Professional Promotion Sketchbook and Research Journal

Zara James

https://www.pinterest.co.uk/zaraej/zara-professional-promo-rj/

Nature inspired, high quality illustrated wares for you and your home

Hello! I am Katrina, and I am a Nottingham based illustrator and designer-maker creating paper goods, stationery, and homeware.

My business was born when I wanted to unify my love for illustration, nature, and lovely homes. My aim is to celebrate the wonder of the natural world through my beautiful watercolour illustrations and create thoughtful nature inspired products you can use, decorate your home with, or gift.

My work is greatly influenced by the natural world – I collect ideas from my wild garden, countryside walks, natural history books, and looking after my abundant houseplant collection. My approach tends to be a delicate and illustrative detailed style.

I create my illustrations with watercolour and I enjoy experimenting with new materials and techniques, such as line work, printmaking, and ceramics!

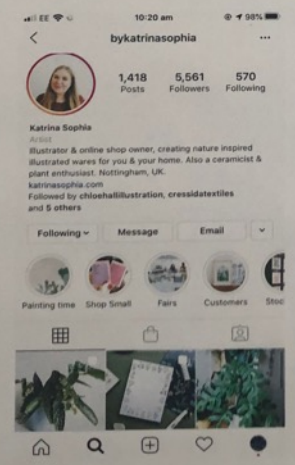
My shop carries an ever-expanding range of homeware, stationery, accessories, and gifts designed, packaged and shipped from my plant-filled home studio in the heart of Nottingham.

You can find my products on my online shop, Etsy, stockists, and market events where I am exhibiting.

All the things I like

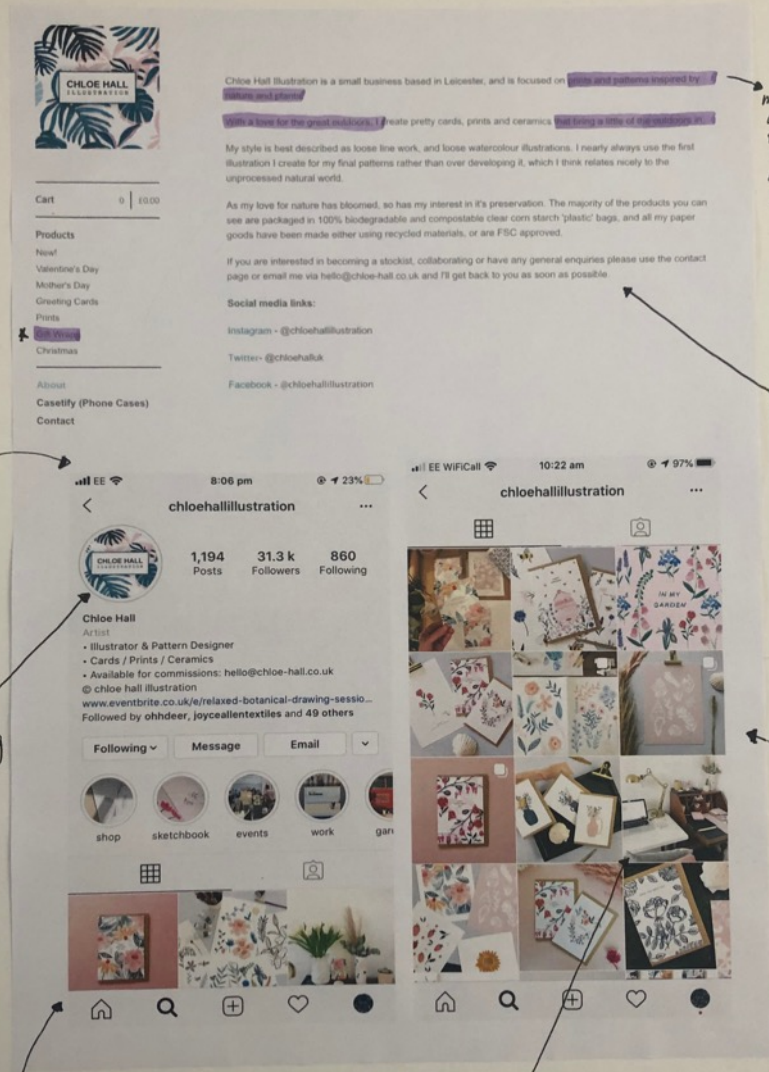
similar inspiration to me.

home studio





She goes to trade shows like top draw to promote her work



more cards and gift than interior but I love her style.

sells her wares to shops/ companies.

Playful & relaxed designs

logo & branding

layout of pictures/ cards/ prints.

not all full print in the picture

instagram is clear and clean easy to look through and not overwhelming

At home studio

Lucy Tiffney, award winning Design Studio established in 2016, has evolved from years of fulfilling creative commissions and an ambition to make unique, fresh, colourful and happy designs for all.

Born out of an inherent necessity to create, Lucy's original, large scale, bold murals and beautiful wallpapers showcase her signature hand painterly style and unique interpretation of the natural world.

Supported by a small, brilliant team, the online brand has evolved quickly and includes clients all over the world. Services include:

- Mural Design
- Wallpaper Design
- Interior Design (residential and commercial)
- Rug Design
- Demonstrations & Workshops
- Collaborations

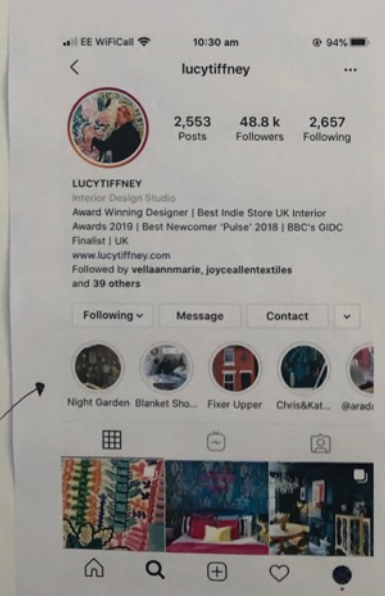
All images and content on this website are copyright to Lucy Tiffney. Please contact Lucy Tiffney for copyright information or for commercial use.

CONTACT US

her work is big scale - murals...

She also has a home where range in Debenhams!

I like the range of products she does



I found her on instagram



her style is very playful

even though she's made her business it still feels personal.

on her instagram she shows a lot of the process, she shows herself painting and drawing but also shows and promotes her finished work





ABOUT ME

Hello! Im Amber, the designer and owner of AmberDavenport.co.uk! My brand started in my bedroom in 2016 while I was studying Textiles at University. It started as a hobby and passion project, fast forward 2 years and I'm now a full time shop owner and Freelance Illustrator. Which is totally incredible!

Since graduating in 2018 I work from my studio at my home in the North West of England, where I'm kept company by my three cats and endless potted plants.

I mainly like to illustrate Animals, Nature and Travel. I'm inspired by my love of botanical gardens, nature books and my cats of course. I hope to fill peoples home with happiness, colour and escapism in the form of Wall Art and Patterned Accessories. I aim to continuously create fresh designs which add a little beauty into the everyday!

My clients include Target, [illegible] and Bombas. I've also been featured in articles by [illegible]

If you're still reading and interested, heres a little insight into my typical day as the owner of Ambers Textiles: https://blog.ohhdeer.com/home/day-in-the-life-amber-davenport

You can also follow my Journey on Instagram where I post behind the scenes pictures regularly! https://www.instagram.com/amberstextiles

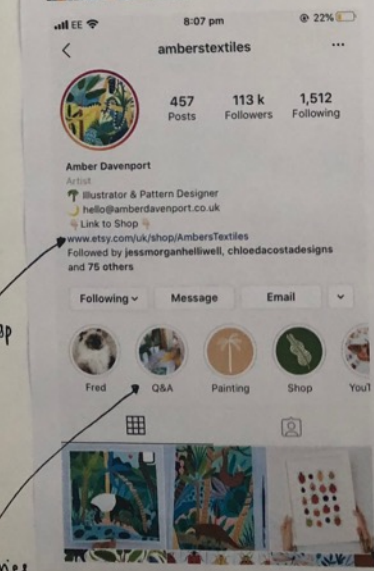
Thank you so much for stopping by!
Your support honestly means the world to me!

Happy Shopping!

Amber x

very young and she seem to be doing really well already

Companies I love anyway



etsy shop



gouache painted

interacts on her stories alot, Q&As?

she sells prints, tote bags pins, tape and wrapping paper

colourful and illustrative designs.

Logo designs





I wanted my logo to include my full name not my Instagram name (I would like to change that in the future)
I also wanted my designs/paintings to be included. These are the first two designs I did.
I was happy with the text (it's my own handwriting)
I don't like either of these designs. The first does not have good readability and the second would not work on social media like Instagram where the logo is a circle.





These second two designs I started to also think about business cards and how the design could work there too. This navy-blue bouquet one I really like, as think it shows my style as a designer well. Although I don't think the readability is good.

This design I really like although like the other circle one, it would not work with a circle logo on socials.

Final Logo design

This is the design I have decided on. I feel that this design shows my design style the best. This pattern in the background is one of my hero patterns from my FMP.
I think the readability of my name is good.
As you can see the one at the top is the first one I did, and I moved the pattern to make it more readable.





This is the logo that will feature on my social media accounts



This is my final logo design, which will be on my Business cards as well.

Business cards research









the key elements I'm going to include on the front are

- Name/logo on the front of the card
- Design on the front of the card

The key elements I'm going to include on the back are

- Name
- Email
- Website
- Instagram

Final Business card design front and back



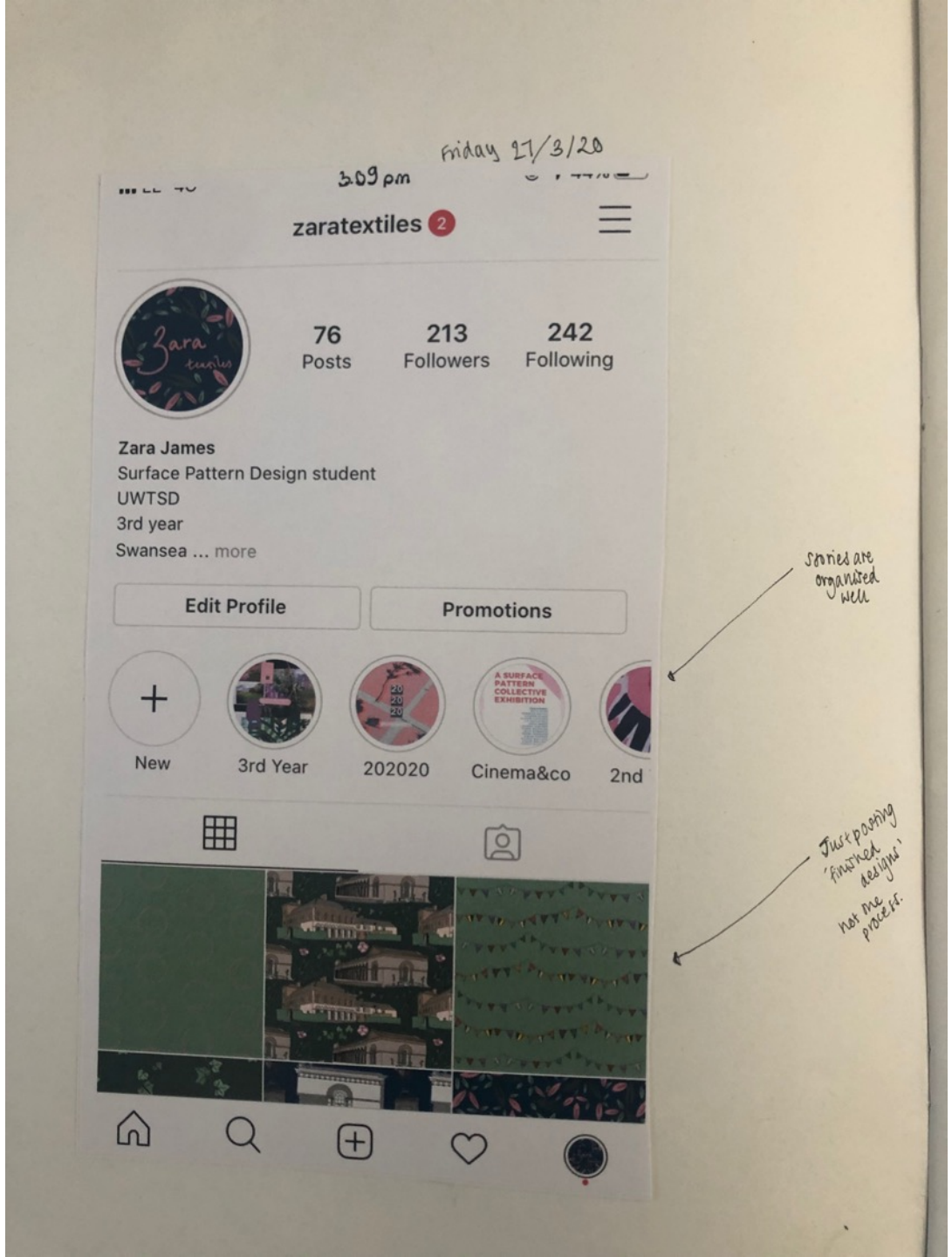


I had my business cards printed at Moo.com
I wanted it to have gold accents and I am so happy with the final design.
I ordered 50 cards to begin with as I thought I can always order more.



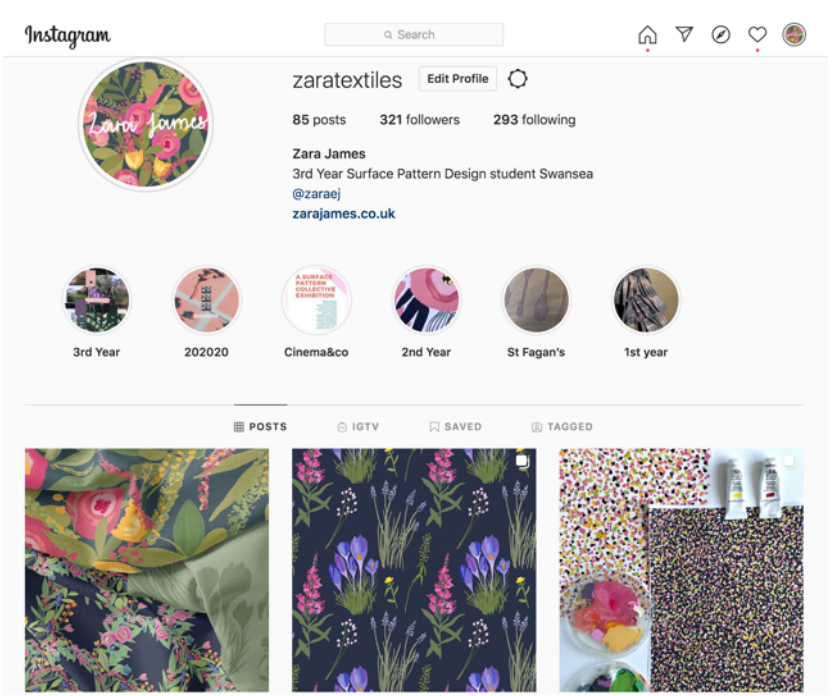


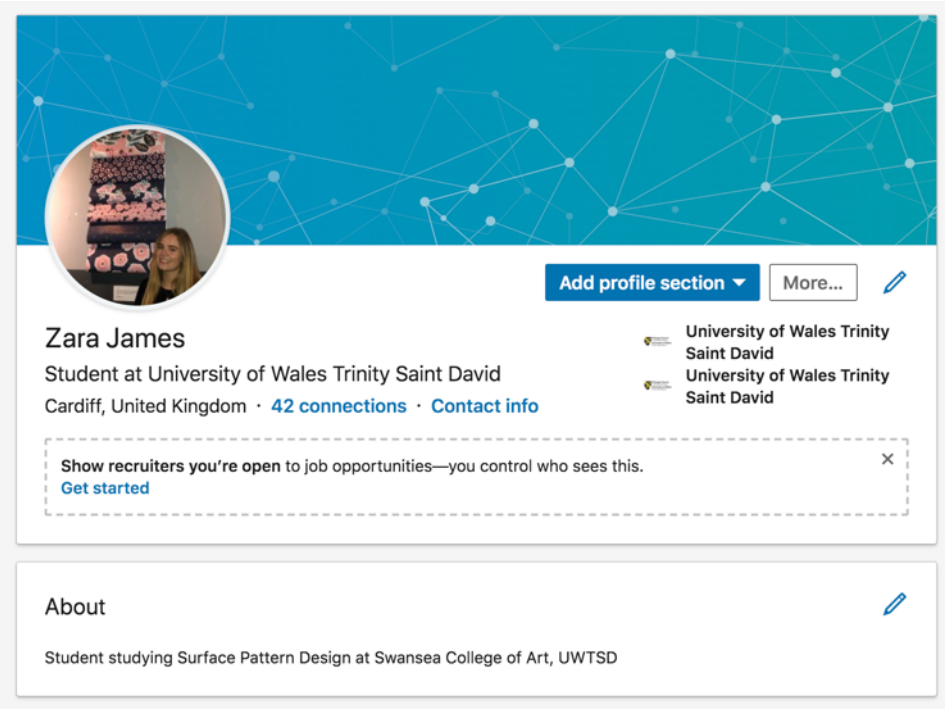
My Instagram before



Social media accounts

I love social media and I think it's such a good platform for people to see your work and discover others.
Instagram is by far my favorite, there is such a good community of surface pattern designers on there and it's so easy to share things on there.
The other accounts I have made is Linkedin which is very 'professional' and defiantly a different audience to Instagram.





I also have a Facebook page. I have managed other Facebook pages in the past and this is such a good platform as unlike Instagram when someone shares your page or a post from your page all of their friends can see it too, reaching more people.



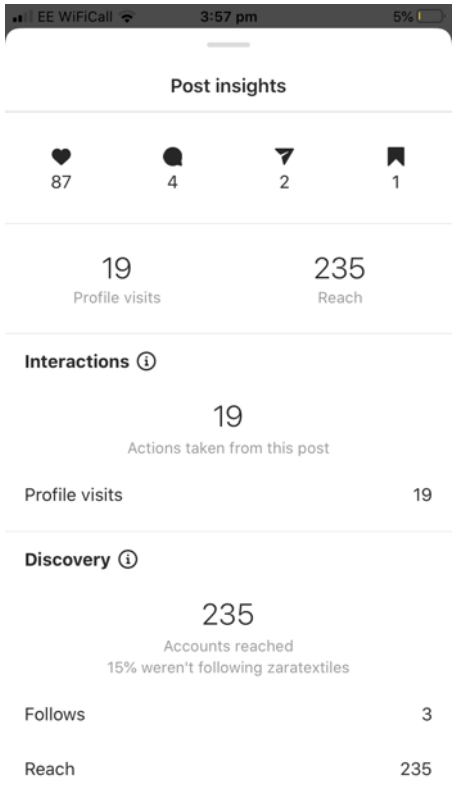
Screen shots taken on 29/4/20

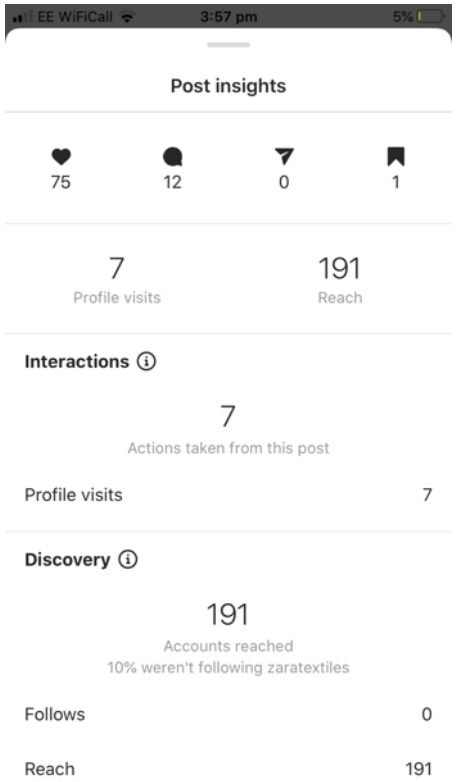
Posting on Social Media.

Throughout my time on social media I have realised that there are certain posts, and times to post that do better than others. Instagram has a good feature where (only if your account is a business account) you can see your insights. Insights is where Instagram shows you how many people have seen a post or how they found it.

Here are two screen shots I have taken off two different posts insights. At the top you can see how many likes, comments, how many people have sent it via direct message and the saves. Below it shows you how many people have found it through your page and how many people it reached in total. My favorite bit however is the next bit, where you can see how many people visited your profile from seeing this post.

This information is helpful when thinking about what to post. It helps you understand what people want to be seeing and if that specific post helped you gain followers.





When to post and what to include.

I find that choosing when to post on social media is just as important as to what to post. I find that early evening, (about 5pm) when everyone has just got home from work/school/uni is the best time. When I post around this time, I am more likely to get more likes and views as people are on their phones more.

The other thing I like to do to bring more traffic towards my post is to use hashtags. Sometimes they can look messy in your caption however they do bring new people to your posts. As you can see form the images, I usually use about 8-10 hashtags and I space them away from the caption to keep it clean. From the insights you can see that 17 people found this post trough hashtags and 24% of the views weren't following me.

Another things I do to bring people to my posts is by sharing it on my story. This is where I suspect the 'from other' 74 views are from.





Posting plan

Over the Summer months I would like to keep my Social media accounts alive, this is my plan on when and what to post.

-Post one Final Design/Portfolio page every week. Keep them staggered (For all Socials) and make sure they all fit on the grid (Instagram) Remember to include hashtags! Keep them updated #3rdYear #finalmajorproject #degreeshow etc..
-Post at least 3 stories a week (Instagram)
-Do a ’React to this post and I’ll share you on my stories’ Once a month – This will encourage other people to do the same for you. (Instagram)
-Keep the account alive! Make sure you are still active on the account, liking and commenting on other people's posts.

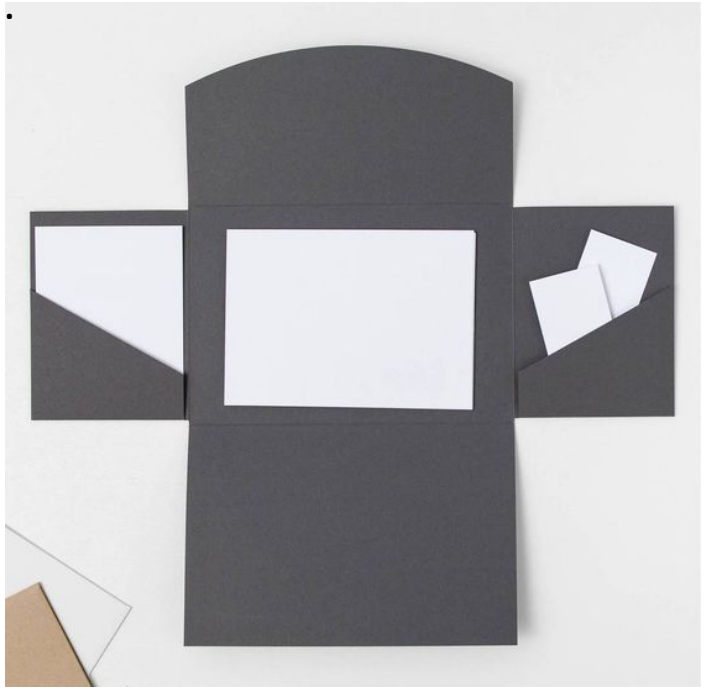
Promo Pack Idea’s

I want my Promotional Pack to be an envelope/leaflet, so it can be easily posted as its flat. These are some of the designs I have found on Pinterest.
I do like the landscape ones below, but I think maybe the portrait one is probably better for wallpaper samples (Especially as my designs are quite large scale)
I also like the idea of a little sleeve as shown in the photo on the right .











This is a folder style sample holder, I had when I was ordering samples for my final major project. I love Lucy Tiffany's style although, I do feel that the inside is a bit boring. I like this layout however I think the foldout bits should be both sides.









What needs to be in your press pack?

- Cv
- Cover letter (specific to the person your sending it to)
- Samples
- Lookbook
- Business card

I am also going to make a digital press pack that can be on my website and be easy for people to view and be linked to. Along with my digital portfolio.

This will include the same things but just pictures of samples.

These are the first drafts of my Cv and cover letter.

As shown on my CV I want to designs to come through in every aspect of my promo pack.

I like this design with my name and pattern on it.



West Garth
Eithen Place
Porthcawl
Wales
CF36 3BX
zaraejames@gmail.com

Dear Sir/Madam

I am writing this letter to apply for work experience at your company. I have been looking through your website and have seen. (the email address to contact) I am graduating in July 2020, which is why I wish to apply for experience.

I am a Surface Pattern Design student specialising in print design for interiors. My strongest skills are gouache painting and drawing. My preferred method of working is using my paintings and drawings and digitally placing them/repeating them in Adobe Photoshop. I like to use a lot of colour within my work, including pinks, greens and blues, although my experience in the industry has taught me to make my designs more commercial and reduce my colour pallet to something more saleable. I pride myself on my digital skills and feel it is one of my strongest skills. Although during my time at university I have learnt a lot of skills including, screen printing, lino printing and dying fabric. I feel that my skills would benefit your company as I have a digital and traditional skills and a design vision which is very unique yet commercial.

I have previously had experience in a Welsh company called Corgi Hosiery, who design knit wear and specialise in socks that include a lot of patterns. Even though I do not see myself fashion print designer I think this experience gave me a good insight into how the industry works. Corgi also have their studio and factory in the same location, so I now have a good understanding to how the design process is from start to finish.

I am looking for any kind of learning experience with you and I am very eager to learn. I am a hard-working individual who works well in a team but also individually. My motivation to succeed as a print designer will benefit your company.

I have a full drivers licence so I can easily travel to you. I can show you my portfolio to help you visualise my skills in person through an interview. I am very eager to hear back from you.

Thank you for your time,
Zara James

CV and Cover letter final drafts.



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Wales
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I have previously had experience with company's such as Orange Box and Cole & Son, throughout the projects I have done at university. I learnt a lot working with both these brands and feel that I have a good understanding of the industry.

I am looking for any kind of learning experience with you and I am very eager to learn. I am a hard-working individual who works well in a team but also individually. My motivation to succeed as a print designer will benefit your company.

I have a full drivers licence so I can easily travel to you. In the meantime, please see the link to my digital portfolio on my website and my social media links.

Digital Portfolio – (link to go here)
Instagram - https://www.instagram.com/zaratextiles/?hl=en
Website – zarajames.co.uk
LinkedIn - https://www.linkedin.com/in/zara-james-3796641a3/
Facebook -
https://www.facebook.com/Zara-James-103557411347480/?modal=admin_todo_tour

Thank you for your time,
Zara James



Zara James

I have just graduated from Surface Pattern Design: Textiles for Interiors in University of Wales Trinity St David (UWTSD), Swansea College of Art. I have always wanted to pursue a career in design, as drawing and designing is my passion. I am a hard-working individual that can work well independently but also in a team. During my time at university I have had a lot of experience from working alongside various design brands, these experiences have helped me gain a high level of professionalism required for the industry. My passion for designing pushes me to try new things and learn all the time, I hope to carry this through into the future.

Education

Surface Pattern Design |2020 | UWTSD Swansea College of Art
BA Hons

Certificate of Higher Education Art and Design Foundation
| 2017 |
UWTSD Swansea College of Art

A-Levels | 2016 | Porthcawl Comprehensive School
Art – C Textiles – C Business Studies (AS) – C

GCSE's | 2014| St Clare's School Porthcawl
1- A *, 3 – Bs, 4 – Cs
Math's – C, English - B

Skills

Drawing
Painting (gouache)
Adobe Photoshop
Adobe Illustrator
Screen Printing
Lino Printing
Laser Cutting
Research
Team Work
Creativity
Communication
Punctual



Zara James

Experience

idott Wallpaper Competition 2020
A live brief, working to create 4 Hero Designs and 6 coordinates for a Cole & Son breif.

Teaching workshops 2020
Varius workshops within the univeristy with students, teaching techniques and skills.

Internship at Corgi Hosiery 2019
1 Week Internship shadowing the deisgners and learing about the industry.

Work Experience St Clares School 2019
1 Week work Experience helping in lessons and teacging the students about Surface Pattern

Cinema and Co Exhibition 2019
2 Week long Exhibition with my Class mates

Orange Box Clerkenwell Design Centre 2019
A live breif project with the comapany Orange Box, where they took my design to Clerkenwell design week.

National Muesum of Welsh History, St Fagans 2019
A live Breif project, where my work was shown at the museum.

National Wool Museum 2018
A live brief project where my work was shown at the Museum

Contact

07717783625

zaraejames@gmail.com

zarajames.com

@zaratextiles

How do I want my promotional pack to look?

I want my promo pack to look clean and organized. However I want my design identity to come thorough into it.

This is just a quick visualization I did to show how the inside would look. I think my cv and cover letter contrasts well on this light pink background, but I do feel that maybe pink might give people the wrong idea. I think a darker colour would make this look more professional and sleeker.

My front cover I really like, and this pattern will go onto the back of the folder as shown in the images.







Final promotional pack cover



Final inside of promotional pack



Promotional Pack Includes

- Cv
- Cover letter
- Fabric/Wallpaper Samples
- Look Book
- Business card

Each promotional pack would be different depending on who I was sending it to for eg. If I was sending it to a company that only deals with wallpapers, I would not include many fabric samples I would include more wallpaper samples.

Link to online portfolio- https://wisteria-marigold-rbe9.squarespace.com/portfolio

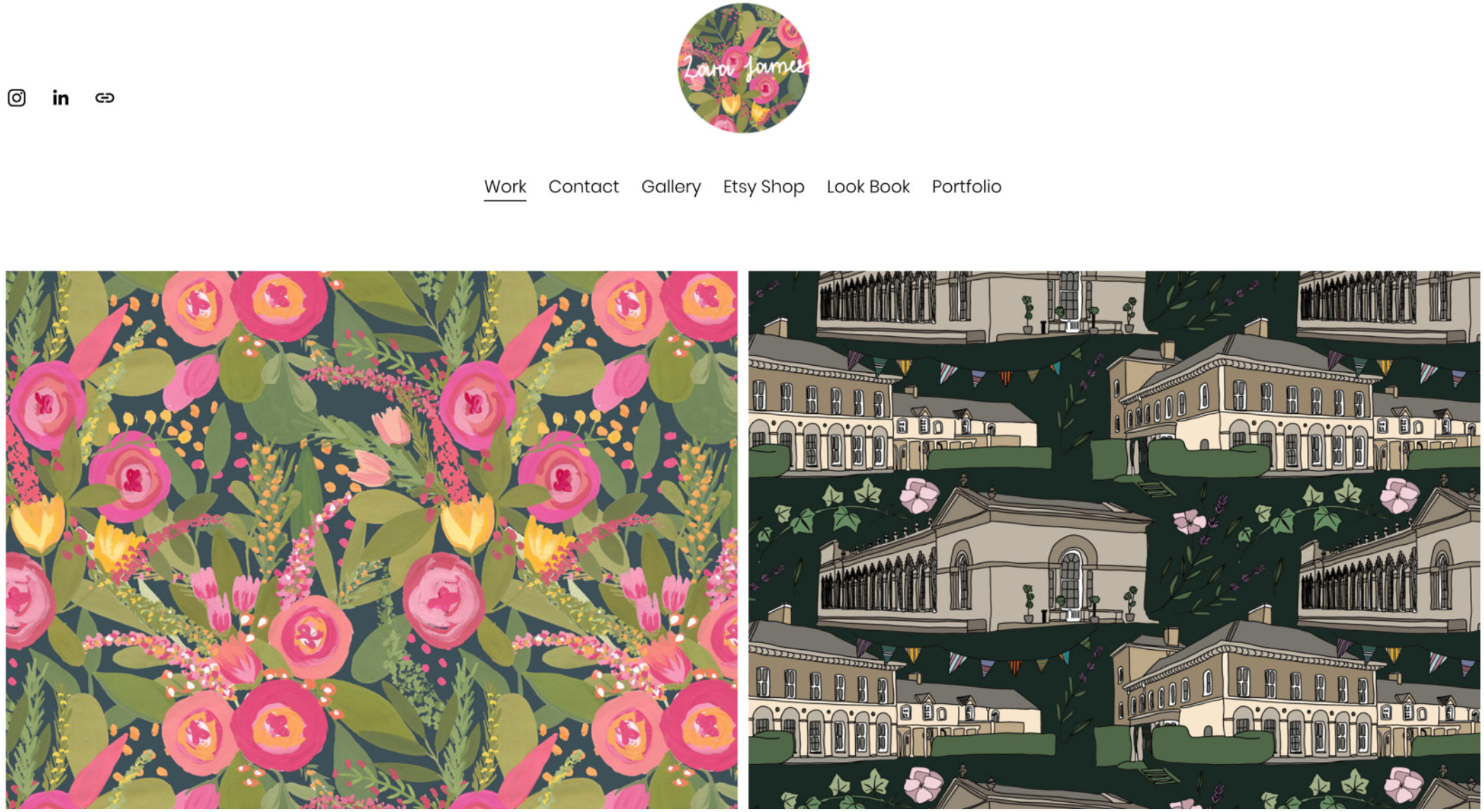
Link to look book- https://www.flipsnack.com/zarajames/zara-james-look-book.html

For my website, I have put a lot of time and thought into it. Within the recent times websites and your online presence is essential for people seeing your work.
This is my old website I made during my second year. I made this website on wix and I don't particularly like the way it works and their designs.
The main problems with this website which I have pointed out are;

- No logo / branding
- The work is not up to date
- Old blog posts



I have created a brand-new website on Squarespace. And this time I have invested in buying my own domain name, I was lucky enough to get what I wanted. You can visit my website at https://www.zarajames.co.uk/







Work Contact Gallery Etsy Shop Look Book Portfolio

On the top bar of my website I have included;

- Instagram Link
- Linked in Link
- Etsy Shop Link
- New logo
- Work page
- Contact page
- Gallery Page
- Etsy Shop Page
- Look Book Page
- Portfolio Page

The clean and simple style, is easy to navigate and sleek. My logo, gives good branding to the website.

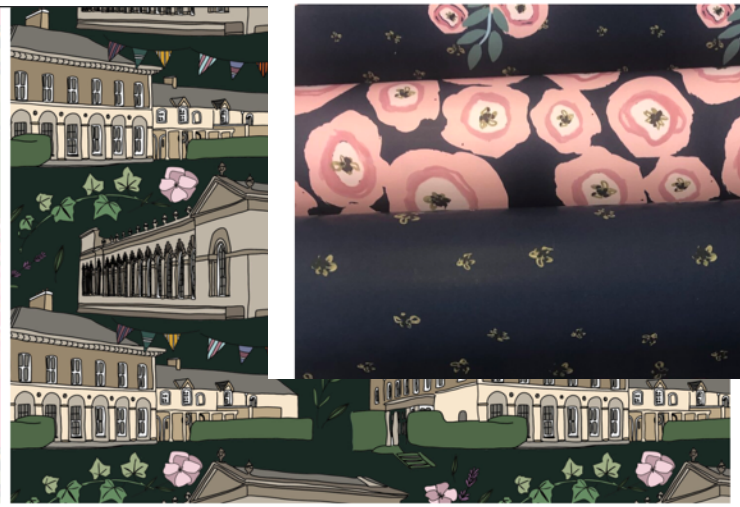
This top bar stays on the top of each page you visit on the website.

The first page is ‘Work’ I have named it this because this is a Gallery of all my recent projects. When you hover your mouse over the picture it shows you the name and then when you click it it goes into another page with more pictures from that project.















I have chosen to include these 4 projects as I believe them to be the most successful, and to show my style as a designer the best.

On the second page is ‘contact’ I have included my contact details and Cv here.

Surface Pattern Designer

Zara James is a 3rd Year Surface Pattern Design student based in South Wales. Her work is inspired by nature, florals and architecture. A lot of her work is inspired by her home and things around her.

Zara's designs are for interior and giftware.

Email
zaraejames@gmail.com

Phone
07717783625





The 3rd page is ‘Gallery’ this is where I have logged all my paintings that I have done recently. I hope to keep updating this page as a visual blog of my paintings.
Below I have added a few words about how and why I like to paint the way I do.



Painting is one of my favourite things to do and my preferred way of starting my designs. I like to use gouache for a number of reasons, the biggest being that it’s matt and doesn’t do that weird shinny thing that happens when you scan acrylics, but also it’s opaque, and again this helps me during my digital designing when selecting the image ect.

I post a lot of my paintings on Instagram. You can find me at @zaratextiles.

On the 4th page I have added ‘Etsy Shop’
This is where there is a link to my Etsy shop. I plan to add more to my Etsy shop over the summer and hopefully this page will become a gallery of the prints and cards that I am selling.

Thistle Print.

This risograph print, is part of an edition of 20.

Shop Now



The 5th page is ‘Look Book’

https://www.flipsnack.com/zarajames/zara-james-look-book.html











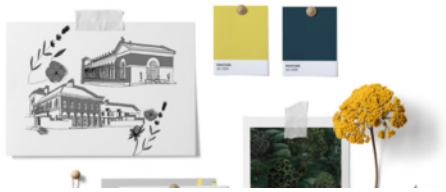
6th page is ‘Portfolio’

Work Contact Gallery Etsy Shop Look Book Portfolio











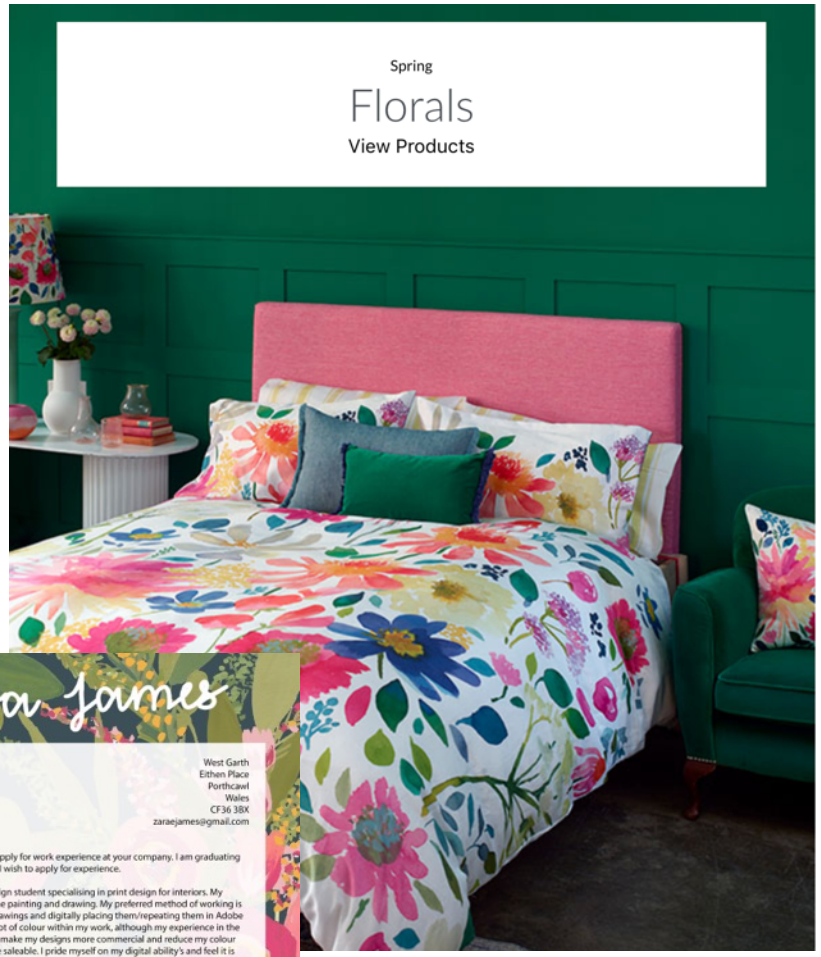


I hope to keep adding to my website over the summer, by adding more pictures of my paintings to the ‘Gallery’ and by adding more on my Etsy Shop. I will be advertising my website on my business cards and on my social pages.



My promotional pack recipients.

Bluebellgray is a textile design company that focuses on uplifting modern prints that add colour to your home. I find their designs very inspiring and I would love to work for them.









Specific letter to Anna the Textile and Print designer

Keeler & Sidaway are another company that I inspire me and my work. I really like the range of products that they do.

Keeler & Sidaway
LONDON

SHOP PRINTS CUSHIONS WALLPAPER WASH BAGS NOTEBOOKS

Our Shop

Shop the exciting Keeler & Sidaway collection. From fine art prints, wallpapers, cushions, wash bags and notebooks.

Search

All | CUSHIONS | NOTEBOOKS | PRINTS | WALLPAPER | WASH BAGS











Zara James

West Garth
Eithen Place
Porthcawl
Wales
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zaraejames@gmail.com

Dear Joe

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I am a Surface Pattern Design student specialising in print design for interiors. My strongest skills are gouache painting and drawing. My preferred method of working is using my paintings and drawings and digitally placing them/repeating them in Adobe Photoshop. I like to use a lot of colour within my work, although my experience in the industry has taught me to make my designs more commercial and reduce my colour pallete to something more saleable. I pride myself on my digital ability's and feel it is one of my strongest skills. Although during my time at university I have learnt a lot of skills including, screen printing, lino printing and dyeing fabric. I feel that my skills would benefit your company as I have a digital and traditional skills and a design vision which is very unique yet commercial.

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Website – zarajames.co.uk
LinkedIn - https://www.linkedin.com/in/zara-james-3796641a3/
Facebook -
https://www.facebook.com/Zara-James-103557411347480/?modal=admin_todo_tour

Thank you for your time,
Zara James

Specific letter to Joe the founder of the company

Ohhdeer is a card and stationary company. I have entered their PillowFight competition and sold a few cushions. I love their designs they are so varied. This has always been one of my favorite companies.


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Thank you for your time,
Zara James



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Space Birthday Greeting Card
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£2.95
BUY
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Have A Sweet Birthday Greeting Card
MADE BY OHH DEER
£2.95
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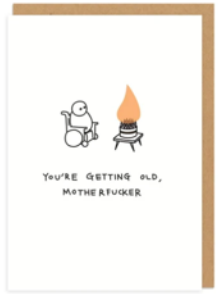
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£2.95
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£2.95
BUY
3 FOR 2











Specific letter to Mark the Director of the company

Sass&belle are a homeware and gift company that I really like. I think their style is similar to mine and I would love to work there.



Zara James

West Garth
Eithen Place
Porthcawl
Wales
CF36 3BX
zaraejames@gmail.com

Dear Richard

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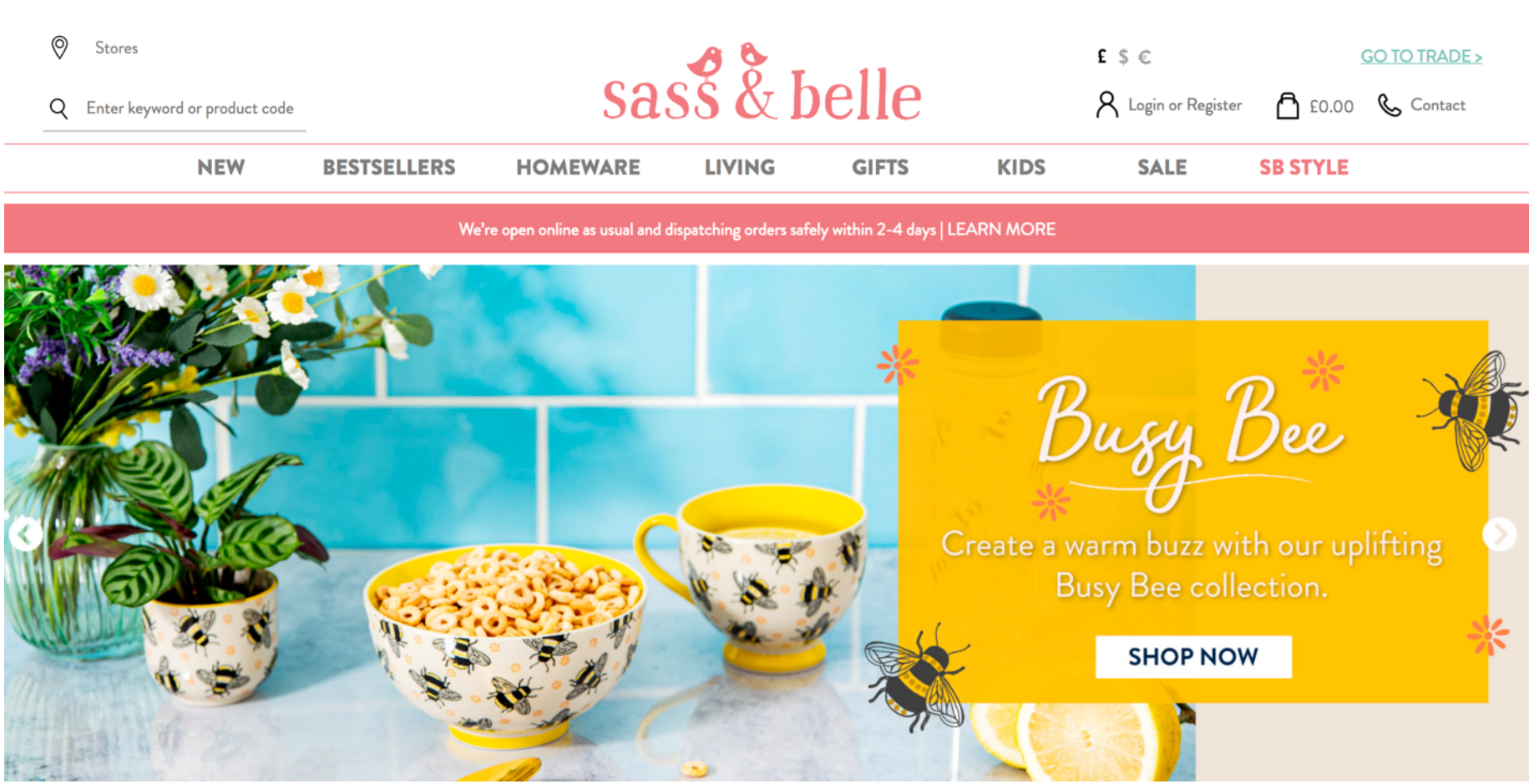
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Thank you for your time,
Zara James



Specific letter to Richard is the founder and director of the company.

Sadler Jones is a stationary company that is based in Cardiff. I really like their designs and their style of work.



Zara James

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Eithen Place
Porthcawl
Wales
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Dear Cath

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Thank you for your time,
Zara James





Specific letter to Cath the founder of the company.

&elle is a fashion textile design studio. Athough I think of myself as an interior and homeware designer I love the designs that this company produce.





Zara James

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Dear Ellen

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Thank you for your time,
Zara James

Specific letter to Ellen the founder of the company.

Mini Moderns is a wallpaper pattern design company that does a range of products.
I think working here I would learn a lot about design and business.



Zara James

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Dear Kieth

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Thank you for your time,
Zara James

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£30.00



Pavilion Pillow Cases - Set of 2
£12.50



Darjeeling Duvet Cover
£30.00



Darjeeling Pillow Cases - Set of 2

Specific letter to Keith on of the founders of the company.

It has always been a dream of mine to work for paperchase. I love how they have such different designs and the products they have are what I want to design for.



Zara James

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Dear Molly

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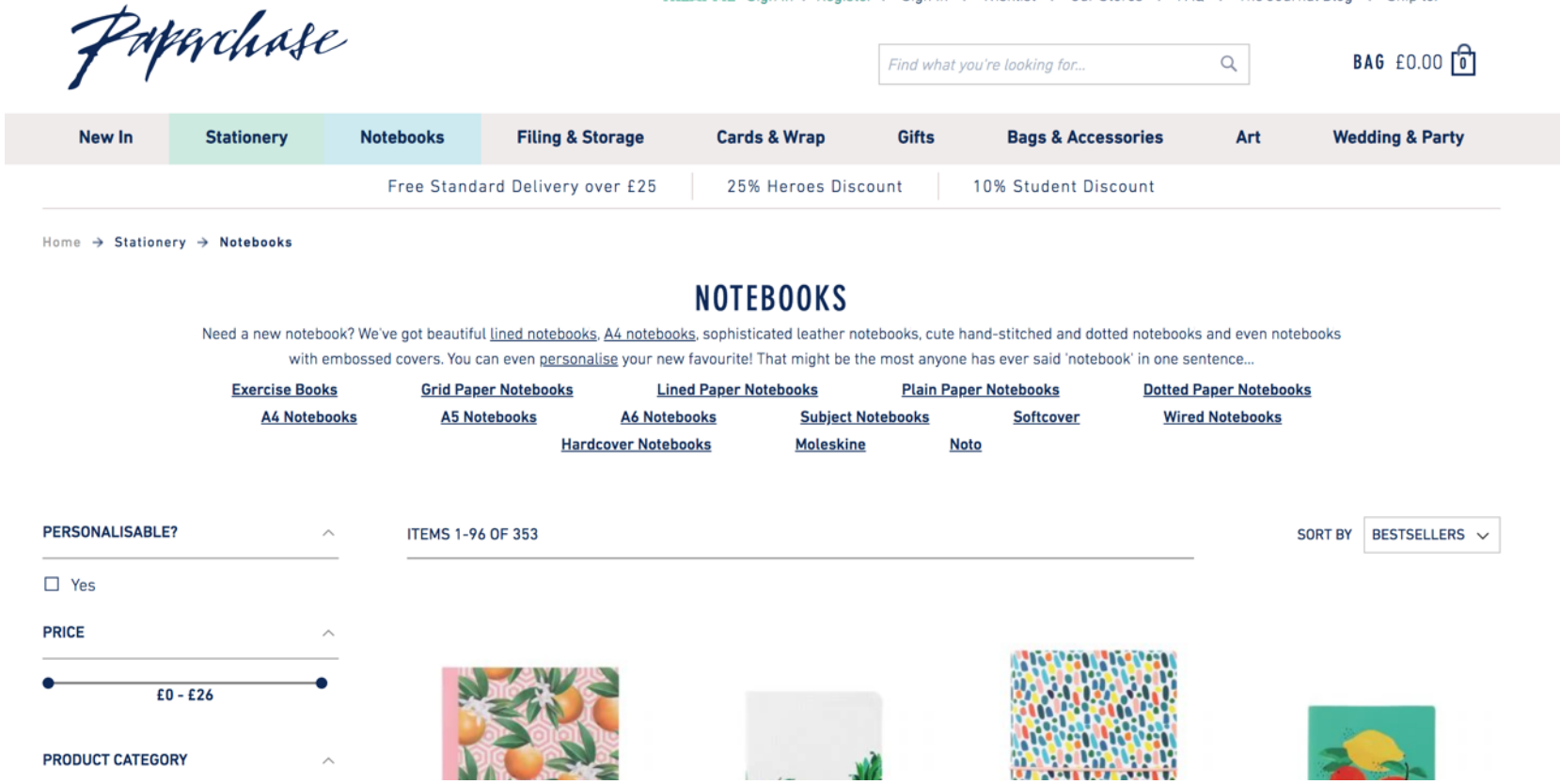
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Thank you for your time,
Zara James

Specific letter to Molly a designer for the company.



Sunday Living is a homeware company that I love. Think their designs and product are inspiring and I would love to work for them.





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Dear Sophie and Allie

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Thank you for your time,
Zara James

FILTER BY All products SORT BY Best selling 27 products







Specific letter to Sophie and Allie the co-founders of the company.

Paper tree nook is a gift wrap design company. They have a lot of different design styles, and I think as a designer I could learn a lot from them.



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Dear Maz

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Thank you for your time,
Zara James

Paper Tree Nook

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Specific letter to Maz the founder of the company.