



eloise archer

PERSONAL STATEMENT:

I am a media artist who mainly focuses on illustration, animation and fashion photography. As I have establish my individual art style, I experiment with simple line drawings, character creation, branding and portraits. All of my artworks have a distinct aesthetic of minimalism, delicacy and a modern take on vintage styles, of which will continue to grow as I advance my skills as an artist. I love to work with people whether that is with a client or a team to create artwork that stands out and draws in it's audience.

EDUCATION

A Levels:

King Alfreds Academy

Media Arts: B

Sociology: B

BTEC Sport: Distinction *

University:

University of Plymouth

Media Arts (Hons)

Currently in final year and predicted a First-Class Honours

SKILLS:

Procreate



Illustrator



AfterEffects



Premierepro



InDesign



EXPERIENCE:



Illustration:

I have been developing my skills in illustration for two years and have experimented with many different styles and techniques. My skills are versatile and using my creative eye I can adapt myself to a range of projects.

LOGOS:

This year I created branding for the new student magazine at my University 'Plymouth Gazette'. This was a great experience for me as I learnt how to handle a client and it pushed me to expand my skill set as I entered an area of illustration that I hadn't done so before. I have now also created logos and branding for other societies at my University.

ADVERTISEMENTS:

Whilst being part of a design team for the RAG society at my University I was chosen to create a set of advertisement posts for a charity they were working with. This was my biggest project yet and taught me how to handle deadlines and to stay organised whilst achieving a standard of work myself and the team was happy with. The project was very successful because of my ability to interpret a brief from a creative prospective which made the team very impressed with my work.

ANIMATION:

I have had the opportunity to work on a collaborative animation project with Awenek Studio's, a community-based art studio. The project is a one-minute animation to advertise the studio that follows the character of an elderly woman and her neighbours. This project has enabled me to develop new skills of animation on the programme Procreate whilst also enhancing my ability to work with a client to make their vision a reality.

CONTACT INFORMATION:

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SOCIAL MEDIA:

I have experience in running social media pages such as being the social media ambassador for my course at University as well as creating marketing for University societies. I also have experience advising a team on running an exhibition social media as part of my second-year final project, where I managed over sixteen students for our online exhibition event. Further to this, I work with brands on social media such as Bumble Zest and Absurd clothing on my personal social media accounts.

