Kreatywni online

07 | PERSONAL BRAND

Visibility and presentation

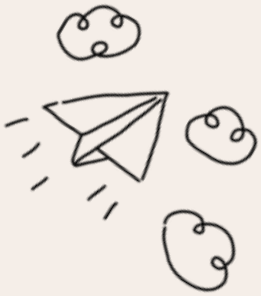


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BRAND & VISIBILITY

Suggested time: 55—70 minutes

Purpose
To translate creative identity into a consistent presentation and channel plan.

Learning outcome
The participant defines a presentation style, audits key touchpoints and selects realistic communication actions.

Learning content
A recognisable creative identity grows from consistency between the work and how it is presented. A creator may emphasise craftsmanship, experimentation, social engagement, expertise or another authentic quality. The chosen image should be rooted in actual practice rather than a borrowed persona.

Before buying or commissioning work, people need to recognise the creator, understand the offer and trust the process. Visibility can come from a portfolio, social media, events, competitions, collaborations, recommendations and direct contact. The right mix depends on the audience.

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CREATIVE IDENTITY AND CONTENT THEMES

Choose a few recurring themes that help your audience understand your work.

1. _____

2. _____

3. _____

Possible themes: finished projects, process, material choices, lessons from a project, client questions, influences and professional milestones.

Choose themes because they support your direction and matter to your audience—not because every creator uses them.

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TOOL 10
BRAND CONSISTENCY AUDIT

Touchpoint	What should be clear	Current gap	Next improvement
Portfolio	Best work, role, context, result	------	----------
Website or profile	Who you help; what you offer	------	----------
Biography	Experience; direction	------	----------
Visual presentation	Recognisable; fits the work	------	----------
Comms style	Language and tone	------	----------
Contact path	Simple next step	------	----------
Other (optional)	Your choice	------	----------

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CONTENT THEMES

Theme	Why it matters to my audience	**Possible format**	**Frequency**
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4. (optional)	_____	_____	_____
5. (optional)	_____	_____	_____
6. (optional)	_____	_____	_____
7. (optional)	_____	_____	_____

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OPPORTUNITY MAP

Opportunity	Why it fits	**Evidence or material needed**	**Next action**
Competition	_____	_____	_____
Collaboration	_____	_____	_____
Institution or company	_____	_____	_____
Event or exhibition	_____	_____	_____
Grant or programme	_____	_____	_____
Other (optional)	_____	_____	_____
Other (optional)	_____	_____	_____
Other (optional)	_____	_____	_____

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