

## Introduction

“Certainly, enhancing and promoting digital platforms that further connect graduates with the industry is vital. Elinor Renfrew, head of fashion at Kingston University, says that a strong personal brand and social media presence is crucial to employment. “It might not be the ones who are the most talented,” she says. “But it’s the ones who are the most social media and digitally savvy who are going to get jobs, because they’re out there.” Enabling students to upload images of their work to an accessible, curated and trusted database could create a far more globalised graduate recruitment environment.”

- Megan Doyle, Business of Fashion.


Last years project was based on “Full Circle”, a womenswear boutique based In Chester. I rebranded the boutique in order to make it future-proof and current in today’s rapidly changing industry. The strongest concept behind this rebrand was the influence on Japanese culture, inspired by Comme Des Garcon. This lead me to reflect on old vs. new Japan, researching into the traditional Bonsai Tree as the influence for the logo but creating a new and modern refreshed aesthetic.

Old vs. new and Japanese culture is something that is strong within my self-branding.



Full Circle Logo

**Moodboards of influences:**  
**Old Vs. New Japan**



Old Japan:  
Consistent structure  
Vibrant Colours







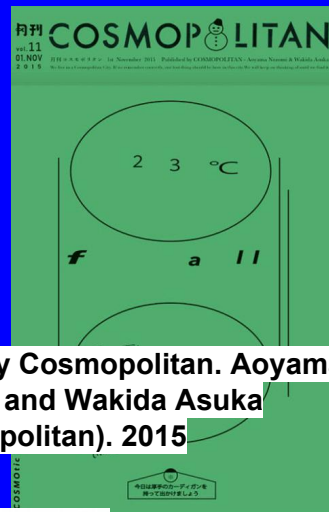
**Masataka Maruyama**  
(circle-d), fancomi.  
2015

明星大学デザイン学部 公開講座  
「仕事とデザイン」  
これらの仕事に活かす これからのデザイン力  
2015.12.12.sat 13:30-17:00  
会場：明星大学田舎キャンパス 22号館100教室  
11月・12月・2016年 希望者定員100名(11・12月 定員 200名 参加費 無料(申込者定員)  
meide  
明星大学



## Modern Japanese Graphic design Influence

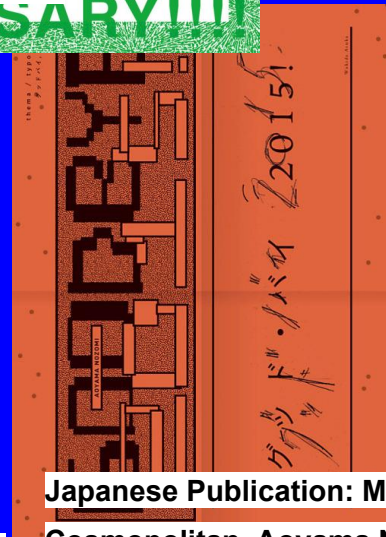
**Exhibition**  
**Poster: Where**  
**Will Art Go -**  
**Exploring the**  
**Future of Art and**  
**Society. Yuma**  
**Harada (UMA /**  
**design farm).**  
2015



**Monthly Cosmopolitan. Aoyama**  
**Nozomi and Wakida Asuka**  
(Cosmopolitan). 2015



**1. Japanese Concert Flyer: Jazz**  
**2.20.SAT Drop 4th Anniversary.**  
**Takabayashi Naotoshi. 2016**

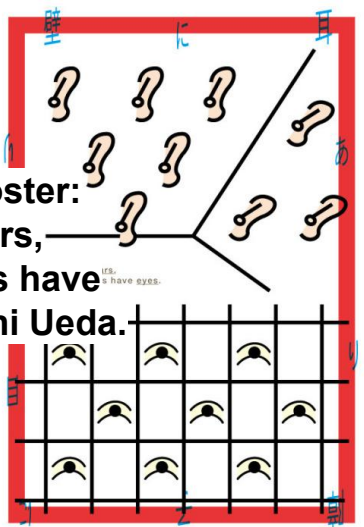


**Japanese Publication: Monthly**  
**Cosmopolitan. Aoyama Nozomi**  
**and Wakida Asuka**  
(Cosmopolitan). 2015



**Japanese Magazine Cover: So-en**  
**Music, Fashion, Emotion. Tetsuya**  
**Chihara (Lemonlife). 2016**

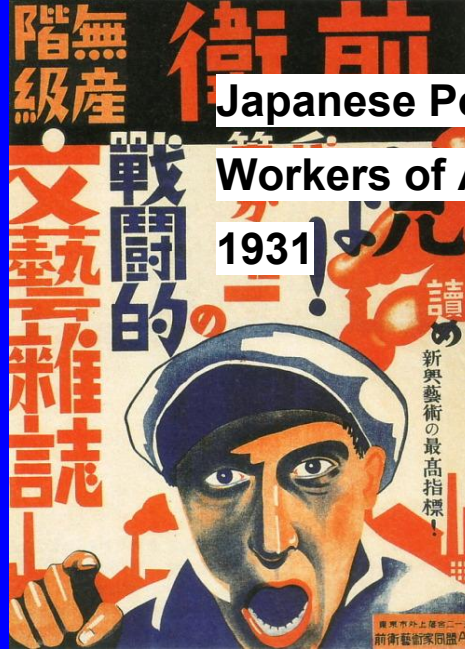
**Japanese Poster:**  
**Wall have ears,**  
**sliding doors have**  
**eyes. Tadashi Ueda.**  
2015



## Vintage Japanese Graphic design



Japanese Theater Program: Casino Folies. 1930



Japanese Poster: Listen!

Workers of All Nations!

1931



Japanese Poster: Bauhaus Exhibition.  
Yusaku Kamekura. 1954.



Japanese Advertisement: SKIYARN.  
Womens knit fashion. 1955



|                                      |                                                 |                                                                                                |                                                                                                             |                                                                                       |
|--------------------------------------|-------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| PORTES                               |                                                 |                                                                                                |                                                                                                             |                                                                                       |
| OUVERTE                              |                                                 |                                                                                                |                                                                                                             |                                                                                       |
| que<br>limites<br>cription<br>s 2016 | Concours<br>d'entrée<br><br>7 & 8 avril<br>2016 | DNAP & DNSEP<br>Design<br>Graphique<br><br>Dates limites<br>d'inscription<br><br>29 avril 2016 | Commission<br>d'équivalence<br><br>24 mai 2016                                                              | DNAP Art<br>Images<br>Animées<br><br>Dates lim<br>d'inscrip<br><br>19 mars 2016       |
| ÉSAD                                 |                                                 |                                                                                                |                                                                                                             |                                                                                       |
| AMIENS                               |                                                 |                                                                                                |                                                                                                             |                                                                                       |
| es                                   |                                                 | 11 & 12 MARS<br>2016 de 10 h<br>à 19 h                                                         | ÉSAD Amiens<br>40 rue des<br>Teinturiers,<br>80080 Amiens<br><br>Tel<br>0322664990<br><br>Fax<br>0322664991 | Autobus à<br>partir de<br>la gare<br>d'Amiens,<br>n°L3, n°B<br>ou n°89                |
| 1 & 12                               |                                                 |                                                                                                |                                                                                                             |                                                                                       |
| MARS                                 |                                                 |                                                                                                |                                                                                                             |                                                                                       |
|                                      |                                                 |                                                                                                |                           |  |







I gain inspiration from my Fashion photography and styling.

Somewhat retro. Simplistic, with pops of colour.

A lot of structure and balance to the photos.







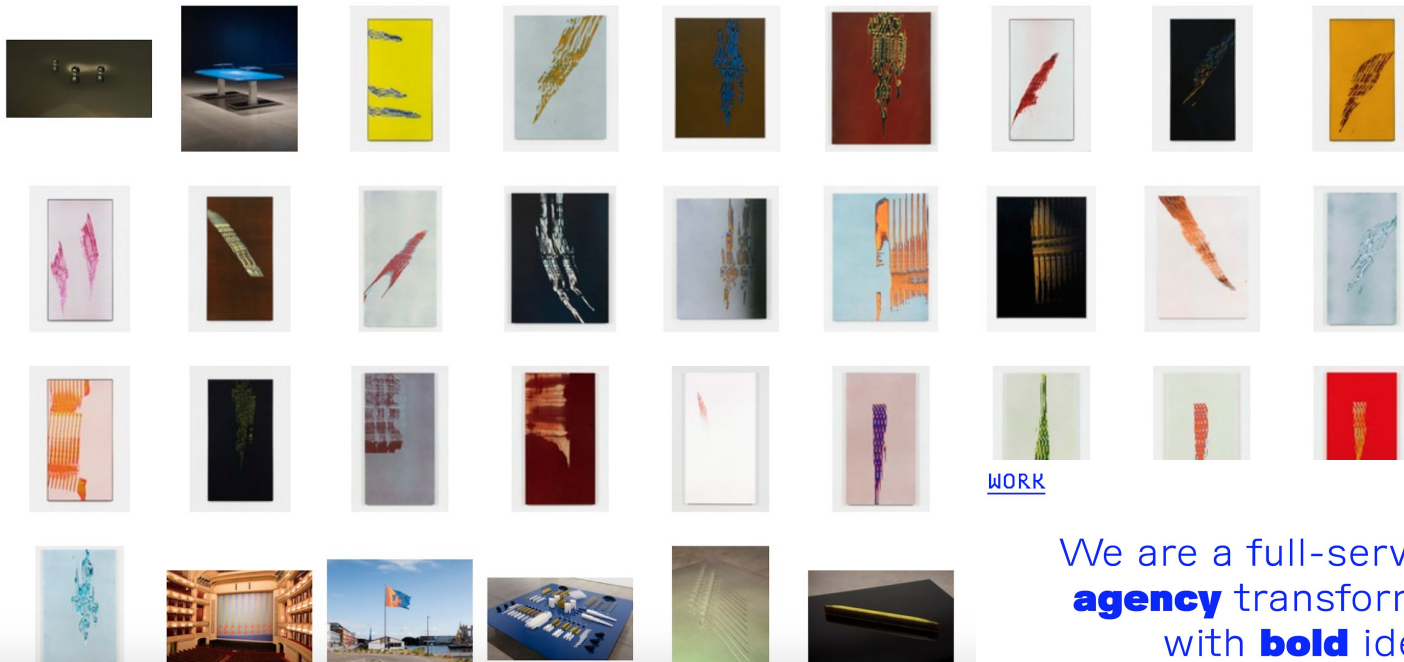
< My music and film choices have a somewhat retro or nostalgic aesthetic or sound to them. Especially Louie Austen and Alice Chater.

All of my film choices have strong deep meanings behind them but they also all have very shocking core messages to their narratives which is reflected how I am passionate about topics in life which can be quite controversial and political such as sustainability and veganism. >





# WORKS



[WORK](#)

[INFO](#)

Market Research

WORKS: Marketing agency.

Pops of colour, grid effect, very structured.

We are a full-service **creative agency** transforming brands with **bold** ideas and **progressive** concepts. Our focus is on **strategy, identity** and **design**.

Wednesday is an integrated creative agency. We transform businesses through style and intelligence, helping our clients to be ever present in popular culture.

## Branding

Through detailed creative and strategic leadership, Wednesday helps clients realize their brand identity and marketing roadmap.

An innate understanding of the subtlety of contemporary brand design, married with expertise in market environments, cultural trends and the wider industry, ensures client branding and strategy projects are consistently distinct and commercially relevant.



**Market Research**  
**WEDNESDAY: Branding Agency.**  
**Image heavy, easy navigation.**

Envisioning a new face for a beloved French icon.

Cherries Lafayette — View case study



Fusing fashion with the energy of entertainment.

H&M — View case study



**maintainai**

My original idea:  
Japan is also a culture that respects, appreciates and has a strong connection to nature. One of their traditionally kept animals is the Koi fish. The Koi fish is recognised iconography for the country, and in Japanese *Nishikigoi* (Koi fish) means love and friendship, which are two words that were used to describe me in my questionnaire. The Koi Fish also relates back to me as a brand as my star sign is a Pisces which is why I have made the decision to use the Koi fish as my self-branding logo as Pisces' are known for being emotional and empathetic. I also think it fits perfectly with my branding as the Koi Fish are swimming in circular motions, similar to the design of a 'recycle sign' which links back to my core value of sustainability. Use an origami design instead of traditional Japanese art as it makes it more modern as it looks geometric.





Traditional asian 'moving' image.  
Created by shining a light behind a still  
image.  
Unknown artist







Updated idea for personal branding:  
I originally thought I wanted the Koi fish branding with Mottainai: No Waste, as my logo but I felt it didn't suit my branding as it wasn't original and didn't make sense to me.  
I have now opted for a more personal image which portrays my personal style and as it is an image of me it instantly creates a connection with the viewer.  
I also feel my hair and fashion style is a large part of my identity and I feel this image represents both.

This image is also influenced by traditional Asian 'moving' paintings (previous page).  
+ by Flower and Corpse Glitch art work.  
These two images also connect nature with technology which is a strong theme running through my branding.  
Sustainability + being technologically advanced are two of my most important elements when it comes to self branding.

< Moving image created by Plotaverse.

(Visit front page of website to see the full effect)



## **The Colour Blue**

**I also think the colour blue suits me as I am quite a chilled out but somewhat quirky character. After researching into the colour blue, I found out that it represents being reserved, loyalty and calmness but it also represents the sea and sky, which links myself back to my core values of sustainability.**

## The colour blue influence.



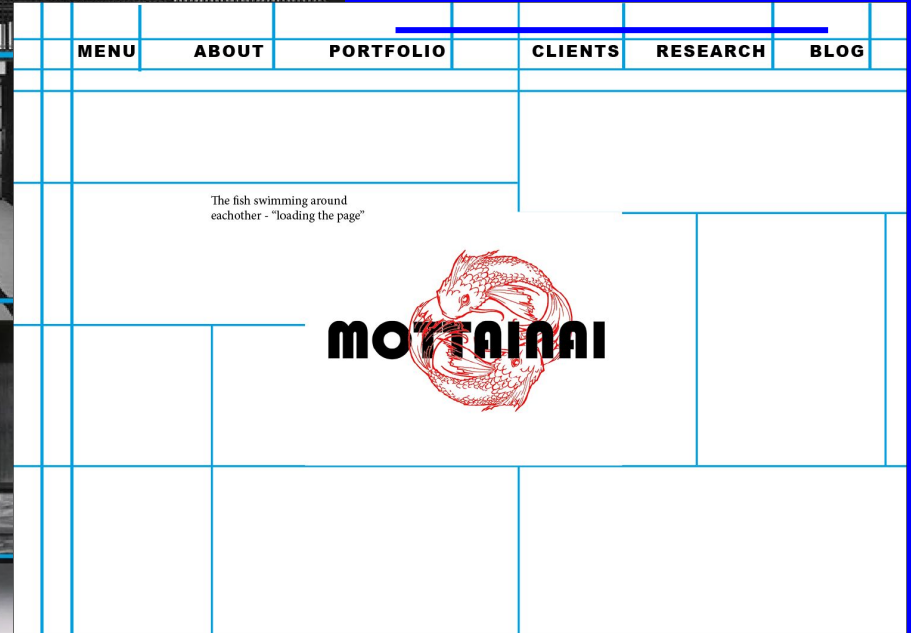
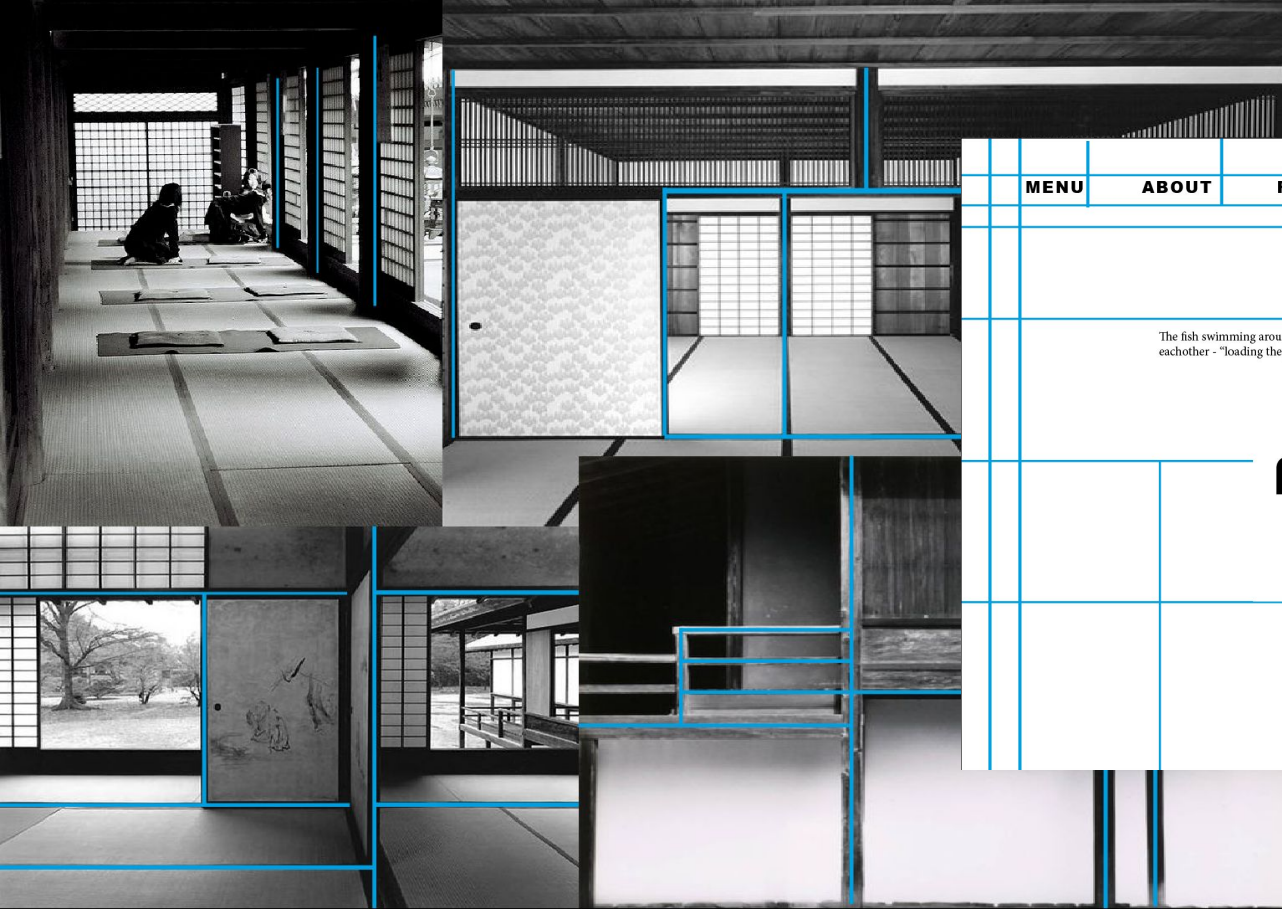
## **Structure & Layout**

**I am quite minimalistic in how I dress and how I work and I also like to combine modern and traditional elements, therefore I have gained most of the inspiration for my website design from traditional Japanese Minka houses combined with a collection of modern Japanese graphic designs. I have decided to use a grid design as it is prominent in Japanese graphic design and it also represents my minimalistic structure.**



ditional Japanese Minka Houses



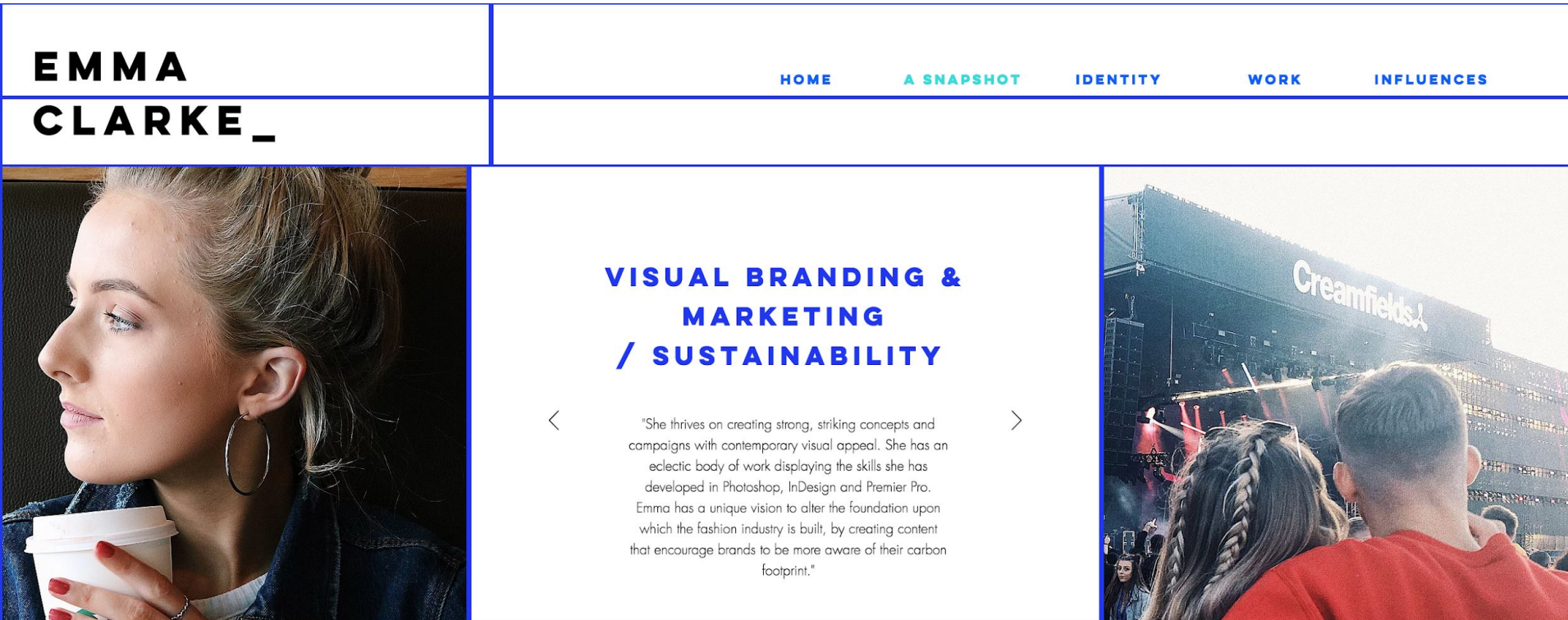


**Original layout idea**

**On reflection I think my vision came to life exactly how I wanted it too when I put the website together, it was hard to display my thoughts previously as seen on the right hand image.**



The final outcome: My grid layout influenced by traditional japanese house structure.



The grid layout works well as it creates good fluidity and makes it easy to navigate through my website.

VISUAL  
MARKETING+  
BRANDING

SUSTAINABILITY



VIBRANT EMPOWERED VISIONARY VEGAN SUSTAINABLE RETRO ETHICAL MUSIC FEMININE SHOCK SENSITIVE RESERVE  
OBSERVANT EDGY MINIMALISTIC POP ROMANTIC BLUE EXPLORATIVE COMPLEX

I purposely put my twenty words that represent me on the front page as I want it to be the first thing prospective employers see along with my visual identity. The strong cobalt blue creates a somewhat retro yet minimalistic edge to my website. Effective graphics with the lines coming together and the slight movement in the profile image.

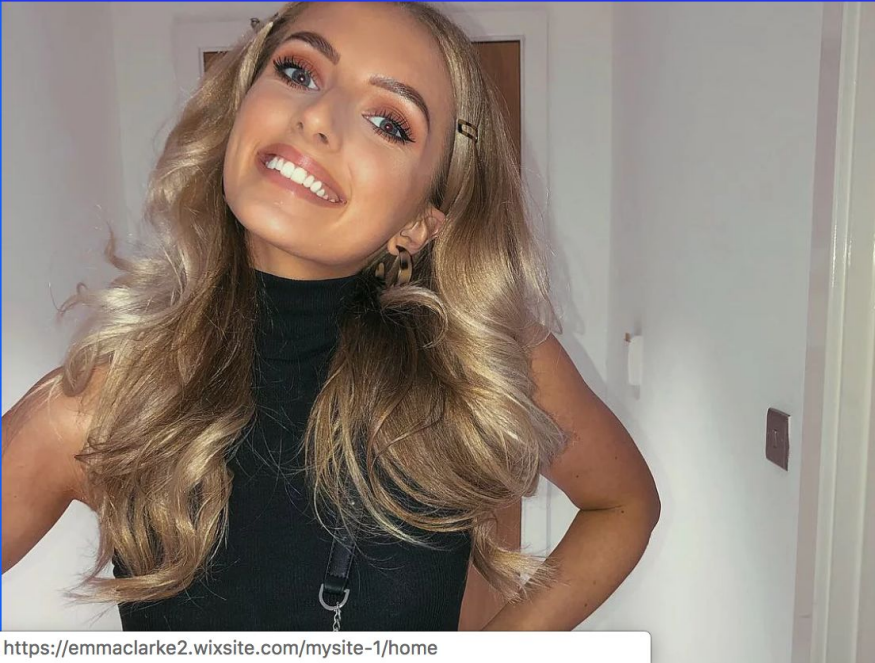
**EMMA  
CLARKE\_**

HOME

**A SNAPSHOT**

IDENTITY

WORK



<https://emmaclarke2.wixsite.com/mysite-1/home>

**EMMA CLARKE:  
A SNAPSHOT**



**A Snapshot: I feel it is important to have an instant visual recognition of the person behind the brand to create a more personal connection but still keeping it professional. A brief snapshot of my life in images. All images link back to person analysis for Brand Me.**

## EMMA CLARKE: BEHIND THE IMAGES

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Emma Clarke is a Fashion Marketing & Communications graduate from the University of Chester. She is self-motivated and has a distinctive on brand style which highlights her visual creativity. As a marketing graduate, she thrives on creating strong, striking concepts and campaigns with contemporary visual appeal. She has an eclectic body of work displaying the skills she has developed in Photoshop, InDesign and Premier Pro. Emma has a unique vision to alter the foundation upon which the fashion industry is built, by creating content that encourage brands to be more aware of their carbon footprint. As a strong researcher, she is aware of practices and current trends that are leading the industry into being ethically and environmentally aware. Her biggest influence is Stella McCartney, and she hopes to follow in her sustainable footsteps by instigating positive change within the fashion industry.

**A concise personal statement about who I am as a graduate, what I want to achieve in the industry and who my biggest influences are. “Behind the images” adds a more formal approach for people to get to know me by as my ‘Snapshot’ page is very image heavy.**



## VISUAL BRANDING & MARKETING / SUSTAINABILITY

"She thrives on creating strong, striking concepts and campaigns with contemporary visual appeal. She has an eclectic body of work displaying the skills she has developed in Photoshop, InDesign and Premier Pro. Emma has a unique vision to alter the foundation upon which the fashion industry is built, by creating content that encourage brands to be more aware of their carbon footprint."

**Sustainability Advocate:**  
**Core element to my branding.**

**Who Made My Clothes? Protest.**  
**Supporting victims of the Rana Plaza disaster.**





# Bibliography:

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<http://gurafiku.tumblr.com/>

<https://www.moma.org/artists/3315?=&page=1&direction=>

<https://goodonyou.eco/rana-plaza/>