

Lauren Collier - AD396 - Portfolio Promotion
Sketchbook.

My first step in creating my personal branding was to create a logo to use for my website and social media icons. To start, I looked at examples and started thinking about the qualities that I want my logo to convey and how it portrays personally. The style of my photography that I usually aim towards has a soft and ethereal focus which is what I wanted to try and convey through my logo. Since I had never made a logo before, this was initially quite challenging and I didn't really know where to start. I decided I wanted to use a handwritten font and stick to a neutral / soft colour palette. I struggled to find an exact example from a photographer's logo that I liked but was able to find this picture that shared the qualities that I was looking to use for inspiration. I started to think about the different variations that I could do for my name, using initials or exaggerating certain letters but decided to just keep it simple. I then started to experiment with font variations and came to narrow it down to my 2 favourite using a hand written font for my name and a easy to read font for my tag line.



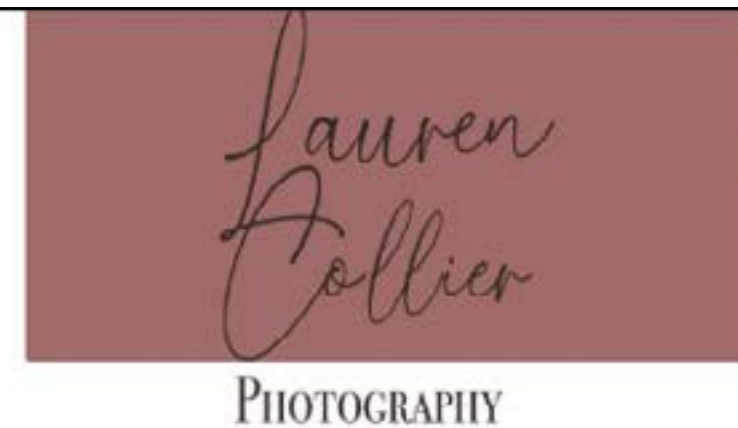
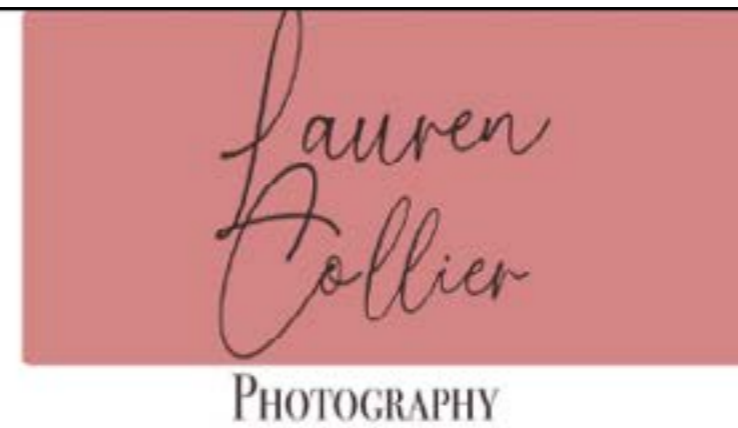
Lauren Collier

PHOTOGRAPHY



LAUREN COLLIER (BODONI 72)
Lauren Collier (Brisley)
 Lauren Collier (apple Chancery)
Lauren Collier (capetown singnature)

Photography (Avenir Next)
Photography (Florence)
 Photography (Charter)
 Photography (nixie one)

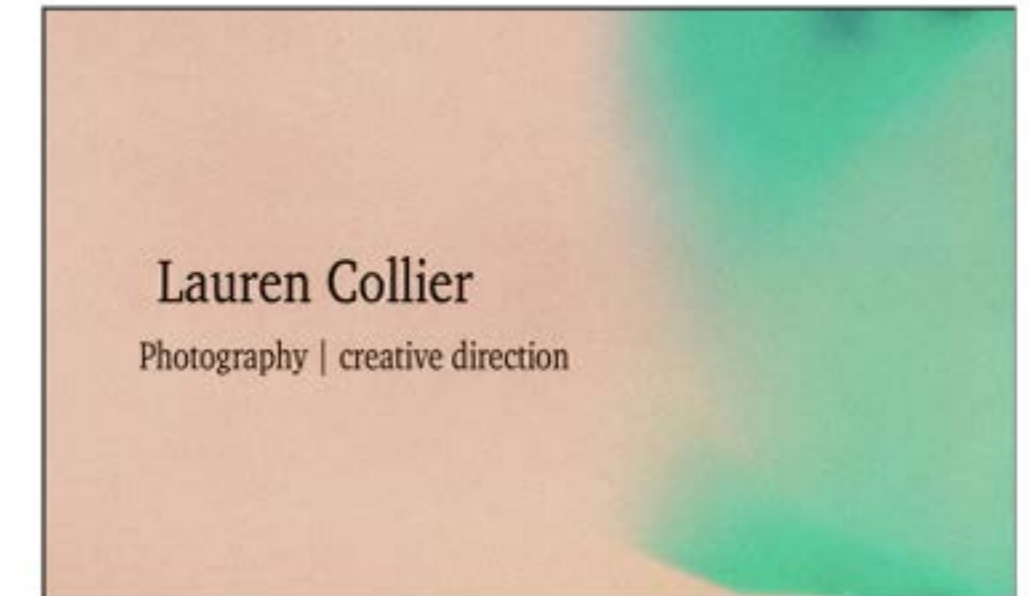
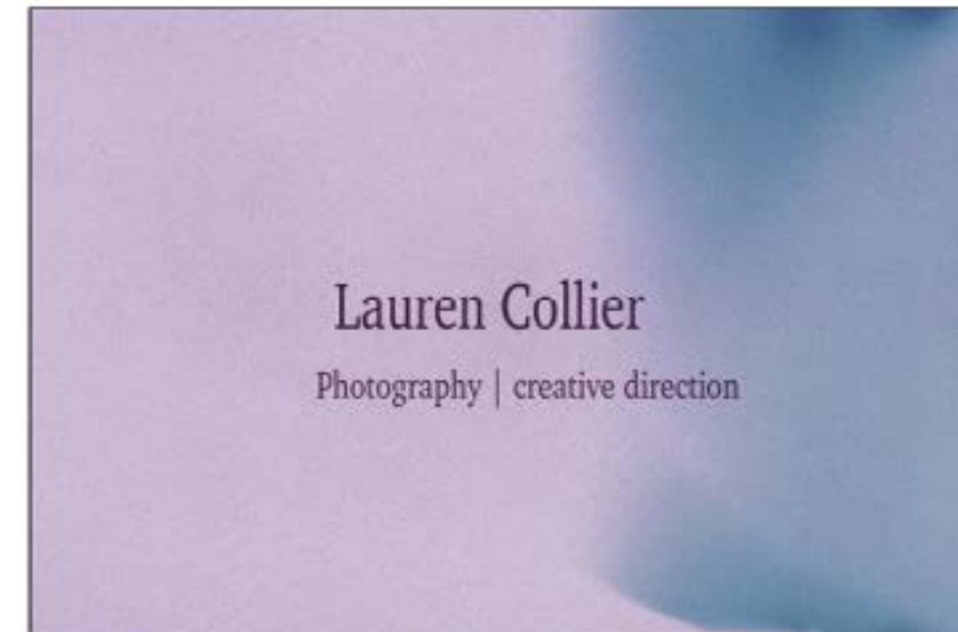
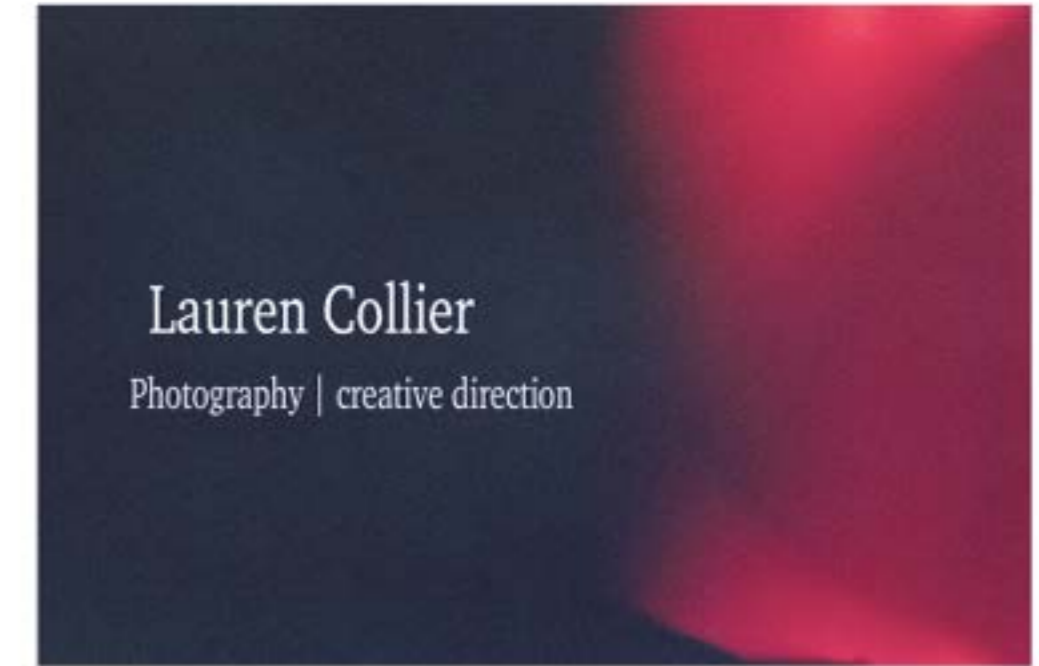
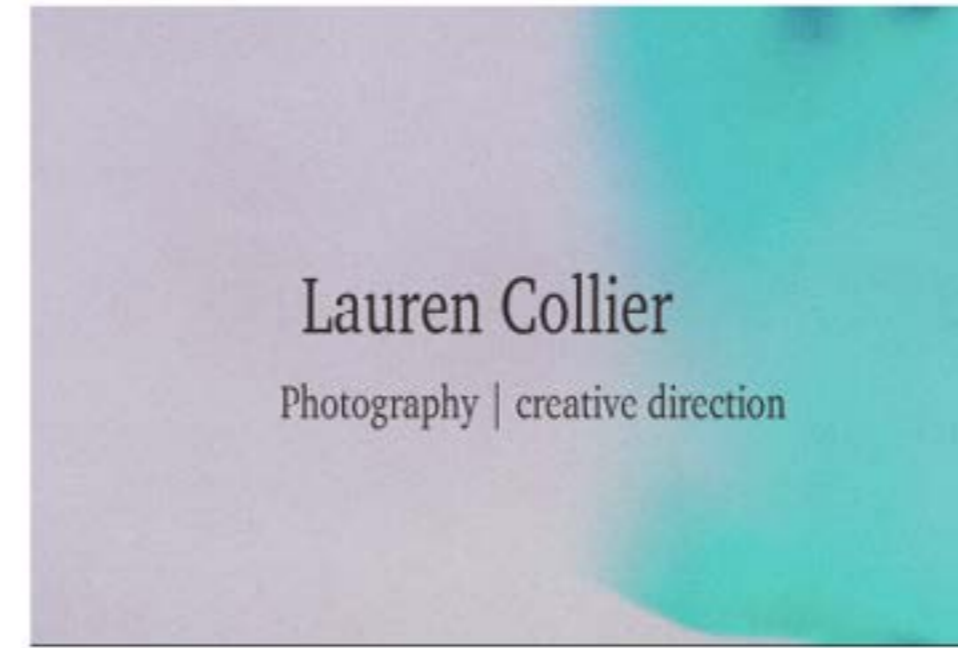


This is the design I have created for my business card. I wanted to keep it simple and in-line with the rest of my branding and also relate to my work. To create the design, I started by using an image of a light-leak that I left on a roll of film I had recently got developed. I thought it could be an interesting backdrop as it represents my experimentation as a photographer but also more specifically within analogue specialism. I then went on to experiment with changing the colours using the colour balance tool on Photoshop to create a tone that better represents my personality. The final step was to then add text. I choose to use a handwritten font again, similar to my logo using the font 'charter'. Overall, I am happy with what I created as I think it is quite unique and expresses the branding elements that I was aiming for. The QR link on the back leads to my website which I believe contains my strongest portfolio.

Original image:

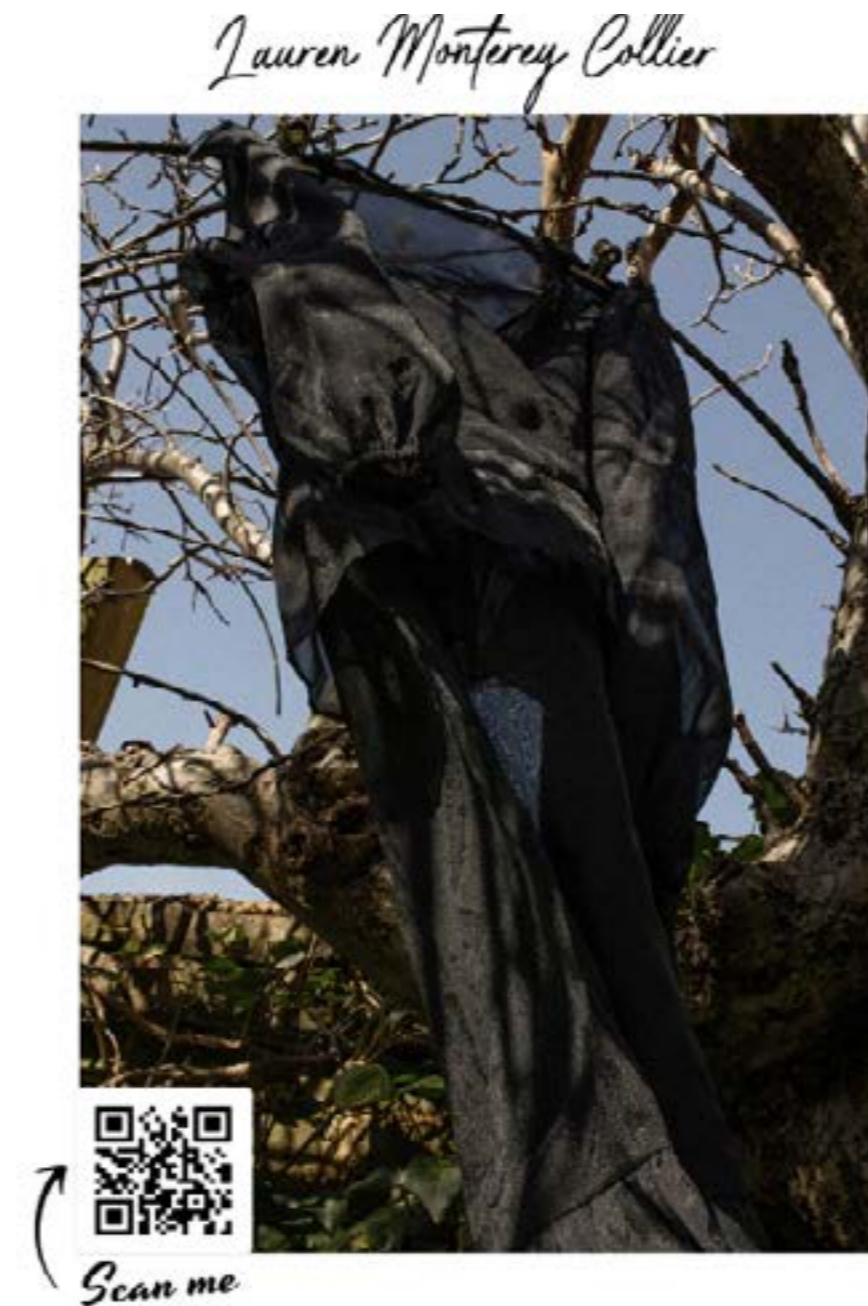


Design Variations:



Postcard Design:

The image on the left is my first attempt at creating a postcard design that would promote my work and capture my branding values. The image I choose is one of my most recent from the FMP exploring 'off the body' styling. I liked this image as it showed good consideration of lighting and an ethereal mood that I spoke about before. I started experimenting with placing my logo underneath with a QR code to my website. Looking back now, I don't think the colour choice of brown was the best choice as the colours blend in together too much and its hard to read. I decided to keep experimenting with alternative designs, then decided on the best one that will represent my work and fit with the rest of my branding.



After creating the two first initial designs, I decided to experiment with a different set of images. Although I was fond on the initial images chosen, I realised they didn't represent me in the way I wanted. In order to attract the attention of employers, I have narrowed down my options. I need to be branding myself as a fashion photographer and the images I have chosen, I would say, fall more into a fine art category and therefore may not appeal to the employers that I am looking for. Because of this, I decided to go back into my selection of images from my final portfolio to select a different range of images. The new selection of images I have chosen are from a second year shoot from the collaboration with fashion design. These are some of my favourite images I have taken and feel they represent the aesthetic that I am trying to promote as a photographer. First of all, they are taken on an analogue camera with 35MM expired film, which is what I am trying to promote as my unique selling point but also they have a more of a fashion editorial feel to them that is more relevant to the magazines and agencies that I am trying to attract. As for the back, I wanted to keep it minimal with just the key information and a link to my website.



Lauren Collier

Photography | Creative direction

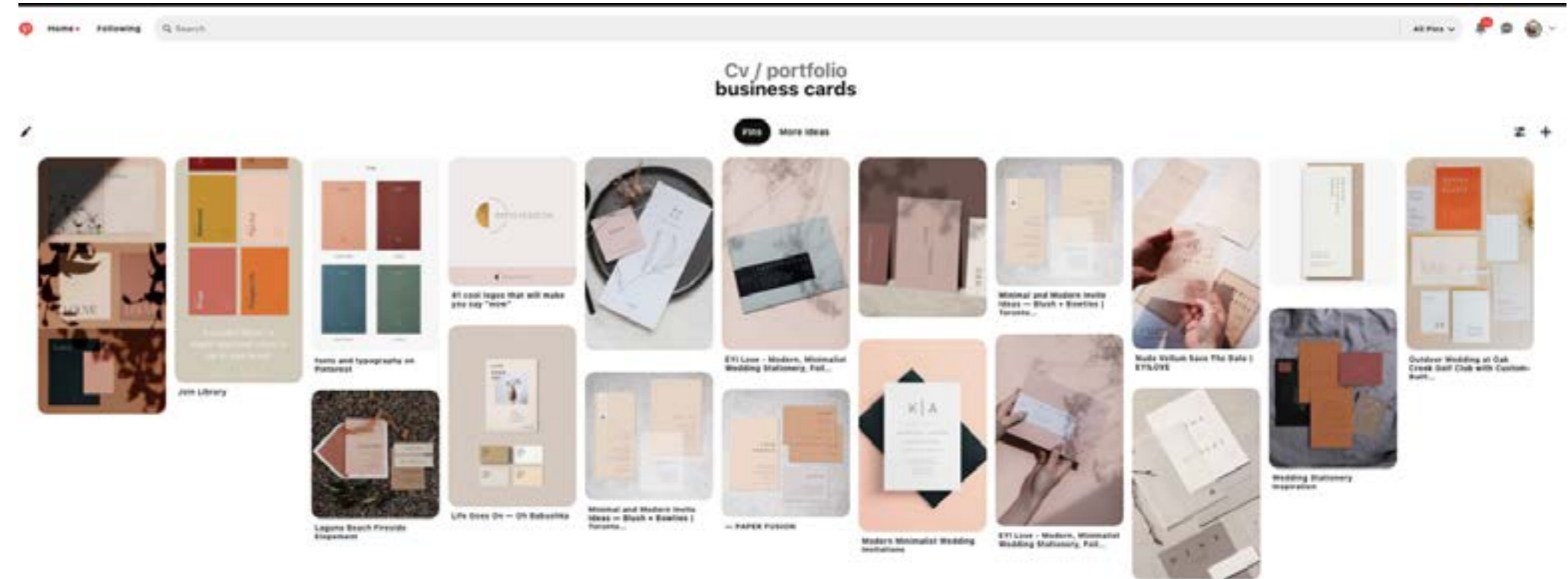


Lauren Collier

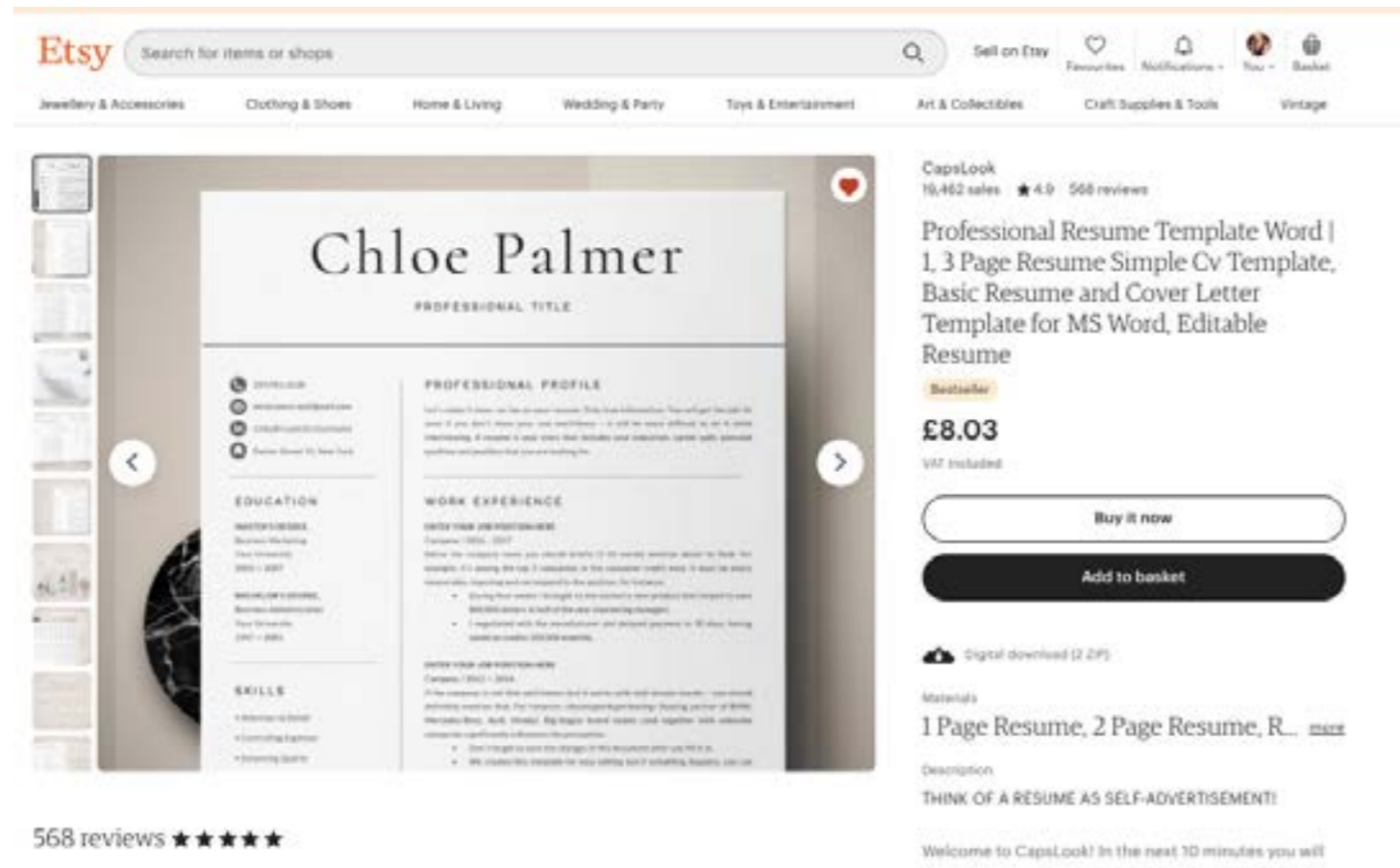
Photography | Creative direction



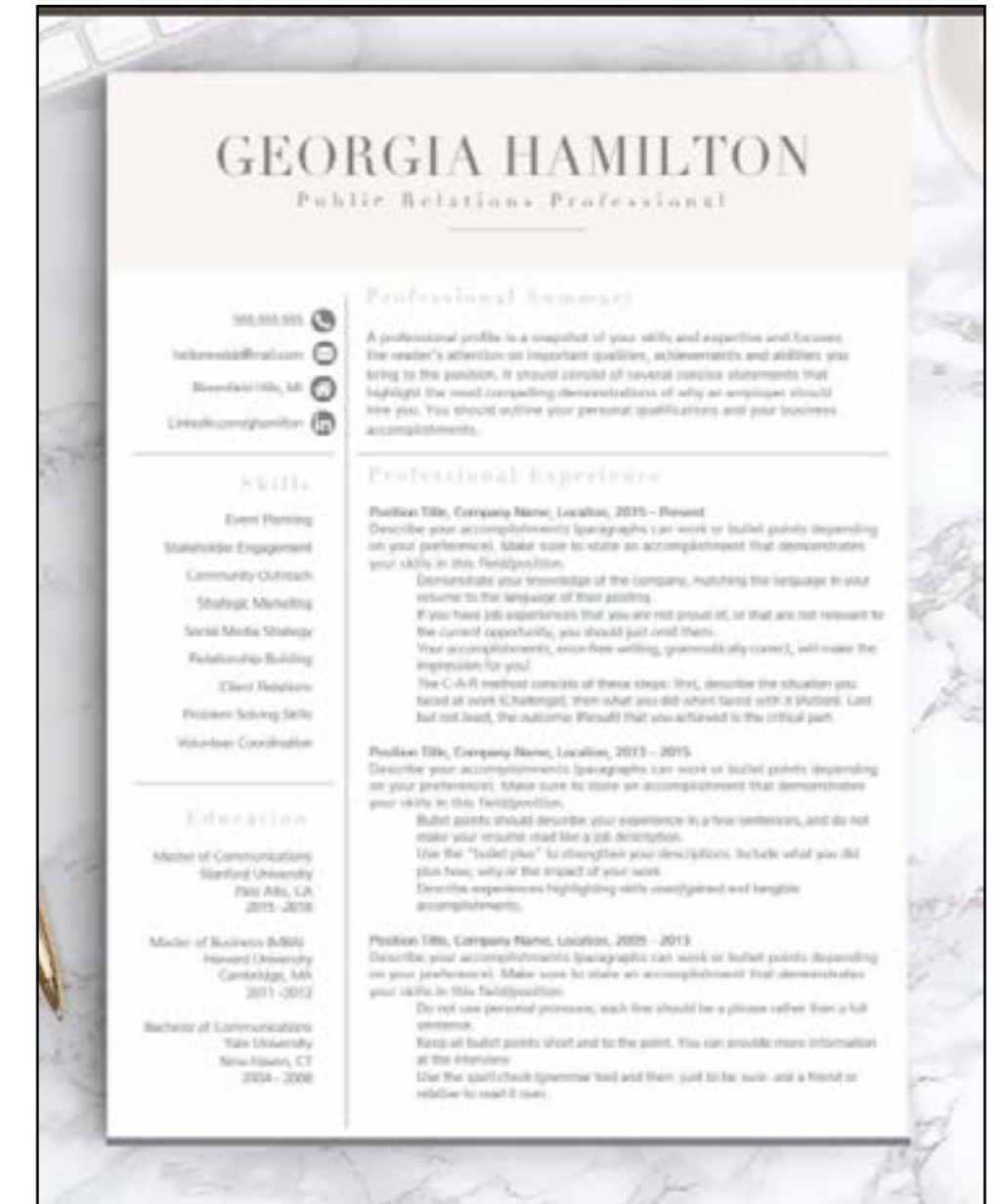
To see more of my visual research and inspiration for my branding, please refer to my pinterest page <https://www.pinterest.co.uk/laurencollier33/cv-portfolio/>.



CV Design - choosing a template:



As I did not feel confident enough using InDesign to create my own design I opted to use a template instead. I found my template using Esty, which included unique fonts that could be downloaded for use and a structure ready, with advice on what to write in each section. By doing it like this, it made it a lot easier to focus on the written content instead of having to worry about the design aspect as much and focus on the content, which is ultimately the most important aspect. This design in particular stood out to me as it had all the aspects that I was looking for. Its minimal, sophisticated, professional and visually engaging aspects appealed to me and I particularly liked how it's easy to read and divided into clear sections with the name in bold for impact to stand out to employers.



Lauren Collier

Fashion Communication Graduate

07502272026
lauren.collier33@gmail.com
<https://www.linkedin.com/in/lauren-collier-b05b71174/>
9 Kingsland road, worthing.
BN14 9EB.

EDUCATION

University of Brighton
BA (Hons) Fashion Communication with business studies. 2017 - 2020.
Northbrook Metropolitan Collage
Art and Design Foundation level 3/4 Merritt. 2016 - 2017.
Brighton and Hove sixth form Collage
3 A levels in Media studies (B) Business studies (C) and textiles (C).
AS level Communication and culture (C)

KEY SKILLS

- Time management
- Visual Communication
- Verbal communication
- Research
- Collaboration
- Critical thinking

TECHNICAL SKILLS

- Microsoft Word - confident
- Microsoft PowerPoint - confident
- Adobe Lightroom - confident
- Adobe Photoshop - confident
- Adobe Indesign - confident

PORTFOLIO

<https://laurencollier.myportfolio.com/>

For the past 3 years I have been studying for my bachelors degree in fashion communication and have developed a broad spectrum of creative skills and knowledge with a strong sense of discipline that can be applied to any role. My greatest achievement from my degree is building my photography portfolio, I was able to develop both my analog and digital photography skills and find my personal style and since have gone off to work freelance alongside my studies. I am looking for a role that I will be able to apply the skills and knowledge I have learnt. I am looking for a work environment that will both challenge and inspire me to learnt further about the creative industries.

WORK EXPERIENCE

Freelance Photographer - 2018 to present.
Alongside my studies I reached out for independent opportunities to develop my portfolio and connect with other creatives within the industry. My first job was to produce a look-book for a small up-coming streetwear brand called Pilot apparel. For this job I was given a short brief to respond to responded back with a list of locations and models to use that I found myself to communicate back my ideas. My most successful shoot from this time period was for a graduate designer who submitted the images to Schon magazine who featured them on their social media and website.

David Llyod Clubs - Lifeguard. February to August 2019.

In this role I held the solo responsibility of overlooking at safety of the swimmers and operating off the pool. This meant a great deal of responsibility and be being to communicate effectively with the rest of the David Llyod team in other departments. With this role I was required to maintain regular training to upkeep my fitness and also health and safety knowledge including regular CPR and first aid practise.

Sweaty Betty - Sales assistant. October to January 2018. (Christmas temp)

Sweaty Betty is a high-end activewear clothing company with a focus on high quality products fit for purpose and unique designers targeted specifically to women. Catering to an upmarket target audience strong customer service skills was essential to this role and something I gained great experience in whilst working here. Many of our products was designed with specific features for certain actives, such as outdoor running and yoga there I was required to have in-depth knowledge about each fo them to be able to taller the to perfect item or outfit for the customers preferences.

South Downs Leisure. Lifeguard April 2014 - July 2018.

This was my first ever job and stayed at this role for over 4 years. During this time frame I learnt a great deal about the different aspects of lifeguarding. One of the most important being teamwork. Teamwork was an essential part of this role as the lifeguards worked together to communicate with each- other to resolve problems and keep each other informed at all times. During certain times the leisure centre would get very busy and requiring me to be quick on my feet and learn how to re-act effecting when under pressure. Because of this I am able to often thrive in fast paced settings and developed an ability handle stressful situations with a level headed approach.

References available upon request.

Starting CV: (2018)

This was my original CV I used to get my last part-time job. As you can see from the content it was tailored towards a part-time job and therefore needs to be updated to be more professional and tailored to industry. In terms of the design, I chose a bright and colourful template which I choose to match the aesthetic of the company I was applying to at the time which was Sweaty Betty. I also tried to consider how the design of my new CV will appeal to the employers that I am trying to attract. I want to keep the majority of the key skills/attributes section as they are still relevant.

LAUREN COLLIER



EMAIL ADDRESS
LAUREN.COLLIER33@GMAIL.COM



TELEPHONE NO.
07502272026

CONTACT ADDRESS

17 PRINCES CRESENT
BRIGHTON BN2 3JA

ATTRIBUTES

Hard working
motivated
Quicker Learner
Good at problem solving
Positive and energetic

WORK EXPERIENCE

SOUTH DOWNS LEISURE - (LIFEGUARD) 2013 - 2018

In this role, I had the responsibility to ensure safety of swimmers in the pool by staying alert and being assertive to enforce rules and intervene appropriately. This required me to attend regular staff training to refresh my skills and knowledge and keep fitness up to scratch.

As well as poolside duties, I was also had the responsibility for the upkeep of the building using my initiative to find cleaning jobs and completing them to a good standard. Here, I was also interacting with customers on a regular basis helping to answer any quires and finding solutions to any problems.

SKILLS OBTAINED

- Ability to work in a fast-paced environment and think and react quickly to overcome problems effectively.
- Delivering a friendly and professional customer service.
- Working as a team and communicating effectively
- Time management and flexibility around hours, being able to adapt my shifts and willing to work at short notice.

EDUCATION

UNIVERSITY OF BRIGHTON 2017 - present
(BA) HONS fashion communication with business studies

NORTHBROOK METROPOLITAN COLLEGE
2014-2017
UAL art & design foundation diploma (MÉRIT)

BRIGHTON HOVE AND SUSSEX SIXTH FORM
2013-2014
3 A levels in business studies (C) media studies (B) and textiles (C)

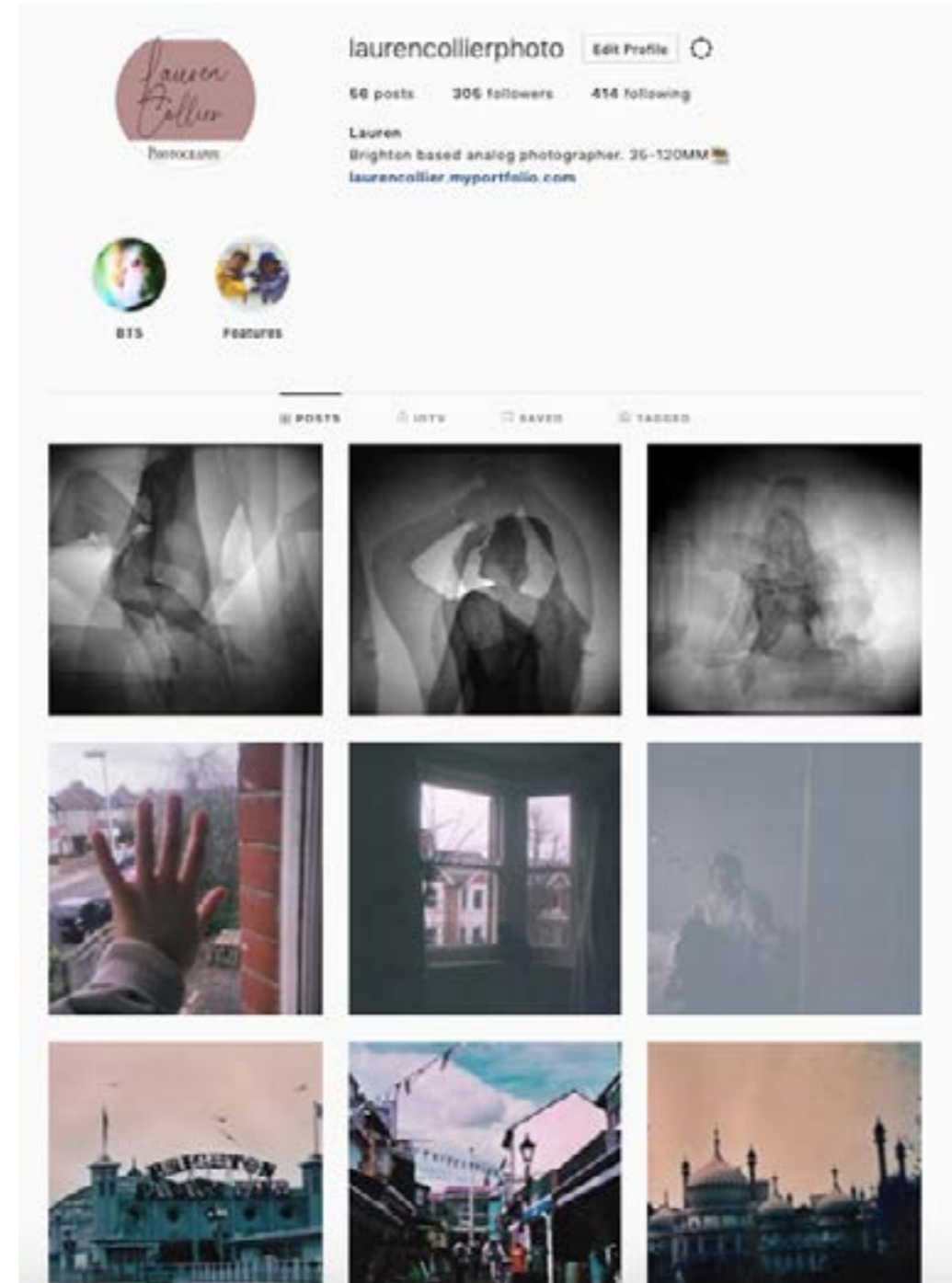
DAVISON C.E HIGH SCHOOL FOR GIRLS 2008-2013
10 GCSE 5 all grade C and above including math's, English and science

Social media:

When researching how to grow my social media, creating a 'visual chain' is something that came up often. I think as an artist account keeping a good aesthetic is essential. To do this I stick to a 'row by row' method which enables my feed to stay co-ordinated and organised as well as adding an aspect of curation. Although it can be frustrating to keep up with, I think it is important as an artist, especially, to have a distinctive aesthetic on this platform. I also have tried to stick to a theme focusing on mainly analogue photography, as I noticed there is a big community for analogue lovers on this platform. This also adds a USP to my page.

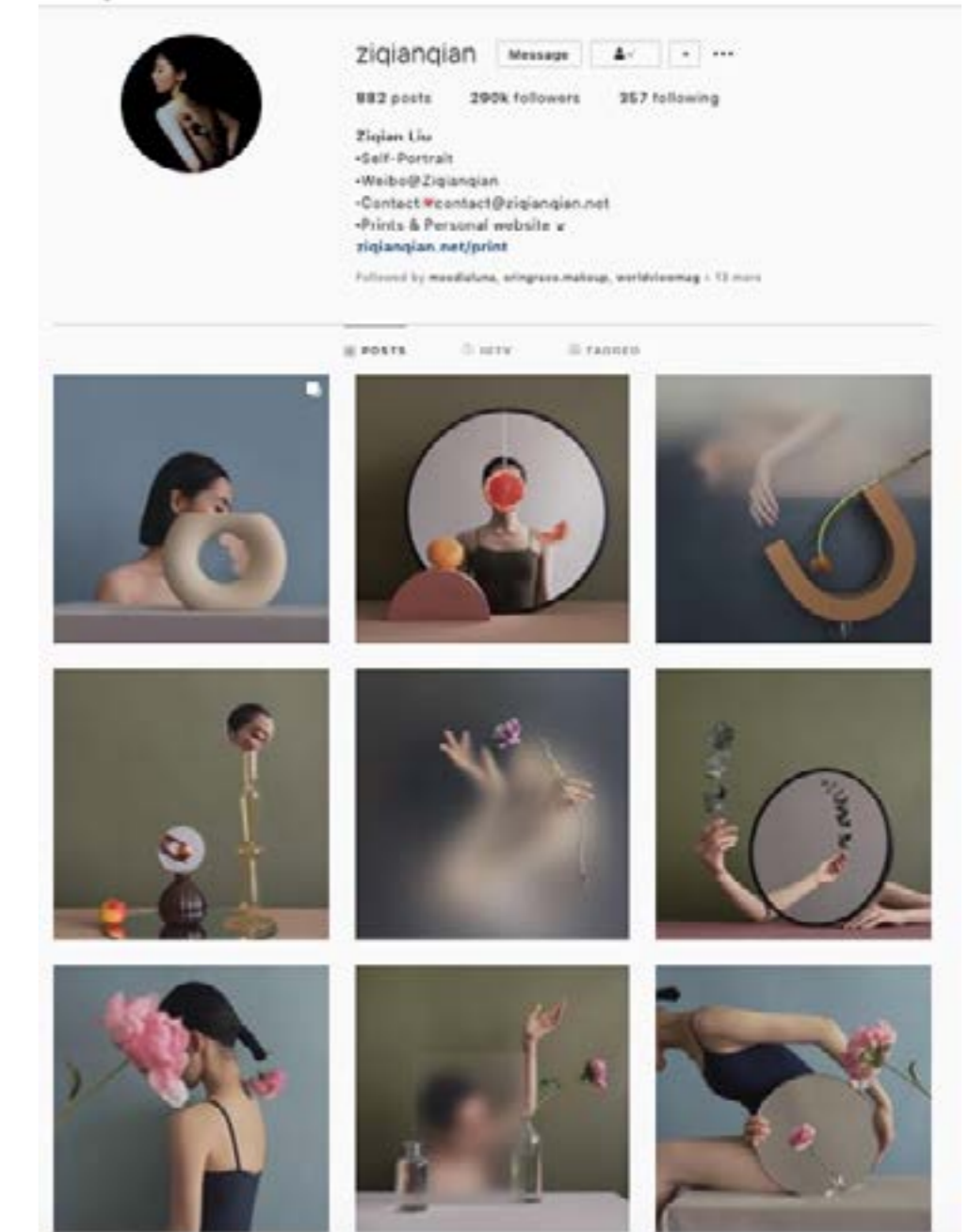
Overall, I believe my social media account represents a well-rounded overview of who I am as a photographer. The images I chose to post vary slightly from my website which is focused on my professional images, Instagram is a more casual approach where I can post images that may not have made it to my website but will compliment my feed.

To improve my social media presence, I have set a goal to boost my engagement and post more regularly.

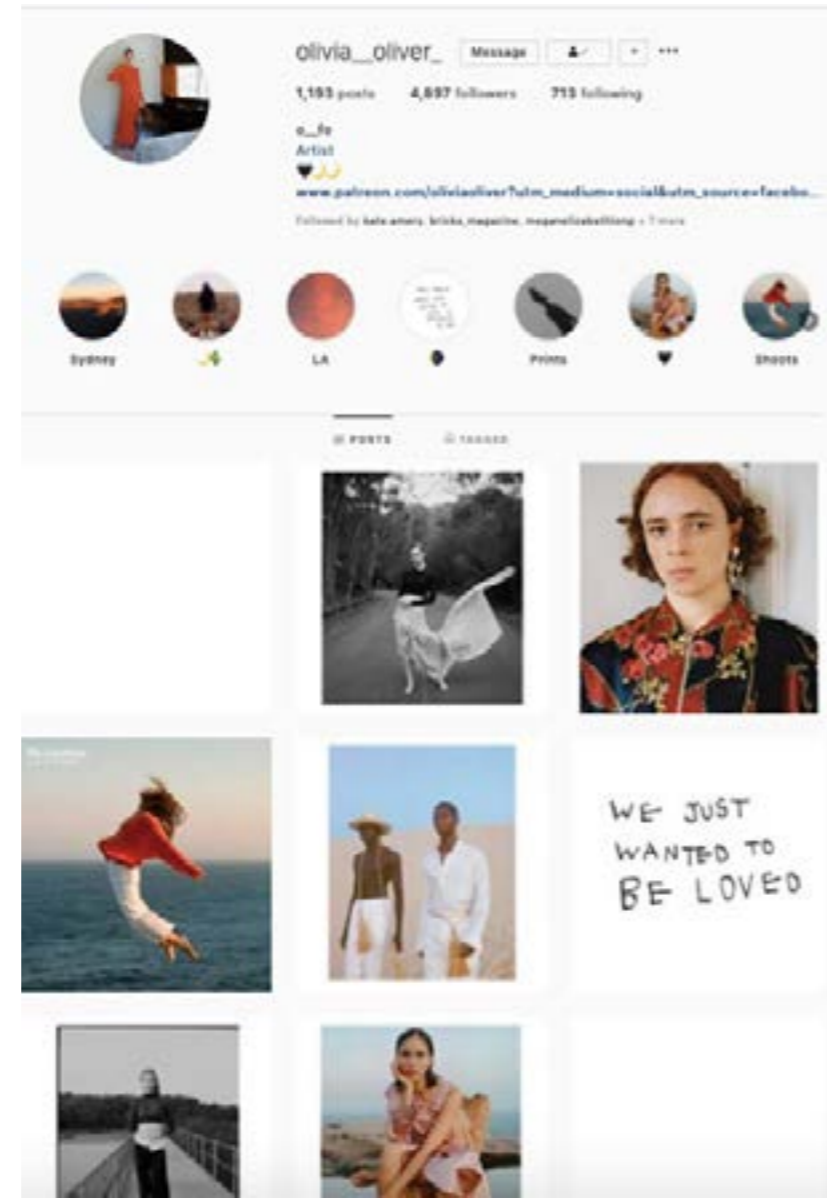
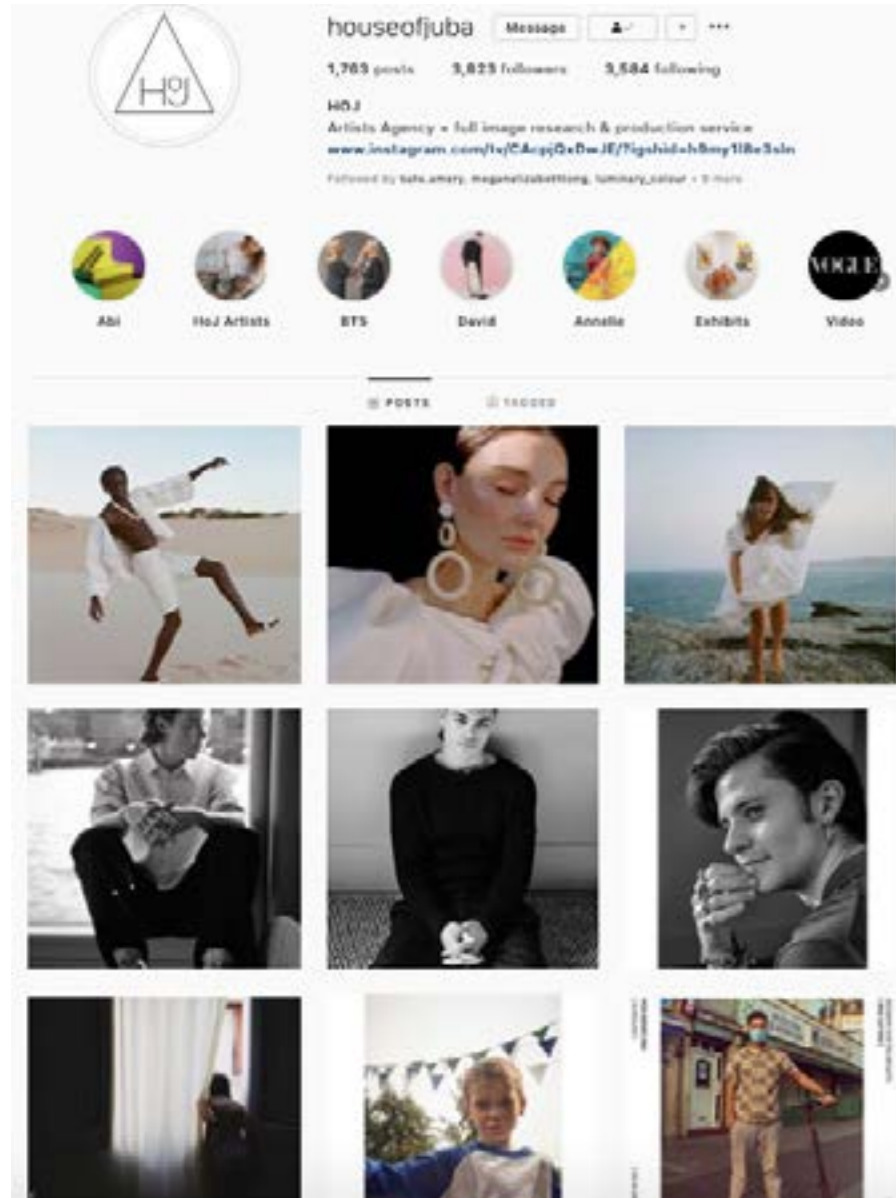


This is a great example of a well curated feed from one of my favourite photographers. For the backdrop of each photo she swaps between blue, grey and dark green tones, creating visual connections between the images across her page and establishes an element of consistency. Overall, it is very aesthetically pleasing and you can tell a lot of consideration goes into the planning on her feed. I have tried to archive something similar myself by sticking to a colour palette of pastels, muted tones and B+W and using a 3 post structure. For more on how I curated my feed and the research behind it please check my blog.

<http://blogs.brighton.ac.uk/laurencollierad396/>



These two screen-shots are taken from the pages of the agency I am hoping to apply to and one of their artists. It's interesting to see that HOJ has also opted for the same 3 by 3 grid layout which instantly creates a visual connection between mine and their page. Both of the pages have a very clean cut feed to them that is sophisticated and easy to navigate. From scrolling through Olivia's page I can see she posts mostly fashion and editorial features and works mainly with 120MM analogue film. In the talk by HOJ at uni, Jodie explained that she looks for photographers who stand out for a personal style and this is very clear to see with Olivia's page she has a refined and recognisable style of work which is of high quality.

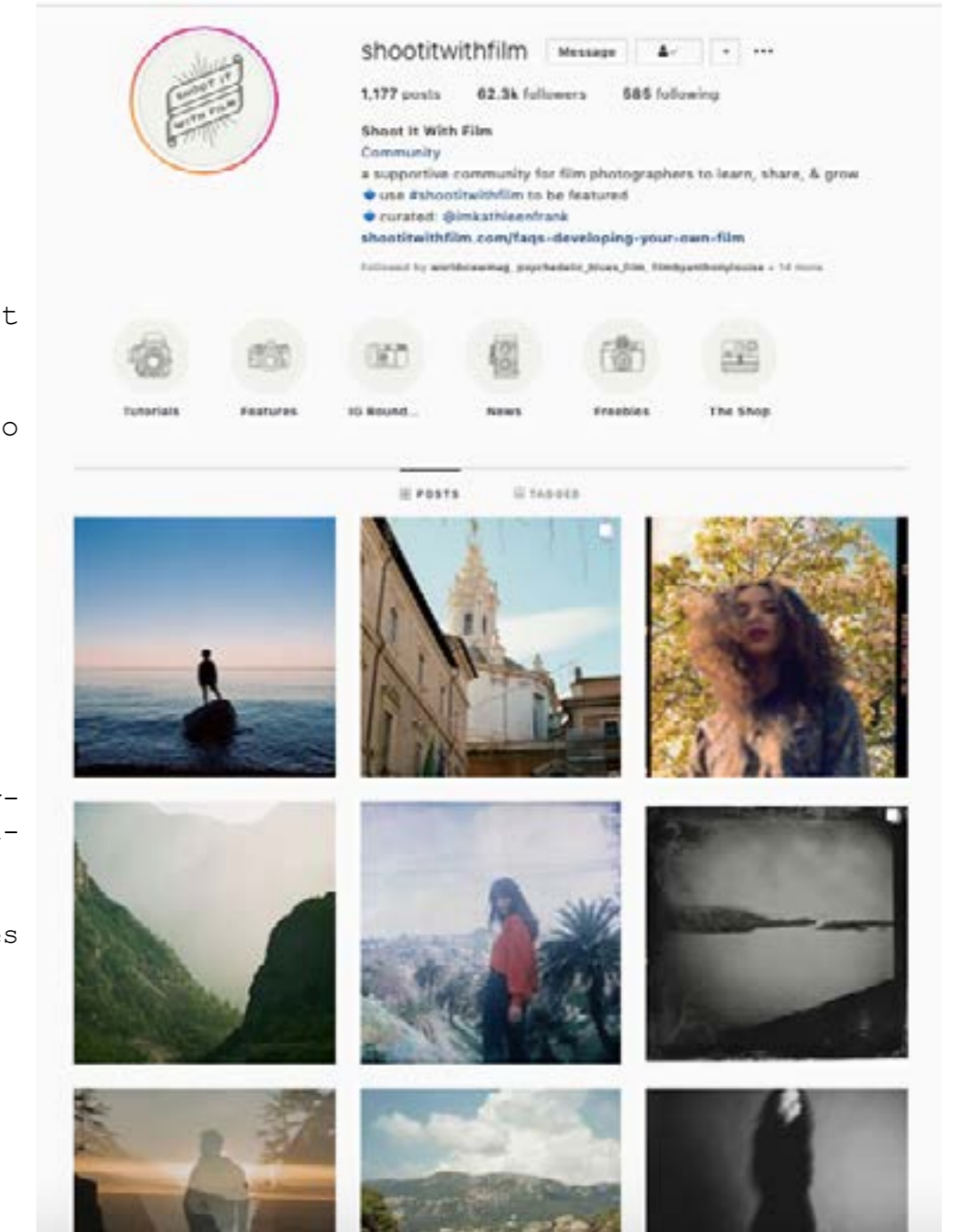


Community pages:

The following images are screen-shots of examples of community pages that are dedicated to analogue photographer that I feel my work connects with. Each page has a set hash-tag that is used to submit work to be featured. I will be using these hash-tags within my posts in the hope to be noticed and attract more attention to my page.

Hash-tags to use:

#photocinematica #analogpeople #35MM #35MMclub
 #shotitwithfilm #filmfeed #keepfilmalive #shootfilmstay-poor #filmisnotdead #everybodyfilm #shootfilmmag #first-oftheroll #filmshooterscollective #thefilmcommunity #buyfilmnotmegapixels #coolgirlsshootfilm #ishootfu-jifilm #forevermagazine #filmwave #ShotOnFilm #kodizes #magazine35MM #infilmwetrust #shootfilmunder1000 #if-youleave #ODphotolondon



Website design:

I wanted to keep the visual aspects of my website in line with the rest of my branding, being minimal and letting the photos speak for themselves. I chose to create my website using Adobe Portfolio and using a template based design that I was able to customise myself. The template I used expresses the minimal quality that I was after. My initial design started with just a plain white background and a grid format to place my photos (see next page). I then customized it with my logo, and adding my images, and changing the subheading fonts to make it more personalized. This instantly brought it to life and showed the personality of my work. I like the plain white background as it helps to put the focus onto my photos in a way that is complimentary to them. I felt if I had a more busy background or format, it would take the attention away. However, I felt as if something was missing still, and wanted my website to become more interactive so decided to add an welcome page consisting of my name in bold and a short moving image clip from one of my previous projects, this was the final piece of the puzzle that bought it together. To view my website in full please visit: <https://laurencollier.myportfolio.com/>



About

work

Boys be kawaii

Vicious Beauties

pilot Apparel A/W 18

Molly - Cult magazine

Drag Tea Party

vince vanity

bohemian summer

Bus

Contact



Boys be kawaii
2018



Vicious Beauties
2019



pilot Apparel A/W 18
2018



Molly - Cult magazine
2019



Drag Tea Party
2019



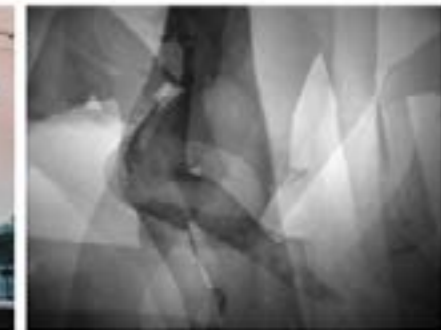
vince vanity
2019



bohemian summer
2020



Brighton on film
2020



body abstracts
2020

Before going straight into designing my website, I researched websites of professional photographers that were made in a similar style to what I was aiming for. These two examples here are by photographers Lily Brown and Rosie Mathenson, they both capture the minimalistic quality that I was looking for using a bold amount of white space with large photos and informative text on the left hand side of the page condensed into a small sections. Although they are effective in that the focus is on the photos, I do not think that they are that exciting and can be hard to navigate and feel somewhat empty. Although there is more detail when going further into each section I think its important for the first page to leave an impression and engage attention.



Elbert Bruns
-Selected for Portrait of Britain Award 2014



Style in Hawaii

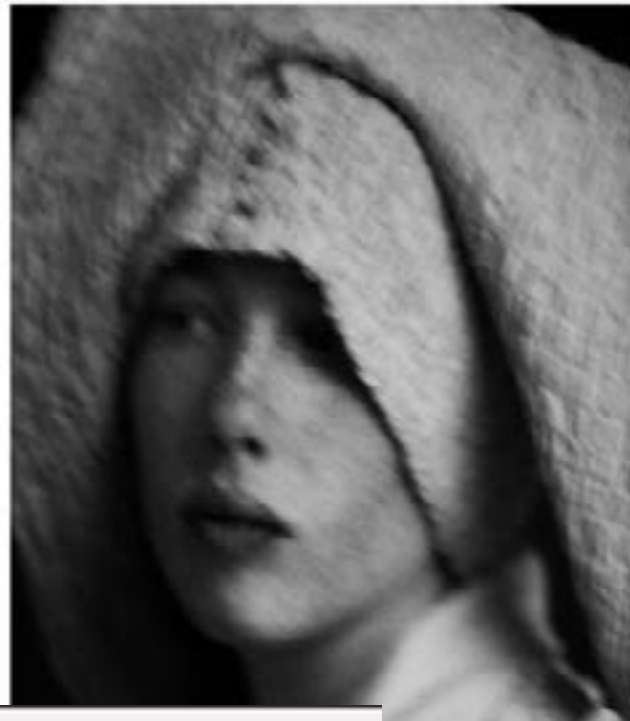
These two are, in my opinion, a stronger example of a minimal layout. They follow a similar format using just 2/3 images per page and the text condensed into one column on the left hand side. However, both of these pages have more personality expressed through them and give a better overview on the photography. This essence of personalty is expressed through the choice of fonts used and also how the images chosen work together. The images chosen for each page are chosen to be of similar subject and compliment each other to give a better overview and capture the mood of each photographer. This inspired me to focus on the initial mood my first page represents.

Andrew G. Hobbs

- Author
- Industry
- Company
- Client
- Genre
- Equipment
- Location x Jensen Butten
- Local Market
- Mathman Left Corporation
- Marriott x Microsoft
- Marriott x Globetrotter
- Marriott x Alaska
- Microsoft Surface
- Style
- Topic
- Via (work)
- Work
- Website
- Work x Ministry Of Social
- Workshop



Contact
info@andrewgobbs.com



LILY BROWN

Photography
Portrait
Fashion
Travel
Wedding



RONI AHN

Wedding
Portrait
Event
Fashion

Employer Database:

My main goal is to be able to work as a photographer, specifically within the fashion/ editorial context. Throughout the duration of this degree and even my foundation course I have focused my creative practice almost entirely into photography, making it a focus to apply my skills to each of the modules I've undertaken. As a result of this, it has become a skill that is well developed and already has some small successes from doing some small freelance jobs alongside studying. I'm excited at the prospects of taking it to a more professional level. Despite being passionate about photography, one of my main worries and concerns is the lack of stability that comes from being self-employed.

From the series of BOSS talks I attended and speaking to people with experience being freelance, a common thing that is mentioned is: work being often inconsistent and problems arising with being paid. This is something that worries me, even with going through an agency.

As an alternative to this, I have done research to find a list of magazines where I could see myself working. By working for a magazine, it would enable me to still have the creative aspects that I enjoy and be part of making content but with a set pay that I could rely on. The main disadvantage to this would be letting go of the aspect of freedom and having full creative control and flexibility, however working for a company with other people would also offer a social aspect to the job which would have benefits for my mental health.

I also tried to consider what else my options are with my skill set focused toward photography. The main options I came across were; content creation for social media; being a studio assistant or re-touching. Ultimately, I decided these options aren't what I'm interested in. As a result of these decisions I have tried to tailor my portfolio towards these two main options, freelance / agency work and working for a magazine.

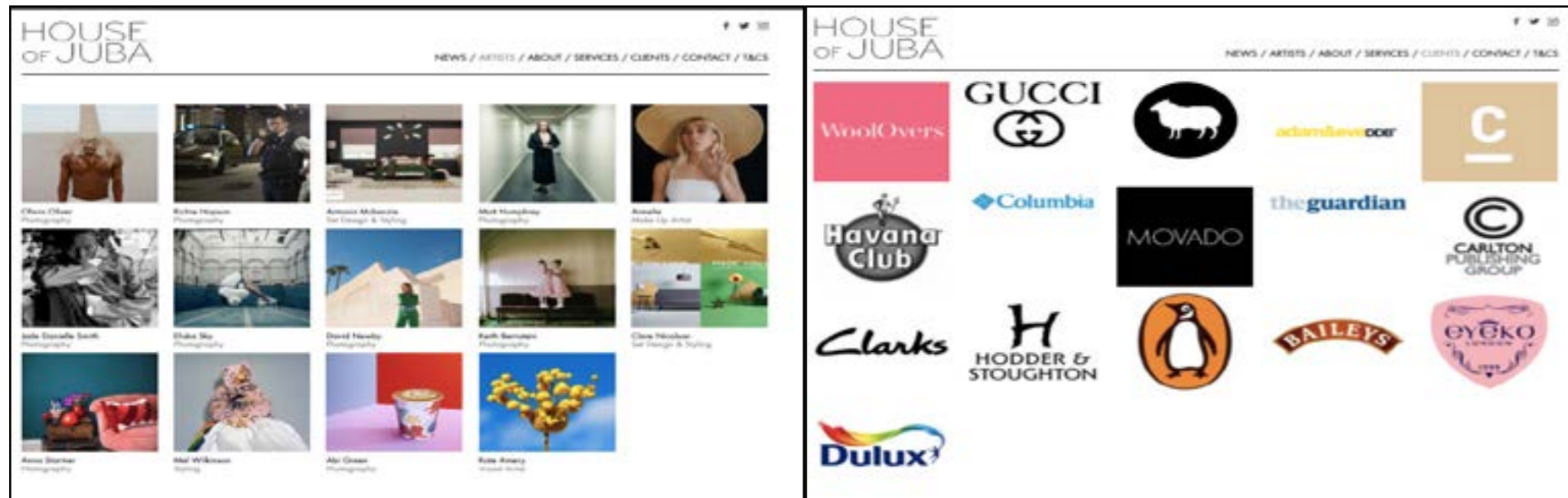
Employer name	Contact details	Role:
Wonderland magazine	Charlotte@wonderlandmagazine.com Wonderland Magazine 133 Notting Hill Gate London W11 3LB	Editorial Intern
Vouge Magazine UK	Vogue House Hanover Square W1S 1JU	Junior picture assistant
Tank Magazine	internships@tankmagazine.com 91-93 Great Portland St, Marylebone, London W1W 7NX	Fashion intern
House of Jubba	jody@houseofjuba.co.uk Ironworks, 30 Cheapside Brighton BN1 4GD	Artist
Neo management	info@neomanagement.co.uk N/A	Artist
AMP agency	info@ampagency.co.uk 612 Ink Court, 419 Wick Ln, London E3 2PW	Artist

House of Jubba:

House of Jubba is a creative agency based in Brighton. The agency was first established in 2008, initially as a female visual research company, now being a creative agency that offers a number of services including artist management, creative production and visual research. Having only been established for a few years, I can see that it is still a fairly small team which is something I like about it, also being based in Brighton is close to my family home where I am currently living. Because of this HOJ is my first choice of employers to work for.

In the talk I attended Jodie, the owner of the agency said that they look for artists with a re-fined personal style that can make themselves stand out, something I have tried to embed as much as possible throughout my portfolio. From the client list I can see that they work with a range of fashion and commercial-based clients with a brand oriented focus. Although I am more interested in fashion, this would be something that I would be happy with and have already got experience with from creating a look-book for a small street-wear brand called Pilot Apparel. The work is brief-driven which is also something I feel confident in, as it has been practised throughout this degree.

In terms of fees and payment the agency negotiates fees with the brand and also deals with the handling of payments, which is a major advantage. However, as a result of this, each shoot comes with a fee of 10 - 40 %. Jodie also mentioned that the work is not always consistent and there will be peaks of business and quietness, as a result of this, I would have to have a second source of income such as a part-time job.



Wonderland:

Wonderland is a UK-based independent run magazine with its headquarters based in London. The content of the magazine comes under the categories of fashion, film, music and art. The thing I like the most about Wonderland is the quality of the impressive quality of their editorials featuring many big name photographers that I look up to such as Harley Weir and Petra Collins. The style of photography they tend to feature also fits with my own, showing a lot of analogue photography and steering away from the typical glamorous look of fashion photography. From the type of content they feature to the playful feel of the magazine, I can tell they are targeted to a youth audience, an age category that I am part of. Although the internship would be unpaid, I believe the experience would be very beneficial to me to take my practice to a more professional level and also see how things work at a magazine and help me to gain a job in the future.



Vogue Magazine:

Vogue is one of the UK's longest standing and most established fashion magazines holding a very influential place within the industry. The role that I am interested in is for a 6 month paid internship. This is one of the only entry level interships that I have found to be paid therefore I would imagine for this to be an extremely completive role. The main skill needed for this role is image-based research to produce ideas for shoots, this is something I have lots of experience in, as I have been practising it throughout this entire degree and have got better with each project. I always take a broad approach to research looking into archives, exhibitions and using literature and theory and would be able to show evidence to them by explaining the context behind each of my shoots in my portfolio. I also wrote my dissertation on Vogue and therefore have a lot of knowledge about the history and background of the magazine that I would be able to demonstrate in an interview. Other key skills listed on the job description is time management, organisation and teamwork, which I have made sure to display clearly on my CV. Overall, my passion and experience with photography and ability to carry out the skills they require from my previous experience would make me an eligible candidate for the role and to be considered for an interview.



Bibliography:

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"Contact" Wonderland Magazine. (n.d) Date accessed May 2nd. <https://www.wonderlandmagazine.com/>
"CV writign advice" The Telegraph. (n.d) Date accessed May 2nd. <https://jobs.telegraph.co.uk/careers/cv-writing-advice/>
"Home" Andrew G Hobbs. (n.d) Date accessed May 2nd. <https://andrewghobbs.com/>
"Home" Lily Brown Photography. (n.d) Date accessed May 2nd. <https://www.lilybrownphotography.com/>
"Home" Roni Ann. (n.d) Date accessed May 2nd. <https://roniahn.com/>
"Home" Rosie Matheson. (n.d) Date accessed May 2nd <http://www.rosiematheson.com/#0>
Antonia Gesch, "How to desgin a logo - The ulitmate guide," 99 desgins (n.d). Date accessed May 2nd. <https://99designs.co.uk/blog/logo-branding/how-to-design-logo/>
Caps Lock Team. "Professional Ressume Template" Esty. (n.d) Date accessed May 2nd. https://www.etsy.com/uk/listing/609376092/professional-resume-template-word-1-3?ref=hp_rf-6&bes=1
Jacob Cass, "Vital tips for effective Logo Desgin," Smashing Magazine. 26th of August 2009. Date accessed May 2nd. <https://www.smashingmagazine.com/2009/08/vital-tips-for-effective-logo-design/>

Social media accounts:

(@houseofjuba) Instagram. Date accessed May 2nd. (n.d) <https://www.instagram.com/houseofjuba/>
(@olivia_oliver) Instagram. (n.d) Date accessed May 2nd. https://www.instagram.com/olivia__oliver_
(@Ziqianqian) Instgram. Date accessed May 2nd. <https://www.instagram.com/ziqianqian/>

Pinterest boards:

<https://www.pinterest.co.uk/laurencollier33/cv-portfolio/>

Blog:

<http://blogs.brighton.ac.uk/laurencollierad396/>