

The merge and re position of my current practice (Volley Design) Analysation

The freelance practice currently isn't my full time focus and over the past 6 months has become less so due to commitments within lecturing and the change of job roles.

The past year on the MA has allowed me to almost re develop me love for design and opened my eyes up to how the boundaries of graphic design can be pushed in different directions (tactile, ethnographic research, music, sound)

This has been on my mind for the past few months, and I've been thinking about how a re-position of the practice could move it in the right direction.

Issues with the current practice

Either clients I'm working with are not who I want to be working with or the projects briefed are to corporate and bland? No flex their to get my more experimental approach involved

Time – Currently I don't have time to focus on my practice due to other commitments within lecturing (which I don't want to give up as it's fantastic in informing my practice)

Fee – I believe I am charging to little currently to make this a sustainable business. What can I look at here to support this better.

Name and overview – It's currently to straight design focussed – work advertised (via website) is not really the work I want to be creating anymore. I want to allow my creative freedom to take part in these projects. I have been really inspired by the work of Kessels Kramer. The agency write in their 'about' that *"solutions that blur the boundaries between culture, commerce, content and collaboration"*

The agency works across multiple mediums with a multitude of different individuals. Their work pushed the boundaries of what we know as graphic design, exploring different materials and outputs to create unique, engaging communicating content for their clients. – A direction I'm heavily inspired by at the moment.

Strengths within the current practice

Communication and connection within my network. One thing I have been successful at is building up a network of connections across different disciplines (I think I've done this sub consciously) knowing that these are areas I want to work / tap into. For example Education, Technology, local Community projects and music.

5 years experience working in a freelance capacity with clients large and small. I've been working in a freelance capacity in some state for the past 5 years. I've learnt how to work with clients, working on projects large and small, communicating with clients. This will only benefit the development of a new practice – this time I feel more prepared, resourced with people around me and ready to act.

