



CCA3104 Professional Placement
Blanche Deards

Resume



Blanche Deards

STUDENT DESIGNER

I'm Blanche, a current student at ECU, searching for an entry-level position in the arts industry. I hope to improve my skills in graphic design, social media marketing, and videography.

CURRENT EXPERIENCE

MARKETING MANAGER

ECU Disability Collective, a student collective that aims to raise awareness and support for students who have a disability.

January 2023-Present

- Create designs and infographics for social media
- Write catchy captions and image descriptions
- Design and print posters and flyers for events
- Plan and schedule social media posts
- Review social media analytics
- Attend monthly meetings, key events, including student guild fairs

RELEVANT SKILLS

- Print and Digital Design
- Social Media Marketing
- Adobe Photoshop, Lightroom, InDesign, Illustrator, Premiere Pro & After Effects
- Microsoft Suite - Word, Excel & PowerPoint

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- ✉️ blanche.deards@gmail.com
- 🌐 [LinkedIn](#)

EDUCATION

BACHELOR OF MEDIA AND COMMUNICATIONS

Edith Cowan University,
2021-2023 (Graduating November, 2023).

Screen Production (Major) & Visual and Spatial Design (Major)

Units Completed:

- Design Drawing
- Typography
- Screen Histories
- Screen Practice 1: Drama
- Screen Practice 2: Factuals and Formats
- Screen Practice 3: Art and Auteurs
- Narrative Design
- Strategic Visual Communication

Achievements:

- ArtsHum 2022 Exhibitor
- Social Design Participant at Dasein Art Academy
- ECU Disability Collective Member

PREVIOUS EXPERIENCE

LEARNING ADVISOR

Art Gallery of Western Australia, the state's art gallery which supports and celebrates artists of all forms, particularly Western Australian artists.

November 2021-February 2022 (3 Months)

- Encourage creativity
- Create artwork for children to interact with
- Help children create artwork

ONLINE SALES ASSISTANT

Salvation Army, an organisation that helps marginalised communities through a variety of initiatives.

November 2021-February 2022 (3 Months)

- Hand-selecting clothing to advertise and sell on the online store
- Creating listings, with catchy descriptions and tags

KEY ACHIEVEMENTS

- **(2023)** Photography displayed at ECU's ArtsHum exhibit and Fashion Graduate Show
- **(2023)** Design displayed at ECU's ArtsHum
- **(2021)** Short film screened at ATOM Media Perspectives
- **(2020)** Short film winner for Hypervision
- **(2019)** Photography displayed in Bendigo Bank Bayswater's 2020 Calendar

OTHER VOLUNTEER WORK

2023

- WA Screen Academy Unit Assistant
- WA Screen Academy Production Design Assistant
- Revelation Film Festival Usher
- XR WA Volunteer

2022

- AGWA Youth Advisory Panel Member
- Telethon Community Cinema Volunteer
- WA Screen Culture Awards Volunteer
- WA Screen Academy Gala Volunteer

2021

- Propel Youth Arts Market Day Volunteer
- Revelation Film Festival Usher
- AWESOME Arts Festival Volunteer

REFERENCE

Tania Visosevic

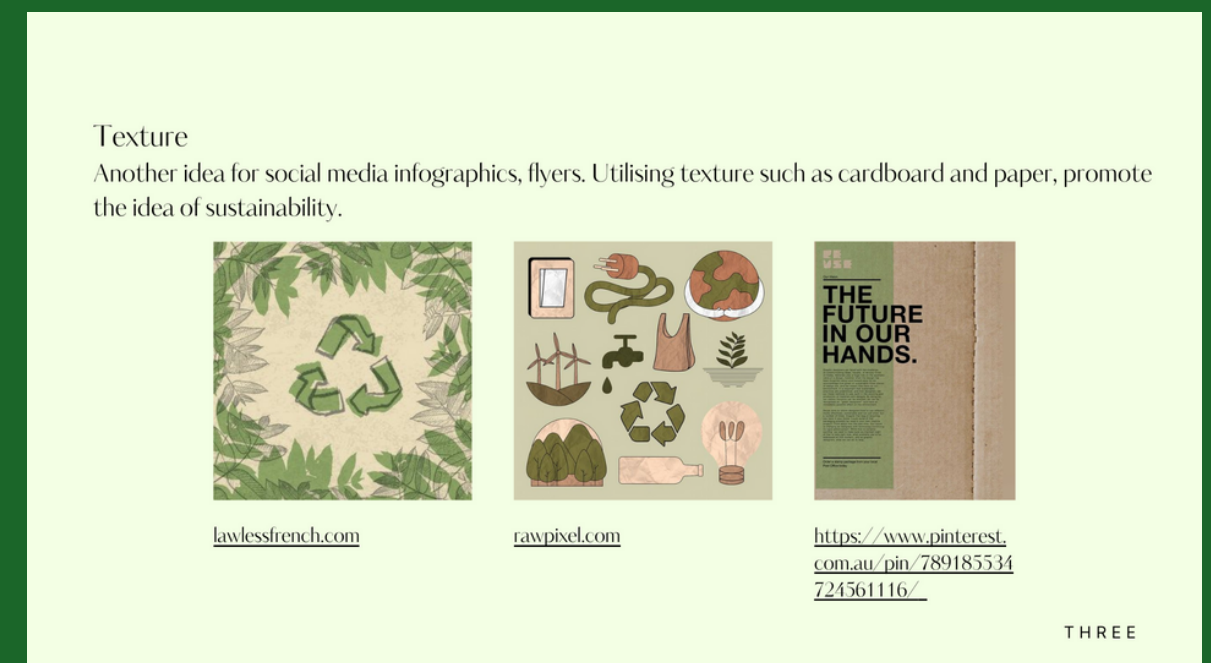
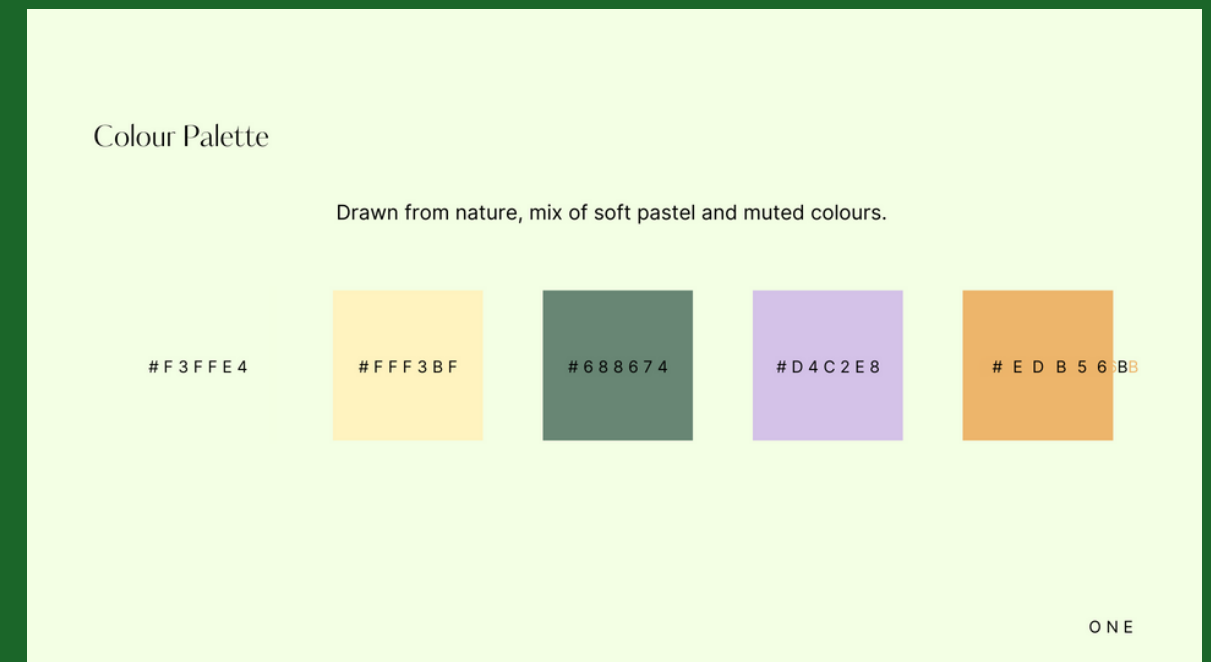
Edith Cowan University
Lecturer and Tutor
t.visosevic@ecu.edu.au

Assunta Meleca

Art Gallery of WA
Learning Specialist
assunta.meleca@artgallery.wa.gov.au

Graphic Design Brainstorm

Rebranding
presentation
discussing colour
palettes, utilising
illustration and
texture, typography,
and the placement
of photography and
media within the
graphics



Graphic Design Brainstorm

Typography

Mix of texts such as: italic and non-italic, handdrawn and digital. Formal and handmade.



elisabethmcnair.com



wedge.work



<https://www.pinterest.com.au/pin/789185534724561116/>

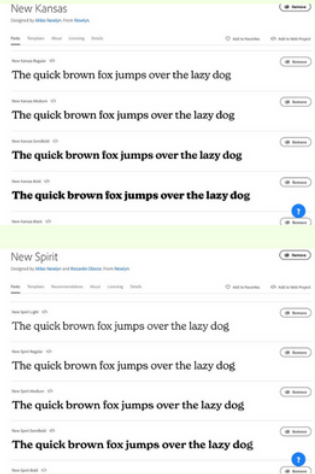
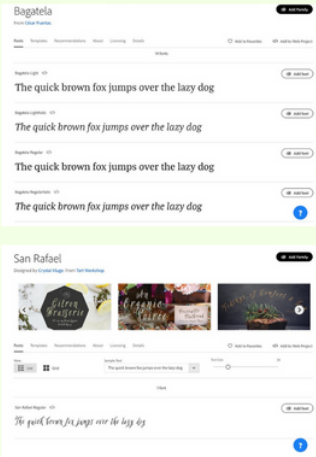


sophieangelosi.com

FOUR

Fonts

Serif and handdrawn fonts



FIVE

Collage

Scrapbook style, could be used for posters and flyers. Incorporate photography, illustration, and typography together.



[@calledmecraving](https://www.instagram.com/calledmecraving)



<https://pin.it/4ZUxSII>



<https://www.behance.net/gallery/53421347/20>



<https://pin.it/5EOeQlm>

SIX

Posting Schedule for Social Media

7am-9am
(Morning, before work/school)

8pm-10pm
(Most active Australian users on IG)

3-5 posts a week including posts, stories, reels.

SEVEN

Instagram Post – Blog Excerpt



[Plus Eight Community Coworking](#)

Get to know Plus Eight Impact
Scholar, Meena Srinivasan, Founder
of Mini Steps

“Mini steps is about raising awareness about consumer behaviour and people’s impact on the environment through mini decisions that people make in their lives like buying locally to know the source of the product, instead of buying at big supermarkets to reduce their carbon footprint.”

“I want to empower more people by making them aware of how much carbon footprint they leave behind while buying a product, and what they can do to offset this carbon as well as encouraging local shopping. The main aim of the business is to make sure people know that small things we all do in our daily lives can actually add up to make a large impact.” She shared.

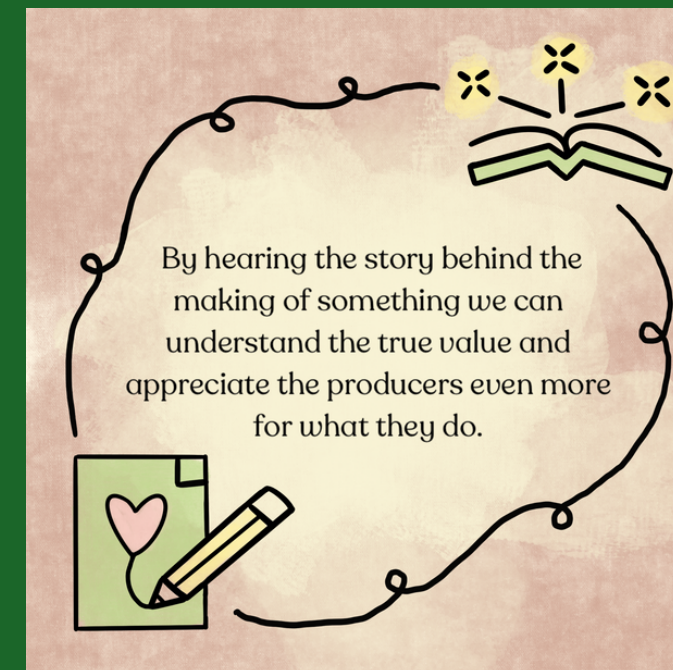
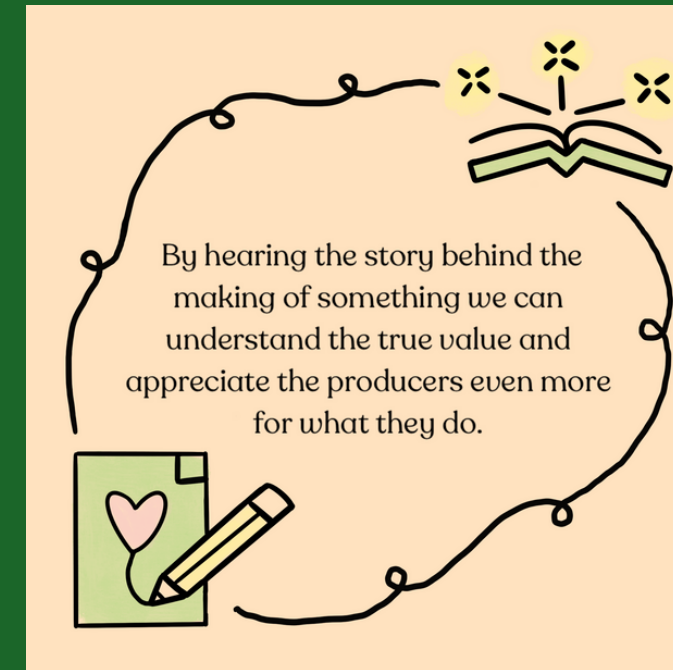
“My goal for 2023 is to create an ecommerce platform for my business. My original vision when I started the business was to create a platform for local Western Australian businesses to sell their products.”

“When a customer pays at the checkout, the website has a calculator that shows how much carbon footprint was left by the purchase, how much was saved by buying from local businesses and an option to offset the carbon.” She shared.

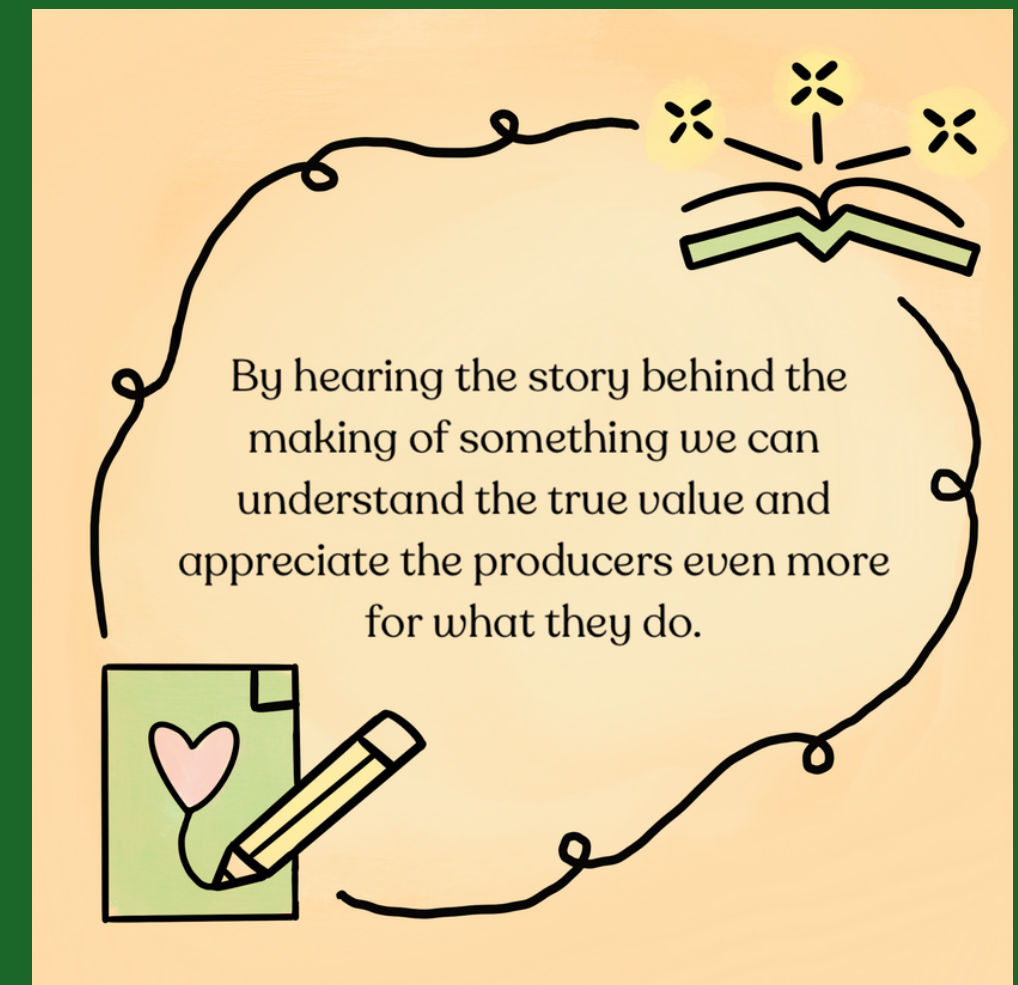
Meena hopes that as the business grows, she would like to use the platform to spread this concept of a 'local online shop' all over the world.

Created on Illustrator, selected key fragments of the interview to include in the post.

Instagram Infographic Drafts



Instagram Infographic - Final



Utilised an illustrative style to further help demonstrate the client's message.

Instagram Post



Utilised an illustrative style, relating to the survey.

Instagram Post – Market Day

Added sketches and a polaroid
'boarder'

Inspired by the cardboard poster –
appears 'handmade.'



Meet Kamal!
from



Instagram Reel

https://drive.google.com/file/d/1C8f521Ye2UGM7rNqgurUFHMxN7upzece/view?usp=drive_link

Colour graded to match theme, added captions for accessibility and, added introductory graphic in the beginning.



Logo Drafts

Incorporated orange, green, and the foot steps in the original logo. Played with the variations of colour. My personal favourite is the last one. Added leaves to the text, emphasising what the brand is about; sustainability.

Logo Designs

1. **mini
steps**

2. **mini
steps**

3. **mini
steps**

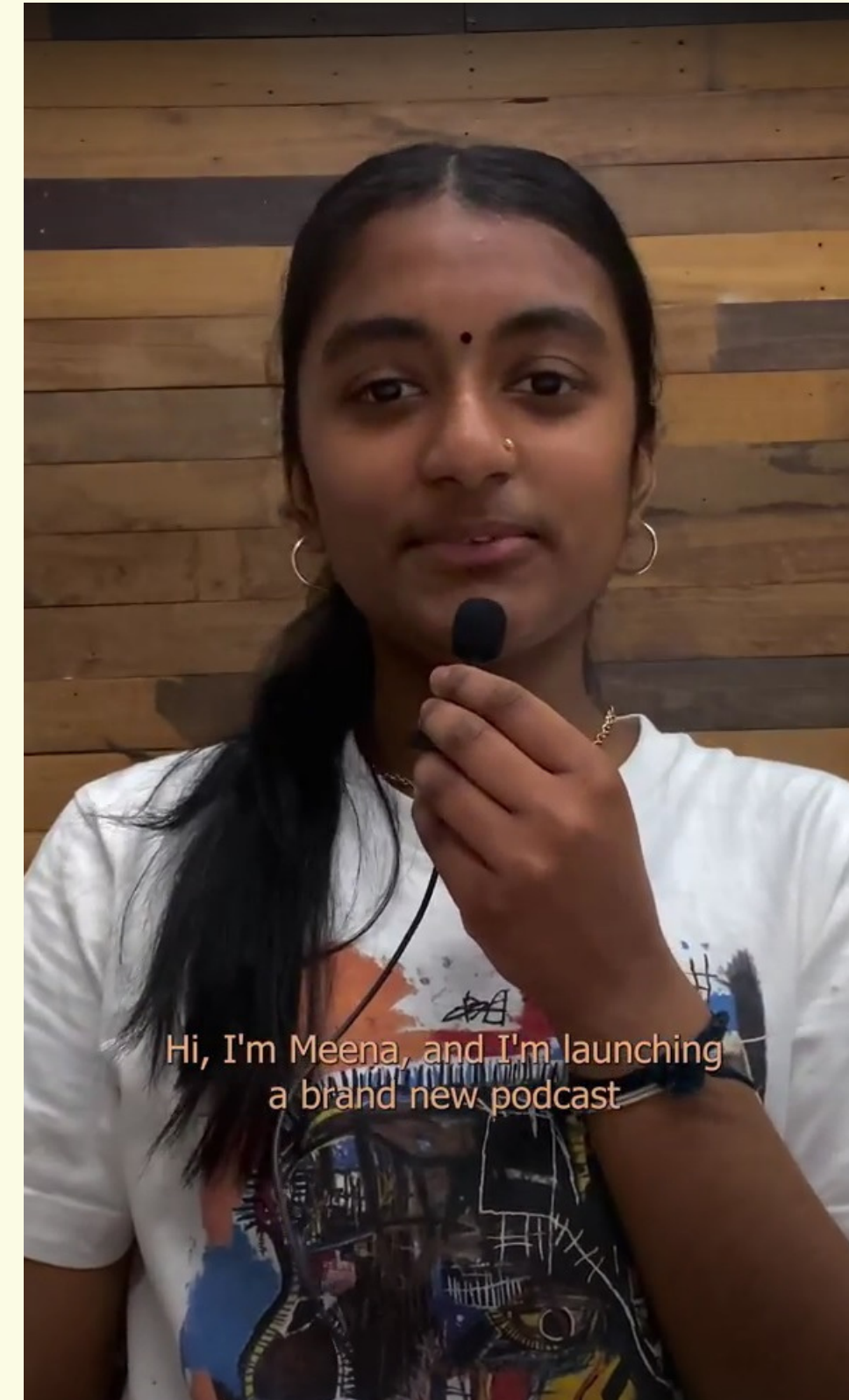
4. **mini
steps**

Logo client selected

Podcast Teaser

https://drive.google.com/file/d/19fjVjEkN_KVbc6hb5eHd8h_RpoHTNbLcu/view?usp=drive_link

Instagram Reel/Tiktok format. Filmed on my phone with a microphone attached. Added captions for accessibility, as well as editing the colours to reduce grain, and the colour grade of the podcast.





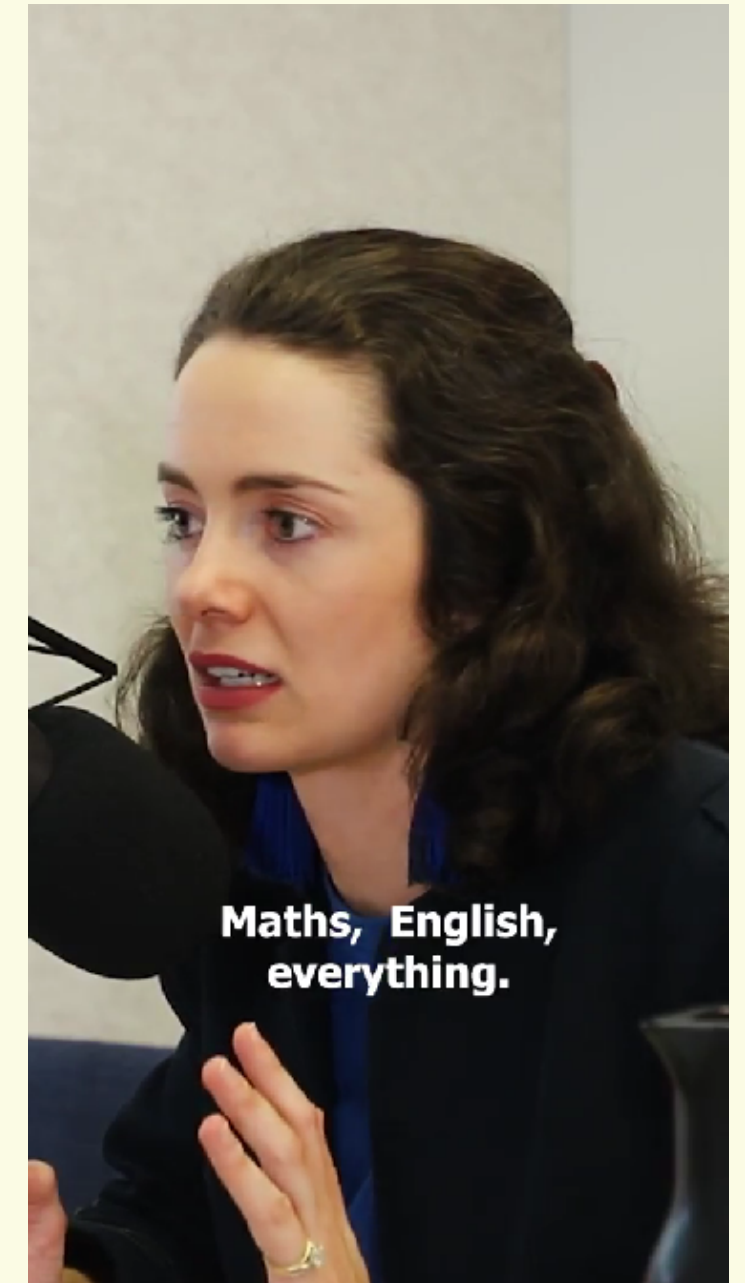
https://drive.google.com/file/d/1TJ9rHuK4-P5tHBsC18Fp3cEvCdLuwDb3/view?usp=drive_link

Podcast Ep 1

Guest interview was Ms Matthews, Meena's primary school teacher who inspired her to create mini steps. Discusses the importance of education, and their sustainability journey.

Chose the most captivating/iconic moments from the podcast to showcase as a teaser.

Fixed placement of captions in 2nd teaser, as on Instagram, the bottom of the video is covered by the description.



https://drive.google.com/file/d/1Eq6lLyWwmBQlbFiaBinhvLNqDEzsEd0/view?usp=drive_link

Podcast Ep 1

Filmed, sound designed, and edited.

Utilised a multicam setup to capture both Meena and the interviewee and a 2 point lighting set up. Added an animated logo, captions for accessibility, warm toned colour grade to match the branding, and copyright free music for the intro and outro.





Podcast Ep 2

Guest interview was Wilfred who runs the Vic Park Markets. He discusses how they started, what Rotary is, how they give back to the community, and what it means to the community.

Added captions for accessibility, chose the most captivating/iconic moments from the podcast to showcase as a teaser.

https://drive.google.com/file/d/1qsVkDZt9M7L2mo5l21BP4UQl6CFV4wK8/view?usp=drive_link

Podcast Ep 2

Filmed, sound designed, and edited.

Utilised a multicam setup to capture both Meena and the interviewee and a 2 point lighting set up. Added an animated logo, captions for accessibility, warm toned colour grade to match the branding, and copyright free music for the intro and outro.



Podcast Graphics



Logo design for the podcast. Intended to have similar branding to 'mini steps' to show that it is linked.

Podcast Graphics



Cover Art



Instagram Promo



Episode 1 Promo



Episode 2 Promo

Work is displayed on:

https://www.instagram.com/mini._.steps/

<https://www.facebook.com/profile.php?id=100089286813105>

“mini steps” on Spotify