

Cerys Angharad Davies

1706603

BA Hons Surface Pattern Design

Maker

Professional Promotion

(ADAD6002)

Deadline 15th May 2020 5pm

Cerys Angharad Davies

Research Journal

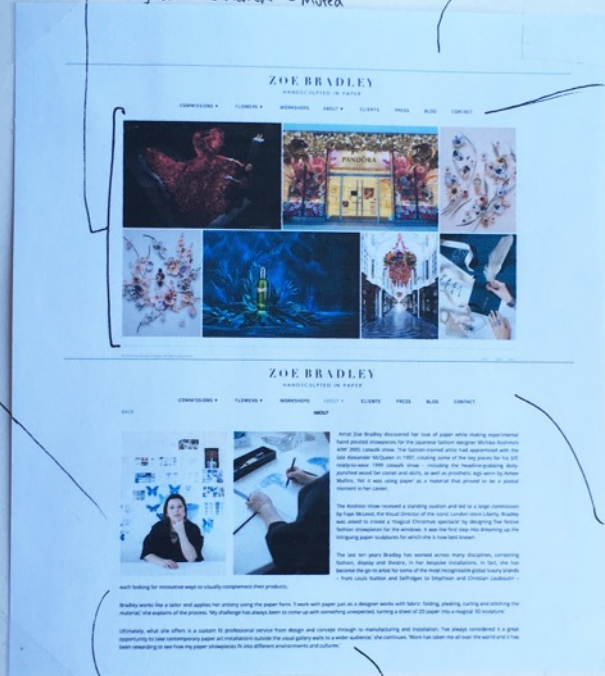
INTRICATE DESIGNS

- Friendly
- Welcoming
- Funny
- Empowered
- Inspiring
- Perfectionist
- Accomplished

Bradley's creative practise is primarily paper based - She produces a variety of 3D flowers, butterflies, leaves.

I chose Zoe Bradley as she is someone who had to discover herself through many experiences and jobs. Her journey shows me that although right now I may not be polished in time my skills and techniques will develop, showing me what I'll be good at.

- Bespoke
- Bold
- Colour choices (Pole turns)
- Original
- Statement
- Muted



clean and simple layout

FAMILY ORIENTATED

Works with a variety of companies, individuals and event teams.

A well known me is the PANDORA WINDOW DISPLAY

Sends waste paper to schools

HARD WORKING

Bradley works primarily with small teams of individuals

Bradley is located in a remote studio based in Glamorgan, it has two sections which are use for the production of her designs.

Social Media

- Her work is mainly on her website
- As well Bradley does have a Instagram account to show her drawings and installation / paper art displays.

Zoe Bradley

Keywords: Intricate designs, Bespoke, Family orientated and Hard Working

Social Media:

- Instagram
- LinkedIn
- Facebook
- Website

Website:

- Bold
- Modern
- Statement
- Sophisticated
- Simplistic layout
- Playful and fun designs

Why Zoe Bradley?

I chose Zoe Bradley as she is someone who had to discover herself through many experiences and jobs. Her journey shows me that although right now I may not be polished, in time my skills and techniques will develop showing me what I'll be good at.

They are currently based within Dordogne, France.

BOLD COLOUR PALETTE

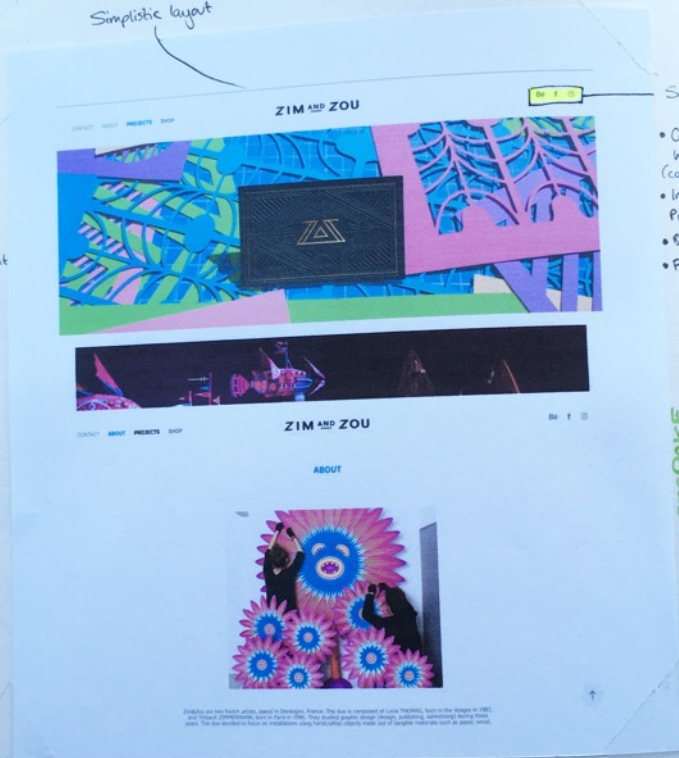
I chose Zim and Zou because they are a business which works with 3D in mind - they have also got a unique style and presence about them.

ORIGINAL!

Simplistic layout

- Hard Working
- dedication
- Time management
- Innovative
- Skilful
- Story tellers

PLAYFUL DESIGNS



Social Media

- Current Website (colour full bold)
- Instagram Presence
- Behance
- Facebook

Social Media

- Instagram
- Current Website

BESPOKE

STORY TELLER

- Sophisticated
- Multi layers
- Time Consuming

STORY TELLING

They not only work with paper but a wide range of materials to produce an effective window, promotional display.

Zim and Zou work with a large range of brands, companies, events and small business - especially creating window displays and promotional events.

Zim and Zou

Keywords: Story telling, Bespoke, Playful Designs and Bold colour palette

Social Media:

- Instagram
- Behance
- LinkedIn
- Facebook
- Website

Website:

- Simplex
- Modern
- Colorful
- Sophisticated
- Simplistic layout
- Playful and fun designs

Why Zim and Zou?

I chose Zim and Zou because they are a business which work with three-dimension in mind, as they have also a unique style and presence. Even so, they not only work with paper but a wider range of materials such as wood, card, fabric and even leather.

Quirky

White has an array of different clients varying from Audi, The National Trust & Royal Mail

Simplistic layout - clean!

playful and fun designs



Simplex
- Modern
- clean / crisp
- Burst of colour
- Sophisticated

INTRICATE DETAIL

Where she is currently based

- Intricate
- Story teller
- playful
- Sophisticated
- Complex
- Colourful

On her page she has "Frequently Asked Questions"

- 1- Why Paper?
- 2- How long does it take to make?
- 3- What's your process?
- 4- How did you start working with paper?
- 5- Do you sell your work/ take on private commissions?
- 6- Where is your studio?

BOLD

Helen Mussel White

Keywords: Story telling, Bold, Intricate Detail and Quirky

Social Media:

- Instagram
- LinkedIn
- Website

Website:

- Simplex
- Modern
- Clean/ crisp
- Burst of colour
- Sophisticated
- Simplistic layout
- Playful and fun designs

Website Features?

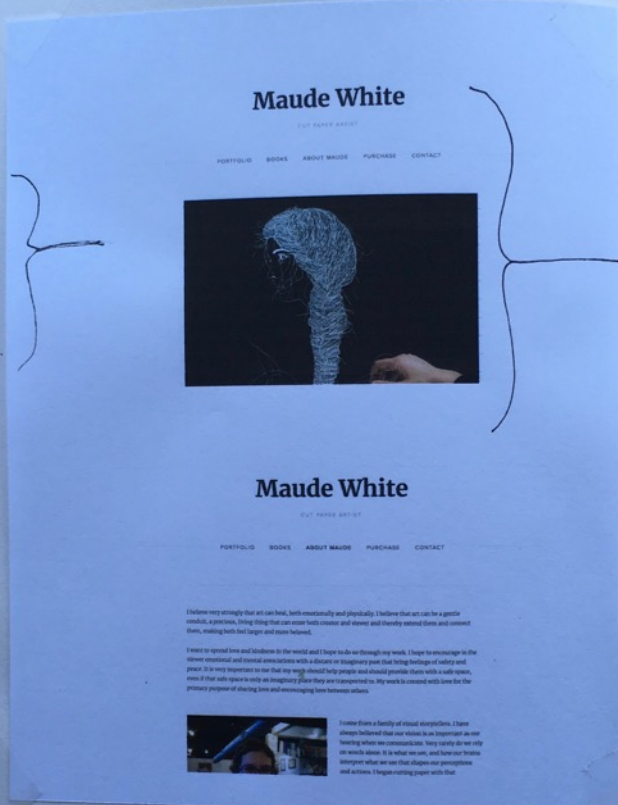
On her page she has 'frequently asked questions'.

1. Why Paper?
2. How long does it take to make?
3. What's your process?
4. How did you start working with paper?
5. Do you sell your work/ take on private commissions?
6. Where is your studio?

STORY TELLING

She is currently based within The Hudson Valley

- Social Media
- Instagram
 - Facebook
 - Pinterest
 - Current Website



- plain
- simple
- has the necessities
- Her own designs stand out on the simple page.

Sophisticated and clean layout

DETAILED

FRAGILE

INTRICATE CUTTING

- Inspiring
- Accomplished
- Story Teller
- Intricate detail
- Playful
- Paper art artist
- Hard Working

I have chosen Maude White because she is an individual who I have been inspired by throughout my time at university - her work is simple yet very complex with the amount of detail and line work which can be seen throughout her work.

Maude White

Keywords: Detailed, Intricate Cutting, Fragile and Story telling

Social Media:

- Instagram
- Facebook
- Pinterest
- LinkedIn
- Website

Website:

- Plain
- Simple
- Has the necessities
- Her own designs stand out on the simple page
- Sophisticated and clean layout

Why Maude White?

I have chosen Maude White because she is an individual who I have been inspired by throughout my time at university - her work is simple yet very complex with the amount of detail and line work which can be seen throughout her designs.

THE DREAM

Starting Small ~ Dreaming Big

What Do You Want To Be?

I want to be a maker/creative who primarily focus on working with paper or similar mediums.
By either creating paper cuttings or creating little shows/shadow boxes or large scale scenes almost similar to installations.

Where Do You Want To Be?

I would like to work with either an individual or a small company, which works with / around paper.
However, I will also like to become either a freelancer or an individual who runs their own small business.
By selling paper, card and possibly slightly harder materials.

How Do You Want To Work?

- I would like to be running my own small business, selling a variety of paper products/crafts.
- The location which I would like to be stationed is either within a small corner shop/a studio within the country or possibly within my own home.
- Between selling products I would like to run workshops for individuals who have a passion to work with the medium. This could either be to leave with a completed product or start them off creating designs for them to take on use.
- Additionally, possibly volunteer within schools, colleges to help them to possibly show them my trade or even make a fun interactive session where everyone can work with paper/card and see that there is a future with working with this medium (dry materials).

How Do You Want People To See You?

I want people to see me as an adventurous individual who is passionate about the exploration of my chosen medium.
Alternatively, someone who's motivated and dedicated to reducing the paper waste by creating unique and conscientious designs/ideas.

Thinking Ahead - The Dream

What do you want to be?

I want to be a maker/creative, who primarily focuses on working with paper or a similar medium. By either creating paper cuttings or even little shows/shadow boxes, or large-scale scenes almost like Installations.

Where do you want to be?

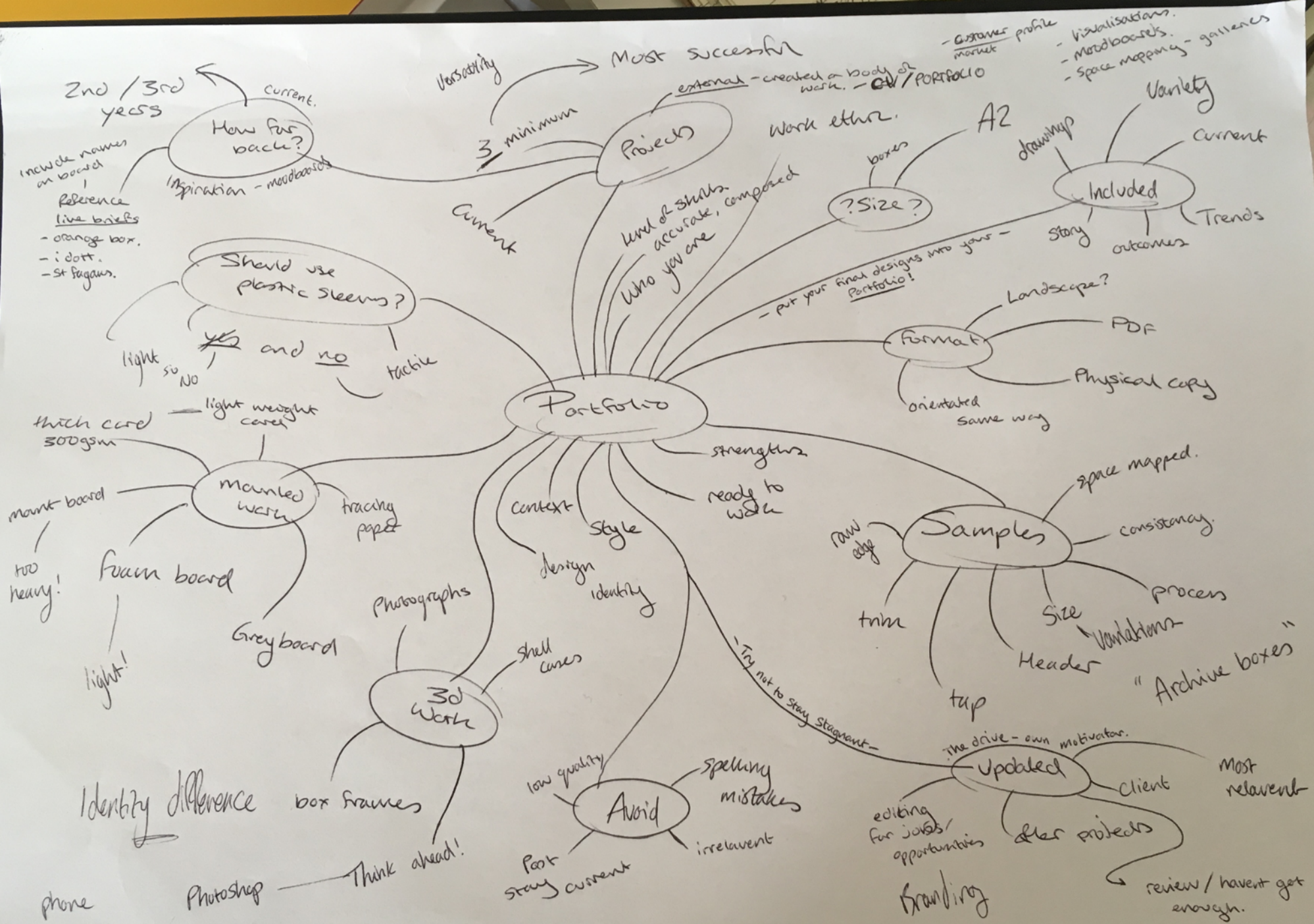
I would like to work with either an individual or a small company, which works with or around paper. However, I would also like to become either a freelancer or an individual who runs their own small business. By selling paper, card and possibly slightly harder materials.

How do you want to work?

- I would like to be running my own small business, selling a variety of paper products/crafts.
- The location which I would like to be stationed at is either within a small corner shop/a studio within the country or if need be within my own house.
- Between selling products I would like to run workshops for individuals who have a passion to work with the medium.
- Additionally, possibly volunteer within schools and colleges to help show them my trade, and to even make a fun interactive session where everyone can work with paper/card and see that there is a possible future with working with the medium.

How do you want people to see you?

I want people to see me as an adventurous individual who is passionate About the exploration of my chosen medium. Alternatively, someone who's motivated and dedicated to reducing the paper waste by creating unique and conscientious designs/ideas.



CV Building

1. Contact Details – What is relevant?

- Name
- Email
- Mobile
- Address? Moving?
- Social Media
- Website

2. Education

- Awards/ competitions
- Educational references
- Alphabetic order
- Recent first then so forth:
BA, A Levels, GCSE
- Completion date
- Institution
- Programme course
- Visual skills – In depth text

3. Experiences

- Live brief
- Internship
- Competitions
- Exhibitions/ awards
- Be selective: Do not put everything down
- St Fagans, Wool Museum, Orange box, I-Dott
- Work backwards from recent
- Jobs

4. Skills

- Lip service
- Advances – intermediate – Basic
- Developing skills
- Soft skills

5. Personal statement

- Couple of lines
- Info about you – pathway
- Describe yourself – personal/ professional
- Saying what you want to say elsewhere
- Aspirations
- Biography: style, type, teamwork, outlook (soft skills)
- What are you looking for?
- Not a letter – worth sharing – not life history – direct! – who are you?
- First person – individuals
- Hobbies – volunteering, community work
- Positivity

Cerys Angharad Davies

Logo – Research and Development

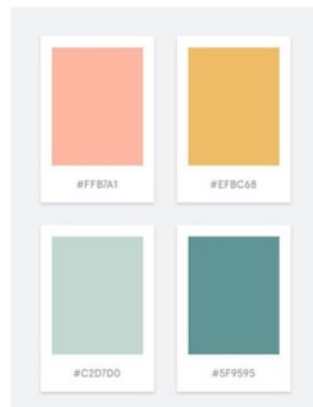
Instagram: @cerys.a.davies

Linkedin: <https://www.linkedin.com/in/cerys-davies-8219b5176/>

Website: <https://cerysadavies.wixsite.com/website>

Brand Identity - Inspiration

As my medium is majority white or neutral, I thought it would be rather quirky and playful to have vibrant colours, although I do find myself rethinking these colours possibly, making them lighter as they are rather rich and vibrant.

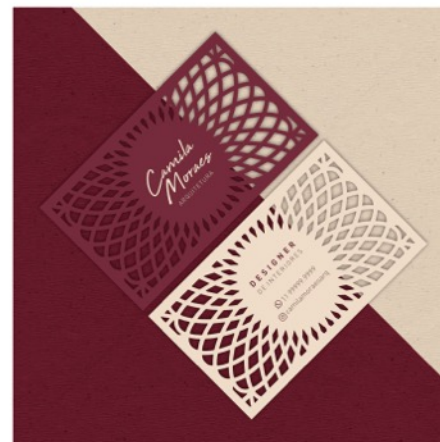
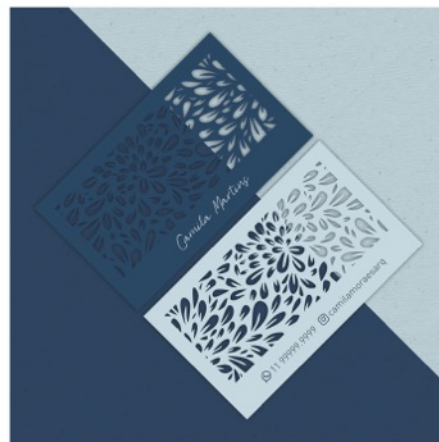


These are the chosen colours which will run through between my website and professional promotion.



Business Card - Research

When looking into business cards I had a few ideas of how I envisioned mine, such as these below. The main feature which I want to be included within my design is the cut through detailing, as this relates greatly to my work and my preferred style. However, I find that coloured cards actually make the design and detailing stand out more especially the top left and the bottom right. As they both have two tones which vary greatly - this could be a possibility depending on my palette and outcome.



Logo - Research

When looking into logos, I found myself looking towards more simplistic and modern designs. Although they are simple it makes them stand out amongst the others as they are eye catching, not only for the layout by the typography of certain ones.



Font - Development

These are the fonts which I have been looking at - the two which have been circled are going to be used within logo samples to see which one I prefer, or suits my style best.

Cerys A Davies

American Scribe

Cerys A Davies

Austin Pen

Cerys A Davies

Antiquarian Scribe

Cerys A Davies

Elina Decor

Cerys A Davies

Emily Austin

Cerys A Davies

Old Man Eloquent

Logo - Tests

The logo below is my original idea - However, I felt that although playful it does not represent me effectively, as it feels too literal and almost limits me within my craft as a paper artist. Which is why I have revised fonts, colours and placements to produce a more well rounded design.



Here are a few tests using the same layout but displaying two different fonts, as this was to show me which font I shall choose. As the first row is rather cursive it can be hard to read depending on size and placement, whilst the second row is more subtle in comparison. Meaning that the font 'Antiquarian Scribe' shall be used towards my final design.



Logo - Samples



These are a few of my initial designs when it comes to the development of my logo. Within the design process I found it quite hard to express myself as I work with paper, however I found that incorporating these colours brought personality to the logos. As my aim was to produce a professional idea which shows my personality and aids to my practise as a creative/ maker.

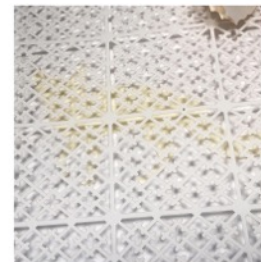
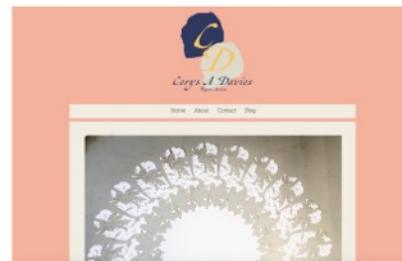


Cerys A Davies
Paper Artist



a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



Business Card - Development

These are colour variants of my business card development. As you can see I have explored the idea of a cut through pattern. I have found it to be rather effective as I wanted my initials to be a part of the design as it will relate to my logo. However, through exploration with my colour palette I have found that the darker text appears better on the lighter backgrounds, and vice versa.



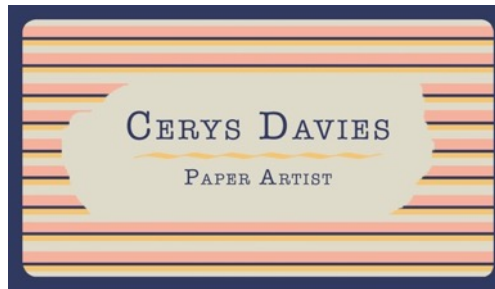
Another colour which stood out to me was the pink background with the deep blue font. Although more subtle in comparison to the yellow, it still has something about it which draws me in.



The yellow design is one of my favourites, as it would stand out against any surface. Also, the deep blue font makes more of an impact compared to the other colours.

Cerys Angharad Davies

Business Card - Development

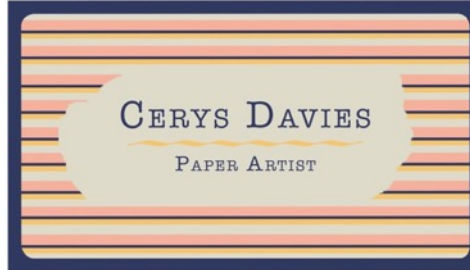


Business Card - Development

These are my initial ideas for my business card. I mainly wanted to incorporate the four colours from my palette with the addition of the origami element from my logo. Although, I found that quite challenging as I was unsure of the layout. Even so, I feel as though I managed to develop three suitable business cards.



As this was my initial design, I find it to be effective, although it does appear rather dark compared to the middle design. If I was to develop this design, I would consider taking away the origami swan as it does not sit well within the shape.



Although this layout does not include the origami element I actually prefer it to the others. As the stripes are interesting especially with the colours placed beside one another. Out of these three my business card would probably be this one due to it being bold and simple compared to the others.



This design in particular is one of my least favourites due to main colour being rather dull. However, I find the spot pattern to be rather fun although it does not go with the layout or design of this business card.



Business Card - Development

After some design changes with my logo I thought it was best to update my business card so that it relates to my most current style/ design. One feature which has been added is the cut through pattern, it looks both professional and relates to my pathway due to the fact that I shall be working with paper in the future. However, I still wanted to add some colour into the card so that the colour palette can be seen throughout.



The yellow business card - It is personally one of my favourites due to the colour being vibrant as well as the deep blue font which stands out against the surface. As well the colour is inviting compared to the blue which could at times blend in against the background.

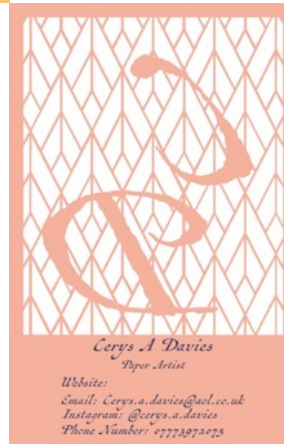
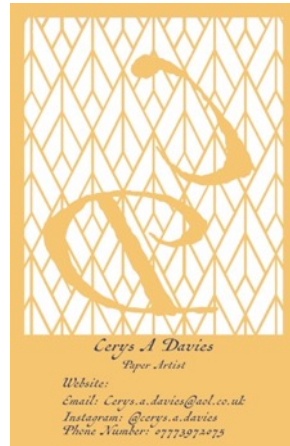


The pink business card - I find this one to be rather muted as it is neither bold nor vibrant, but it is a nice alternative to the yellow. Since the deep blue font makes the design stand out similarly to the yellow and vice versa for the blue business card.



The blue business card - I have mixed feelings towards this colour as at times it could be bold, whilst on other occasions it could blend due to the tone being so deep. However, with yellow font instead of cream it could at a nice touch to the card, when compared to the other two.

Business card - Backs



Cerys Angharad Davies

Business Card Visualizations











Cerys Angharad Davies

Research and Development – CV and Cover Letter

CV - Research

Having the background being rather simple, makes this CV stand out. Especially, the two tones which alternate with the colours.

Having a dark and light bar draws the eyes to that certain location. Such as the logo which is placed within the blush rectangle, and vice versa for the grey bar which holds the essential details such as phone, email and website.



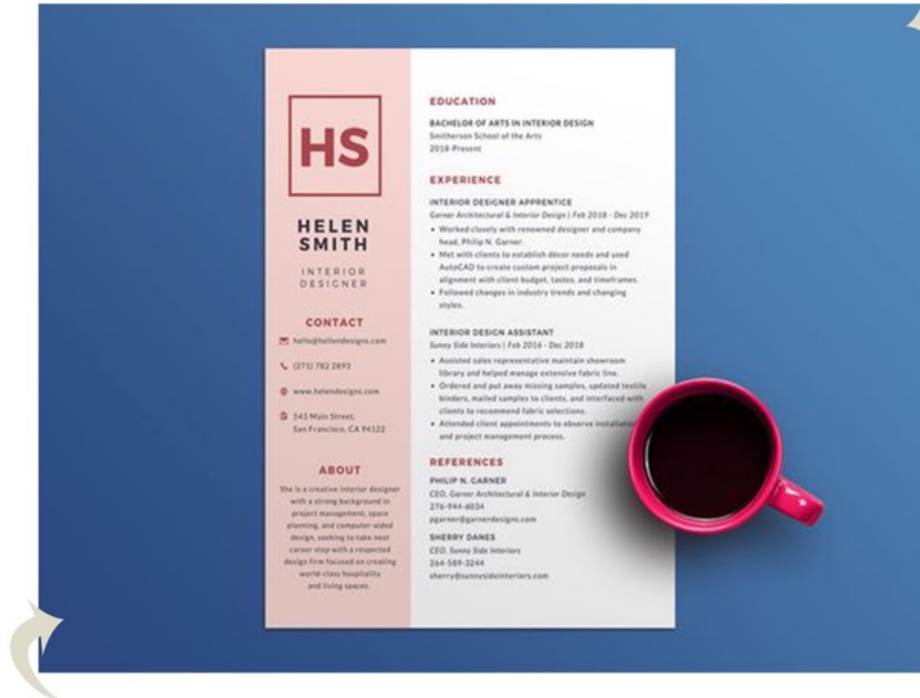
Although I know this CV is not Surface Pattern Design related, I find looking at other CV' can broaden my vision especially since I am unsure of how I wish to present my CV.

The colour palette is rather reserved but makes the document stand out just as much as a vibrant palette would. In comparison to my palette this one is more muted, yet I find that to be the beauty of the layout.

CV - Research

This colour palette is rather simple in comparison to other CV I have researched, even so it makes it unique as the two tones give the CV a pop which I find quite fun.

The background within this CV is rather simple, which actually makes the document standout. Especially, the two shades of pink which adds more detail to this simple layout.



Having a pink strip down the side, instantly draws your attention.

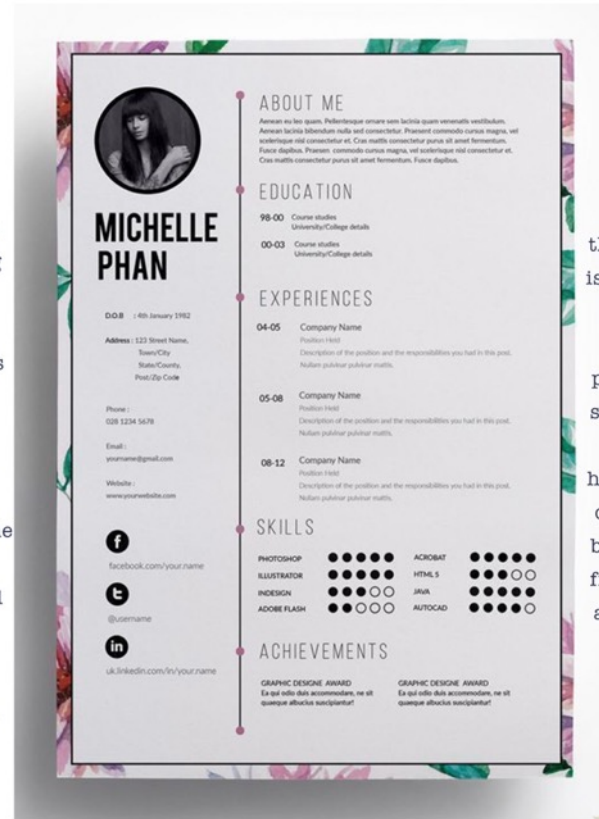
Which is perfect for including essential information, such as social media accounts, phone, email and even information about yourself.

I find this CV to be my biggest inspiration for producing my own. As this layout is my personal favourite since it is simple yet holds all the essential information.

CV - Research

This background is rather different in comparison to the CV' I have researched, yet I find the hidden pattern detail to be rather nice as it can give a hint to the individual.

The white box in the centre is great at drawing the eye in. Especially, having two sides with a clever divide which separates the essential information to the qualifications, experiences and skills.

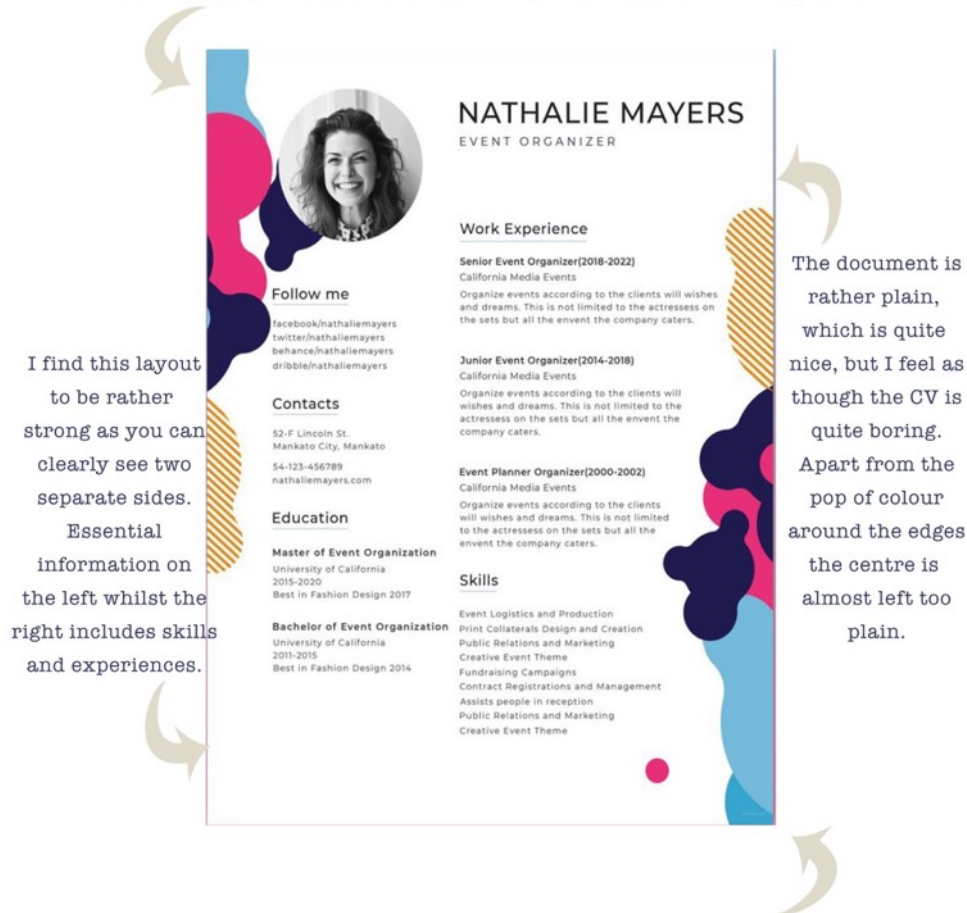


I find having the skills as a bar is rather different it can show the person rather prominently how skilled you are at certain skills. I have seen it being displayed as one bar with so much filled, almost like a lean rectangle.

The colour palette is rather muted with deep tones peeping through here and there when needed. I find that the pattern behind is great at displaying both the created but the colour palette as well. Even so, I quite like how reserved the layout is as it is straight to the point.

CV - Research

This CV is rather quirky as it shows pops of colour through shapes alongside the edges of the CV. This makes the document appear rather fun, which is quite fitting since the document is based for an event organiser.



This colour palette is rather bold, vibrant and makes an impact, especially when combining a hint of pattern within the shapes. However, I feel as though there needs to be a lighter colour since the deep blue is overpowering, if the yellow was not as dulled it would contrast rather well.

CV - Research

I find this background to be extremely plain, it is rather nice to have a divider in the centre. However, the CV would blend amidst others due to the colours chosen for the document.

The layout of this CV is rather quirky. Since the middle is for essential information. Whilst the sides are a mixture between skills, experience and education. Although unique I personally will not be using it as inspiration as it does not represent me as a creative person.



Having certain details displayed in a different colour adds personality to this CV. As well, it makes the headers more prominent so the viewer can see where the most important information is.

I find this colour palette to be rather dull and muted, since the tones used are rather neutral. If research one was to be presented alongside this one in particular, the eyes would be drawn away. Even so it is reserved and plain, which is quite nice.



Contact

✉ Cerys.a.davies@aol.co.uk

☎ +44 7773972075

📷 @cerys.a.davies

in Cerys Davies

About

I am a recent graduate from University of Wales Trinity Saint David, Swansea College of Art, receiving my BA Hons degree in Surface Pattern design. I am an individual who has attention for detail, especially throughout my hand and laser cutting designs. My love for paper was prominent throughout my childhood, as it was accessible yet I always had a secret fascination for the material. I enjoy experimenting with the material pushing the delicacy to produce timeless pieces, which in turn tell stories or evoke emotions.

Education

- 2020 University of Wales Trinity Saint David,
Swansea Collage of Art
BA Hons Surface Pattern Design
- 2017 Coleg Sir Gar
Art and Design BTEC
- 2015 St John Lloyd Catholic Comprehensive School
GCSE (9 A-C)
Welsh Baccalureate (Pass)

Experience

- 2019 Exhibited work at Creative Bubble, Swansea
- 2019 Clerkenwell Design Week
- 2019 Internship at Zoe Bradley Studio, Vale of Glamorgan
- 2019 Exhibited work at St Fagans National Museum of History
- 2019 Orangebox, Sustainability, Live Brief, furniture manufacturers, tackling waste within the business
- 2018 Exhibited work at National Wool Museum
- 2017 I-dott, Geometric and Floral, Live Brief

Skills

- 5+ Yrs Adobe Photoshop
5+ Yrs Adobe Illustrator
3+ Yrs Laser Cutting
3+ Yrs Plotter Cutting
2+ Yrs Hand Cutting
5+ Yrs Sewing Machine
1 Yr Embroidery Machine



2 Llys Yr Onnen
Dafen
Llanelli
Carmarthenshire
SA14 8PP

COMPANIES ADDRESS

15th May 2020

Dear Sir/ Madam,

My name is Cerys Davies, I am writing to you in regard to a potential job opportunity within your establishment. Recently I have completed a BA Hons degree in Surface Pattern Design at Swansea College of Art UWTSD. Throughout the duration of this experience I have developed and acquired a range of skills which involve both digital and traditional techniques such as laser cutting and hand cutting. Between working digitally with photoshop and illustrator, I can confidently say that I have experience with laser cutting, plotter cutting and embroidery files. I am a highly motivated individual who is inspired to work alongside you as a team, as someone who can be a support for the company and others, but to also aid within the design and production stage.

As a paper artist who is new to the industry who lack experience, I make up for with passion and the drive to learn and show others my skills and style as an artist, who is driven to reach expectations, goals and deadlines set in front of me. Throughout my degree I have been graced with experience with live briefs with Orangebox and St Fagans National Museum of History. I believe I would be an asset to your team as I am an organised individual who thrives for the fast-paced environment with projects which require a quick turnover, utilising all skills learnt and to be learnt. Thank you very much for the time to read my application and I look forward to hearing from you

Yours Sincerely,

Cerys A Davies

T: 07773972075

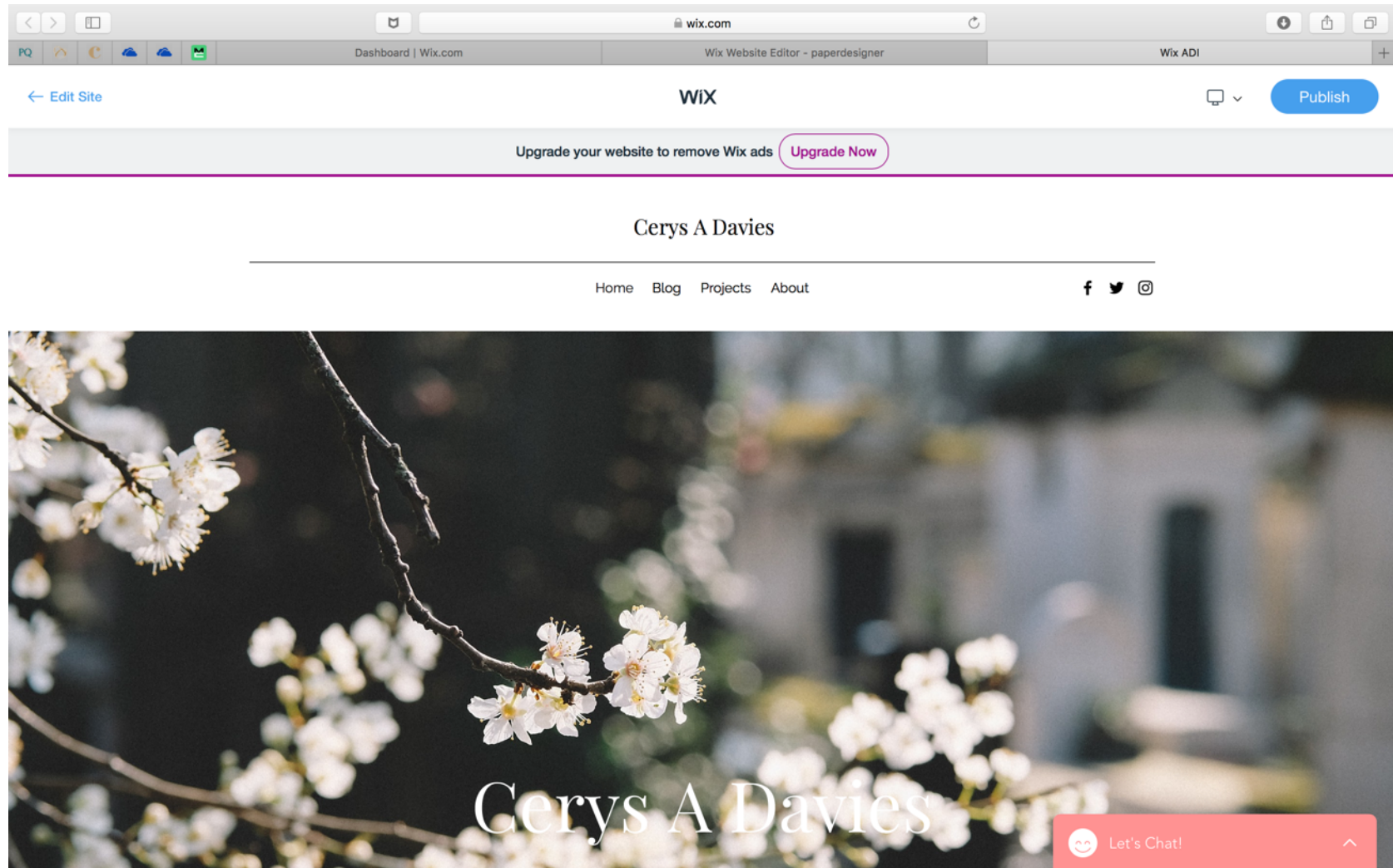
E: Cerys.a.davies@aol.co.uk

W: cerysadavies.wixsite.com/website

Cerys Angharad Davies

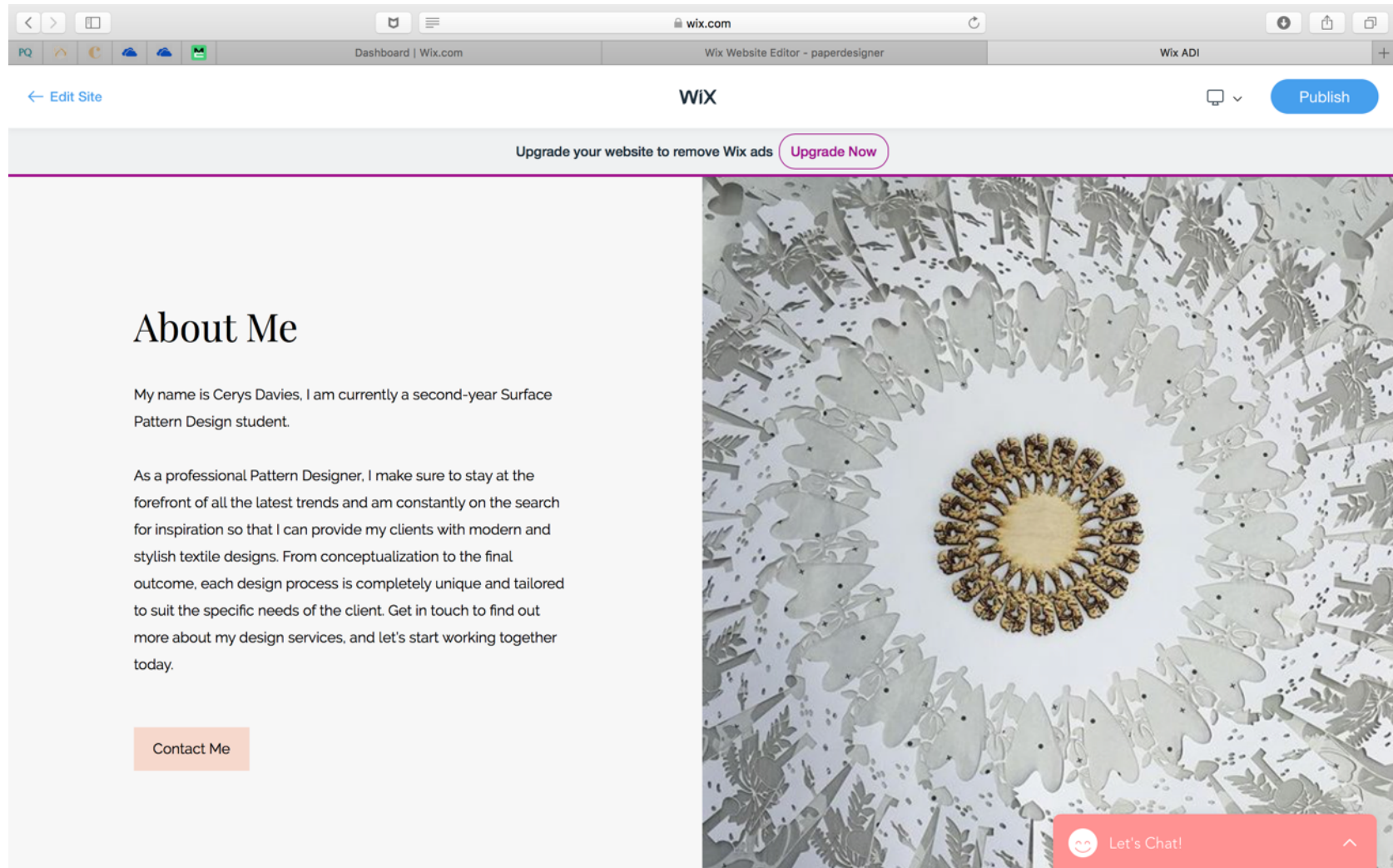
Website Development, Social Media and Posting Plan

Website: Home page



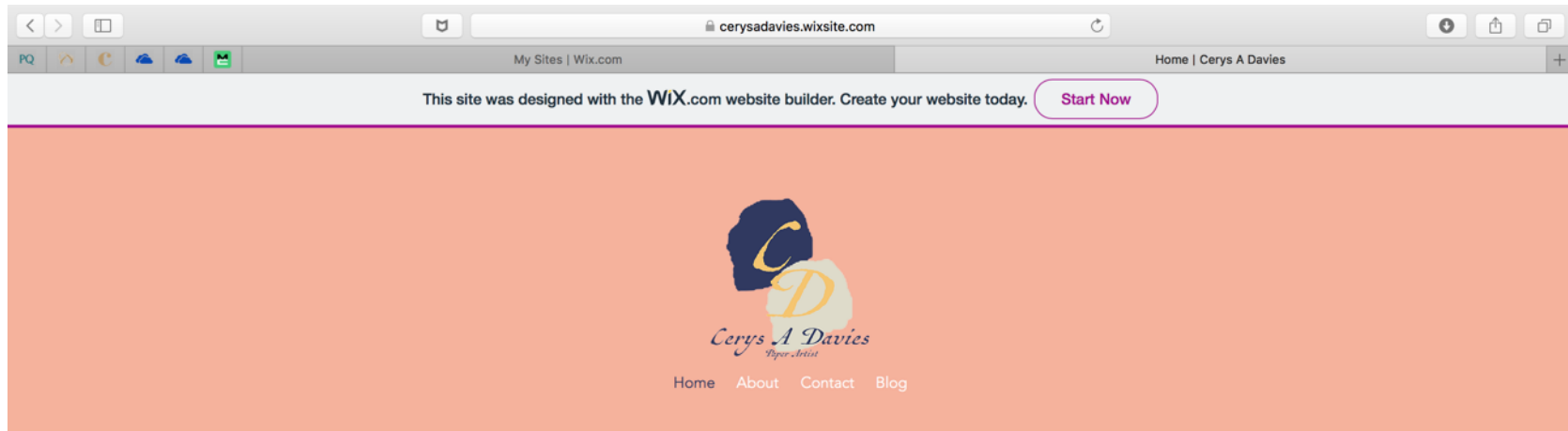
This is the home page of my website which I produced during second year. It is something which does not represent me anymore as an artist, as during that time I was unsure about my pathway. The home page is rather simple and does not have character in my opinion, as there is no logo to identify myself with. As well, there is no work visible apart from a stock photo which does not tell the audience who I am and what I do from first glance.

Website: About Me



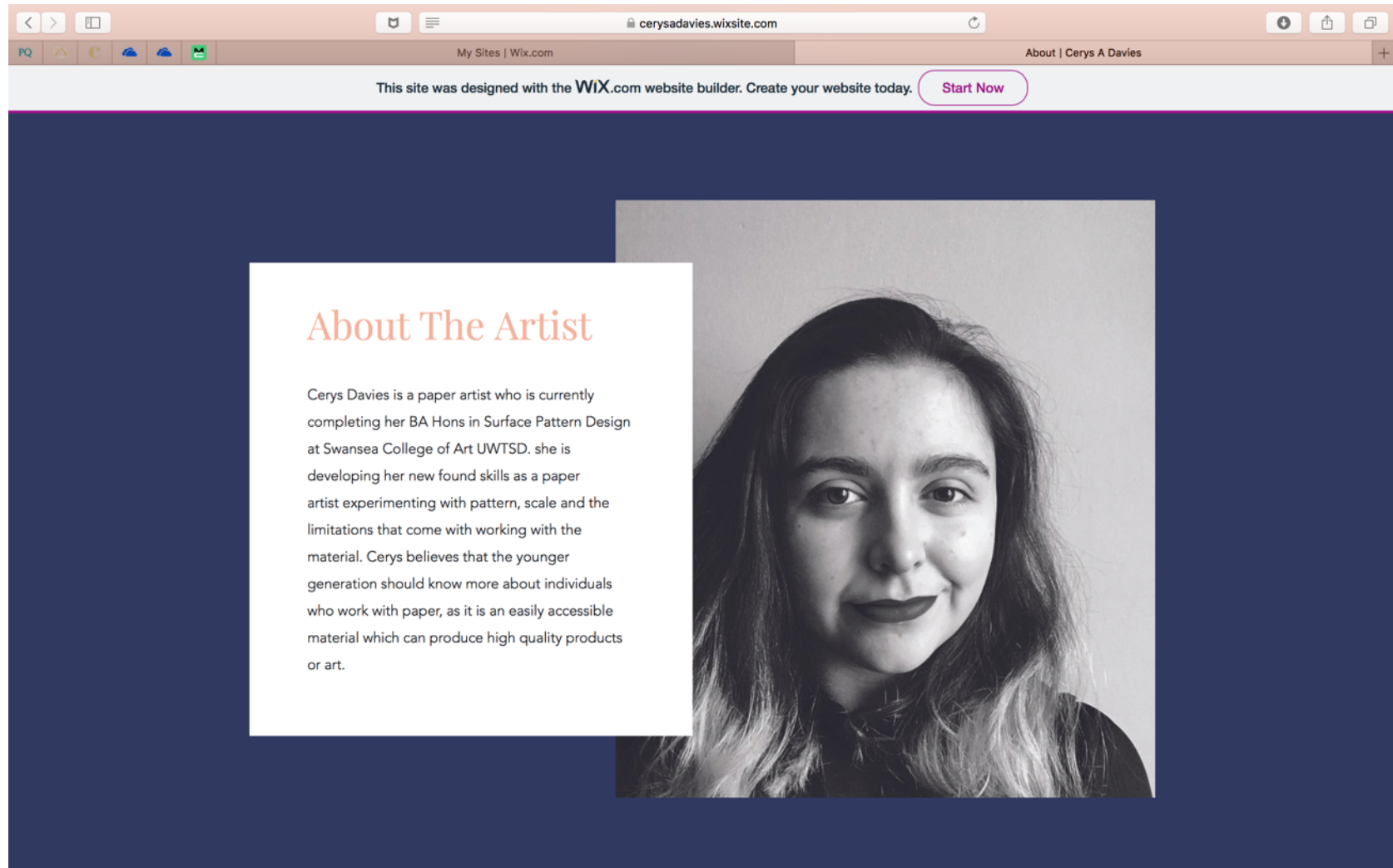
This is my bio page on my website which I produced during second year. It is something which does not represent me anymore as an artist, as during that time I was unsure about my pathway. The bio page is displayed rather well allowing the viewer to see my design and know more about me. However, I find that it is rather simple and would be better to include a photo or something more personal so the viewer can get to know me more.

New Website: Home Page - <https://cerysadavies.wixsite.com/website>



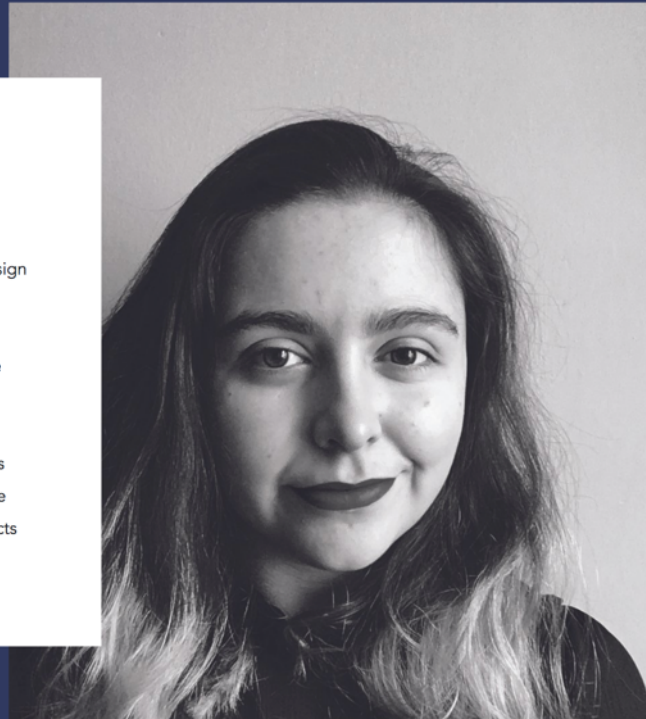
This is my new and improved home page on my website. It is something which clearly shows the viewer who I am by displaying a variety of my work throughout my time at university. However, I could still improve the website, but I am presently pleased with how it displays myself as an artist who works with paper. The logo is more recognizable compared to my previous layout, as well as there being a strong colour palette throughout which stands out and draws you in.

New Website: About Me



About The Artist

Cerys Davies is a paper artist who is currently completing her BA Hons in Surface Pattern Design at Swansea College of Art UWTSD. she is developing her new found skills as a paper artist experimenting with pattern, scale and the limitations that come with working with the material. Cerys believes that the younger generation should know more about individuals who work with paper, as it is an easily accessible material which can produce high quality products or art.



This is my new and improved bio page on my website. It is something which I believe represents me better than my previous attempt, as there is a strong colour palette shown throughout with the deep blue background and pink header. Also, by including a photo I believe it has made the bio more personal as the viewer can connect with me as an artist and individual.

Online Posting Plan

Where will you be posting?

I shall be posting on Instagram, LinkedIn, and website.

How often will you post?

Website: twice a month
LinkedIn: twice a month
Instagram: twice a week

What content will you be posting?

I shall mainly be posting inspirations varying from visual, development and even posting blogs up onto my website.

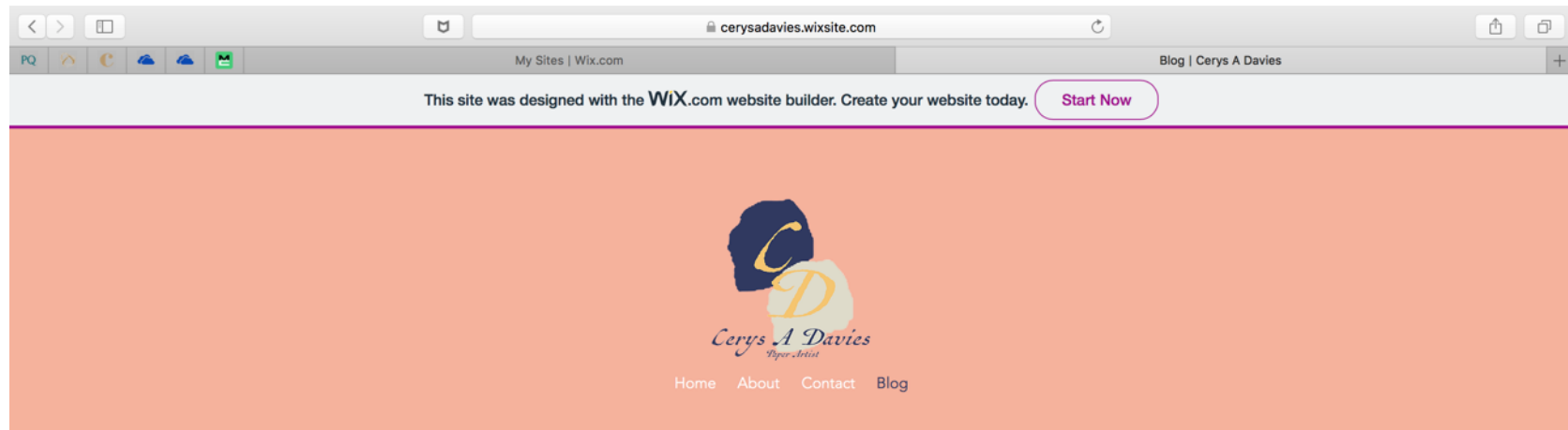
What are your future plans?

Thinking towards the future I wish to continue showing development with my cutting and folding, to upload regularly and to even collaborate with others.

How will you maintain your uploads?

By looking at what trends are current within my craft as a paper cutter. To explore different techniques and styles. Plus travelling to cultures which still use this craft within special celebrations.

Website Blog - <https://cerysadavies.wixsite.com/website/blog>



All Posts



Login / Sign up



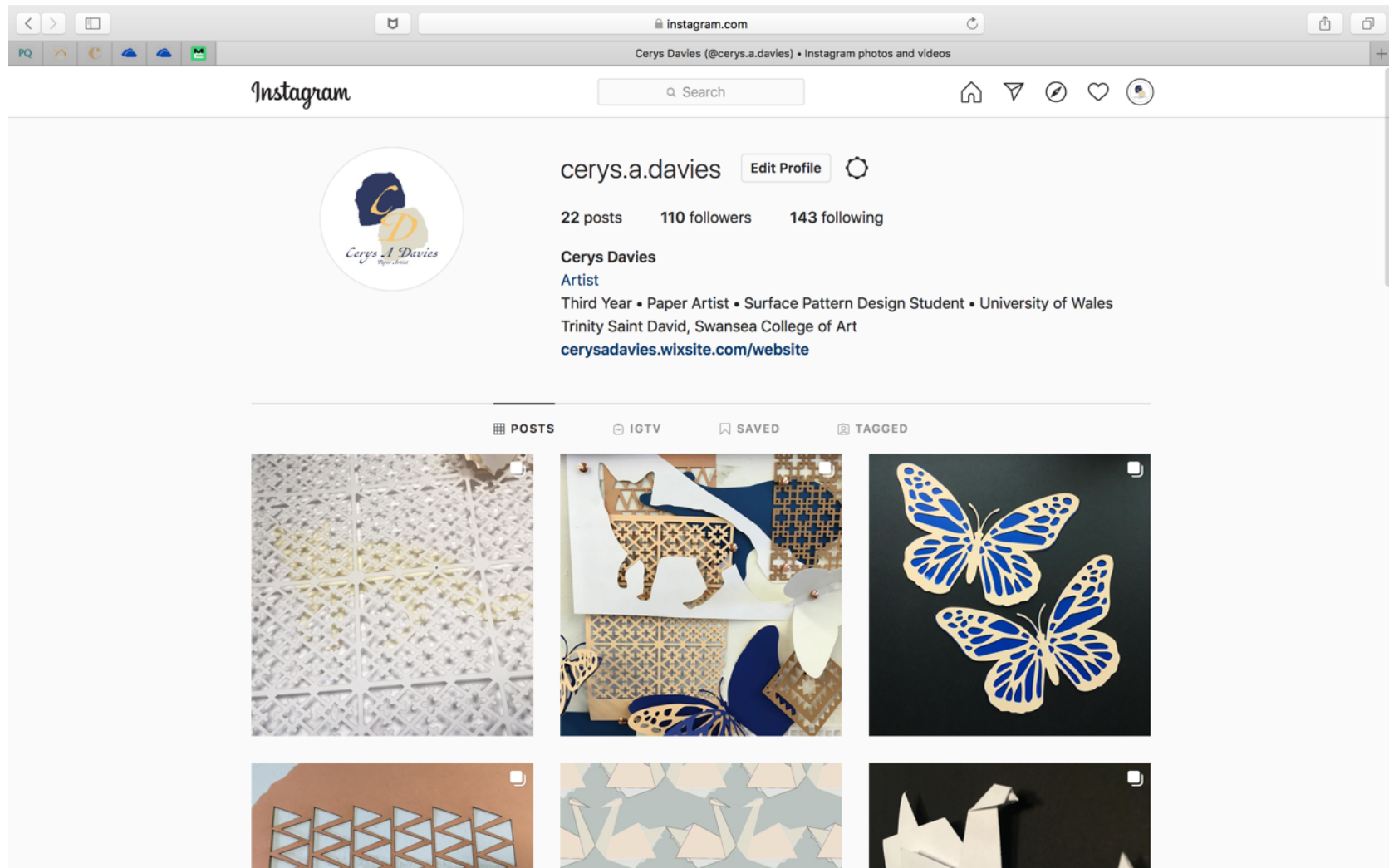
Cerys A Davies 
Apr 20 • 1 min



Challenges ahead but staying motivated

As a third year Surface Pattern Design student going into their final semester, it was a shock to hear about the closure of the University due to COVID-19. H...

Instagram Account - <https://www.instagram.com/cerys.a.davies/>



Linkedin Account - <https://www.linkedin.com/in/cerys-davies-8219b5176/>

The screenshot shows a web browser window with the LinkedIn website. The browser's address bar displays the URL <https://www.linkedin.com/in/cerys-davies-8219b5176/>. The LinkedIn header includes a search bar with the text "Find people, jobs and more" and navigation links for Home, My Network, Jobs, Messaging, Notifications (with a red badge showing 3), Me, and Work. A "Try Premium Free for 1 Month" button is also visible.

The profile of Cerys Davies is displayed. The profile picture shows a young woman with long brown hair. The background banner features a graphic of hands holding each other. The profile name is "Cerys Davies", and her current position is "Student at University of Wales Trinity Saint David, Swansea, United Kingdom". She has 24 connections. Buttons for "Add profile section", "Interested in", and "More..." are present. The "About" section describes her as a paper artist who uses laser and hand cutting, and mentions skills in Adobe Photoshop and Illustrator. The "Your Dashboard" section shows three metrics: "Who viewed your profile" (9), "Article views" (0), and "Search appearances" (9).

On the right side, there is a section for "Edit public profile & URL" and "Add profile in another language". Below this is a promotional banner for LinkedIn with the text "Your dream job is closer than you think" and a "See jobs" button. The "People Also Viewed" section lists three other users: Olivia Hutchings (Surface Pattern Design Student), Hannah Beniamous (Design | Styling | Interiors), and Zoë Alice Noakes (Interdisciplinary Maker, Student).

At the bottom right, there is a "Messaging" button with a green status indicator and a "Leila Evelyn Ro" profile snippet.

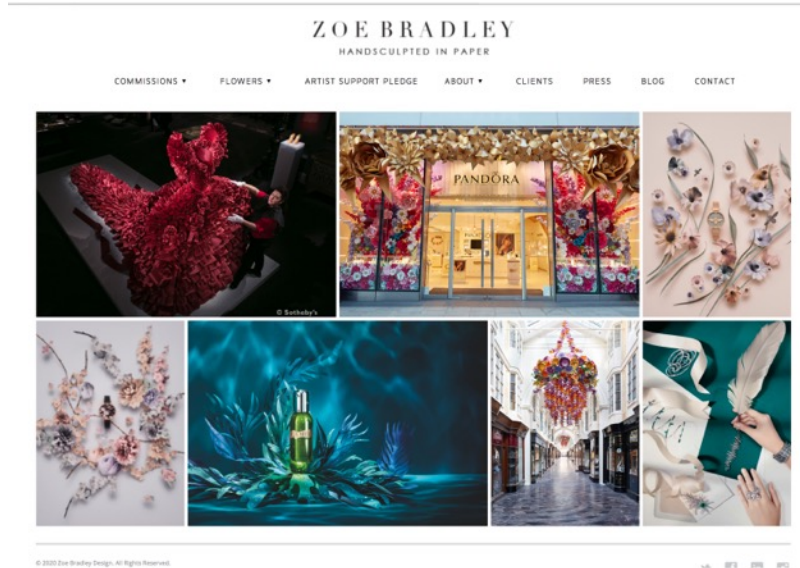
Cerys Angharad Davies

Top 10 Recipients

These are the top 10 businesses that I have selected to send my press pack to as they all are in some way or another related to paper. The reason as to why I chose these individuals is due to them being paper artists or sculptures, as these are key features which reflect the pathway I wish to aim towards within my work.

Zoe Bradley

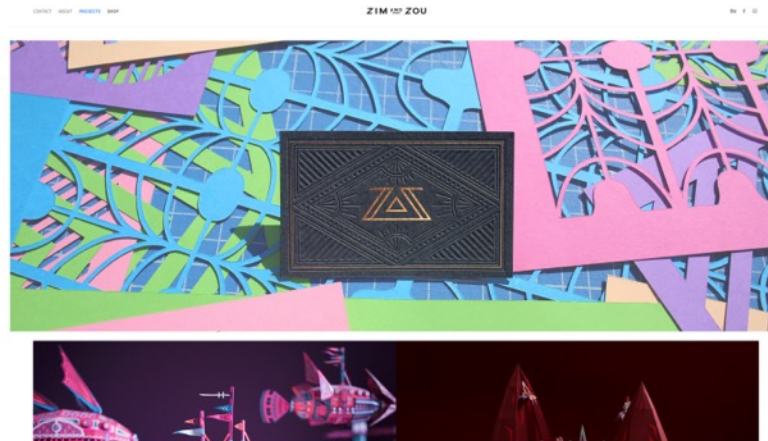
Zoe Bradley is a paper artist who hand sculpted flowers, butterflies and leaves to create magnificent settings. Through her hard work she has managed to establish herself an array of clients and opportunities. Currently she is based in vale of Glamorgan within a small studio.



The reason as to why I chose Zoe Bradley was both due to the fact that I had an internship with her during the summer, but that I also wish to work with paper either folding, cutting or even creating multiples. Zoe Bradley is an individual who set up a company and has shown the world her talents through multiple opportunities such as window displays, adverts and even exhibitions.

Zim & Zou

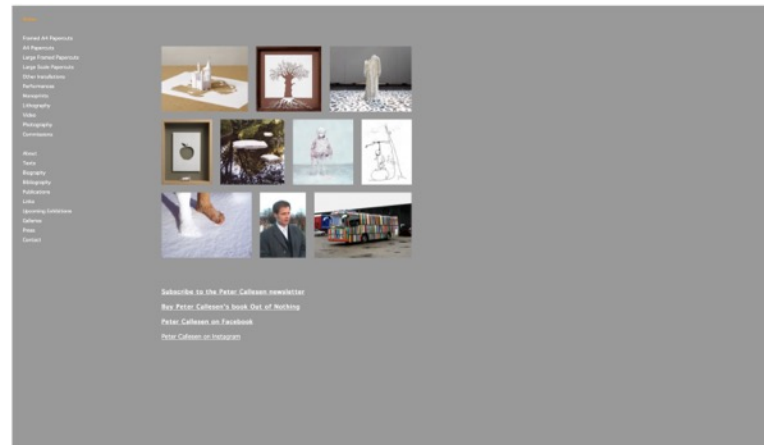
Zim & Zou are a due team which comprises of Lucie Thomas and Thibault Zimmermann. Their company is based within France where they create magnificent pieces through an array of materials but mainly paper due to its versatility and the colour range.



The reason as to why I chose Zim & Zou is because I admire their talents as they not only work with paper but hard materials as well. Even so I am passionate about creating sculptures, settings and scenes with paper, and to work alongside them would push me to explore new materials such as leather, wood and even metal. Zim & Zou are notorious for creating magnificent settings which is why I would take any opportunity to work alongside them.,

Peter Callesen

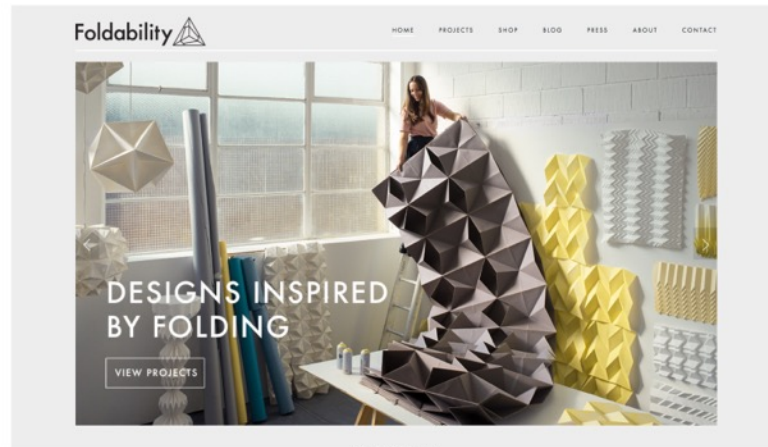
Peter Callesen is a paper artist who works with sheets of paper to produce stories which are either framed or placed somewhere strategic. He creates visual wonders through cutting and folding to tell the full story.



The reason as to why I chose Peter Callesen was due to the fact that I aspire to be able to work to his level of standard. He is an artist who has pushed the boundaries of positive and negative space when working paper. Although he potentially works within a studio, that suits me best as I have previous experience during my summer internship.

Foldability

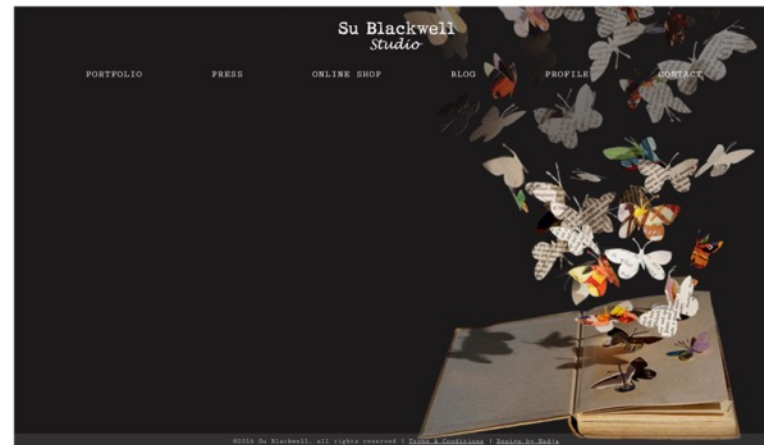
Foldability is a London based design studio, which has been producing origami for nearly over a decade. They work with a variety of scale and collaborate with a diverse group of individuals. They also have a wide range of previous clients which are variety from fashion to interiors.



The reason as to why I chose Foldability is because during my second and third year, I have become more acquainted with paper and its ability to fold. To be able to work alongside a wide range of individuals would not only benefit me but show me how paper companies function as a team.

Su Blackwell

Su Blackwell is an artist who primarily works with paper, to be more specific she works with books. She is a mastermind at bringing a story to life through her skills as a cutter and paper artist. Blackwell leans towards more fairytale and folklore stories which makes her work more inviting as if they are pop-up books.



The reason as to why I chose Su Blackwell is due to the fact that I am passionate about story telling especially through paper cutting such as herself. Also to be able to work alongside someone who works with paper, is inspirational as I wish to broaden my understanding of paper cutting/ artists as I wish to learn and grow as a paper artist myself..

Wood Lucker

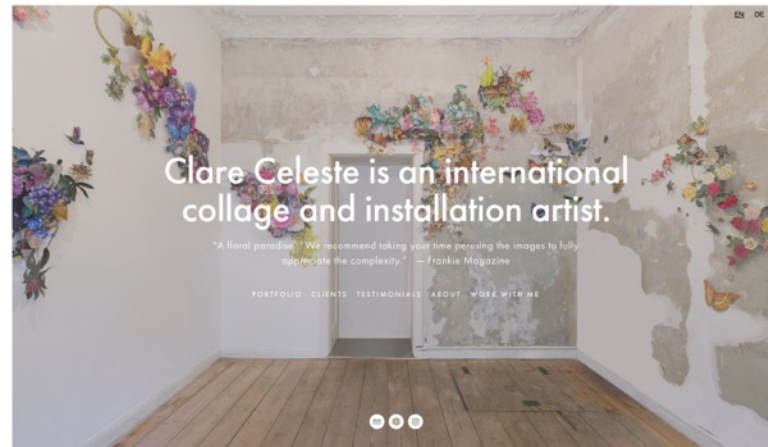
Wood Lucker is due team of Ann Wood and Dean Lucker, which is how they formed the companies name. Ann Wood is the individual who produces paper art such as flowers, insects, food and feathers, whilst Dean mainly focuses on mythology and developing storytelling through mechanics.



The reason as to why I chose Wood Lucker is due to the fact that they explore through paper, however I aspire to be as professional with my skills as Anna Wood is with her flowers, especially after my external during the summer, I have an appreciation for the time and skill it takes to produce a flower.

Clare Celeste

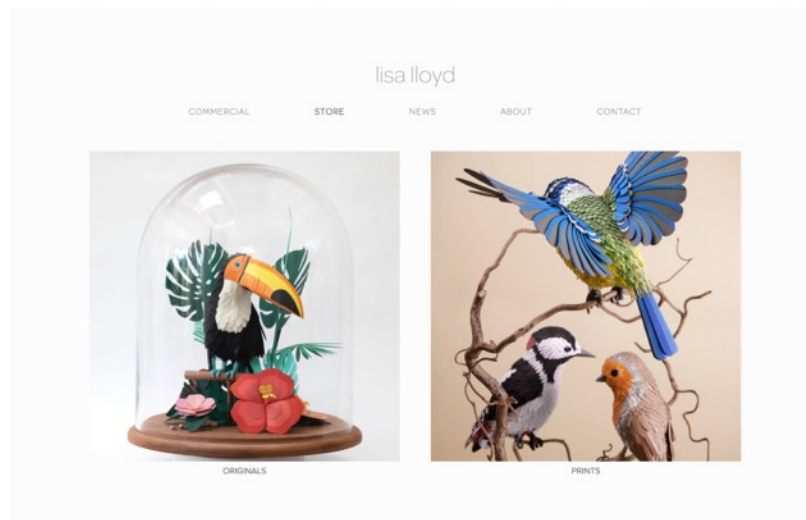
Clare Celeste is a paper artist who has a touch for detail and realism as she produces intricate and delicate flowers. She is skilled in not only developing wall art but installations, paper canvas', layered glass, custom art and illustrations. Celeste is well versed in her career and continues to thrive through commissions and installations



The reason as to why I chose Clare Celeste is due to my passion for intricacy and delicacy, as I wish to broaden my horizon with all scales and layouts of paper cutting. As well, for my love to create stories I feel as though I could learn from her greatly. If any opportunity was to arise I would greatly take it.

Lisa Lloyd

Lisa Lloyd is a paper artist who is a member of the 'PAPER ARTIST' collective'. Lloyd is heavily inspired by nature and the minuscule detail in which it holds, such as pattern, colour and texture. She is well known for being a sculpture of paper and been in the commercial industry for two decades.



The reason as to why I chose Lisa Lloyd is by her determination and attention to detail, as she not only focuses on the overall piece but the minuscule details which only those who look closely can see. To be able to create something so delicate yet detailed is a passion of mine since paper is a material which can at times be unforgiving, yet to learn and work alongside Lisa Lloyd would be a dream come true.

The Garden Curator

The Garden Curator is produced by Collen Southwell, who is greatly inspired by her garden and the environment as she seeks to show the beauty within the minuscule details. Her work can be described as delicate, ethereal and finely detailed.



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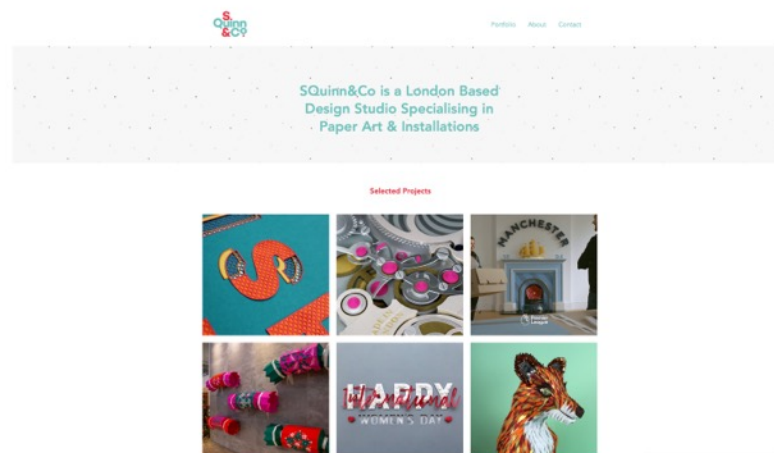
pause...look...see...

Conceived by artist, horticulturist and garden designer
Colleen Southwell, The Garden Curator is a creative celebration of
all things found, inspired by and cultivated in the garden.

The reason as to why I chose The Garden Curator is because I adore creating delicate yet intricate designs, which is what The Garden Curator is best known for. Alongside that it is the passion and drive to work with paper which inspired me to choose her, even though she is New South Wales, Australia.

Samantha Quinn

Samantha Quinn is a paper artist who is a member of the 'PAPER ARTIST collection'. Currently she is based within London and has nine years of experience working alongside her clientele producing paper-based projects, whether it be a sculpture or two-dimensional work.



The reason as to why I chose Samantha Quinn is down to my passion to push the boundaries of paper art. To also become versatile between sculptures and two-dimensional designs. Even so, to work alongside someone who treasures the craft just as much as I do, as of this I would take any opportunity to gain experience and work alongside her.

Cerys Angharad Davies

Press Pack and Visualizations



Education
2020 University of Wales
Swansea College of Art
BA Hons Surface Pattern
2017 Coleg Sir Gar
Art and Design BTEC
2015 St John Lloyd Catholic Comprehensive School
GCSE (9 A-C)
Welsh Baccalaureate (Pass)

Experience

- 2019 Exhibited work at Creative Bubble, Swansea
- 2019 Clerkenwell Design Week
- 2019 Internship at Zoe Bradley Studio, Glamorgan
- 2019 Exhibited work at St Fagans of History
- 2019 Orangebox, Sustainable manufacturers, t
- 2018 Exhibited w
- 2017 I-dott

About

I am a recent graduate from University of Wales Trinity Saint David, Swansea College of Art, receiving my BA Hons degree in Surface Pattern design. I am an individual who has attention for detail, especially throughout my hand and laser cutting designs. My love for paper was prominent throughout yet I always had a secret fascination for the material. I enjoy experimenting with the material timeless pieces, which in turn tell stories or evoke emotions.

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📷 @cerys.a.davies
📱 Cerys Davies

Cerys A Davies
Paper Artist

Cerys A Davies
Paper Artist

Cerys A Davies
Paper Artist





Cerys Angharad Davies

Self Evaluation Form

STUDENT SELF EVALUATION FORM (UG)

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Student Name:	Cerys Angharad Davies	Student P Number:	1706603
Programme:	BA/MDes Surface Pattern Design		
Module:	Professional Promotion		
Module Code:	ADAD6002	Contribution to Module:	100%
Assignment Title:	Professional Promotion		

Generic Assessment Criteria	Level of Achievement – In Percentages %														
	% of Overall Mark	Fail		3 rd Satisfactory			2:2 Good			2:1 Very Good			1 st Exceptional		
		0-29%	30-39%	40-43%	44-46%	47-49%	50-53%	54-56%	57-59%	60-63%	64-66%	67-69%	70-79%	80-89%	90-100%
1. Engagement with Literature Skills	0%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2. Knowledge and Understanding Skills	15%	☐	☐	☐	☐	☐	☐	☐	✓	☐	☐	☐	☐	☐	☐
3. Cognitive and Intellectual Skills	10%	☐	☐	☐	☐	☐	☐	☐	✓	☐	☐	☐	☐	☐	☐
4. Practical Application Skills	25%	☐	☐	☐	☐	☐	☐	✓	☐	☐	☐	☐	☐	☐	☐
5. Transferable Skills for life and Prof Prac.	50%	☐	☐	☐	☐	☐	☐	✓	☐	☐	☐	☐	☐	☐	☐

Please comment on areas in which you feel that you have performed well:

The areas which I have performed well at are developing my logo, as I went in depth about text, shapes and placement allowing me to see many outcomes at once. As well, I believe I have developed my website drastically as it represents me better, although there could be room for improvements and adjustments.

Please comment on areas that you feel you need to develop:

I feel as though I need to develop upon my social media accounts as I found it hard to stick to my posting plan. As well, I feel as though I should have looked further into colour palettes, press packs and research to help me progress further, as I felt that my research aspect was dwindling and held me back at certain points.

Student Signature:		Date:	12.5.20
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