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(2404411)

Changemakers: Building Your Personal Brand

Assessment 1
(ADVA5001)

What about you?

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

I would like to work under a agency, such as the Folio agency, specialising as a Narrative and Editorial work Illustrator, making book covers, book illustrations, cards, posters and so on, anything that I can create fun visuals for.

I would also like to be able to sell my own art works via online, selling products like prints and stickers.

What work will you be doing?

- Freelance
- Selling Online

What about you?

Who are you dream employers/clients?

I hope that I can work as a freelancer under agency's like...Folio, Brilliant artists, and the Bright agency, As I feel there all substantial agency, which take on illustrators of all styles and mediums.

How will you achieve this?

- By developing my portfolio and reaching out to agency's to view and critique my work to get it too a professional grade standard.
- creating a online presence being more consistent with posting my art and process.
- Entering commotions to challenge myself with briefs while also helping my art reach other potential clients

Website Research and Analysis

Good Examples

<https://www.marshfield-icecream.co.uk/?srsltid=AfmBOopB4cZq9ZljEsz1snkdtEIPP8lQYZgw0Cp1oAaxgHVw6MjVPOME>

<https://www.gowergallery.co.uk/?srsltid=AfmBOoo6vPEplCDKVr-YjRee4i4g-iW2KUmq4DiNw1e3Gn80xyAf6qye>

<https://www.mumblescoffee.co.uk>

<https://www.gcs.ac.uk>

<https://jamiehewlett.com>

<https://www.redbubble.com/shop/stickers>

<https://www.redbubble.com/shop/stickers>

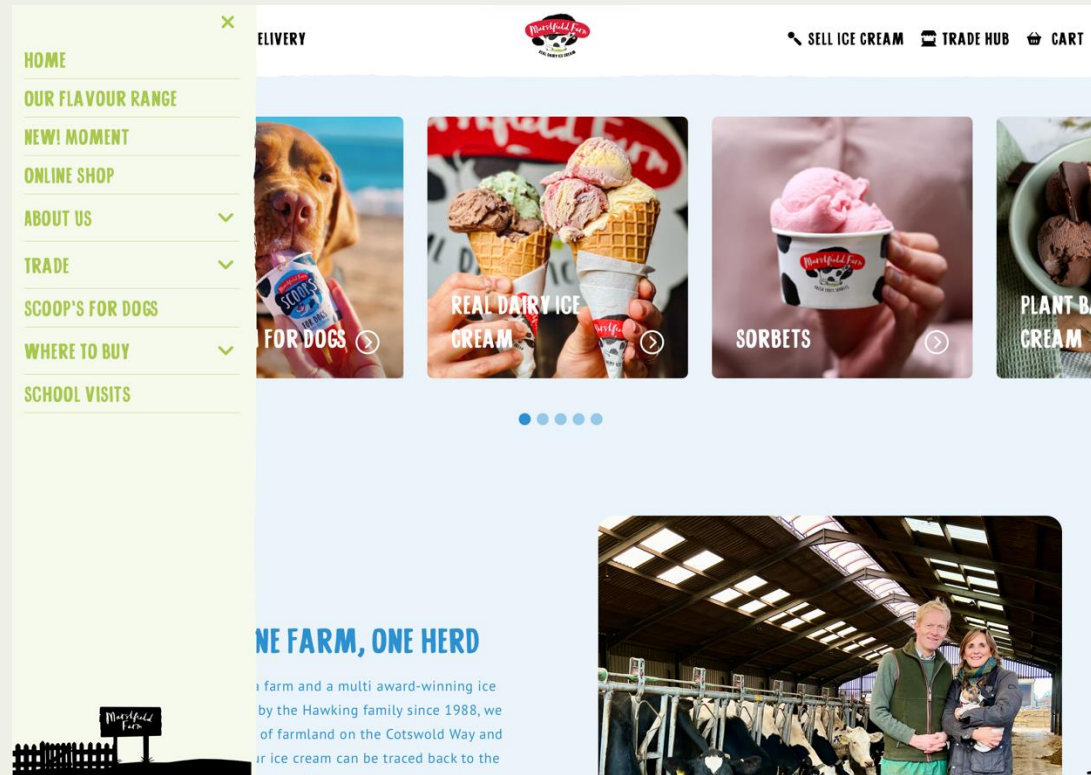
<https://hobos-swanseaco.uk>

<https://folioart.co.uk>

<https://www.emilythorntonillustrations.com>

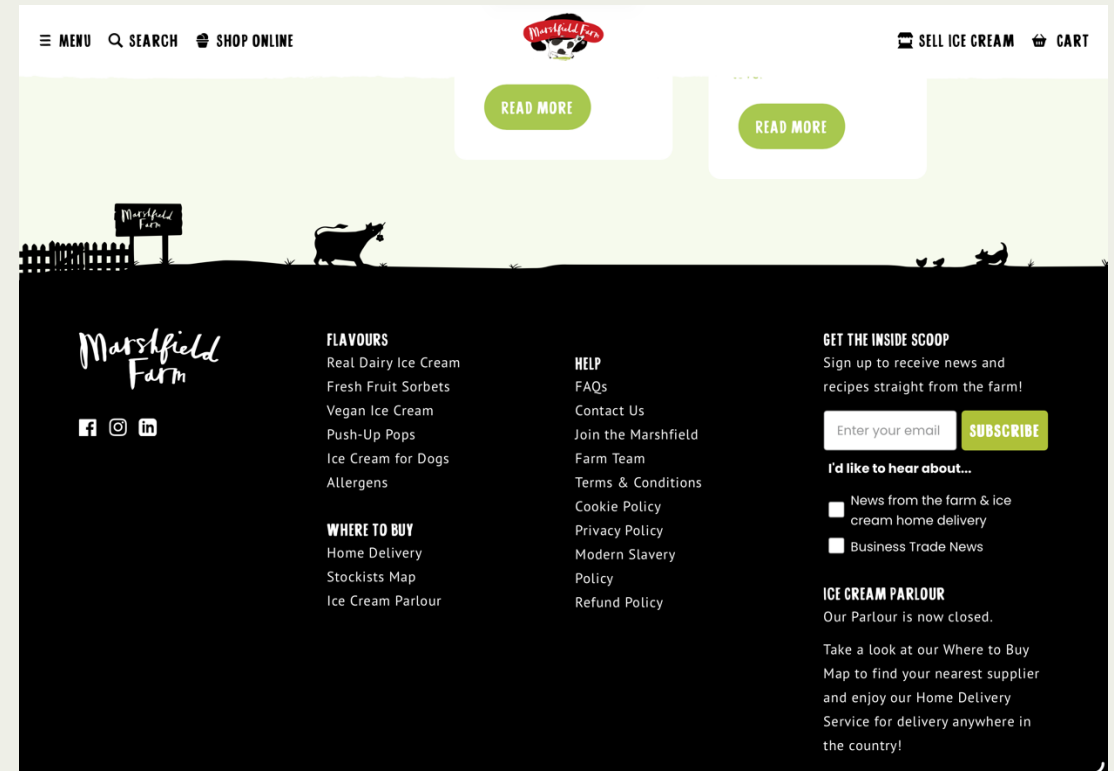
<https://dorothylo.com>

1. Good Examples

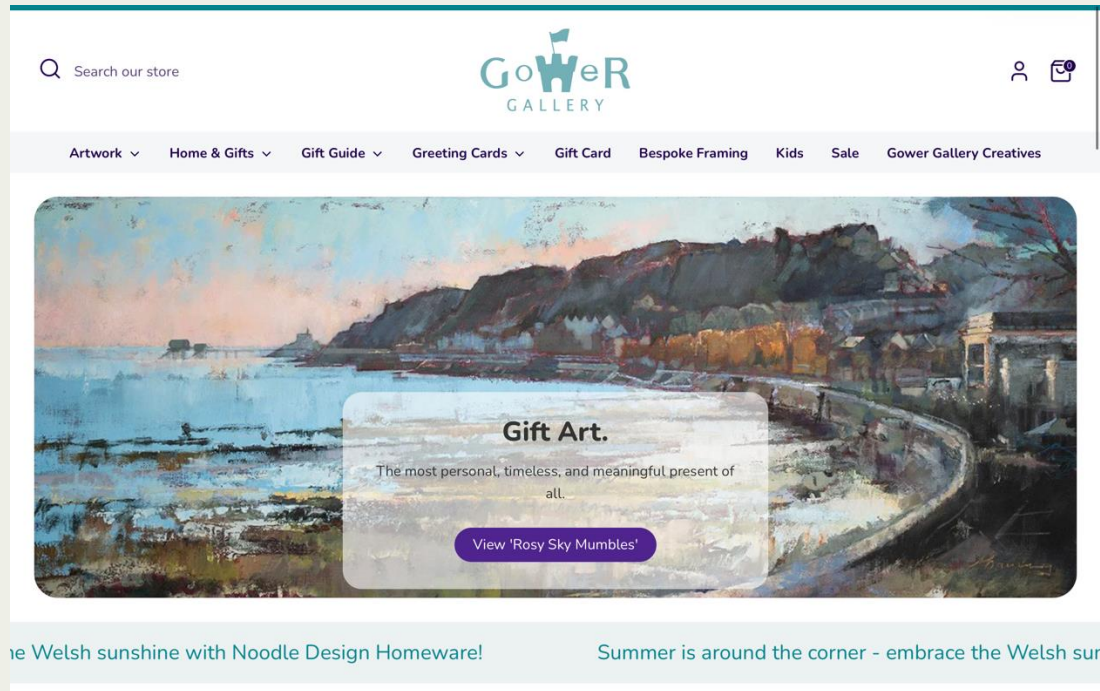


- Easy to navigate
- High quality images
- Creative backgrounds
- Contact details easily accessible

- Consistent colour scheme
- Consistent font
- Easy to read
- Nicely laid out

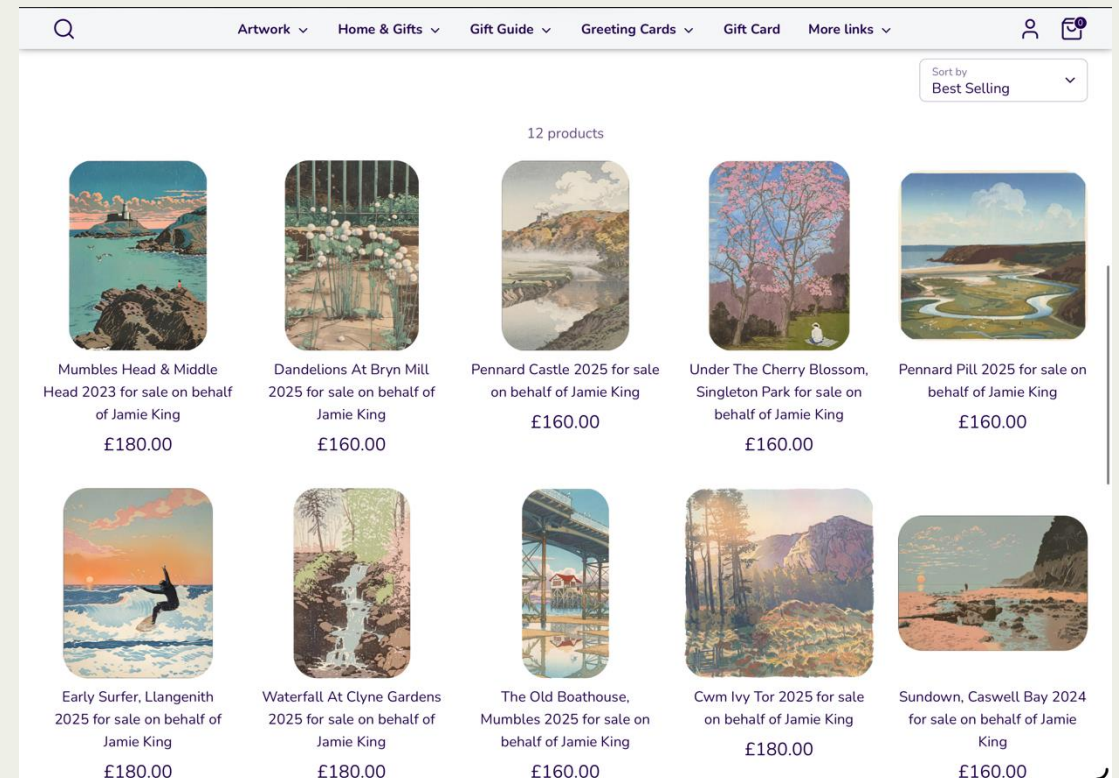


2. Good Examples

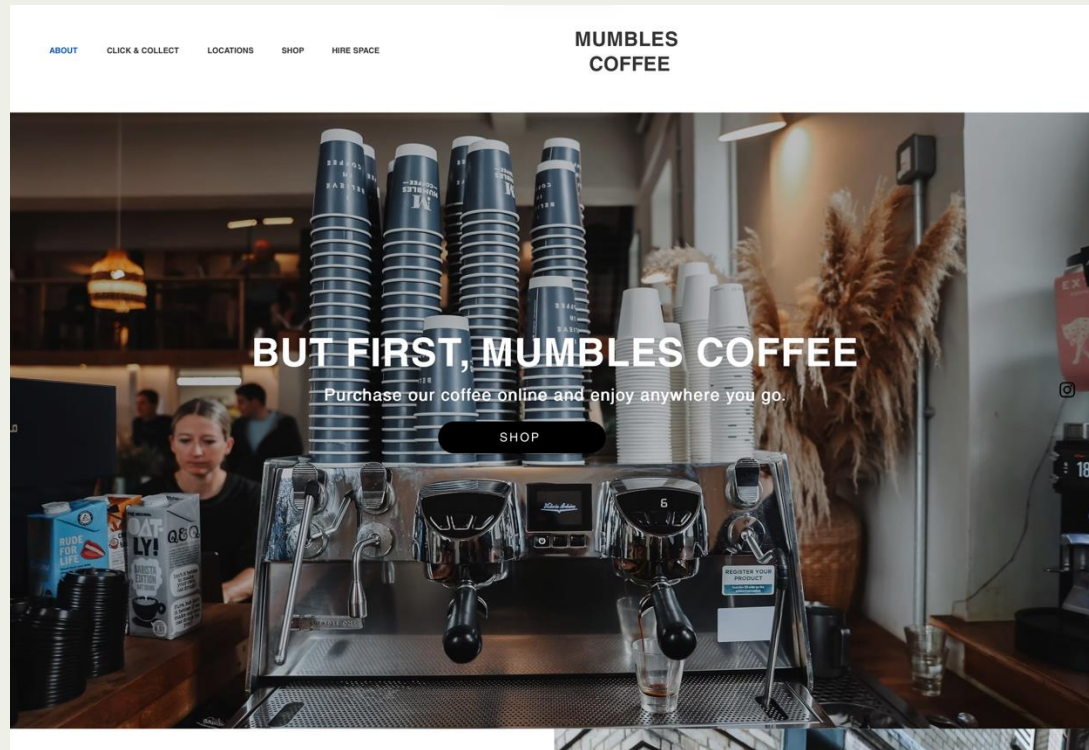


- High quality images
- Additional information for each item
- Relatively easy to navigate, despite having lots of pages for the different artists and products

- Consistent colour scheme
- Consistent font
- uniform layout

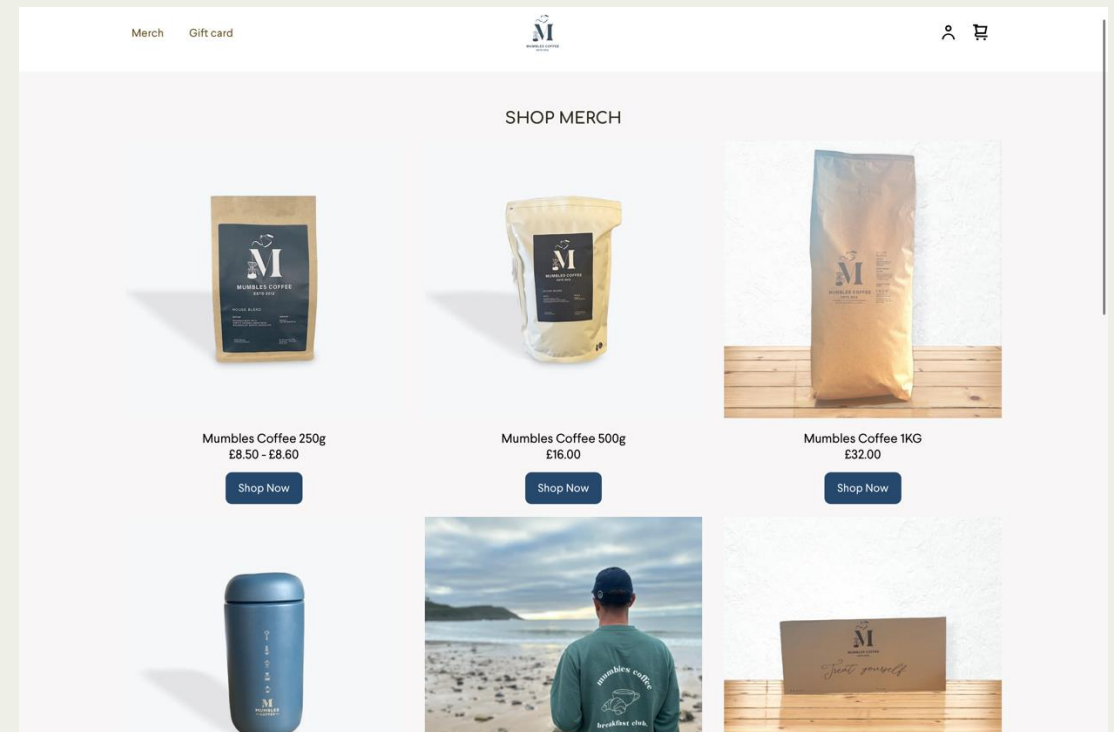


3. Good Examples

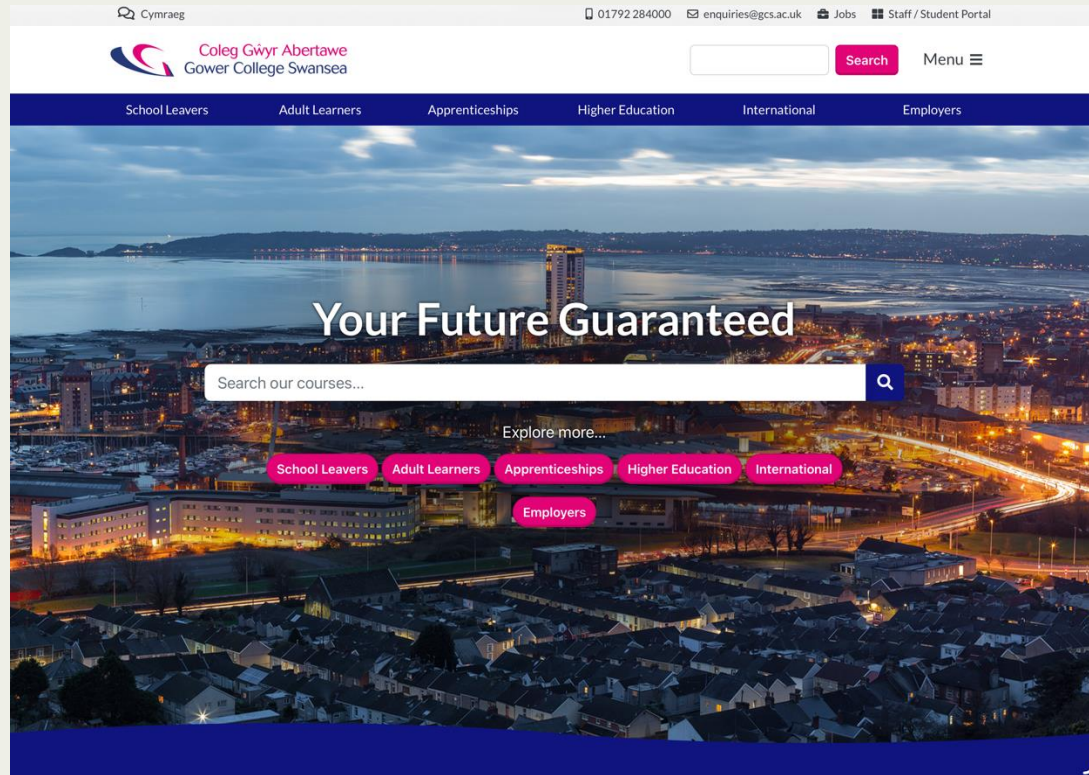


- Simplistic layout
- High quality images
- clean style
- Impactful landing page

- Consistent colour scheme
- Consistent font
- Easy to read

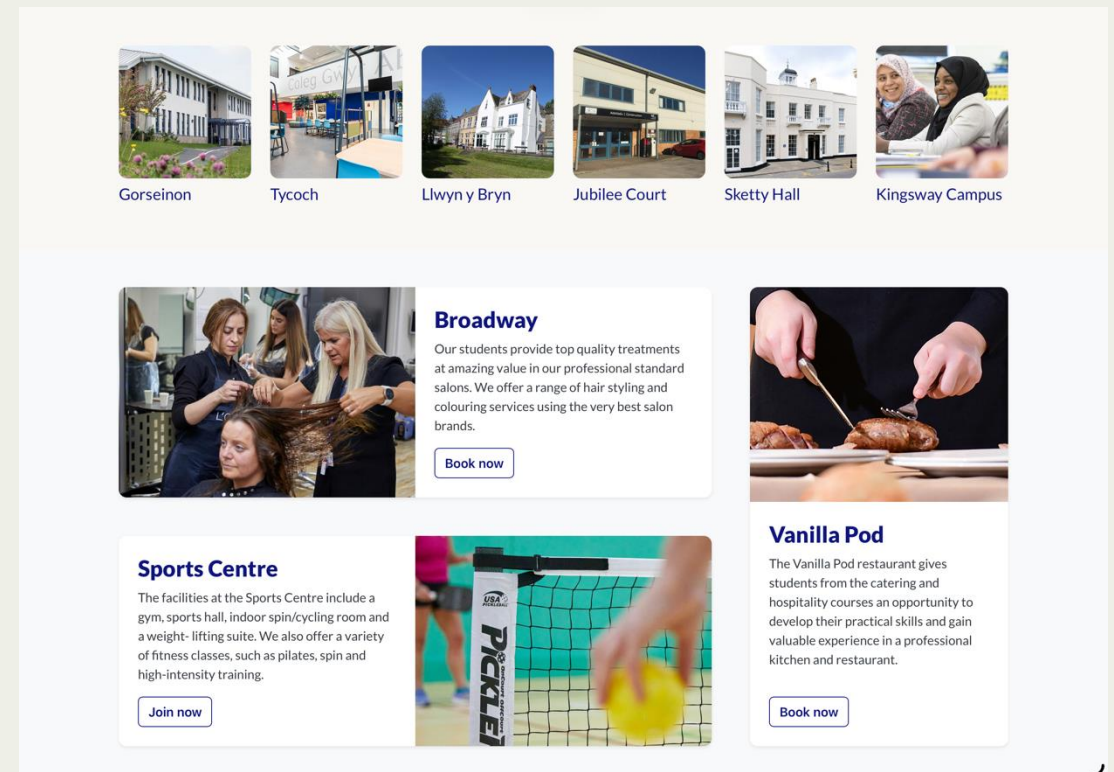


4. Good Examples

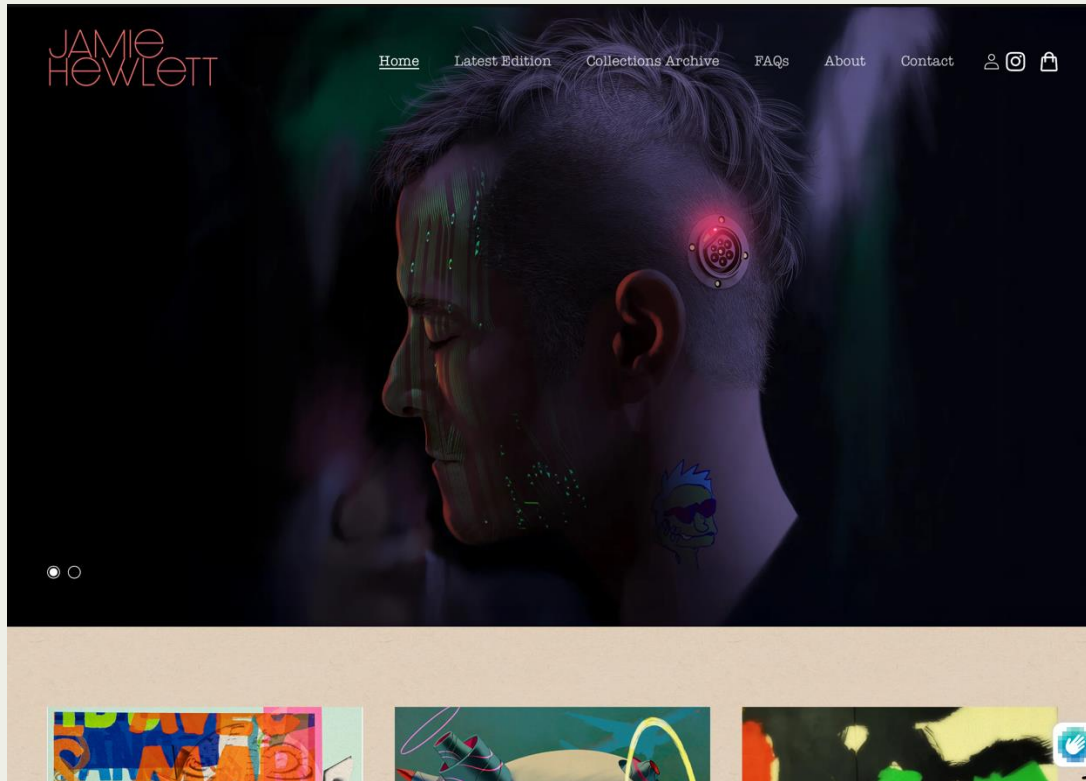


- Easy to navigate
- High quality images
- Contact details easily accessible

- Consistent colour scheme (matches logo)
- Consistent font
- uniform layout
- Striking landing page

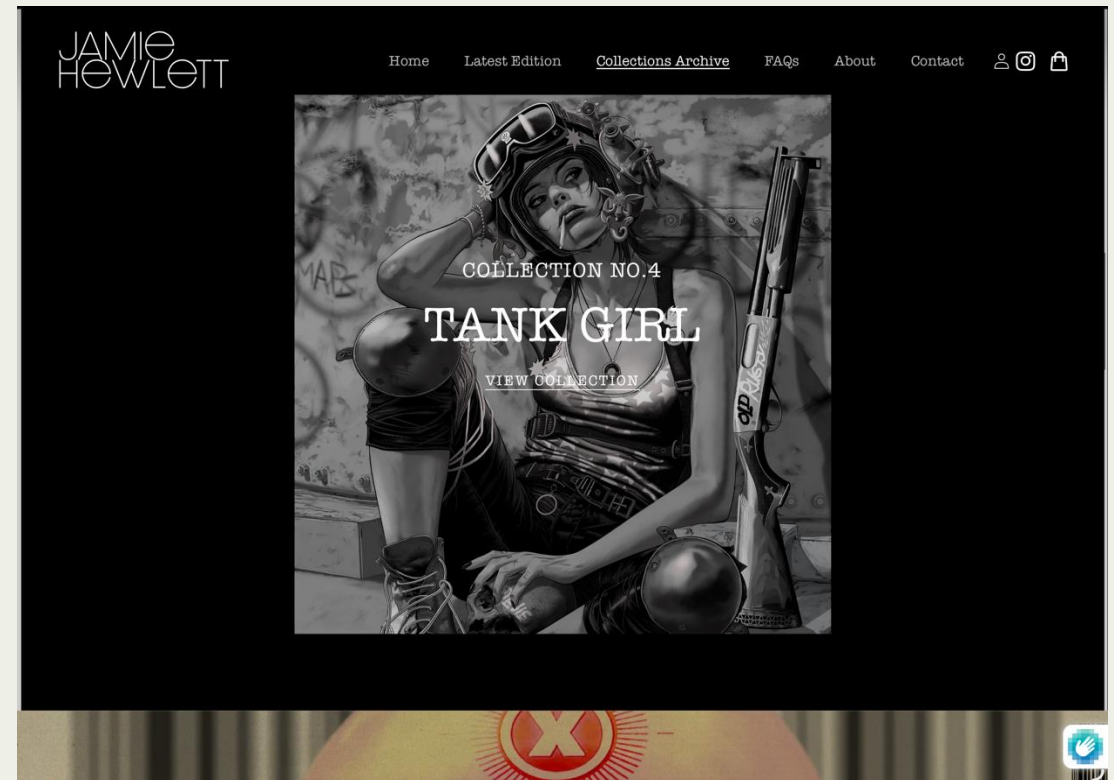


5. Good Examples

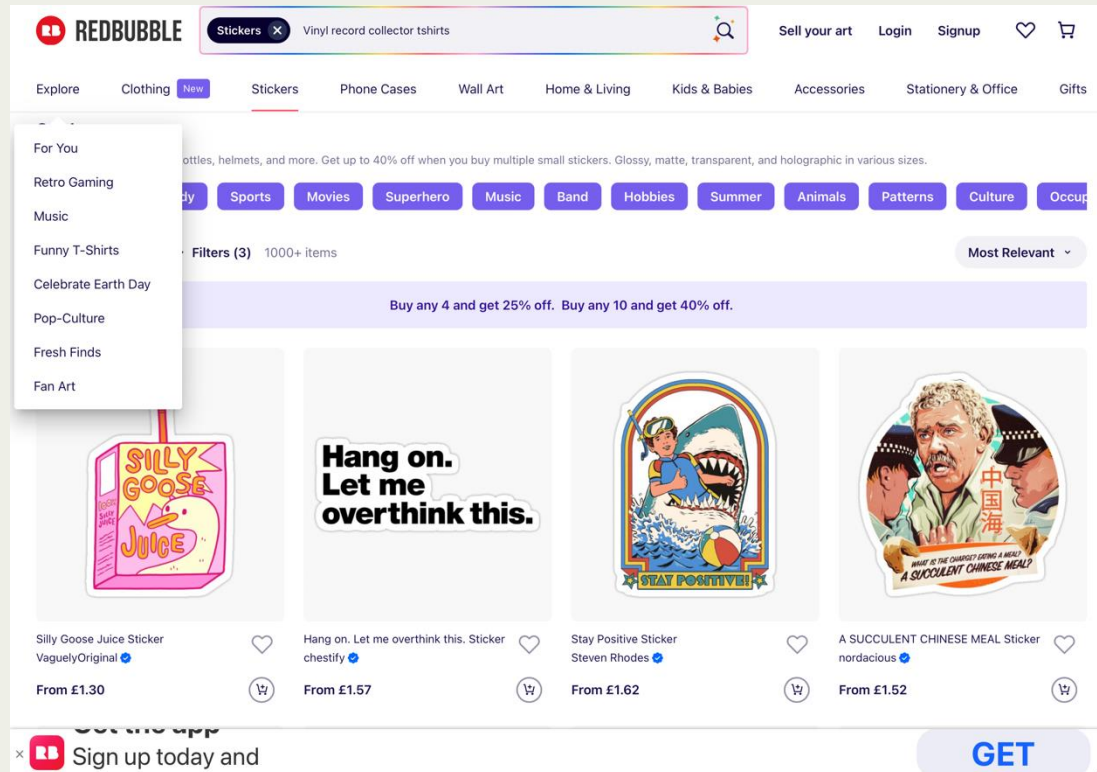


- Easy to navigate
- Contact details easily accessible
- Focus on illustrations, taking up the page

- Consistent font
- Striking landing page
- High quality images
- Colourful backgrounds

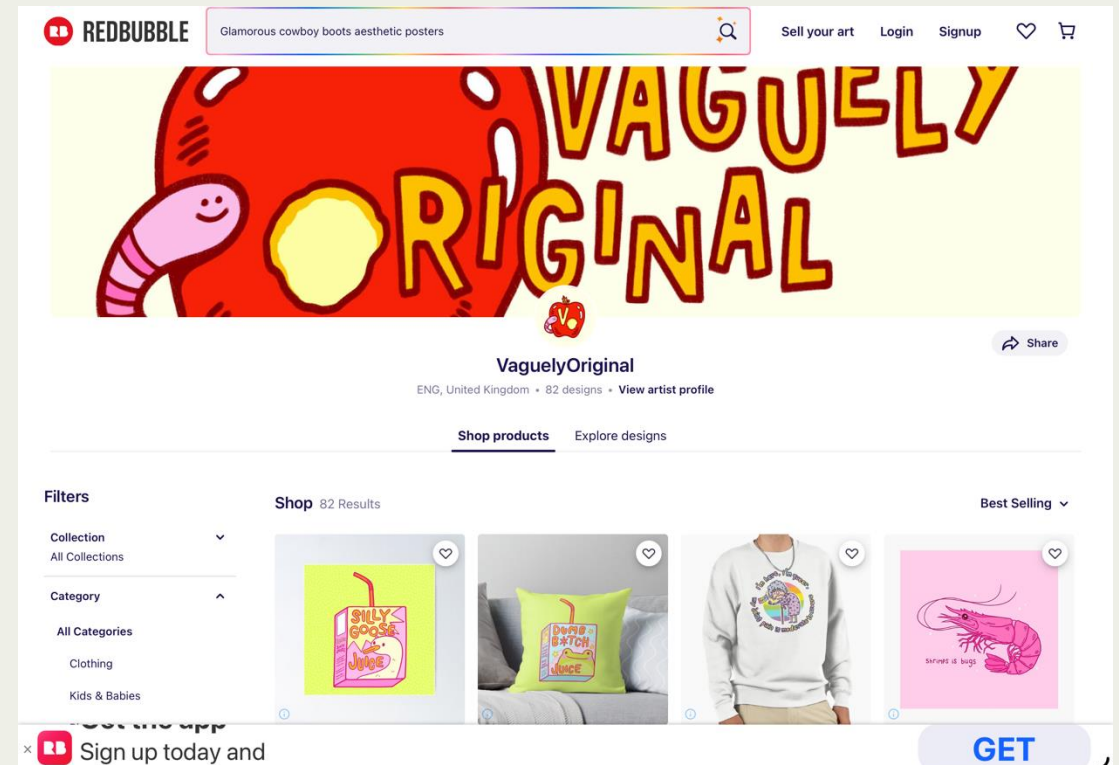


6. Good Examples

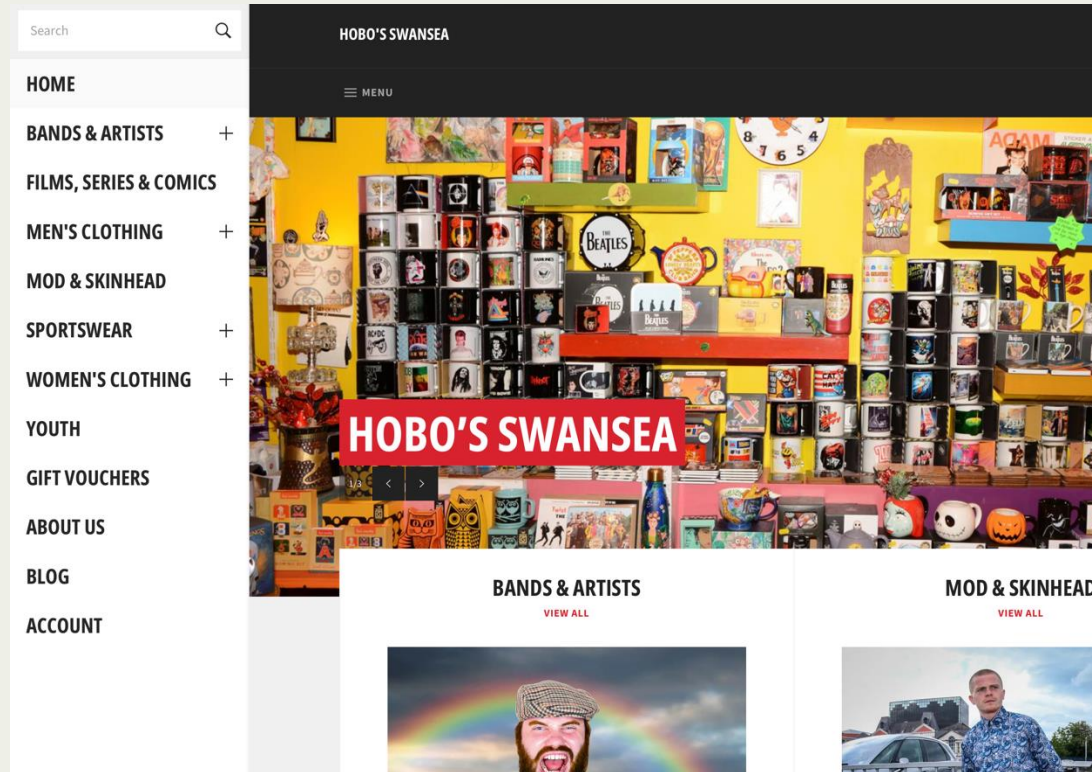


- Easy to navigate (and find artists)
- Easy to read
- High quality images

- Consistent colour scheme
- Consistent font
- uniform layout

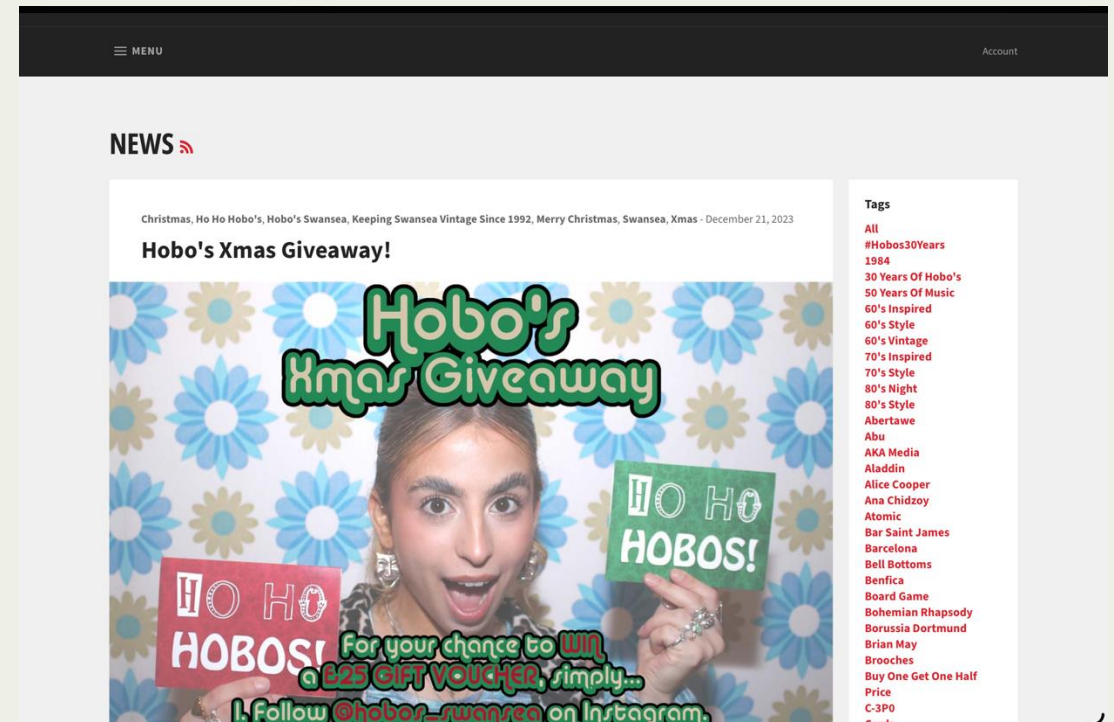


7. Good Examples

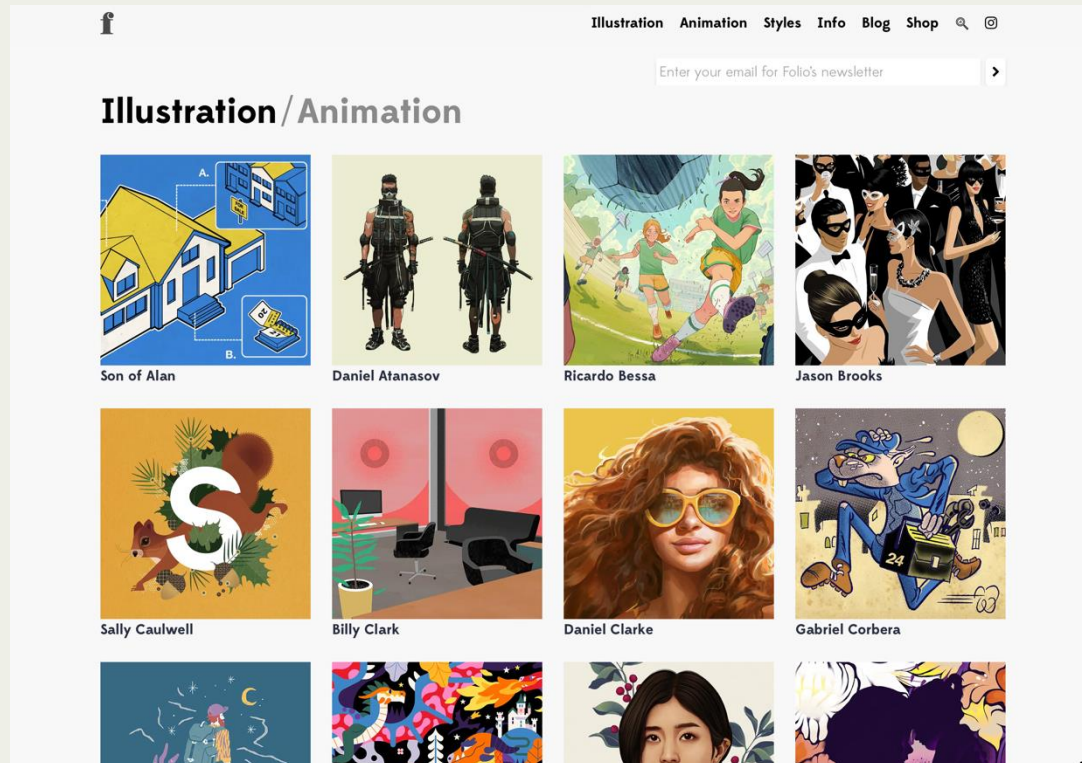


- Easy to navigate
- High quality images
- Humours

- Consistent colour scheme
- Consistent font
- clean lay out

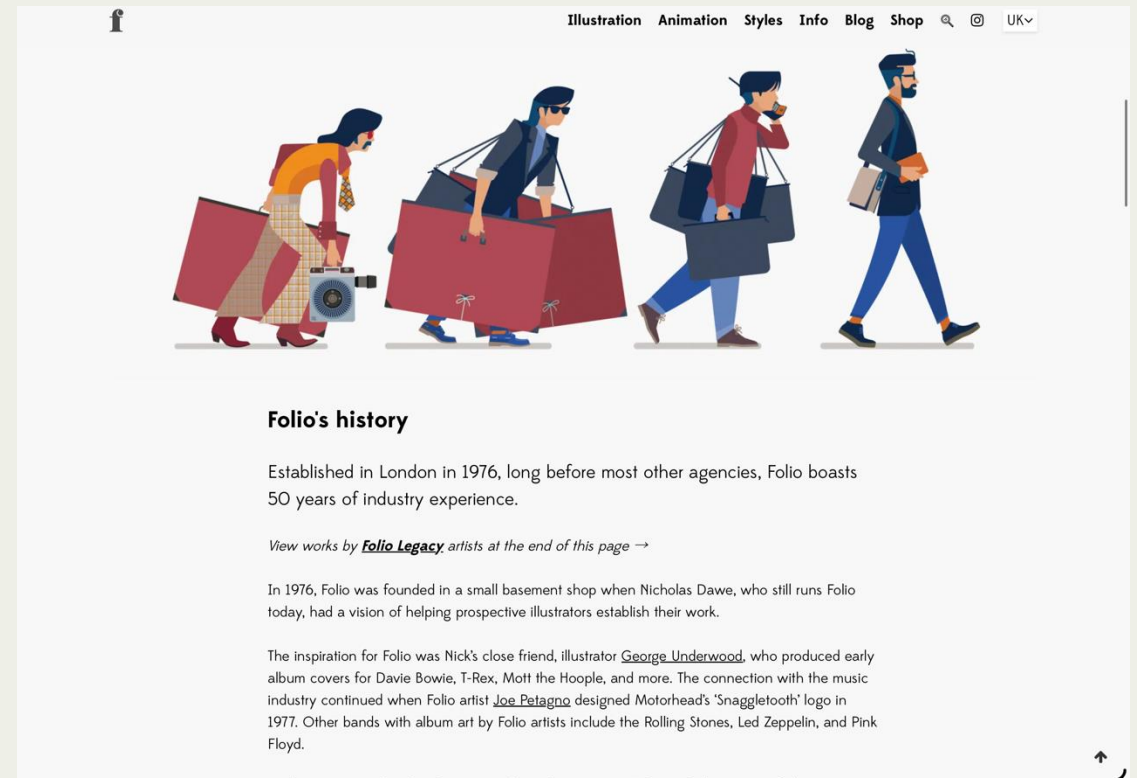


8. Good Examples

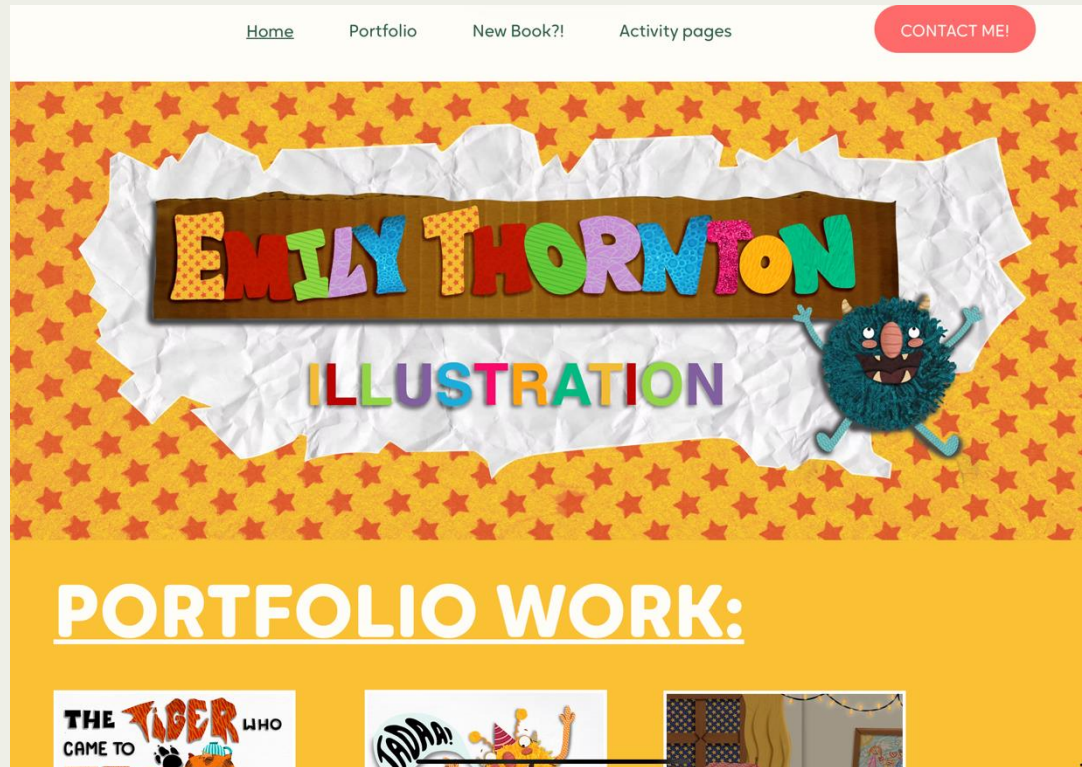


- Easy to navigate
- High quality images

- Consistent font
- Easy to read
- uniform laid out

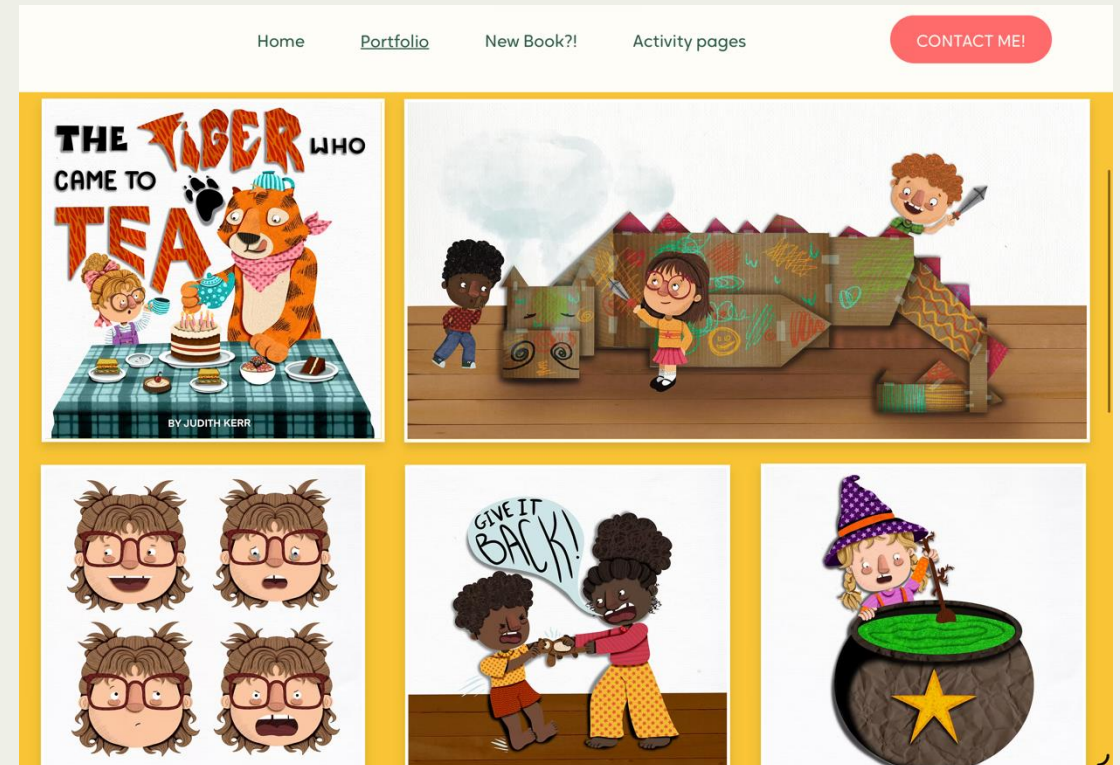


9. Good Examples

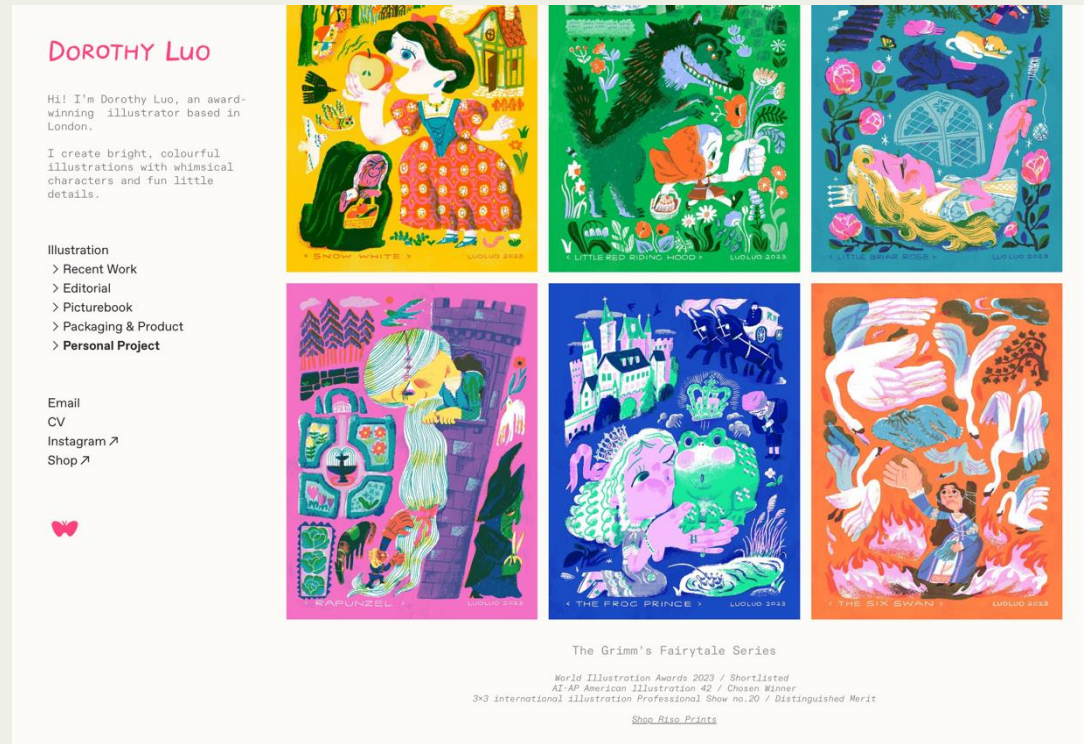


- Easy to navigate
- High quality images
- Sections broke up using different textures background (fun and practical)
- Striking header

- Consistent font
- Consistent colour pallet
- Easy to read
- uniform laid out

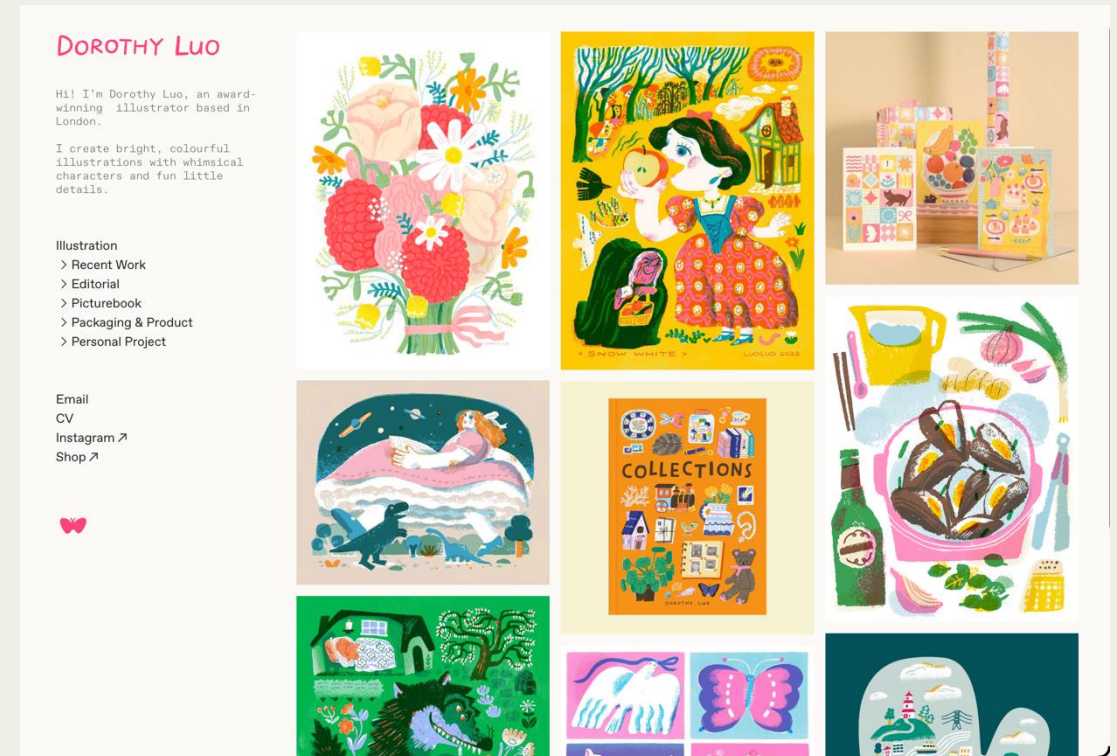


10. Good Examples



- uniform lay out
- High quality images
- Contact details easily accessible

- Simple but bright colour pallet
- Easy to read
- Easy to navigate



Website Research and Analysis

Bad Examples

<https://www.illustrationx.com/illustrators>

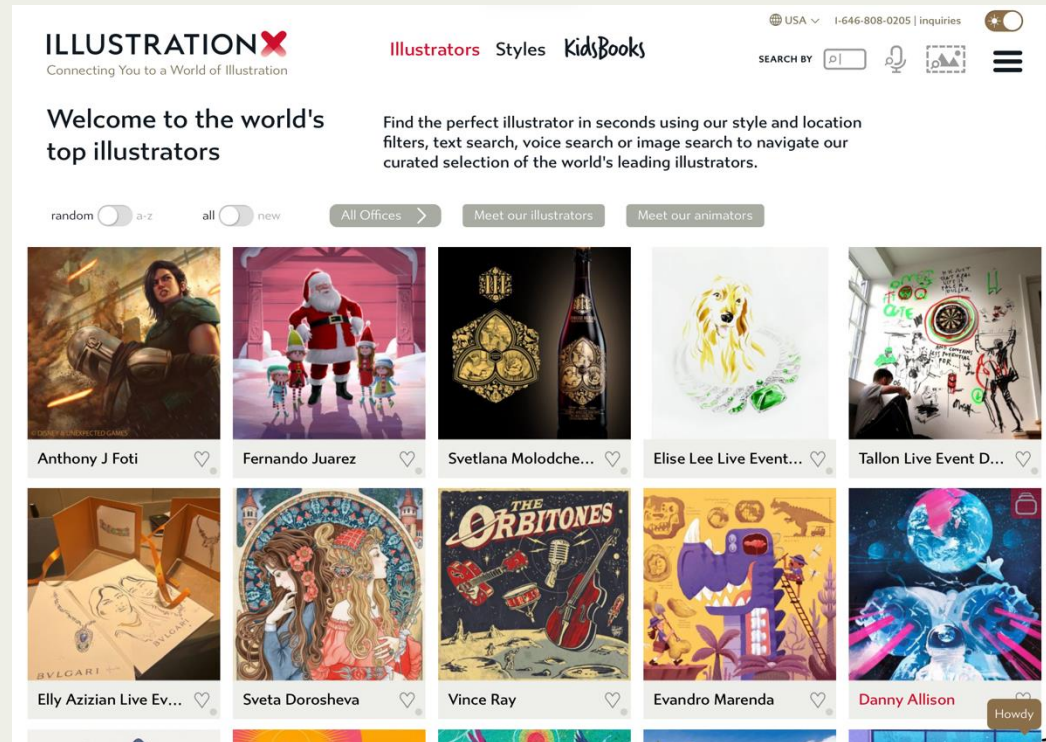
<https://www.oystergallery.net>

<https://www.art.yale.edu>

<https://www.glynnvivian.co.uk>

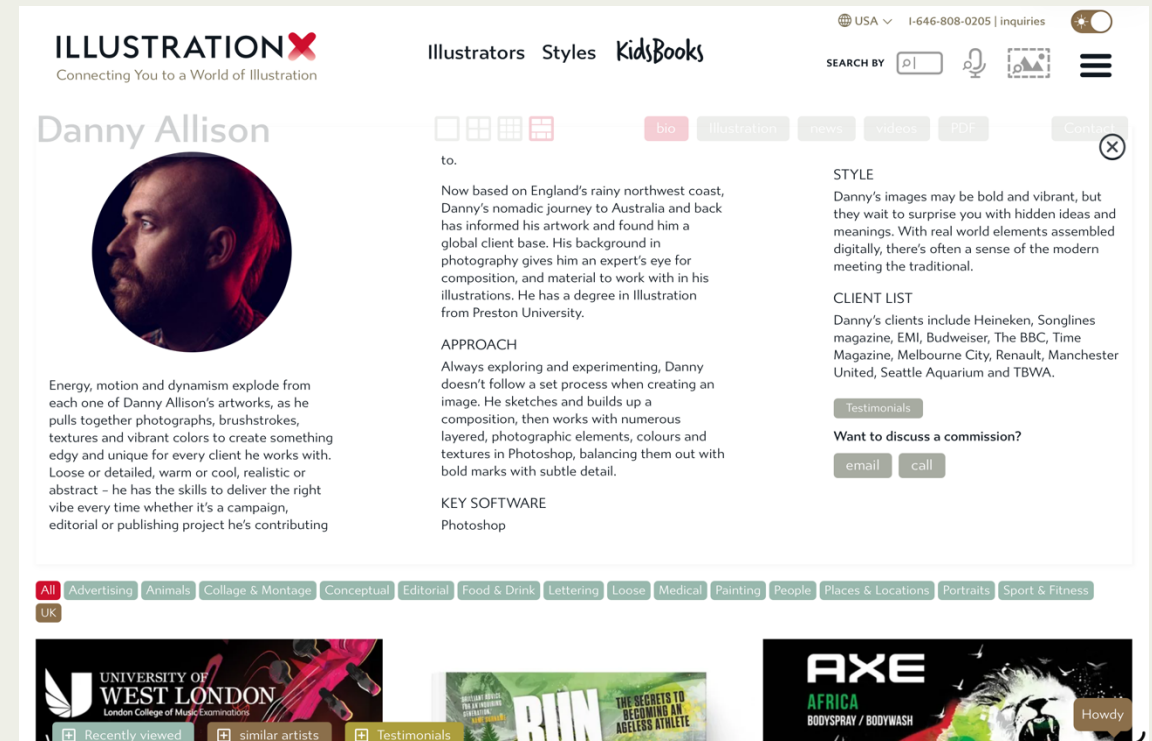
<https://www.tate.org.uk/visit/tate-modern>

1. Bad Examples



- Poor Image quality
- Landing page is overwhelming

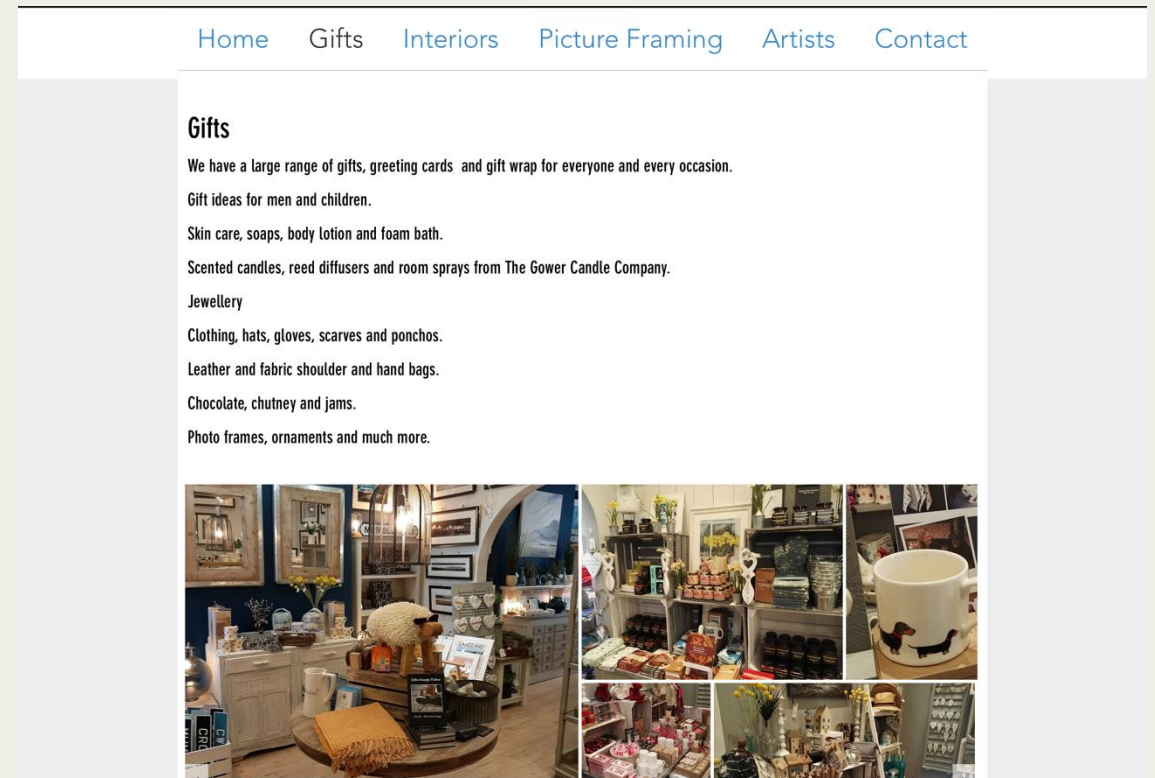
- Large colour palette
- Font size varies
- Multiple fonts



2. Bad Examples

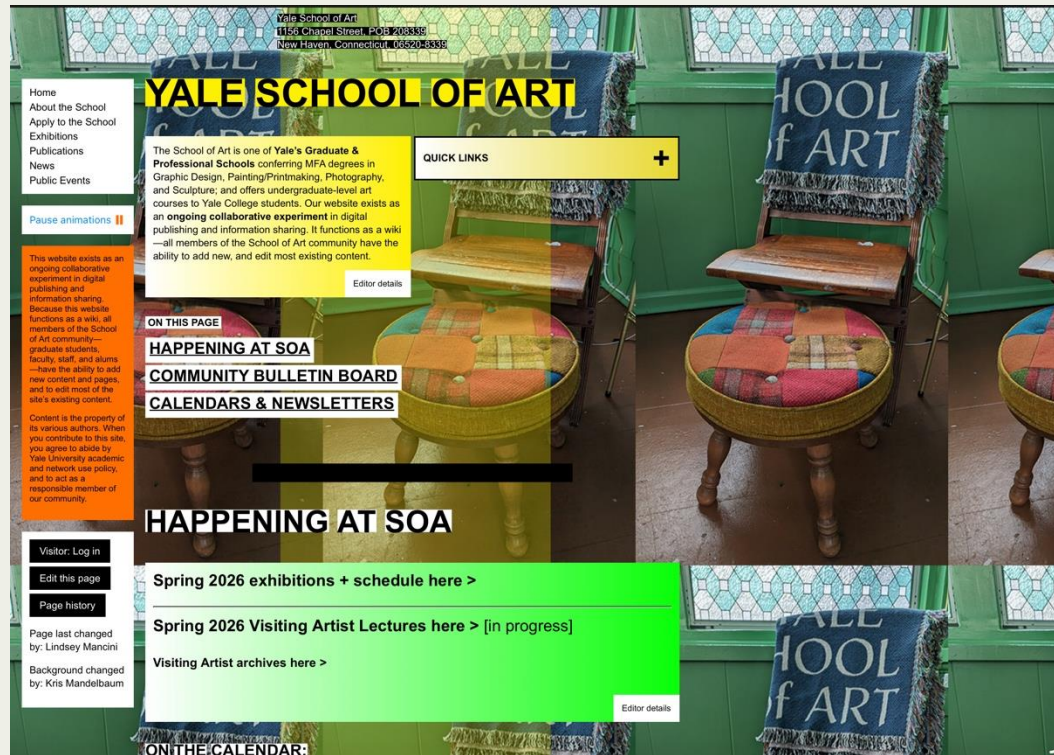


- Multiple fonts
- Poor image quality
- Confusing layout



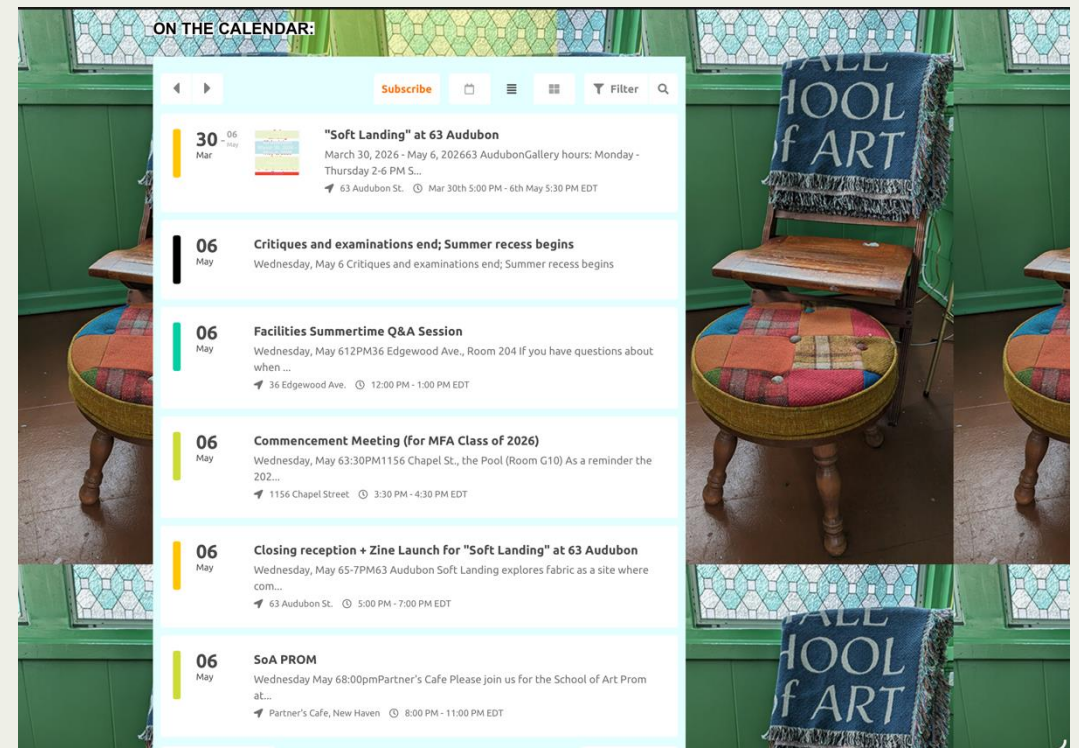
- Odd page size
- Not easy to read
- Text doesn't correlate with images

3. Bad Examples

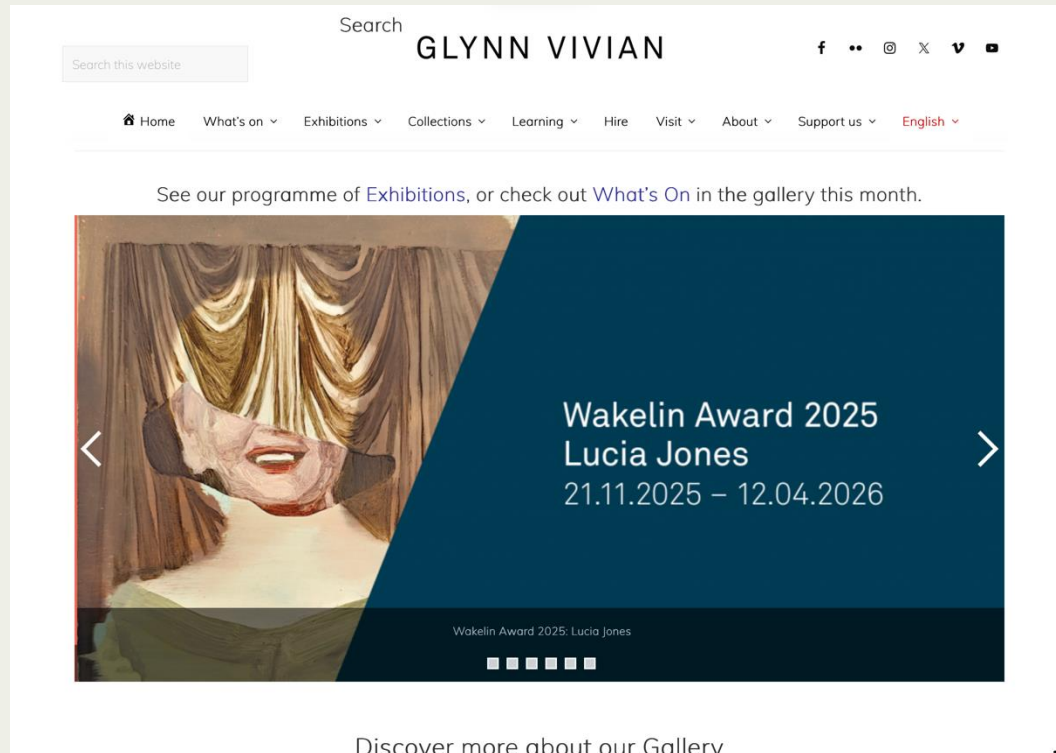


- Confusing layout
- Hard to read
- shows no visuals images of who they are

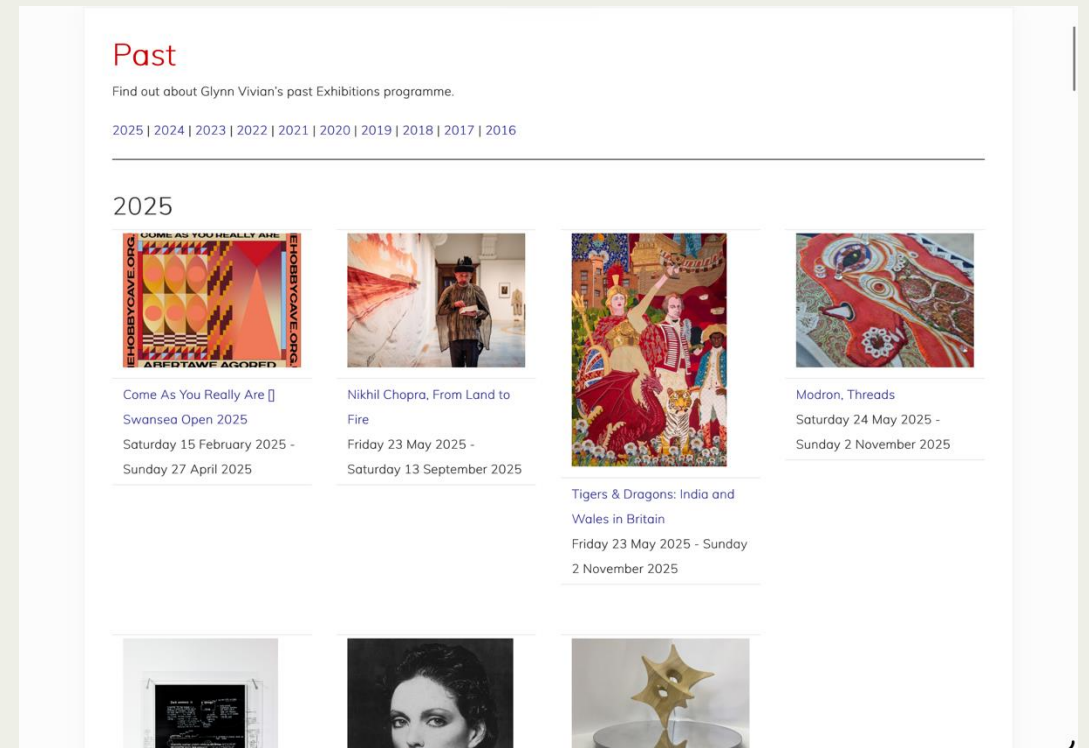
- Straight up ugly
- Large colour palette
- Font size varies
- Contact details not easily accessible



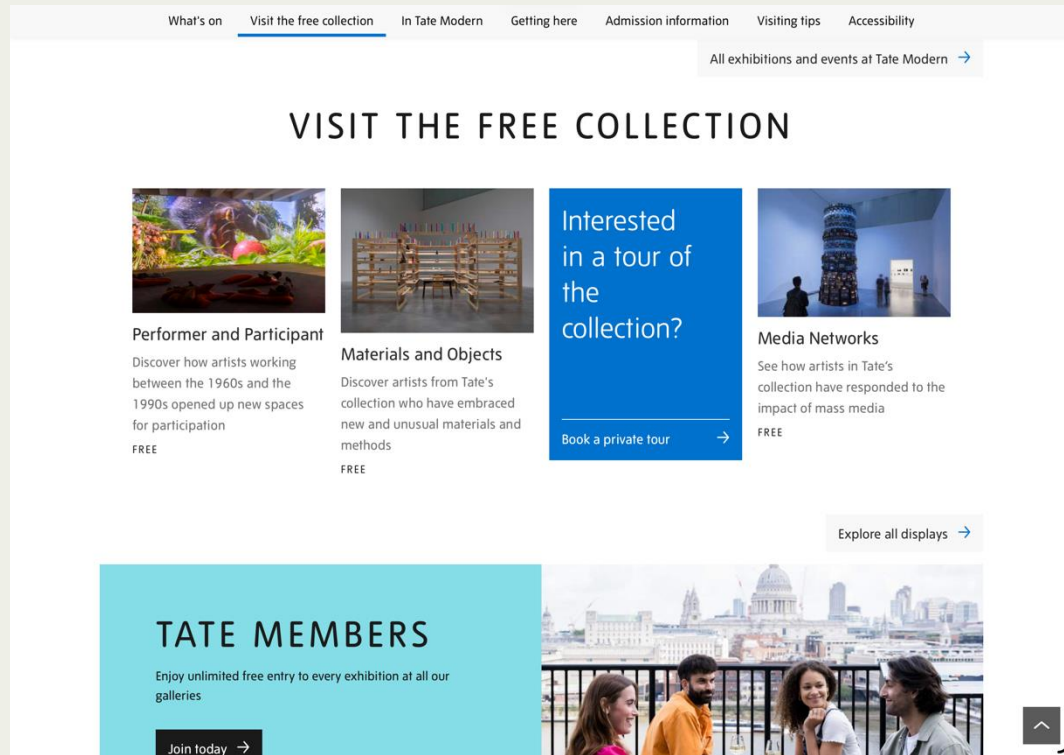
3. Bad Examples



- Poor image quality
- Hard to read (small font size)
- Very formal doesn't reflect the creative art
- Layout is un-neat

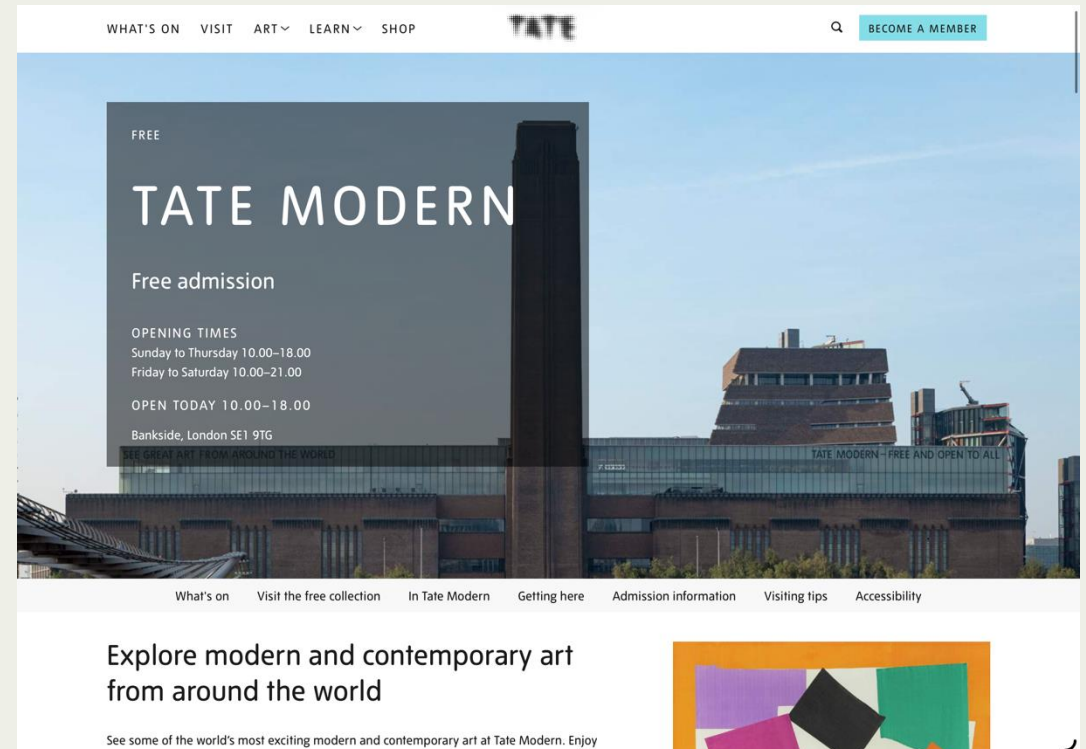


4. Bad Examples



- All information is on a long page which makes the layout look crowded and unorganised

- Hard to read
- Very formal doesn't reflect the creative art
- few low quality images



Social media research

Different social media platforms will have a higher potential of reaching the desired target audience than others, apps like Instagram are filled with creatives as it can act as an informal portfolio, TikTok is also filled with creatives as their short form videos appeal to those who want to share Timelapse's and behind the scenes of creating their work.

I am personally on Instagram as I love how easy it is to find new artists, the time in which you post your work will also effect how difficult it will be to get your art out there without drowning in the algorithm, it belived it best to post Mondays from 2 to 4 p.m., Tuesdays from 1 to 7 p.m., Wednesdays from 12 to 9 p.m. and Thursdays from 12 to 2 p.m. as this is where peak engagement is spotted.

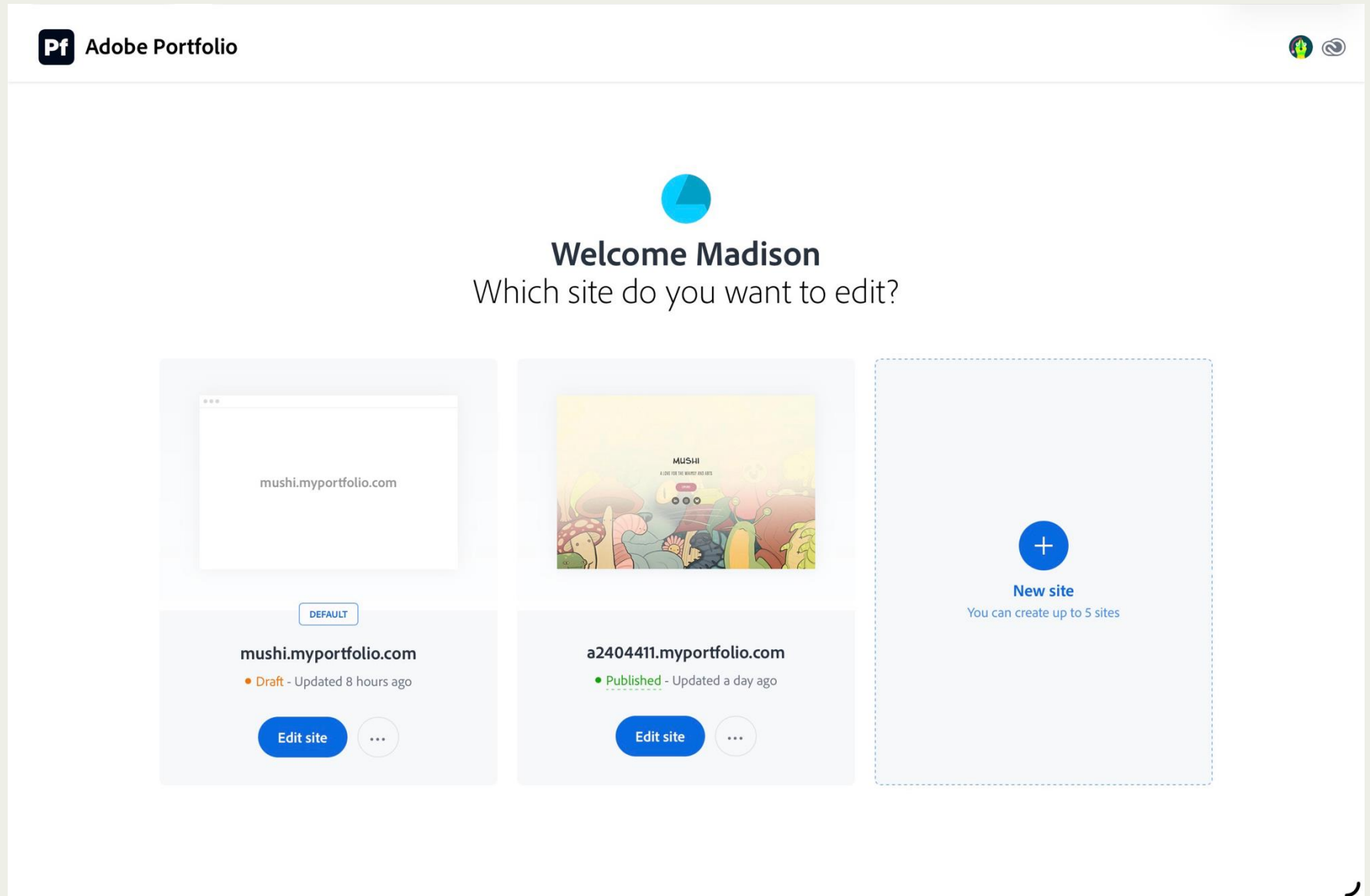
Bibliography

Artists & Illustrators. (2020). *The Working Artist: the benefits of social media*. [online] Available at:
<https://www.artistsandillustrators.co.uk/how-to/marketing-your-art/the-working-artist-the-benefits-of-social-media/>.

Keutelian, M. (2025). *The best times to post on Instagram 2024*. [online] Sprout Social. Available at:
<https://sproutsocial.com/insights/best-times-to-post-on-instagram/>.

May, T. (2021). *8 best social media platforms for artists and designers*. [online] Creative Bloq. Available at:
<https://www.creativebloq.com/features/social-media-for-artists>.

For my website I am using adobe portfolio so as it is pretty easy to use, it is also free with my student email which is a bonus, I can always learn from this website and rebuild a new website in the future when I am no longer a student here.

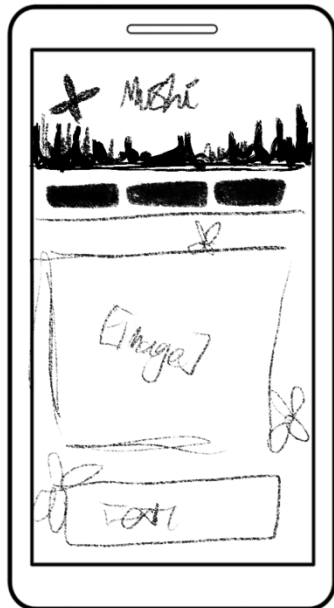


DESCRIPTION



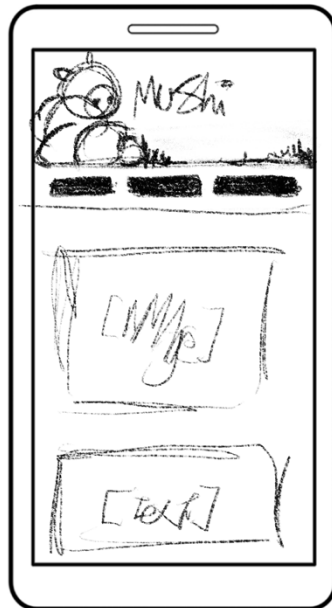
NOTES

I Love drawing
Swirls



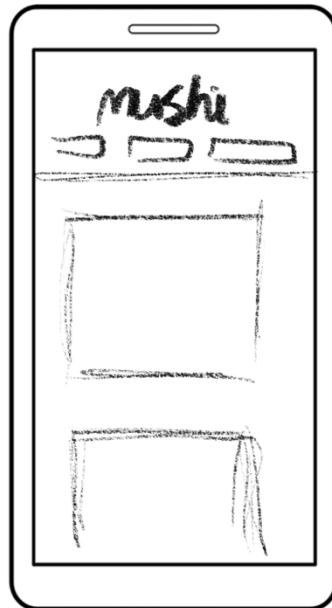
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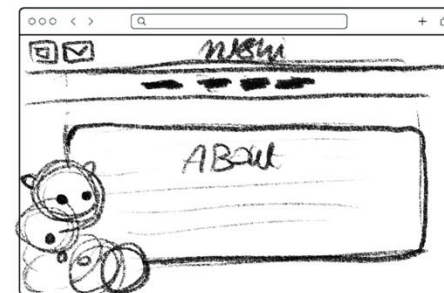
Bug tened
Caterpillar



NOTES

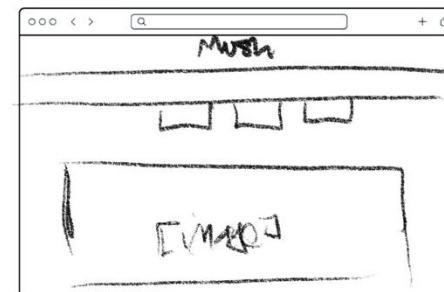
Plain

DESCRIPTION



NOTES

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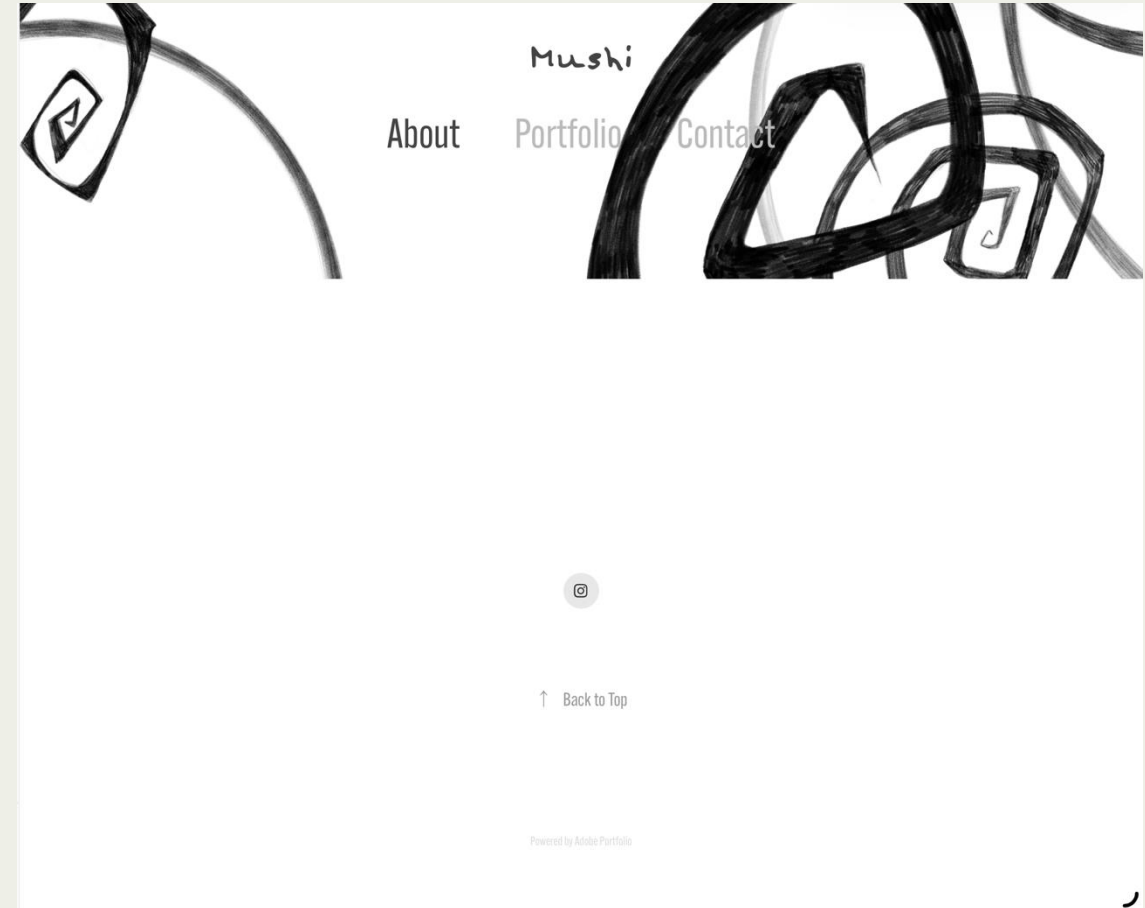
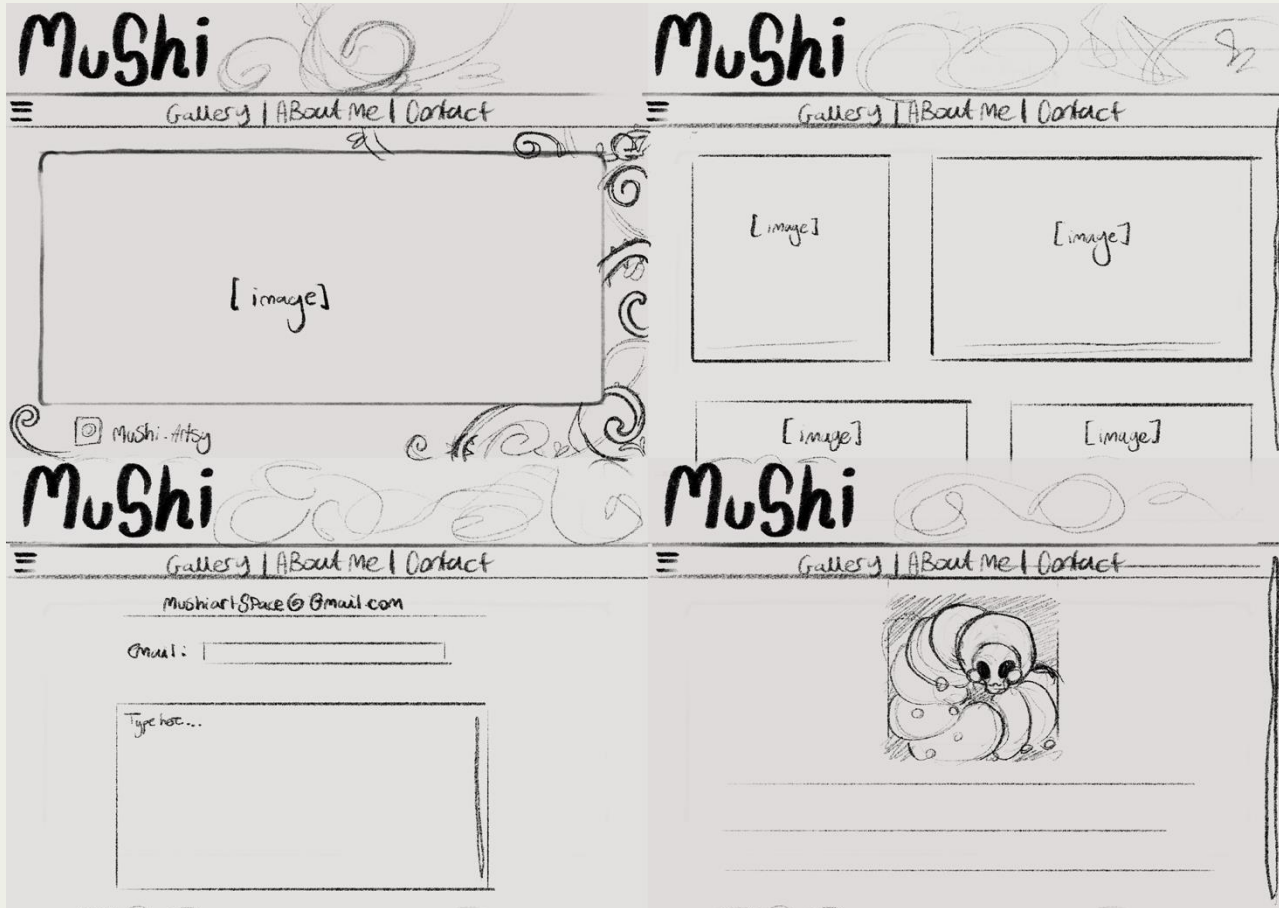


NOTES

Plain



NOTES





After creating this illustration, to capture my art style of as right now, it changed the design I had planed for my website completely, I started to use a more bright pallet, using cream and pink to compliment the greens I usually use in my art work

website

<https://a2404411.myportfolio.com>

Social media

Instagram:

https://www.instagram.com/mushi.artsy?igsh=aHc2bHlsemlxaWl6&utm_source=qr

Bluesky:

<https://bsky.app/profile/mushiartsy.bsky.social>

Linkedin:

https://www.linkedin.com/in/madison-jones-3275a43b8?utm_source=share_via&utm_content=profile&utm_medium=member_ios

Zander letter

I am a freelance illustrator with the agency Bright, I have a agent which I have a wonderful relationship with and helps me find clients, connecting me to all sorts of jobs, gradually adding to my portfolio. I mainly get jobs which are narrative, illustrations book cover and pages,I have worked with several authors and even managed to work with Chris Riddell on his upcoming book, as I approached him with my portfolio work, My style is forever developing but I feel that it has gained a signature look to it now and can be recognisable as work created by me.

I have finally found a routine that works for me and I'm more productive than ever before! I'm on top of my work and personal projects. I have started to be more thoughtful in what I create in my spare time giving myself prompts to continue practicing working with a brief as I'm constantly want to challenge myself to help develop my skill and practice.

Zander letter

I was able to quit my part time job to focus solely on my creative career, getting money in from client and my online shop, promoting my work on my social media releasing collections of prints, cards, stickers and so on. Being confident with my social media has started to pay off and I am getting a good flow of customers who are buying my trinkets and commission work.

I feel that my art between different mediums have gotten a lot more cohesive and my 2D and 3D both look like they are made by me and not tow separate artists, my mini 3D figures have become very popular amount my online shop, creating cute little figures of bugs and other creatures which feels like a big full circle momment as I always loved bugs growing up and I am so happy to share the love to other people.