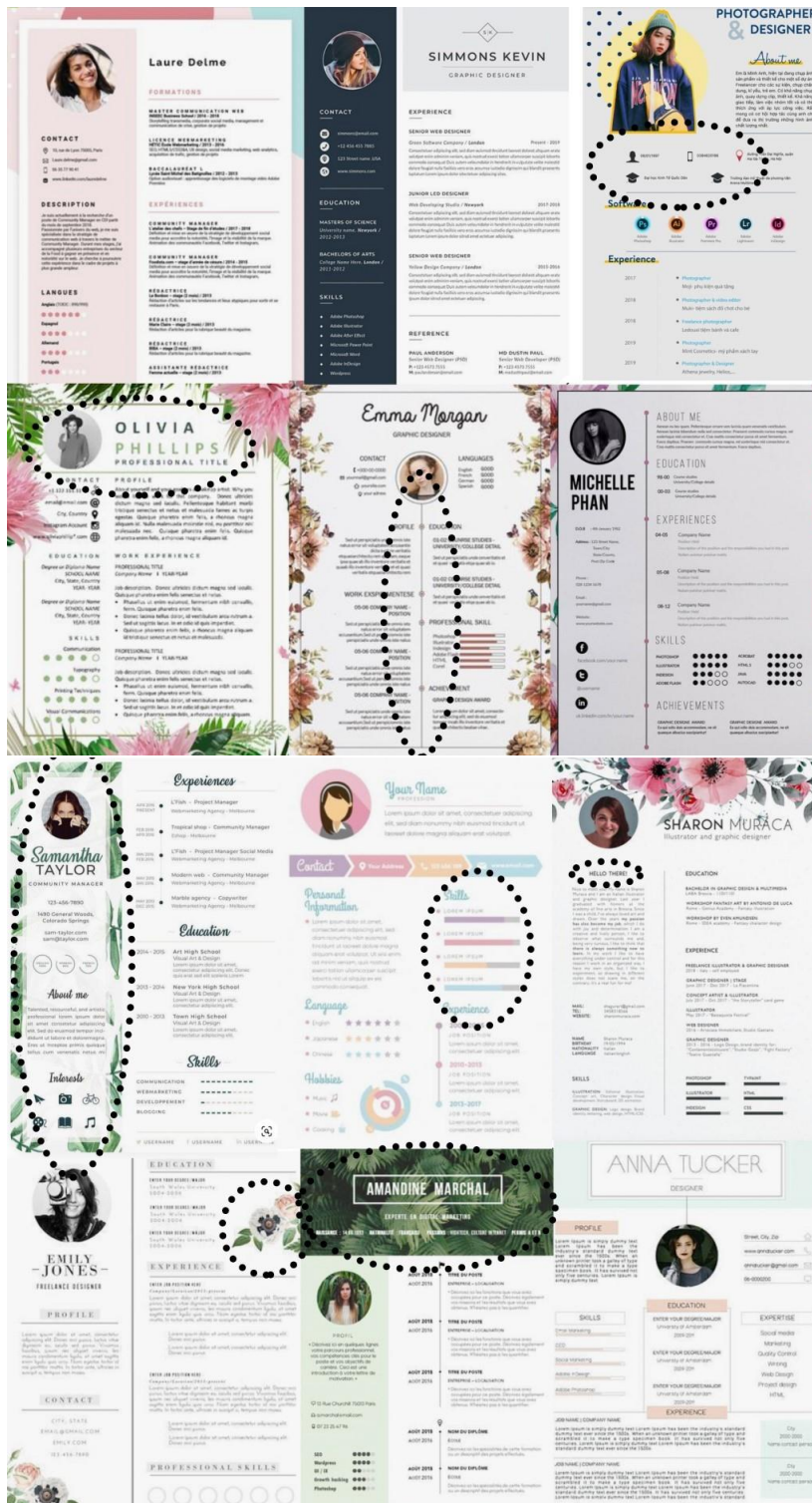
Presentation

- Visually Exciting
- Clear Text
- Organised
- Personal Logo
- eye catching

Personal Details

- name
- Instagram
- Web page
- Number
- Email

And a visual mood board;



There are so many inspiring ways to put together a CV, and that's the next step for me is putting all my information into one document. I need to focus on keeping it clean and clear. I must include my logo and I think an image of myself would look very professional. The word professional is also key to remember when designing my CV, keeping in mind this will go out to all potential employers and is a key tool for employment.

With inspiration from those I've circled above, I will create a 3 different template styles, to see what best fits my style. I also stuck to incorporating just one type of design for the moment, I would like to develop a few different templates first before experimenting more with pattern.

No.1;

SURFACE ALCHEMY
Steph Nicholas - Surface Pattern Designer

Personal Profile

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I enjoy meeting and engaging with new people in the industry who have similar interests. I also enjoy working on collaborations with different people, as done in my time at University. I intend to stay on to study an MDes in Surface Pattern Design in order to push my own practice and develop my skills further, hoping this will allow me to fully understand my design identity. Hopefully this will equip me better to work in my dream job as an interior pattern designer, in print studio.

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Experience

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- working in the design studio and wet studio

Personal Qualities

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- Work under pressure
- Dependable
- Respectful
- Adventurous

Skills

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Arts Thread
Stephanie Nicholas

www.surfacealchemy.co.uk

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When looking at the 4 templates I've created myself, using inspiration from my mood boards, number two stand out the most. I think I will continue to develop this one with different print. The

layout is very clear and simple. I also like how the page is divided into two vertically, as this makes it feels like a brochure, clearly navigated.

SURFACE ALCHEMY
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Personal Profile

* Current Location - Swansea, UK
 * DOB - 01/05/1997
 * 07543895391
 * s.nicholas123@hotmail.co.uk

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2017 - Present
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BA (Hons) Surface Pattern design
Pending Award

2015 - 2017
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Foundation Diploma in Art and Design
Distinction

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Skills

- Bilingual (Welsh/English)
- Laser Engraving
- Lasercutting
- Screenprinting
- Dyeing
- Photoshop
- Illustrator
- Relief Printing
- Microsoft
- Sewing Machine
- Digital Drawing
- Traditional Drawing & Painting
- Problem Solving

Experience

January 2020 - Newmor Walkcoverings- working in the design studio and wet studio

Personal Qualities

- Teamplayer
- Work under pressure
- Dependable
- Respectful
- Adventurous

@surfacealchemy
 Stephanie Nicholas
www.surfacealchemy.co.uk

I have decided to go for design number 3, as I think this looks more interesting around the area of my logo. It also gives a better indication than the others of my graduate collection.

FINAL PRESS PACK & CONTENTS

Wallpaper Samples:
- Hand Printed x1
- Digitally Printed
on Brush Textured
paper

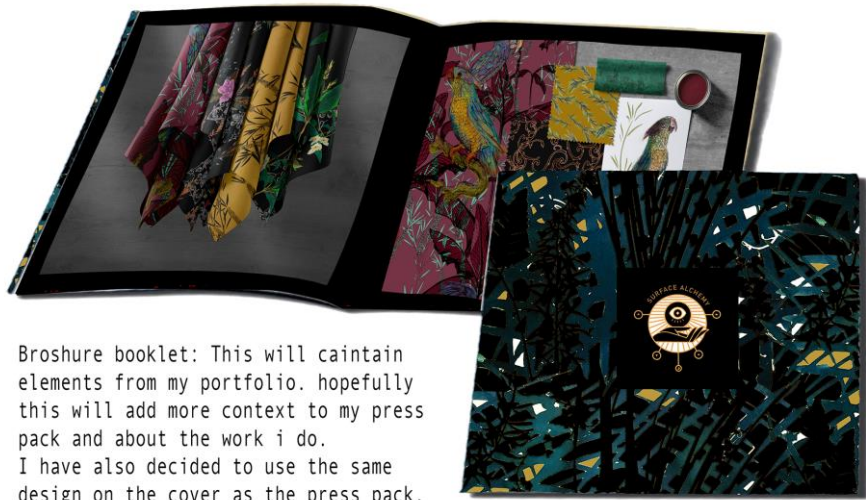
Fabric Samples:
- Marbled Velvet
- Plush Velvet
- Crushed Velour
- Silk Sensation



FINAL BUSINESS CARDS

I WOULD LIKE 3 DIFFERENT PRINTED
CARDS, ONE FROM EACH COLLECTION
TO REPRESENT MY GRADUATE
COLLECTION WELL.

@surfacealchemy
www.surfacealchemy.co.uk
Steph Nicholas
s.nicholas123@hotmail.co.uk
07543895391



Brochure booklet: This will contain elements from my portfolio. hopefully this will add more context to my press pack and about the work i do. I have also decided to use the same design on the cover as the press pack.



SURFACE ALCHEMY

Steph Nicholas - Surface Pattern Designer



Personal Profile



* Current Location - Swansea, UK



* DOB - 01/05/1997



* 07543895391



* s.nicholas123@hotmail.co.uk

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www.surfacealchemy.co.uk

**ARTS
THREAD**

Stephanie Nicholas



May 11th, 2020

House of Hackney
131
Shoreditch High Street London
E1 6JE

To whom it may concern.

I am writing to inquire about potential placement opportunities that you may have available within your design team, over the summer of 2020. I wish to develop my knowledge and skills within the industry, specifically within print design for interiors.

I have always loved the products that you have in stock. The vast variety of pattern and print, across many different products are truly memorising.

My main focus is the interior industry, but I would also consider myself a diverse designer, creating prints suitable for all aesthetics. I am very comfortable with moving between digital and traditional methods of print making. And often find myself combining digital and handmade prints. I am very confident working with different mediums such as paint, pencils collage work to create to ideal aesthetics for my designs. I also thoroughly enjoy the process of lino cutting and being in a print studio using a variety of techniques. I always enjoy the final process of design, when I get to see my prints into visualisation, putting them into true context.

I have previous experience working within a design team at Newmor Wallcovering, where I did work placement. I learned a lot there about the different process that industry take to creating beautiful wallcoverings from the design lab to the wet studio and then production. I would like to extend my knowledge further and understand more about designing across all surfaces and materials. I have previously been a winner of the I-Dott wallpaper competition, winning 2nd place in 2018. I have also recently completed a body of work for a new brief: A Captivating Conversational Design – sponsored by Cole & Son.

I am soon to graduate from doing a BA in Surface Pattern Design at Swansea College of Art and look to staying to complete my Mdes of the next year.

Please find a copy of my CV and samples of my graduate collection 2020, hopefully this will give you an insight into my design skills. At the bottom of the page you will find details to my social media accounts.

Thank you for taking the time to read this letter, I hope you enjoy the contents of the press pack.

Sincerely

Steph Nicholas_



What do I hope for now?

After having a successful work placement at Newmor Wallcoverings. I had intended on going back there for the summer for a longer 2-3 months placement, with paid accommodation and expenses. However, this had to be put on postponed till next year due to the COVID-19 pandemic.

Once the world diets back on its feet I hope to send my press pack off to these companies in seek for internship experience alongside my MDes course ounge started in September. I am also considering opening myself up to collaborations over the next year, to expand my skills in working with other people and brands.