

susiepaterson

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PERSONAL STATEMENT

I have been involved in the visual arts throughout my whole career and have a real passion for images and words, making my decision to concentrate on becoming a Graphic Designer a natural progression of everything I have achieved so far. Originally training as a Fine Artist in the area of painting I have always had a strong interest in the use of colour and form within an image, this makes me confident and unafraid of trusting my instincts when creating design work. Having recently completed an HND in Visual Communications and Digital design at Edinburgh's Telford College I now have a range of skills which make me suitably equipped to deal with the diverse tasks inherent in the current Graphic Design Industry. I have worked on Identity, branding, advertising, packaging and editorial work and have started to develop my skills in the area of web design. My recent studies have given me an extremely good rounded experience of all these different areas of design plus the added experience of working with Mentors from the Design Industry. I found I really enjoyed working on all the different aspects of visual communications and digital design but with a particular interest in Branding and the use of Photography within Editorial content.

I now want to find employment in the Graphic Design Industry and feel I have valuable and unusual skills to offer any future employer.

EDUCATION

2007-2009 Completed An HND In Visual Communications And Digital Design at Edinburgh's Telford College.

1975-79 Duncan Of Jordanstone College Of Art, Dundee, Graduating In Drawing And Painting In The School Of Fine Art

1974-75 Nicolson Institute Stornoway

1962-74 Dollar Academy, Dollar

DESIGN WORK EXPERIENCE

2nd Feb-13th Feb 2009 Two week work placement at Redpath design agency Edinburgh as part of HND course.

16th Feb-27th Feb 2009 Two week work placement at The Gate advertising agency Edinburgh as part of HND course.

June 2008 One week placement at White Light Media, Leith

Mentoring Programme: During my studies at Telford I was Mentored by Ian Farmer from Upright Design and Cameron Wilson from Stimulus Design. I also was mentored on a group class project by Ian Kirkby from Lewis Creative. This programme gave me experience of working with people directly involved in the design industry allowing me to enjoy a real and invaluable experience of the design process.

DIGITAL SKILLS

Experienced in:
Illustrator CS4
Photoshop CS4
Indesign CS4
Dreamweaver CS4
Flash CS4

INTERESTS

Photography
Film Noir
Mad Men
Printmaking
Rodents
Trees
Old Citroens
Architecture
Google Earth

EMPLOYMENT

Present day: I have been working as a freelance designer mainly producing leaflets, posters, CD covers, business cards, identity and web sites. I have also been working in the retail side of the woman's lingerie business which has given me a great insight into commercial business and branding. This experience has also helped to really improve my awareness of visual communication.

2002-Ongoing: Part time Retail Assistant at Bravado Underwear in Morningside, Edinburgh

1998-99: Fine Art printmaking technician at Glasgow school of art. Responsible for assisting students with their work specifically in the silkscreen department.
Part time lecturer in printmaking Edinburgh college of art

1998-91: Throughout this time I moved Cities from Dundee to Edinburgh and I concentrated on developing my fine art printmaking work. I exhibited regularly in the UK and abroad, with groups and individually. I became a Professional member of the Society of Scottish Artists and served on the council taking an active part in selecting and hanging the annual exhibition. This connection also gave me the experience of working on the exhibition catalogue and other publicity material. During this period I was also a working member of Edinburgh Printmakers Workshop and also served on the members council. This involvement gave me valuable experience of exhibition work, and all the associated publicity material and presentations.

1987-91: Printmaking Technician, Printmaking Department, School of Fine Art, Duncan of Jordanstone College of Art, Dundee.

1988-89: Tutor, Saturday morning, specialist art class for 12-18yr olds, Duncan of Jordanstone College of Art, Dundee.

1983-87: Printmaking technician, Dundee Printmakers Workshop and Seagate Gallery, Dundee (Now DCA)

1981-83: Designer/Printmaker, Visual Communications team, Manpower services for Dundee District Council, based at Dundee Printmakers Workshop.

1980-81: Supervisor, Arts Action. Manpower services scheme to produce Murals in Dundee for the City of Dundee Council.

1979-80: Travelled and worked abroad before returning to Dundee.