

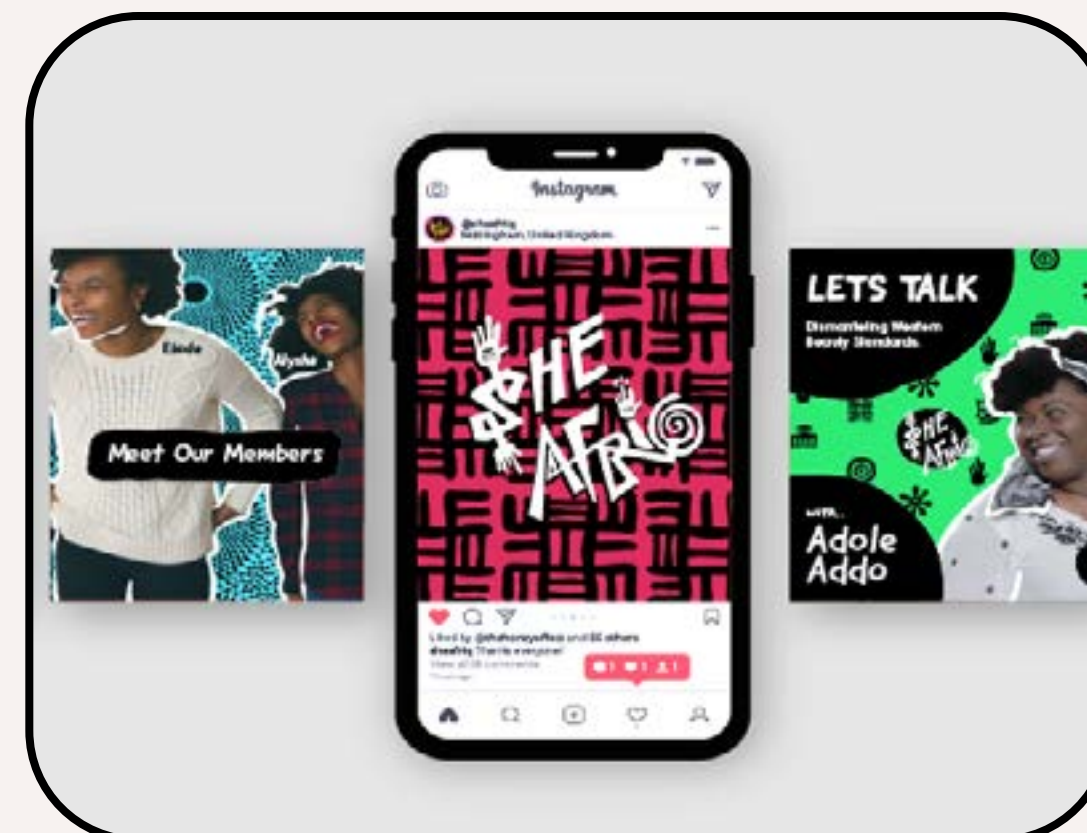
Hello I'm

Jasmin  
Issaka



Hello I'm

A Graphic  
Designer



This is my

Portfolio



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## About Me

# Jasmin Issaka

## Your New Creative Powerhouse!

### **A graphic designer with a 7-year journey under my belt.**

*My obsession? Brand design, both in the digital and print realms; sprinkled with some enthusiasm for animation and illustration. But that's not all - I'm also diving headfirst into marketing communication because I thrive on challenges.*

### **Creative design wizard.**

*I breathe life into compelling visual narratives, no matter if it's D2B, B2B, B2C, or somewhere in between. My designs aren't just eye candy; they're strategic assets that amplify brand presence and cultivate consumer loyalty.*

### **Clients from all walks of life.**

*From finance tech, music entertainment, to a Bcorp eco-friendly luxury homeware, I've collaborated with diverse clients, transforming their goals into design solutions that wow. Ready for a creative journey like no other? Let's chat and start something spectacular!*

### **Contact Me:**

**Mobile:** +44 (0) 7471195573

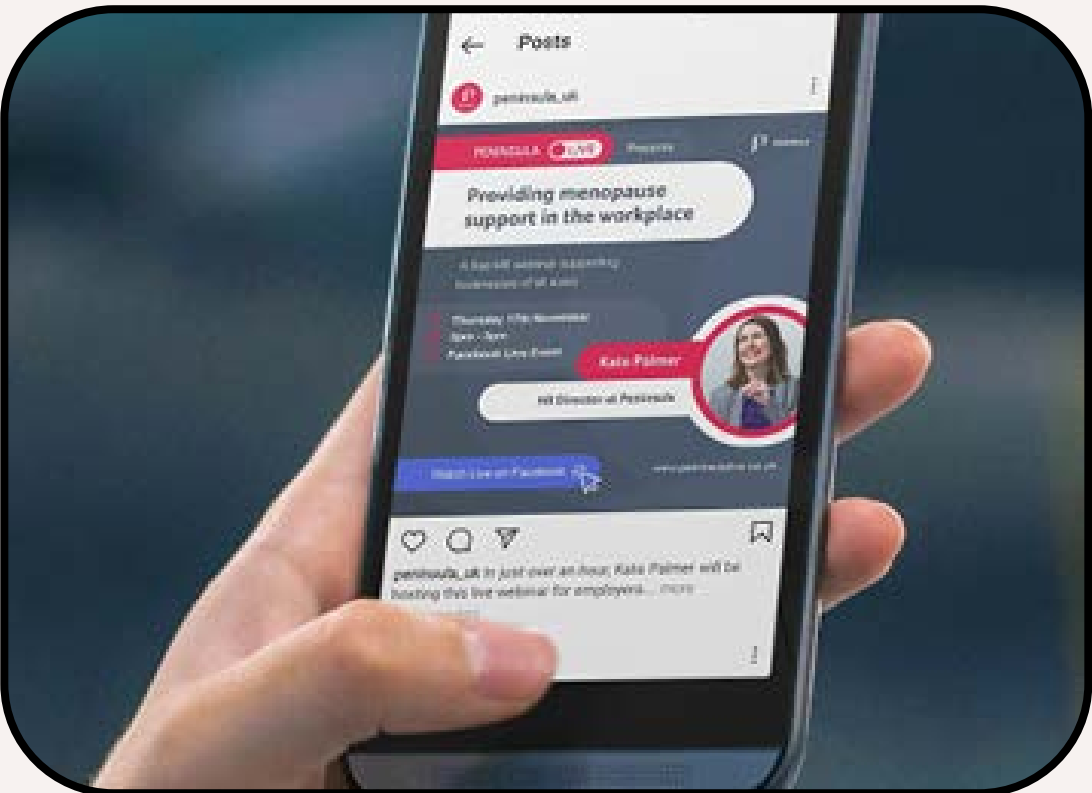
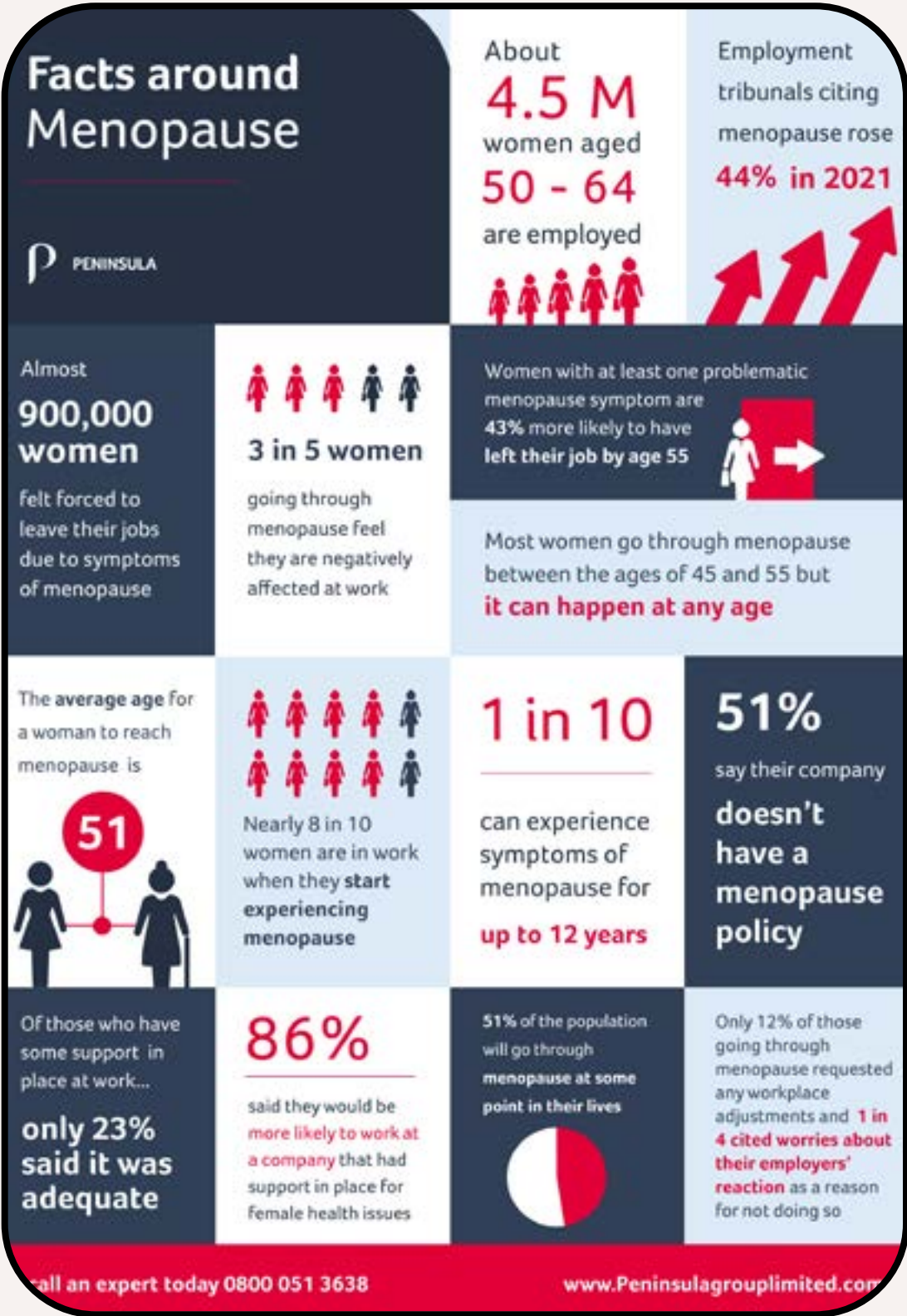
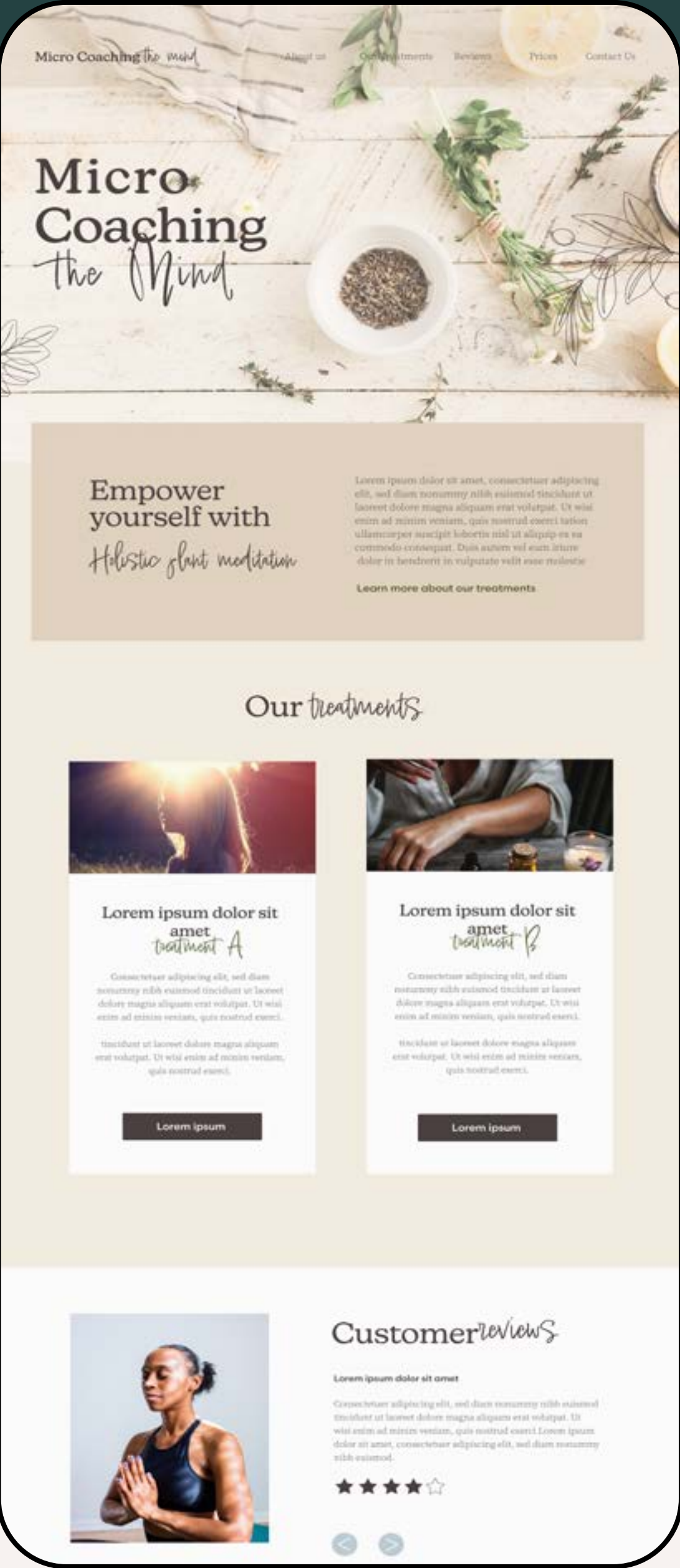
**Email:** Hello@JasminIssaka.com

**Address:** Withington, Manchester, M20 4TF, United Kingdom

Email Me

View My

# Design Portfolio



# Peninsula Business Services



Overview

Peninsula, the UK and Ireland’s most trusted provider of employment law, payroll, tax, HR, and health & safety services, boasts a diverse clientele of over 35,000 businesses, ranging from small to medium enterprises. The reach continues to expand, with a growing clientele in Australia, Canada, and New Zealand.

As the senior graphic designer, I played a pivotal role in establishing, maintaining and appropriately expanding the brand identity across various visual communication channels and outcomes for print, digital, events, merchandise, email newsletters, marketing campaigns and materials.

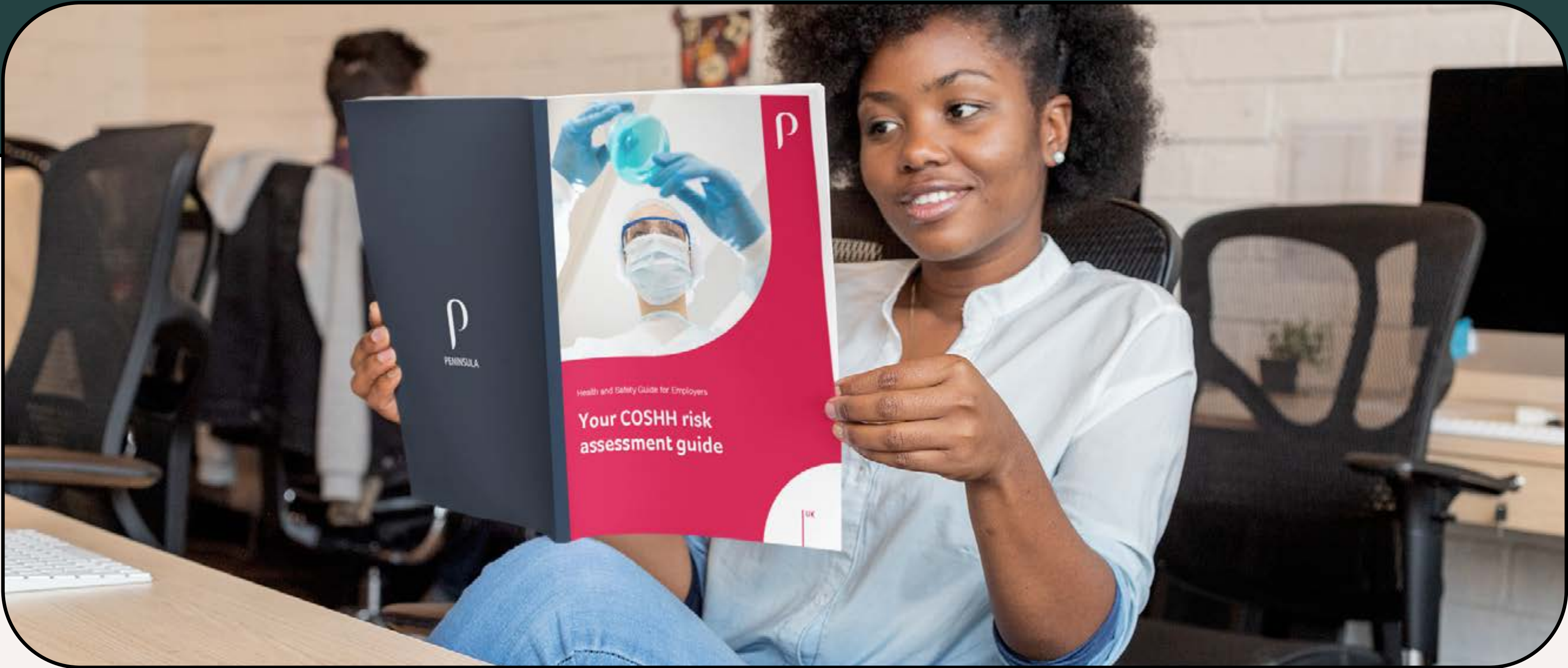
Collaborating effectively with multiple departments, including marketing, PR, sales, law, health & safety, administration and various team members.

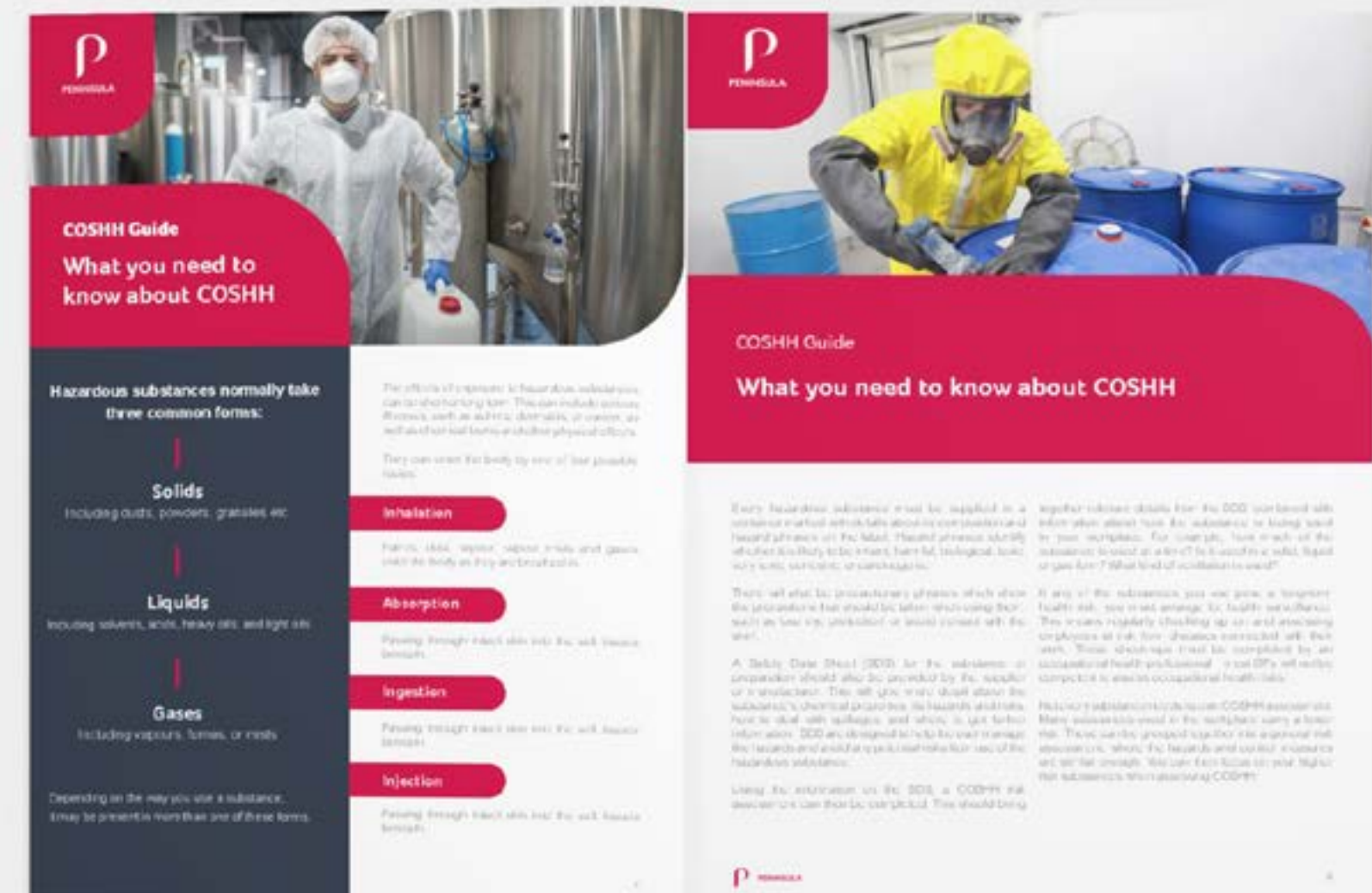
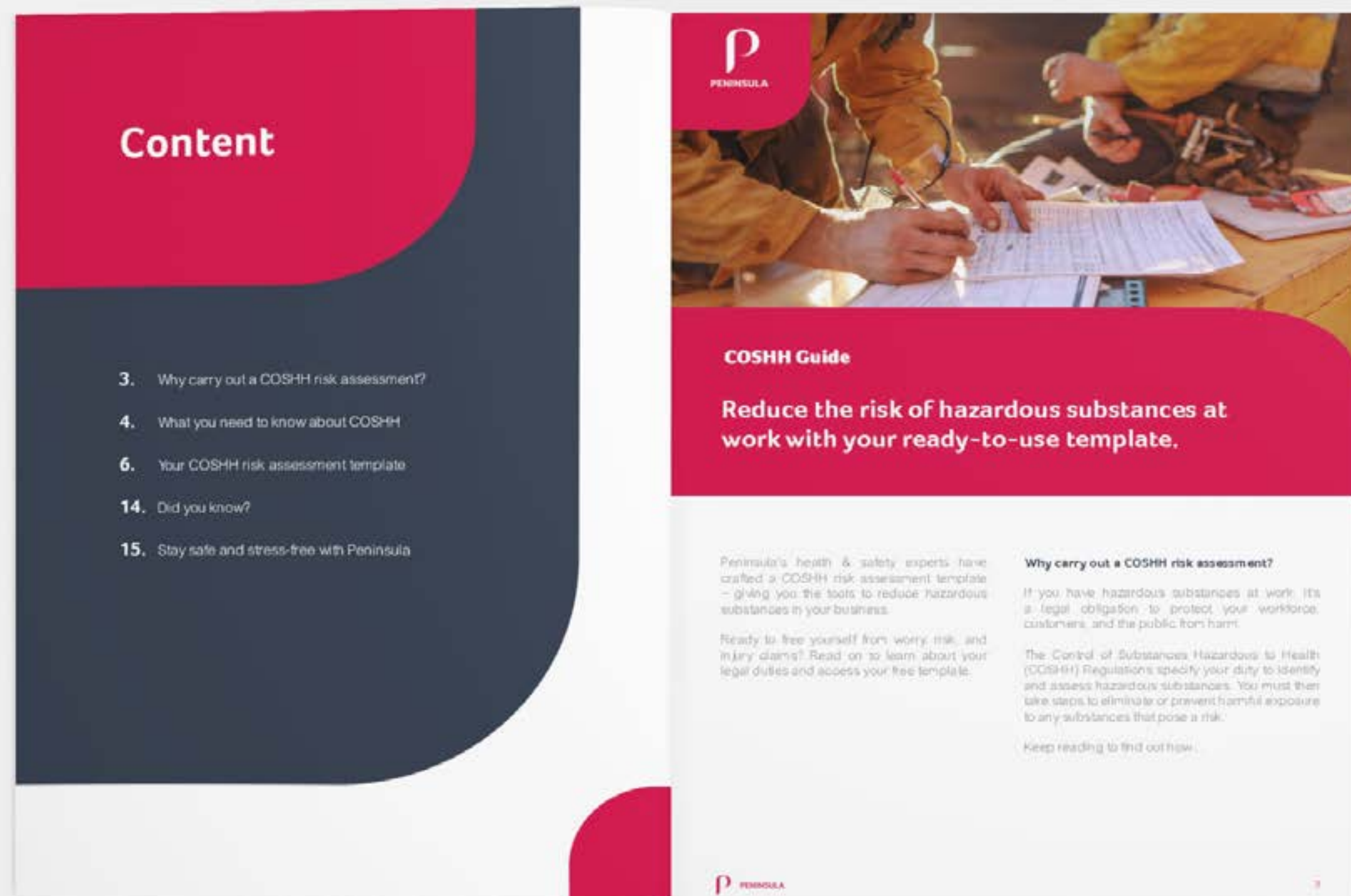
**Outcome**

Multiple design projects and tasks were managed on a daily basis. Pro-active communication - with my marketing managers, and organised prioritisation skills, allowed me to handle dynamic workloads for various teams, managers and directors in a fast paced environment.

The company received a Technology HR Personnel award in 2022 for the innovative work delivered by the BrAlnBot and the Ask HR App. With my in-depth design knowledge, I collaboratively worked with the marketing team in developing the UI design for the apps.

I frequently provided feedback that optimised marketing messages and the overall design. Adopting better suited imagery in line with precise and clarified marketing messages. In case of the Peninsula ‘Tribunal Navigator’ service - and product - this resulted in clearer marketing literature and customer engagement.



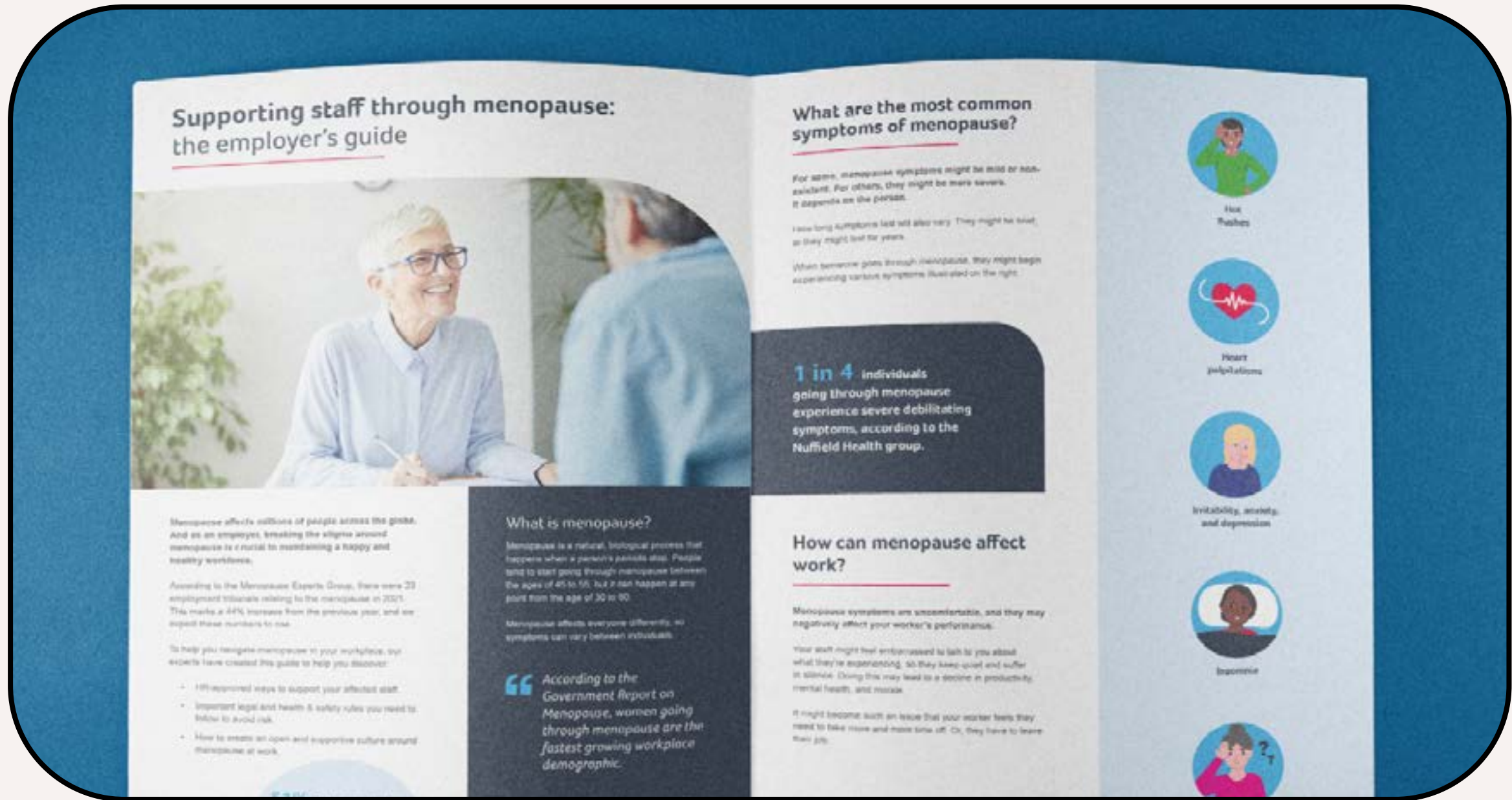


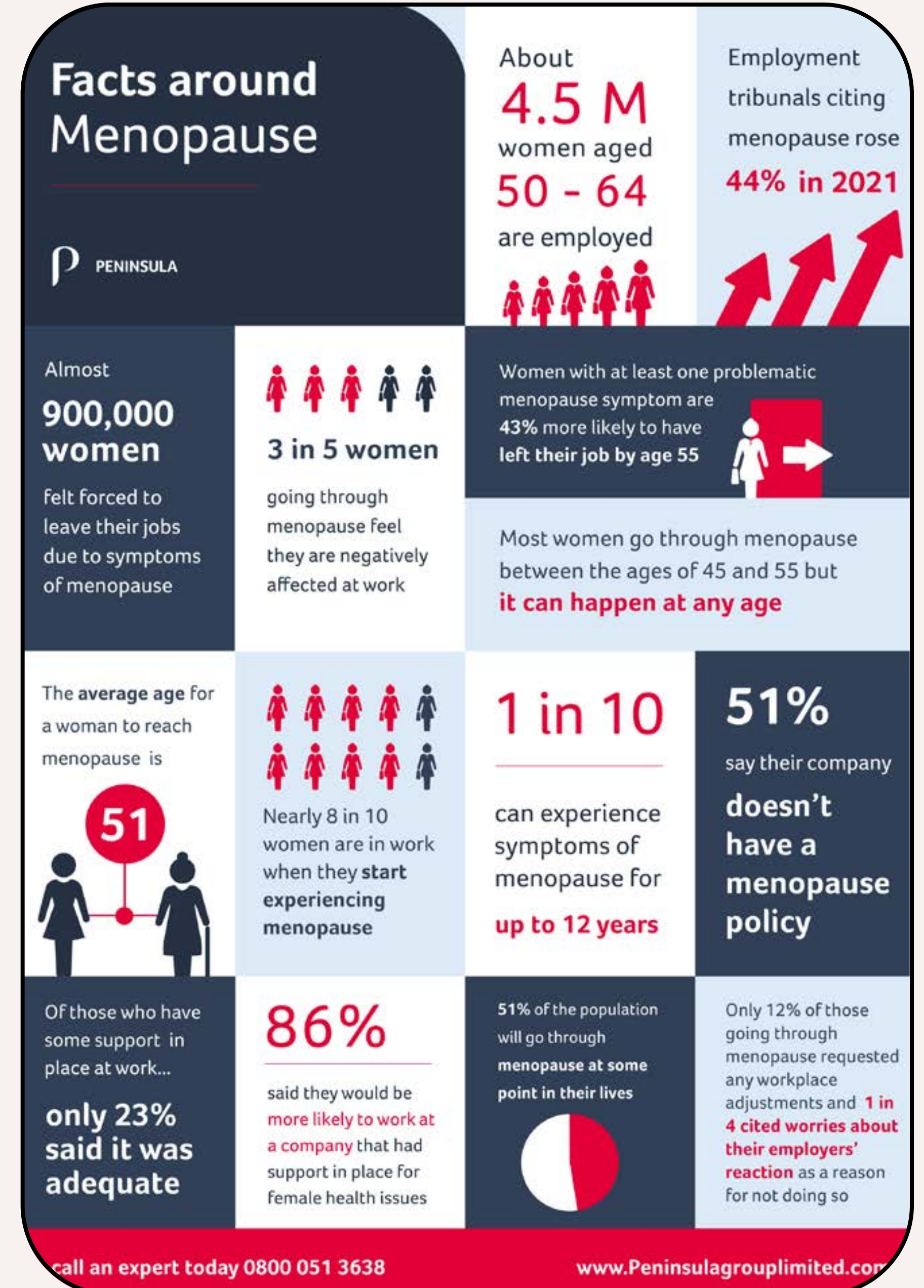


## Project Overview: Peninsula Menopause Campaign

Working collaboratively with the PR, Social media, email marketing and copy team, we delivered a campaign centred around supporting staff experiencing menopause. This was an extensive campaign that required several marketing assets: Social media and marketing visual communication, infographic materials, brochures, contract templates, email templates, webinar graphics and so on, within a tight deadline.

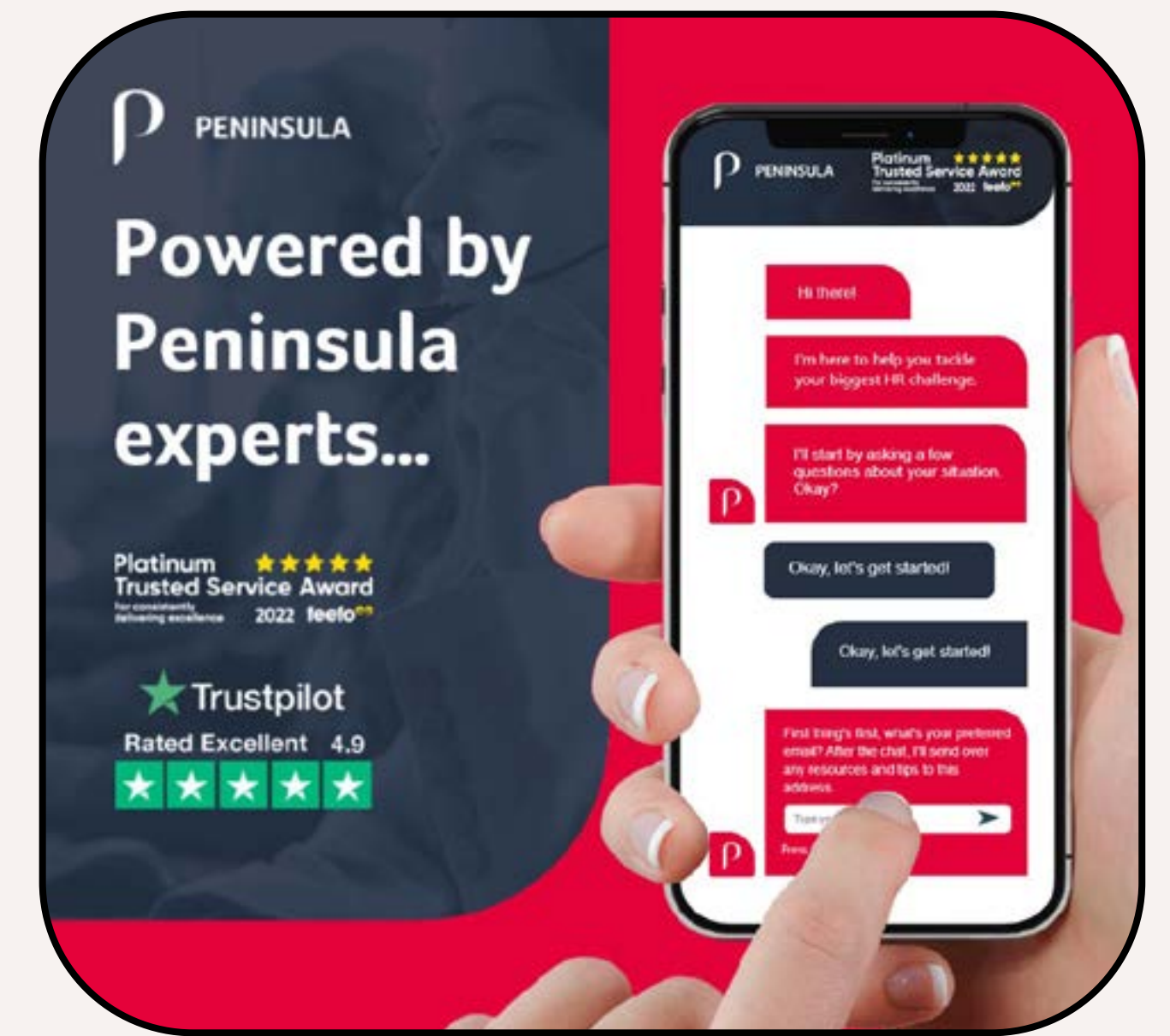
Through active communication, collaborative efforts and flexibly managing workload priorities, we were able to deliver the necessary deliverables within a tight deadline. Gaining a 3% increase in email subscription sign ups and 2% increase in Peninsula service queries through the website.





## Menopause Campaign

## Social Media Assets



PENINSULA LIVE Presents

### Providing menopause support in the workplace

A free HR webinar supporting businesses of all sizes

📅 Thursday 17th November  
🕒 2pm - 3pm  
📺 Facebook Live Event



**Kate Palmer**  
HR Director at Peninsula

[Watch Live on Facebook](#)

[www.peninsulalive.co.uk](http://www.peninsulalive.co.uk)

PENINSULA LIVE Presents

### Providing menopause support in the workplace

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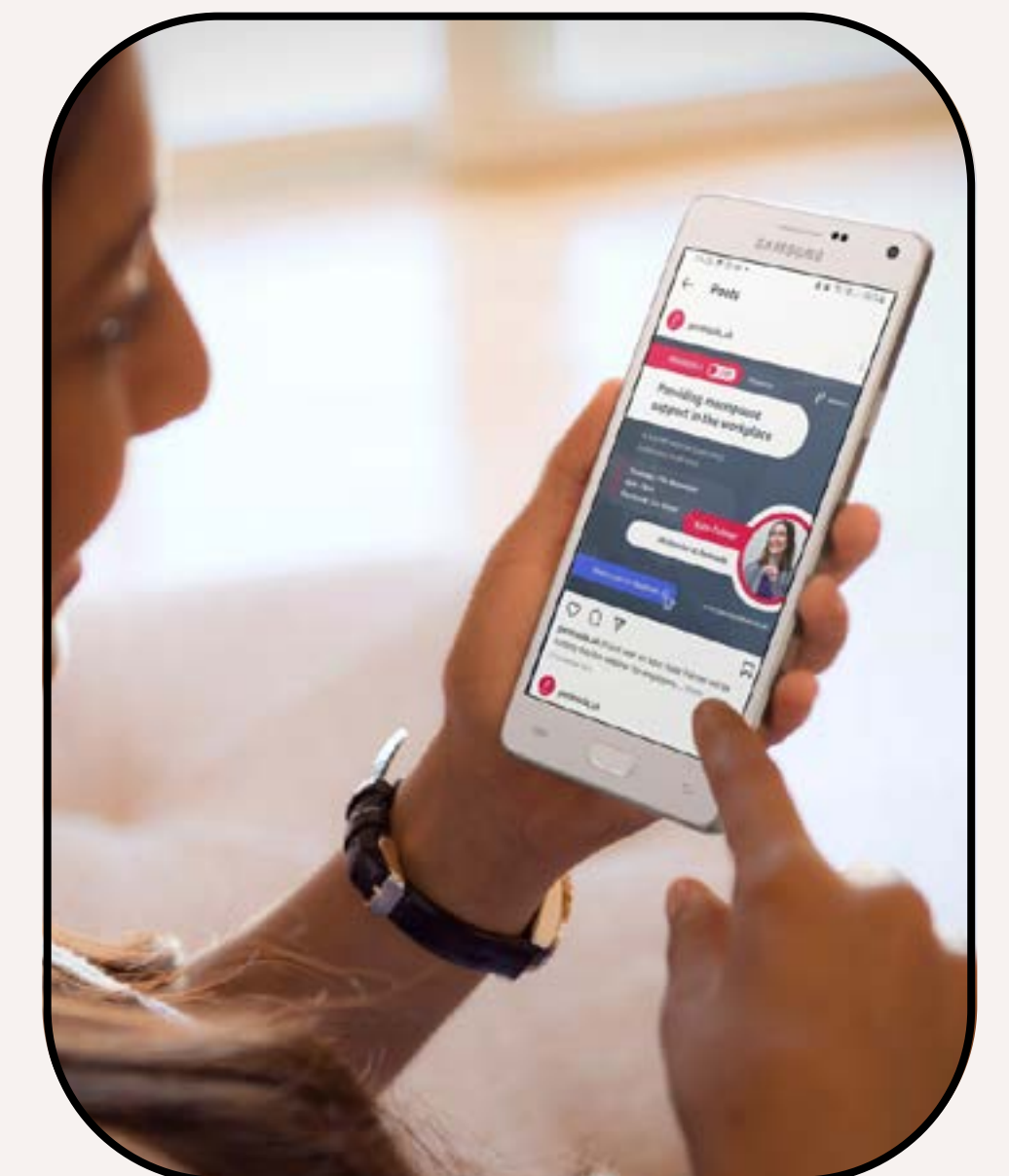
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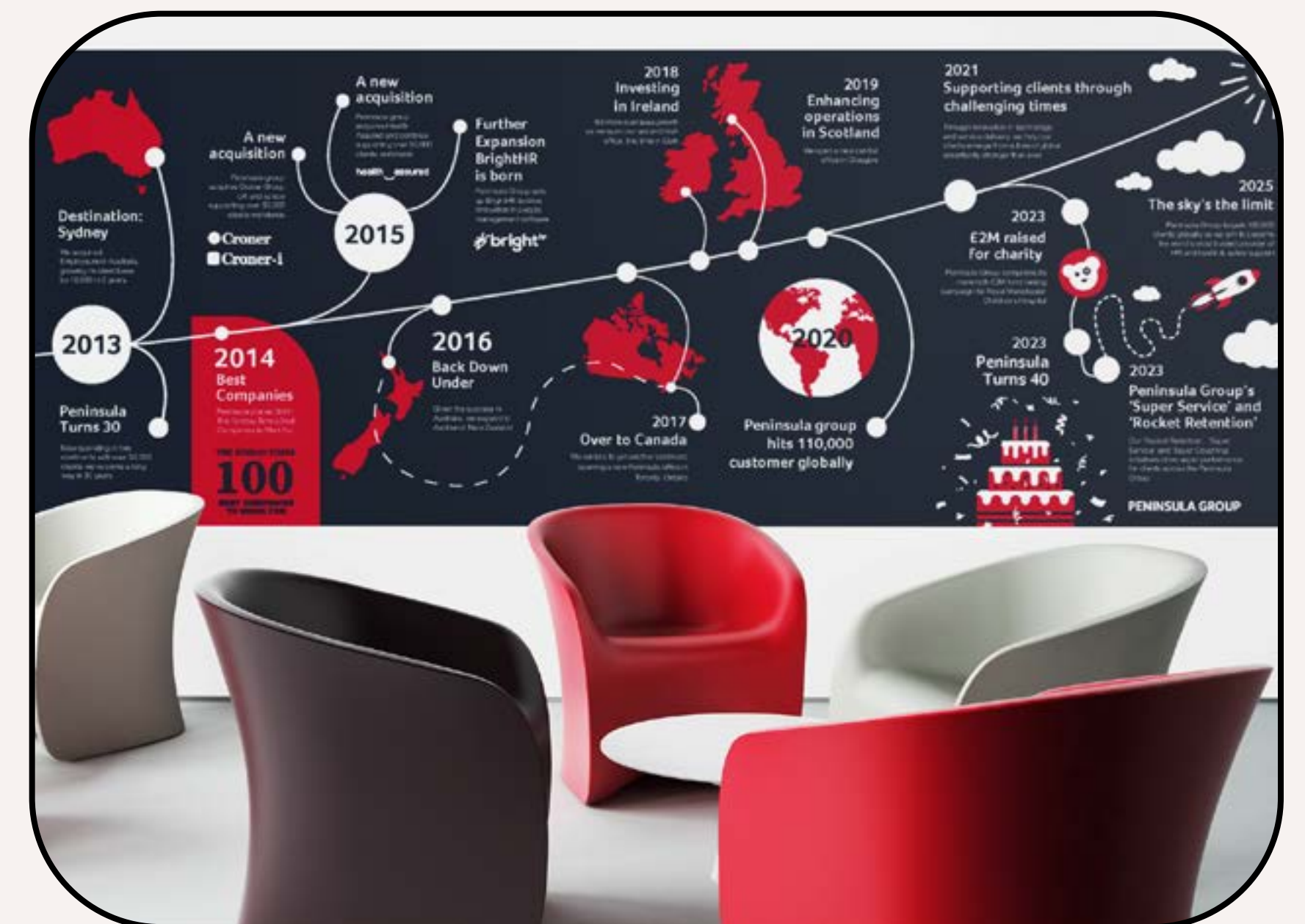
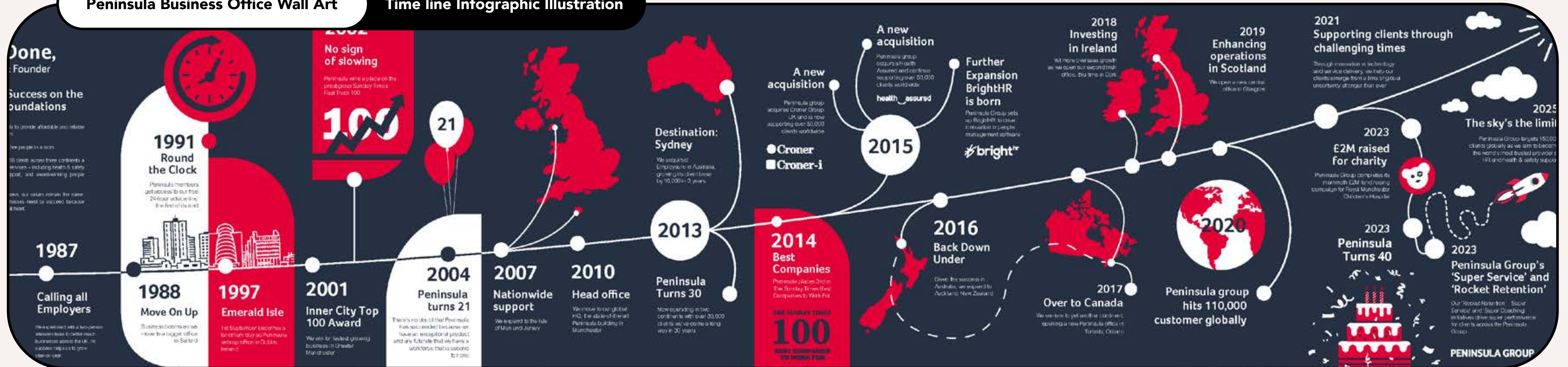


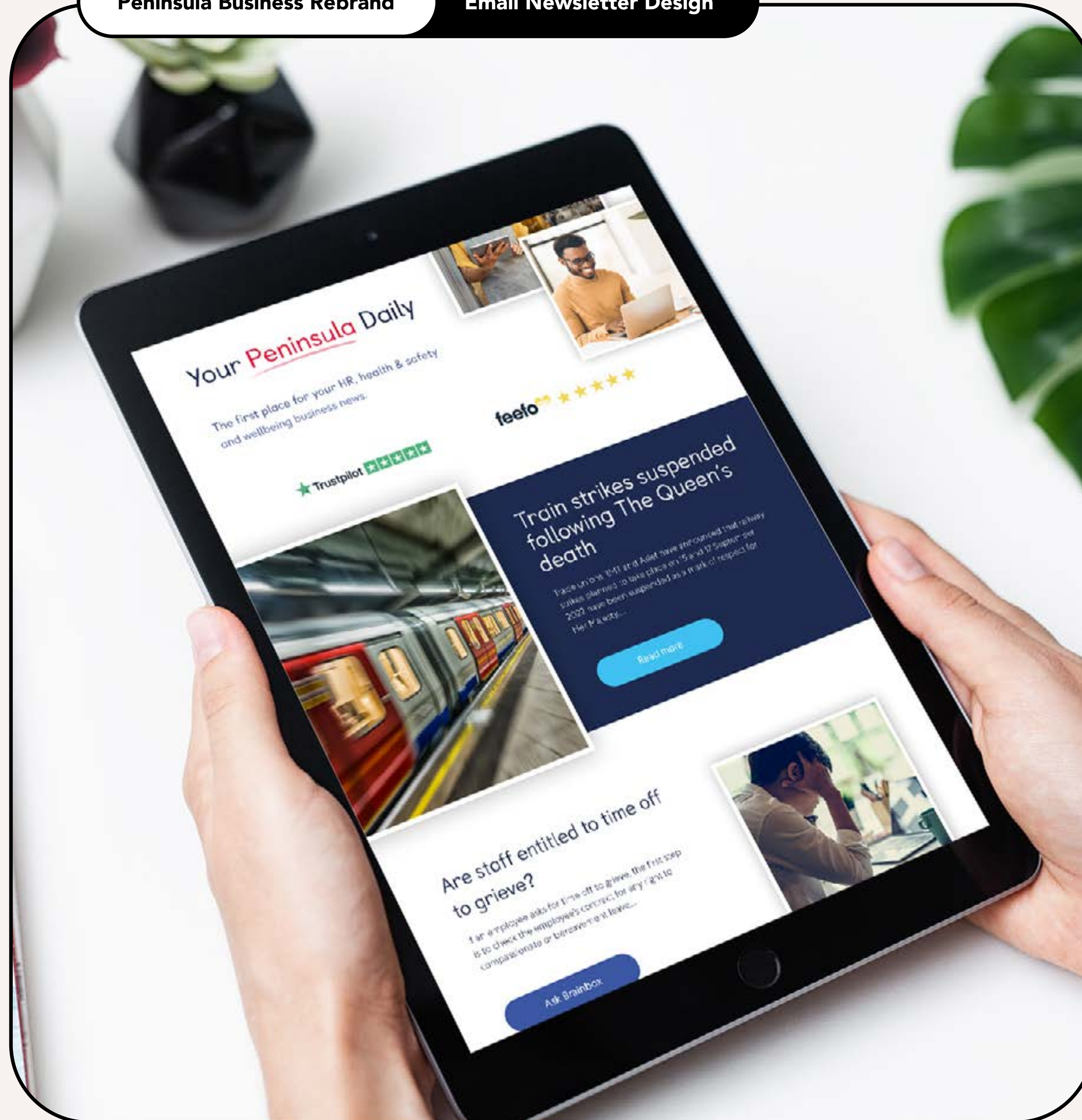
**Kate Palmer**  
HR Director at Peninsula

[Watch Live on Facebook](#)

[www.peninsulalive.co.uk](http://www.peninsulalive.co.uk)





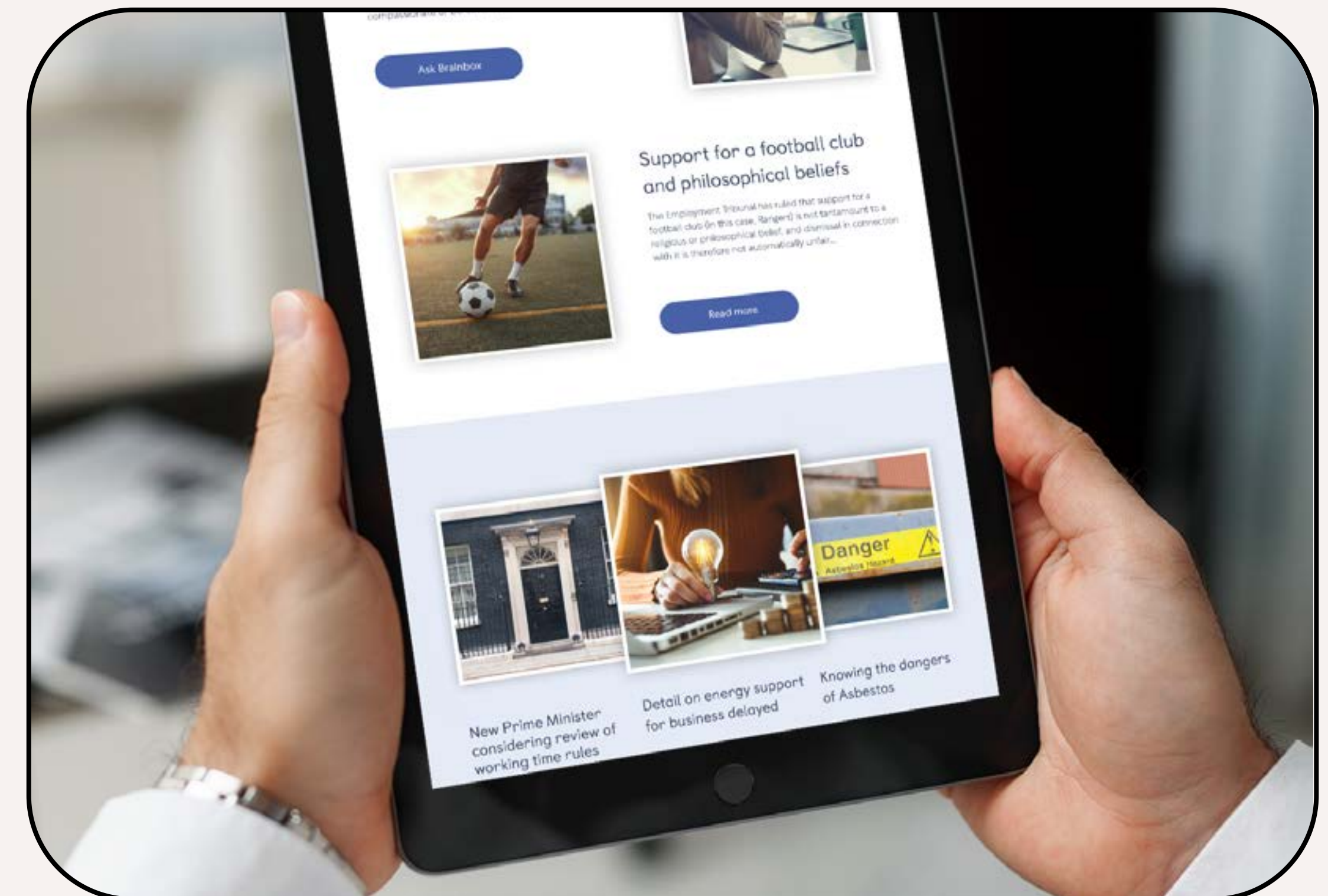


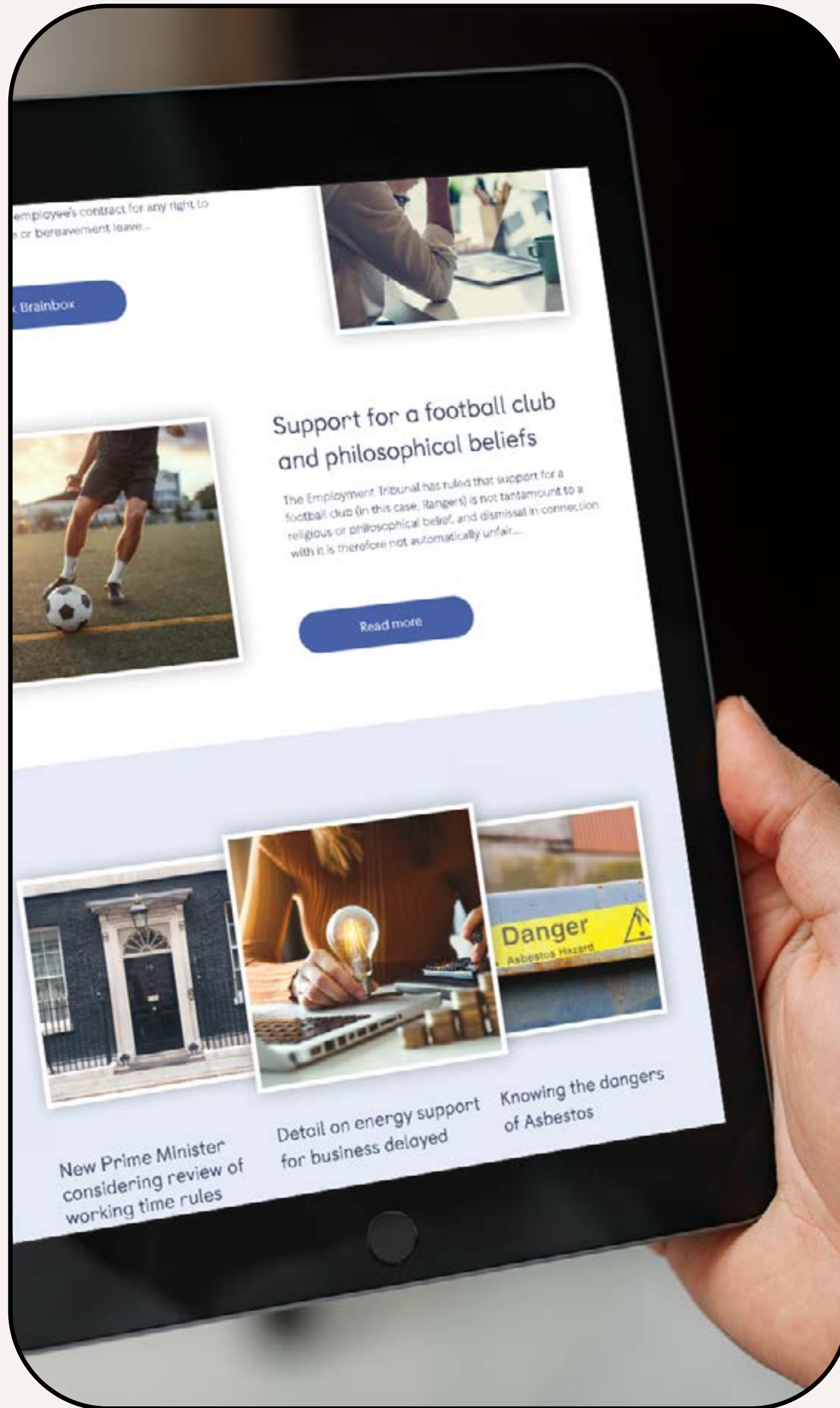
## Project Overview: New Brand Roll-Out


I lead the application of the new brand roll-out; developing UI design, mock-ups, and testing the new branding (provided by an external agency) across our primary marketing channels.

Reporting any issues with the new brand application to the team, and marketing director. Creating an extensive and detailed brand guideline for the company, whilst also designing and delivering any necessary assets that were not provided by the branding agency.

This is an example of the UI design for the digital e-newsletter I was developing with the email marketing team.










## Your Peninsula Daily

The first place for your HR, health & safety and wellbeing business news.





### Train strikes suspended following The Queen's death


Trade unions RMT and Aslef have announced that railway strikes planned to take place on 15 and 17 September 2022 have been suspended as a mark of respect for Her Majesty....

[Read more](#)

### Are staff entitled to time off to grieve?


If an employee asks for time off to grieve, the first step is to check the employee's contract for any right to compassionate or bereavement leave....

[Ask Brainbox](#)



### Support for a football club and philosophical beliefs


The Employment Tribunal has ruled that support for a football club (in this case, Rangers) is not tantamount to a religious or philosophical belief, and dismissal in connection with it is therefore not automatically unfair....



### New Prime Minister considering review of working time rules

Following the announcement on Monday that Liz Truss will succeed Boris Johnson as our new Prime Minister, we look at the reforms to key workers' rights that could be on the agenda....


[Read more](#)



### Detail on energy support for business delayed

The government is unlikely to release details about the support plan for businesses to help with energy bills before November

[Read more](#)



### Knowing the dangers of Asbestos


Asbestos is still a serious consideration for businesses. With over 5,000 linked deaths per year in the UK make sure you protect your staff, customers and business.





[Read more](#)

## Your Peninsula team are available 24/7

If you have any more questions, don't hesitate to give us a call today on 0844 892 2772.

**0844 892 2772**  
Speak to an expert 24/7





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## Project Brief: "Back to the Future " - Sales Conference

The Peninsula quarterly sales conference is a showcase of all the hard work of sales agent within the company. And - if you haven't guessed already - every conference has a uniquely branded theme. And this time was "Back to the Future." As far as I'm aware, no one can travel back in time. But at least I had the skills to create the visual illusion of reverting back into time.

During this project I had the wonderful challenge of adapting the Peninsula brand into a version of the “Back to the Future” aesthetic. Recreating many of the visual components (the typeface) from scratch and working alongside the finance team and sales team to build suitable literature, merchandise and presentations.

SALES CONFERENCE Q4

FRIDAY 8TH APRIL 2022

The Worsley Marriot

Friday Day (Dress - Business Suits)				Location
08:30 - 08:45	Registration	Amy Yates		See Overleaf
08:45 - 09:45	Team Meetings	Managers		See Overleaf
10:00	Conference Start			
10:00 - 10:10	Welcome	Arun McIntosh		Worsley Suite
10:10 - 10:20	FY22 Financial Update	Peter Swift		Worsley Suite
10:20 - 10:55	BrightHR Enhancement	Alan Price/Jenny Mendes		Worsley Suite
10:55 - 11:10	Refreshments			
11:10 - 11:55	Workshop Session			See Lanyard
11:55 - 12:30	Workshop Session			See Lanyard
12:30 - 13:00	Lunch			
13:00 - 13:45	Workshop Session			See Lanyard
13:45 - 14:00	Refreshments			
14:00 - 14:20	Brain Box	Kate Palmer/Sarah Crook/ Nicola Mullineux		Worsley Suite
14:20 - 14:35	Sales Almanac	Regional Sales Managers		Worsley Suite
14:35 - 15:45	Awards, Bonus & Incentives	Arun McIntosh		Worsley Suite
15:45 - 16:00	Conference Close	Arun McIntosh		Worsley Suite

CONFERENCE AGENDA

Team Meetings - 8:45 - 10:00	Location
Sarah Kurryewa & Mark Wiltcomb	Worsley Suite
Helen Harty	Terrace
Ireland - Eddie Harty	Victoria
SafeCheck - Stephen Gellay	Manchester
Retention - Nicola Whitaker	Lowry
Sales Support - Geoff Ford	Salford
Workshops	Location
Back to Combined - Eddie Harty/Andrew Rivett	Terrace
Back to Value - Geoff Ford	Manchester
Back to Seminars - Ronnie Wainwright	Bridgewater
Back to Self Qes - Sarah Kurryewa	Egton
Ask Mr Strickland - Arun McIntosh	Ellesmere

SALES LEAGUE TABLE

Positions for the period between:  
1<sup>st</sup> April 2022 to 31<sup>st</sup> March 2022

CHAMPIONS LEAGUE			
Rank	Name	New Business	Score
1 <sup>st</sup>	MICHAEL BIRKE	£1,520,154	244
2 <sup>nd</sup>	DAVID STANLEY	£2,252,174	220
3 <sup>rd</sup>	MARCOE WILKINSON	£1,364,213	213
4 <sup>th</sup>	YVON CLARK	£1,701,754	152
5 <sup>th</sup>	DEREK LIPOLD	£1,871,223	141
6 <sup>th</sup>	DOONIA ABELA	£1,670,917	139
7 <sup>th</sup>	STUART FRANKS	£1,641,364	138
8 <sup>th</sup>	STUART FADDEN	£1,580,470	138
9 <sup>th</sup>	KARL WILLIAMS SMITH	£1,563,600	131
10 <sup>th</sup>	NICHOLAS JONES	£1,518,772	175
11 <sup>th</sup>	STEVE BAUSETT	£1,513,576	193
12 <sup>th</sup>	MARTIN MORRIS	£1,500,136	144
13 <sup>th</sup>	DANIEL BARNETT	£1,403,836	139
14 <sup>th</sup>	HARRY HARRISON	£1,371,910	135
15 <sup>th</sup>	ALAN CUTHBERTON	£1,362,273	154
16 <sup>th</sup>	BOBY ENGLISH	£1,136,064	117

PREMIER LEAGUE			
Rank	Name	New Business	Score
1 <sup>st</sup>	DANIEL BARNISTER	£1,132,183	176
2 <sup>nd</sup>	JASON HARRISON	£1,118,362	126
3 <sup>rd</sup>	GALEO BICO	£1,096,897	125
4 <sup>th</sup>	STEVE CORRIE	£1,291,175	124
5 <sup>th</sup>	MICHAEL BROWN	£1,381,813	127
6 <sup>th</sup>	MATTHEW HARRISON	£1,254,188	128
7 <sup>th</sup>	HARRY CROUGHTON	£1,050,645	148
8 <sup>th</sup>	DAVID PLANT	£1,178,881	158
9 <sup>th</sup>	PYLL CLARK	£1,068,403	91
10 <sup>th</sup>	COLIN BURNHAM	£1,082,867	133
11 <sup>th</sup>	AVILA DONNELLY	£1,028,494	125
12 <sup>th</sup>	PETER FARRAR	£1,091,507	135
13 <sup>th</sup>	GERARD DARR	£1,296,174	129
14 <sup>th</sup>	ANDREW DYES	£1,008,458	82
15 <sup>th</sup>	AMANDA DALL	£1,061,505	84
16 <sup>th</sup>	JASON GLENN	£962,576	125
17 <sup>th</sup>	BARRY DUNN	£878,600	96
18 <sup>th</sup>	RUSSELL COLLANDER	£917,403	123
19 <sup>th</sup>	GRAHAM PORTER	£912,229	110
20 <sup>th</sup>	PAUL SMITH	£811,181	103
21 <sup>st</sup>	CARA BEVERLEY	£837,096	86
22 <sup>nd</sup>	LEON HALLS	£821,276	92
23 <sup>rd</sup>	THOMAS	£781,663	91

SALES LEAGUE TABLE

Positions for the period between:  
1<sup>st</sup> April 2022 to 31<sup>st</sup> March 2022

RETENTION

QUARTER RESULTS

Top Revenue Achiever  
CLAIRE WOOLNOUGH

£513,920

Top Deal Achiever  
CLAIRE WOOLNOUGH

Deals 73

Rank	BDM	Deals	Total Sales	Bonus Purpose	£Target	Uplift	Bonus	Bonus Type
1 <sup>st</sup>	CLAIRE WOOLNOUGH	73	648,633	£13,920	350,000		4,000	Quarterly
2 <sup>nd</sup>	MARK PROUDLEY	52	572,858	£77,473	350,000		1,500	Quarterly
3 <sup>rd</sup>	JONATHAN SHAFI	58	489,759	£13,142	350,000		1,500	Quarterly
4 <sup>th</sup>	DEBORAH MAYNELL	53	444,712	£10,680	350,000		2,800	
5 <sup>th</sup>	MICHAEL BARNISTER	52	434,263	£10,653	350,000		1,500	
6 <sup>th</sup>	ADAM BONFACE	36	369,660	£10,239	280,000		1,000	

SAFECHECK

QUARTER RESULTS

Top Revenue Achiever  
MATTHEW COLE

£284,081

Top Deal Achiever  
PAUL DAVIES

Deals 34

Rank	BDM	Total Group Sales Figure £	Total Group Deal Count	Bonus Entitlement
1 <sup>st</sup>	MATTHEW COLE	284,081	24	1,500
2 <sup>nd</sup>	MARTIN PETERS	262,107	28	2,800
3 <sup>rd</sup>	PAUL DAVIES	249,361	34	2,500
4 <sup>th</sup>	KYLE RIM	221,457	20	1,000
5 <sup>th</sup>	LOREANE GORDON-MURPHY	187,888	23	1,000

# Micro Coaching *the Mind*



Overview

When Dee Modha approached me, she a had a simple vision for herself, she wanted to share her cultural knowledge of medicinal plant use, and empower people’s spiritual journey, with medicinal plant rituals.

Processes & Creative Development

The core focus of her service is providing effective techniques and knowledge; assisting in the personal growth and journey of a person’s mental scape. So, for Dee, it was important that anyone experiencing her marketing touch points will understand it’s a premium, professional and personal service.

Her audience are women aged 35 - 50, who felt lost within themselves, and are looking for alternative experience’s to help positively transform their mindset. Therefore Dee wanted to portray a nurturing, human, earthy, tranquil and inspiring and expert aesthetic.

Outcome

Dee and I explored several directions. From adapting visuals from her south-Asian heritage, to clean and clinical minimalism. Overall, she felt her audience resonated best with the visual identity shown below.

A blend of soft palette’s and earthy colours; creating a calm, nature inspired, but also strong identity, due to the solid and bold brown. Inspiring imagery and photography, communicating a professional and uplifting service.

The logo is a combination of friendly, bold - and feminine - typeface, New Kansas. The rounded ‘farm style’ serif maintains a friendly professional quality. Whilst, Audrielle No 1, the dynamic rustic hand written script font, communicates the personal, natural and earthy qualities Dee envisioned.

And finally the dynamic visual rhythm devices. Clean, minimal, but interestingly shaped plant based vector illustrations, that isn’t too distracting, but helps emphasise the humanoid and nature inspired qualities of her service.



Logo

Micro  
Coaching  
the Mind

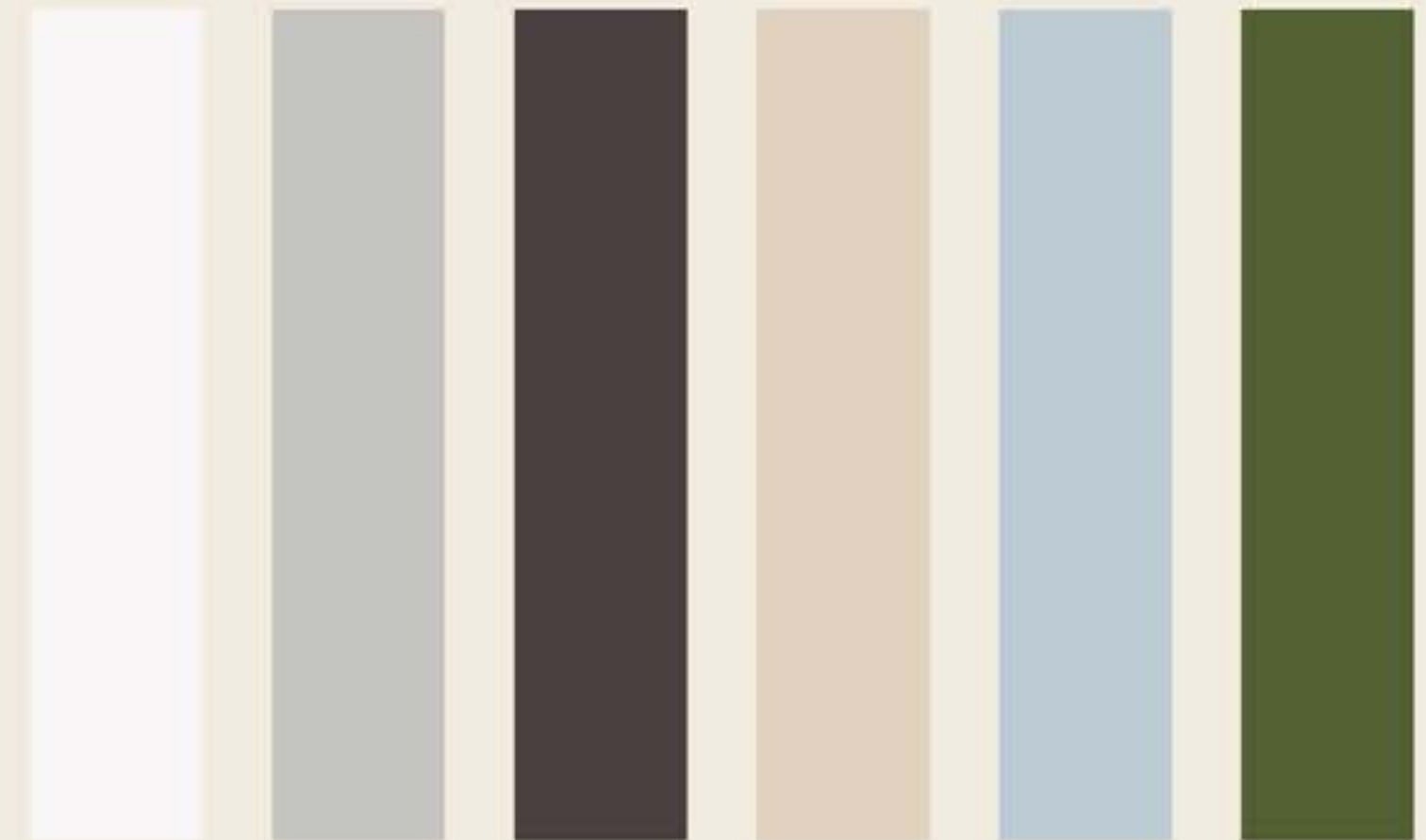
Logo Icons



Alternative logo

Micro Coaching the mind

Colour Palette



Brand Imagery & Grapic Illustrations



Typeface

New Kansas

Audrielle No 1

Source Serif Variable

Empower  
yourself with  
*Holistic plant meditation*

Learn more about our treatments

## Our treatments



Lorem ipsum dolor sit  
 amet  
 treatment A

Lorem ipsum



Lorem ipsum dolor sit  
 amet  
 treatment B

Lorem ipsum

## Our treatments



Lorem ipsum dolor sit  
 amet  
 treatment A

Lorem ipsum



Lorem ipsum dolor sit  
 amet  
 treatment *P*

Lorem ipsum



## Customer reviews

★★★★☆



## Are you ready to...

## Customer reviews

★★★★☆



Are you ready to...  
engage your mind?

Contact *US*

## Discussion

Lorem ipsum



**Contact Us**



—  
THE  
FINE  
BEDDING  
COMPANY  
—

Overview

Can you save the planet in your sleep?

With The Fine Bedding Company this isn't just a question, this is a mission and a vision. Since 1912, this British family run business has been pioneering premium luxurious sleep. And now - since their 2022 certified Bcorp status - they're dreaming up a bedder eco-friendlier future.

Outcomes

Supporting the e-commerce and marketing team, I managed the assets, brand development and application of the Fine Bedding company, and its sister brands: 'Night Lark' and 'This is Sleep.' Under the guidance of the marketing and creative manager.

During my time at FBC, I have been advancing the marketing campaigns and objectives through implementing my skills in email marketing design, animation, motion and video editing to create a wider breath of engaging campaign

assets for paid and organic socials. The 2023 Black Friday marketing campaign resulted in 3% growth in revenue, compared to the previous campaign in 2022. And experienced around 10-18% growth across their social media accounts in 7 months for Night Lark and The Fine Bedding Company.

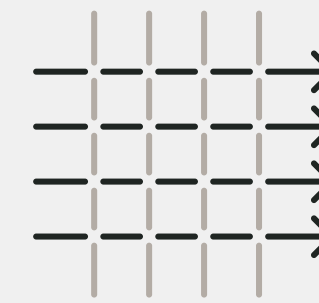
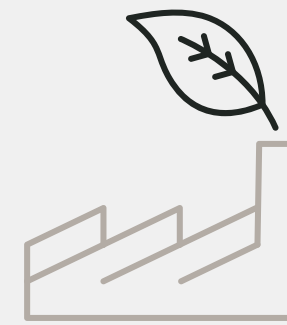




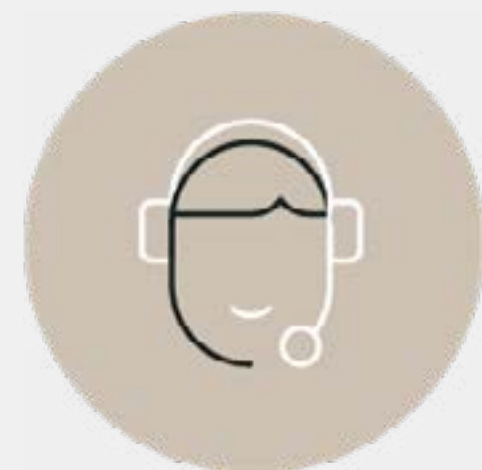
—  
THE  
FINE  
BEDDING  
COMPANY  
—

## Iconography

## Adding New Branded Icons



## Previous Range of Icons



Customer Service



Returns



Deliveries



Promotions

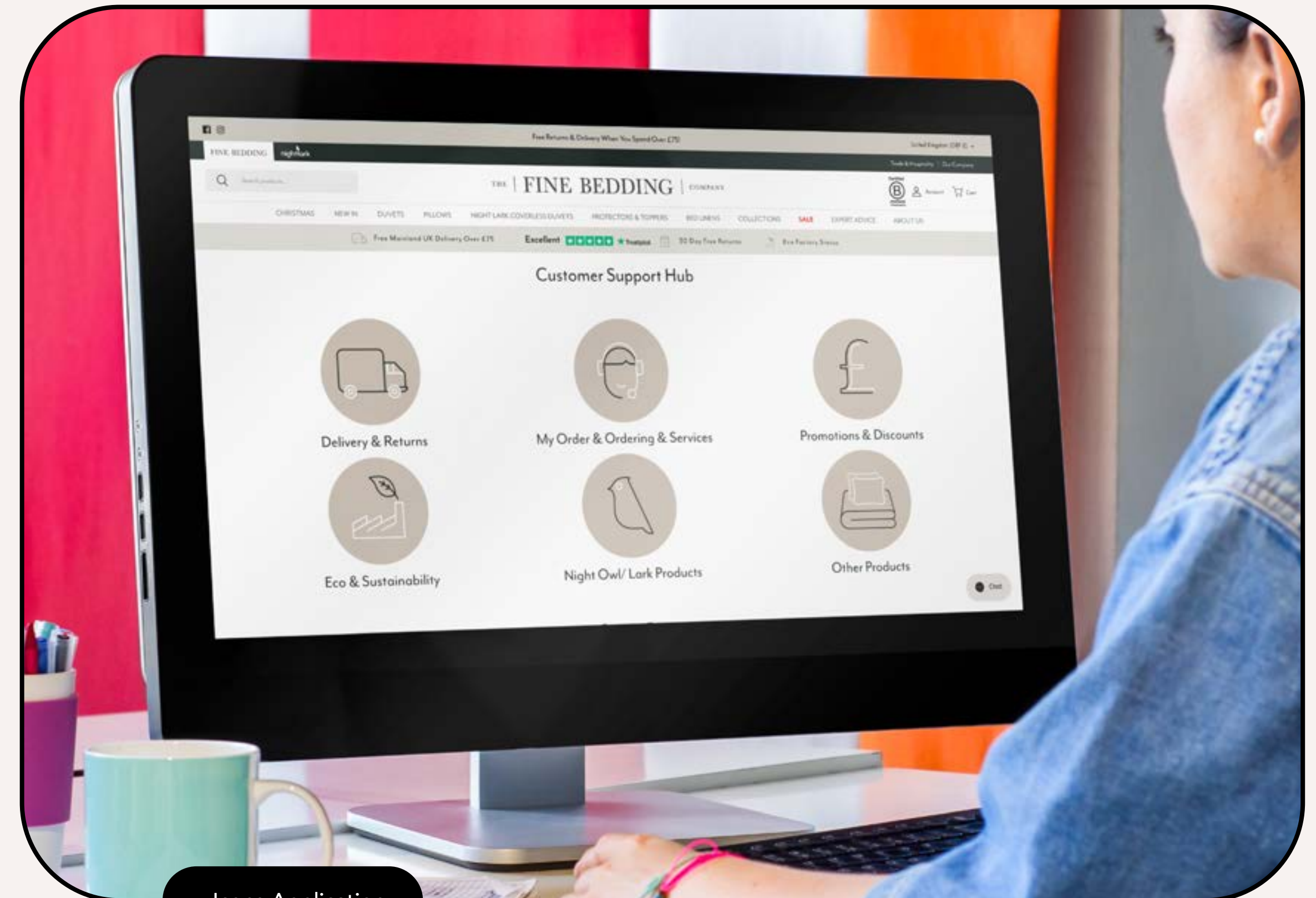


Night Lark  
(FBC Branded)

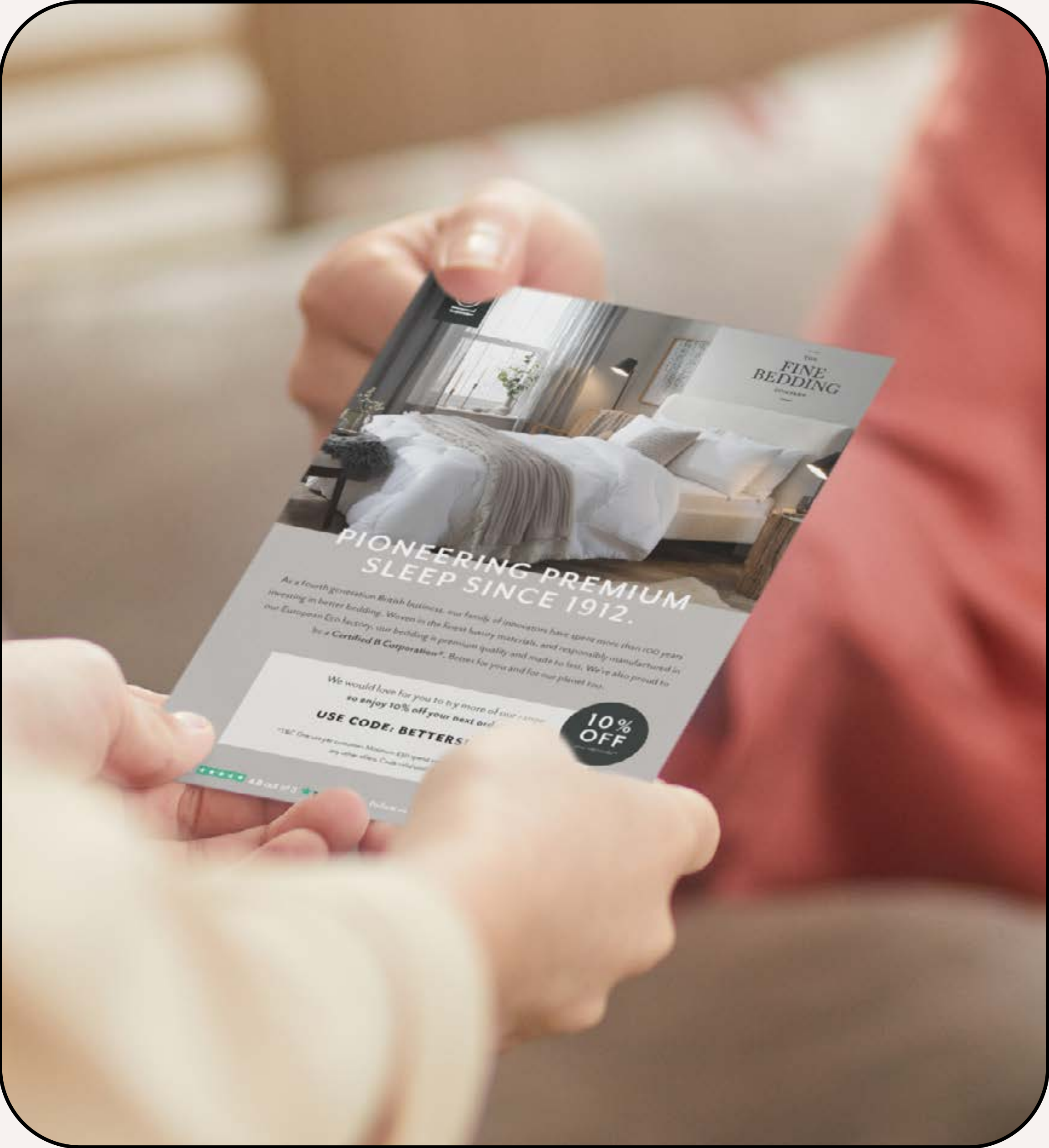


Multiple Products

## New Icons | Designer for FAQ Site



## Icons Application



Certified  
B  
Corporation

THE  
FINE  
BEDDING  
COMPANY



## PIONEERING PREMIUM SLEEP SINCE 1912.

As a fourth generation British business, our family of innovators have spent more than 100 years investing in better bedding. Woven in the finest luxury materials, and responsibly manufactured in our European Eco factory, our bedding is premium quality and made to last. We're also proud to be a **Certified B Corporation®**. Better for you and for our planet too.

We would love for you to try more of our range  
so enjoy **10% off your next order\***

**USE CODE: BETTERSLEEPI0**

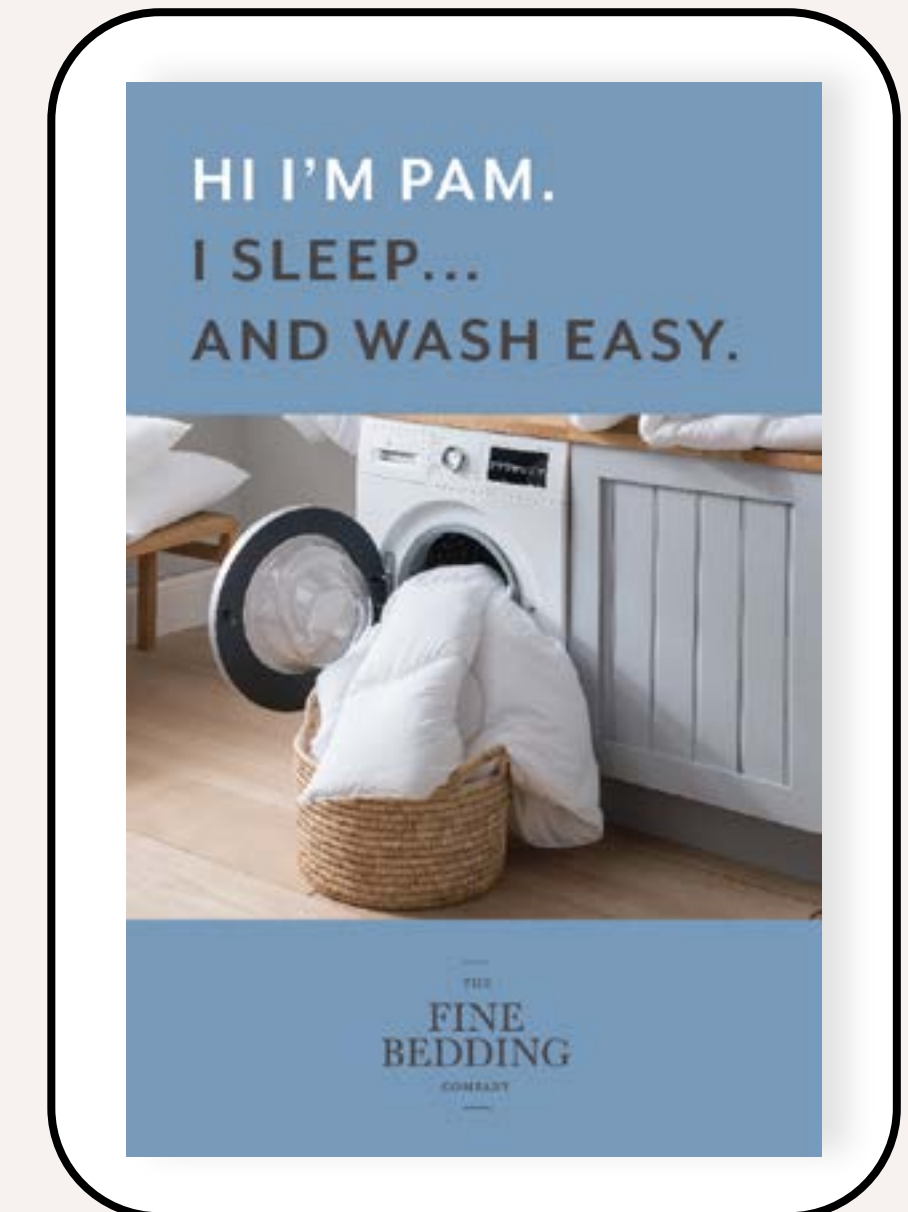
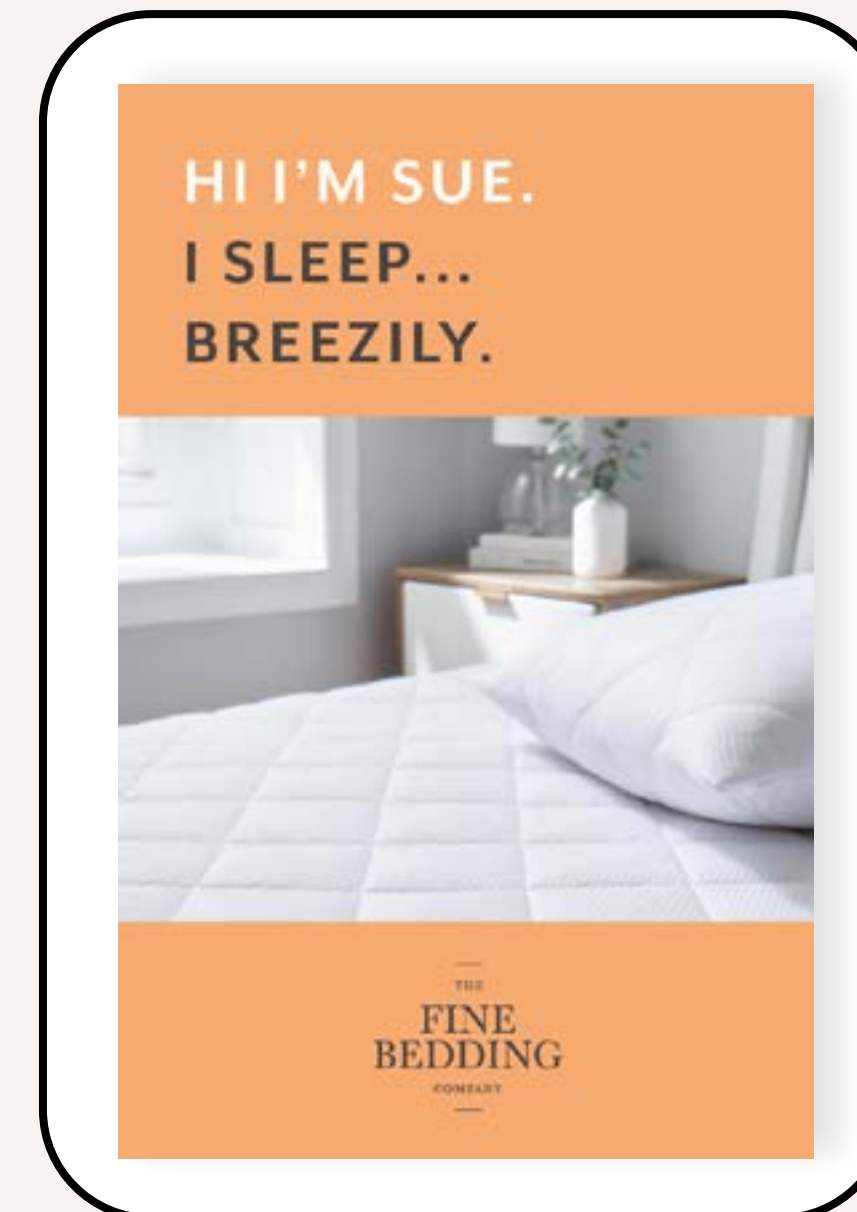
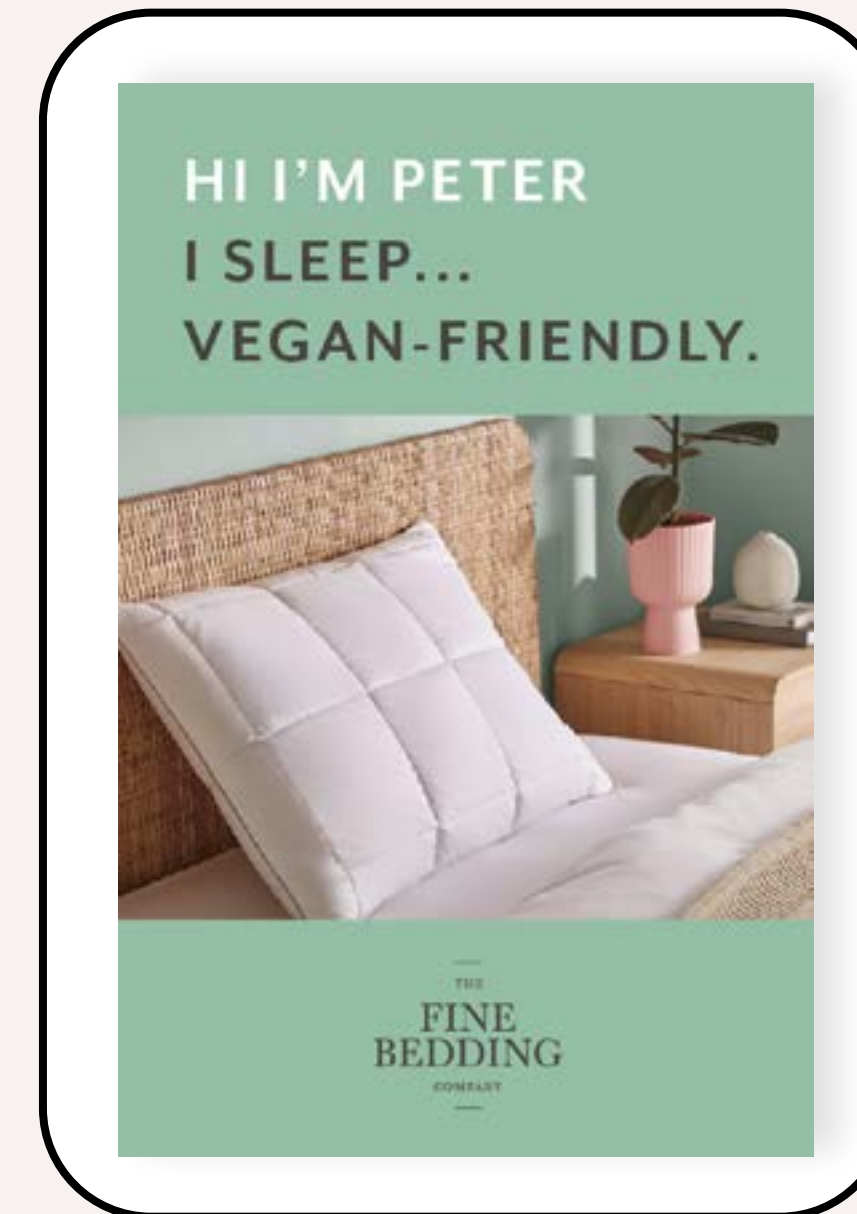
\*T&C One use per customer. Minimum £50 spend and not valid in conjunction with any other offers. Code valid until 31.12.2024.

10%  
OFF  
your next order\*

Excellent ★★★★★ 4.8 out of 5 ★ Trustpilot

Follow us   @finebeddingco | [www.finebedding.co.uk](http://www.finebedding.co.uk)

## Business Card Design

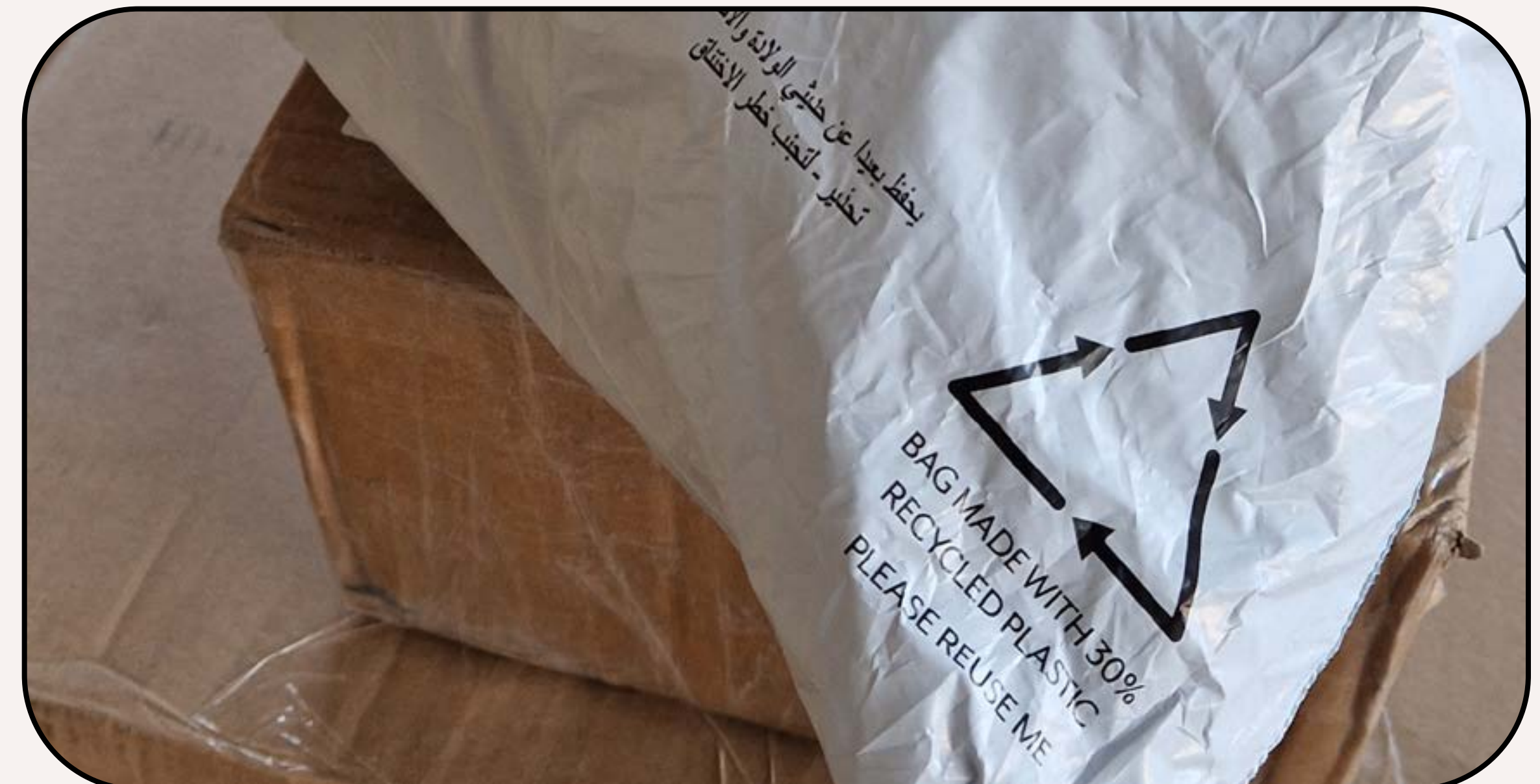


## Project Overview: Introductions with Personality

When the CEO asked for more colours, for the FBC business cards, I thought: "Why stop at colours? Why not add some personality, and showcase our amazing - colour coded - product collections?"

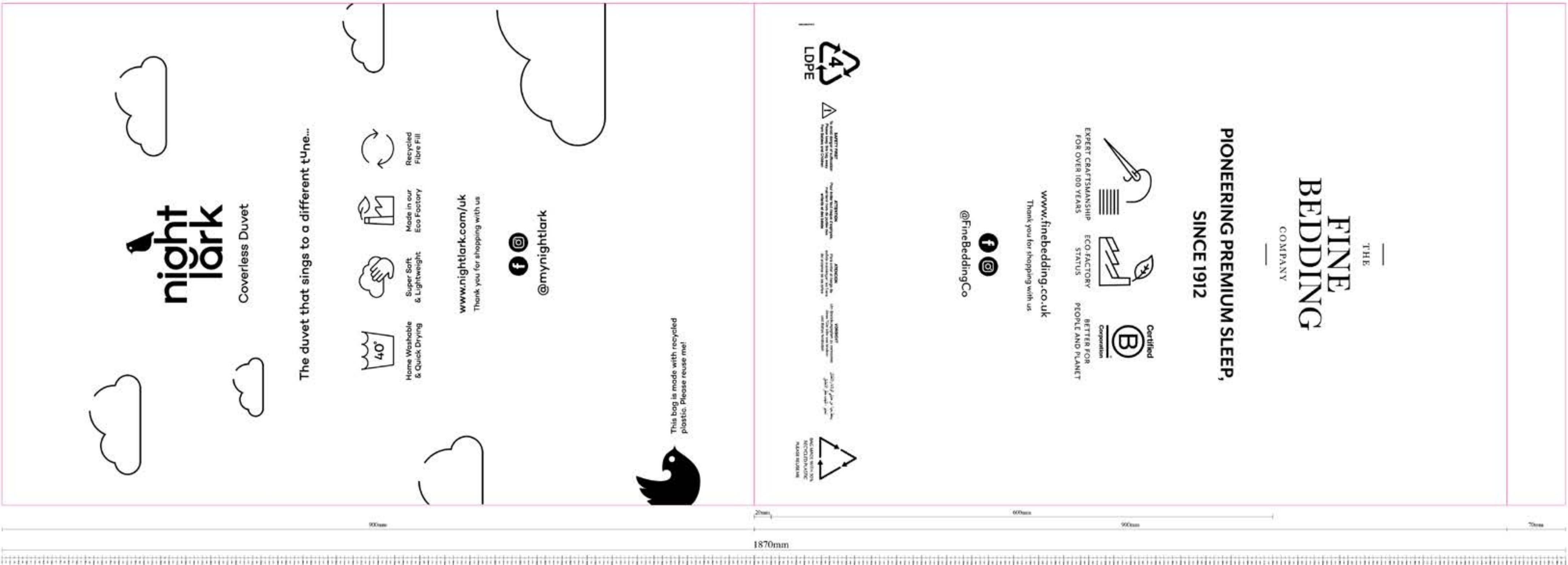
This resulted in the 'Hi, I sleep...' Business card concepts. An opportunity to not only break away from forgettable standard business cards (with a pop of fun colours), but to also allow staff to introduce themselves and introduce their favourite FBC products. Killing 3 birds with one stone - or card!





**File Name:**  
FBC-NL\_Dual-Branded\_Packaging\_Mailer Bag\_600x900x70

**Print Instructions:**  
**Date:** 11.11.2023  
**Size:** 600x900x70mm  
**Material:** Recycled Polyethylene Plastic 2.35 mil  
**Colours:**



THE FINE BEDDING COMPANY

THIS WINTER YOU DON'T NEED TO... RUN YOUR HEATING ALL NIGHT

Invest in the right bedding instead of energy bills. Our high quality duvets are made to last, with exceptional thermal properties to keep you warm all night...

4.5

7

10.5

13.5

9

4.5

SUMMER

SPRING / AUTUMN

WINTER

ALL SEASON

THE FINE BEDDING COMPANY

THIS WINTER YOU DON'T NEED TO... RUN YOUR HEATING ALL NIGHT

Invest in the right bedding instead of energy bills. Our high quality duvets are made to last, with exceptional thermal properties to keep you warm all night...

4.5

7

10.5

13.5

9

4.5

SUMMER

SPRING / AUTUMN

WINTER

ALL SEASON

Technical Info

THE FINE BEDDING COMPANY

SELECTING A GREAT NIGHT'S SLEEP

TOG GUIDE

The higher the tog, the warmer the duvet

4.5

7

10.5

13.5

9

4.5

SUMMER

SPRING / AUTUMN

WINTER

ALL SEASON

NATURAL FILL

Soft & Breathable  
Made from feather & down  
Known for allergy sufferers  
Natural thermal properties  
Best for cold houses and kids

SYNTHETIC FILL

Easily Washable  
Made from recycled Smartfil fibres  
Hypo-allergenic  
Less bulky for the same tog  
Best for washability and low bulk

Product Only

THE FINE BEDDING COMPANY

FOR RESPONSIBLE COMFORT THAT DOESN'T WASH AWAY

Our Spundown® duvets love to be washed time and time again. Using our ultra-washable, shape retaining Smartfil® fibres to get that new bedding feeling, night after night.

80°

HOME WASHABLE

PROVEN PERFORMANCE

PURE COTTON COVER

HYPO-ALLERGENIC

SOFTNESS & DURABILITY

Tech & Product

THE FINE BEDDING COMPANY

ALLERGY DEFENCE

The UK's only bedding that protects against the 4 most common allergens. Powered by HEIQ Allergen® Tech, an all-natural, chemical-free solution that is 100% biobased and reduces exposure to pollen, dust mite matter, dog, and cat allergens with the help of active probiotics.

HOME WASHABLE

ALL NATURAL PROTECTION

CHEMICAL FREE TREATMENT

SELF-CLEANING ACTION

SOFTNESS AND DURABILITY

ALLERGENS

DUST MITE MATTER

CAT

DOG

POLLEN

THE FINE BEDDING COMPANY

THE FINE BEDDING COMPANY

OUR SMARTFIL® FIBRE IS MADE FROM RECYCLED PLASTIC BOTTLES

The ultra-washable, silky soft fibres are glazed with silicone to create free flowing clusters that shape perfectly around your head while retaining their shape, night after night.

THE TREAT IS IN THE TOUCH.

Plastic PET bottles

Bottles shredded into flakes

Flake melted into pellets

Pellets extruded into yarn

Yarn spun into silky soft Smartfil® fibres

THE FINE BEDDING COMPANY

THE FINE BEDDING COMPANY

CAPTURE COMPLETE COMFORT IN OUR BREATHABLE BEDDING

Clever technology informs our climate control range, making it extra special. With innovation at their core, our Breathfil® products blend Smartfil® fibres with exceptional moisture-wicking fibres called Modal.

HOME WASHABLE

MOISTURE WICKING MODAL

PURE COTTON COVER

HYPO-ALLERGENIC

SOFTNESS & DURABILITY

THE FINE BEDDING COMPANY

THE FINE BEDDING COMPANY

RETURN TO NATURE

The UK's first Duvet & Pillow with biodegradable® fibre filling. TENCEL™ Lyocell fibres add a soft touch and superior breathability. Providing you with down-like softness, so you can sleep snug and safe in the knowledge that your bedding is kinder to our planet.

MOISTURE WICKING COVER

HOME WASHABLE

HYPO-ALLERGENIC

COTTON BLEND COVER

MADE TO LAST

PRIMALOFT. BIO™

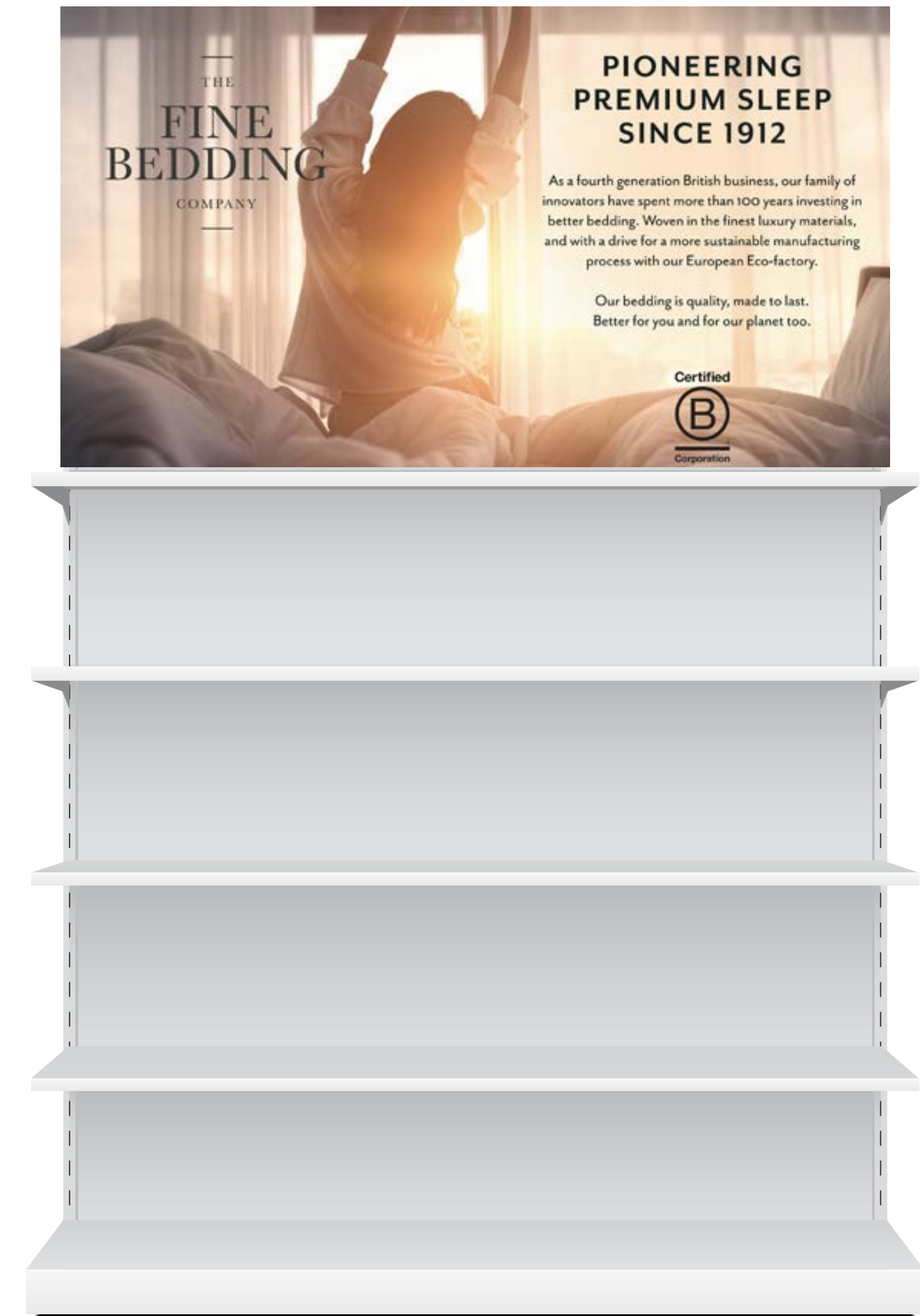
TENCEL™

Trustpilot

Page 30

email: hello@jasminissaka.com | contact: +44 (0) 7471195573 | Return to Contents





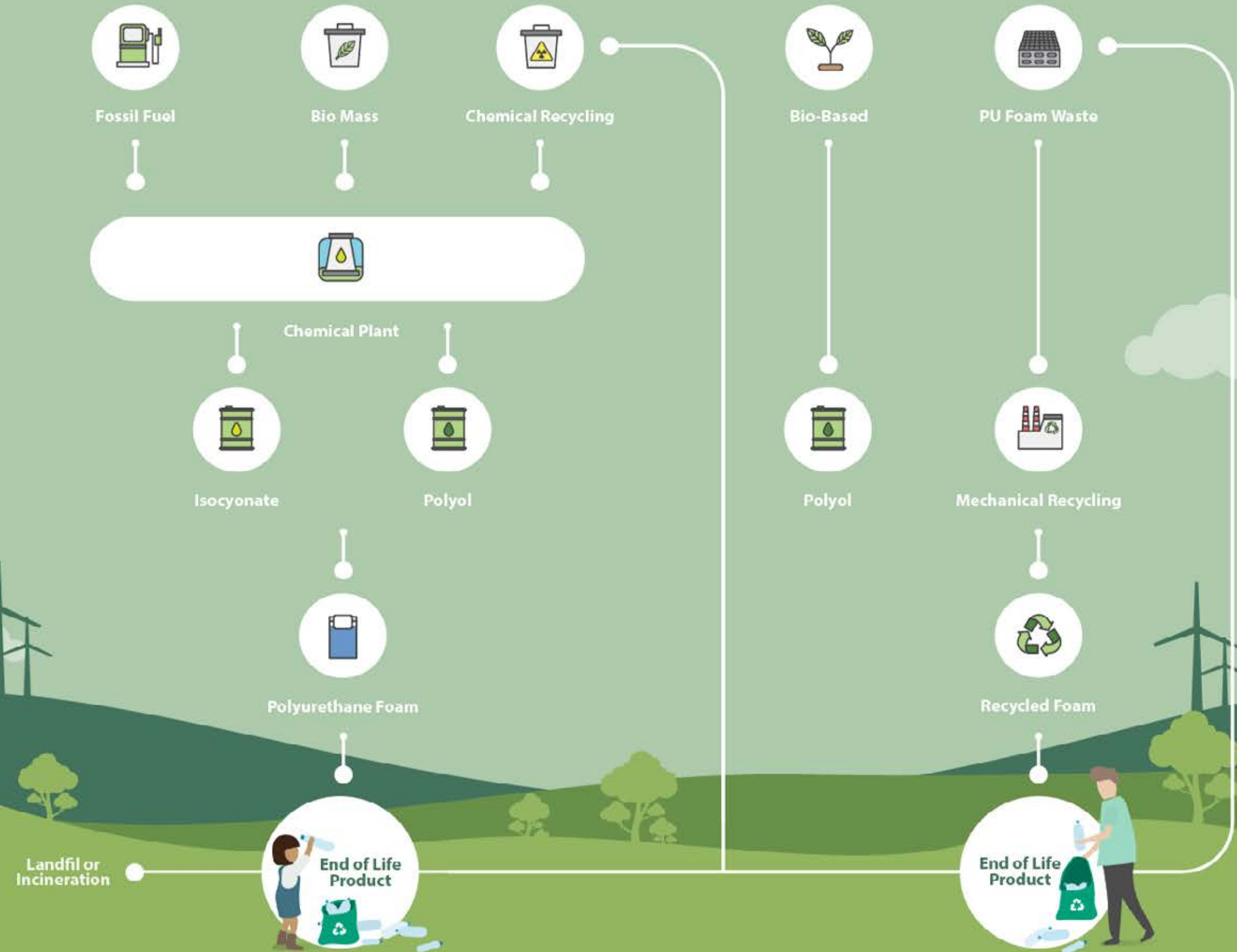


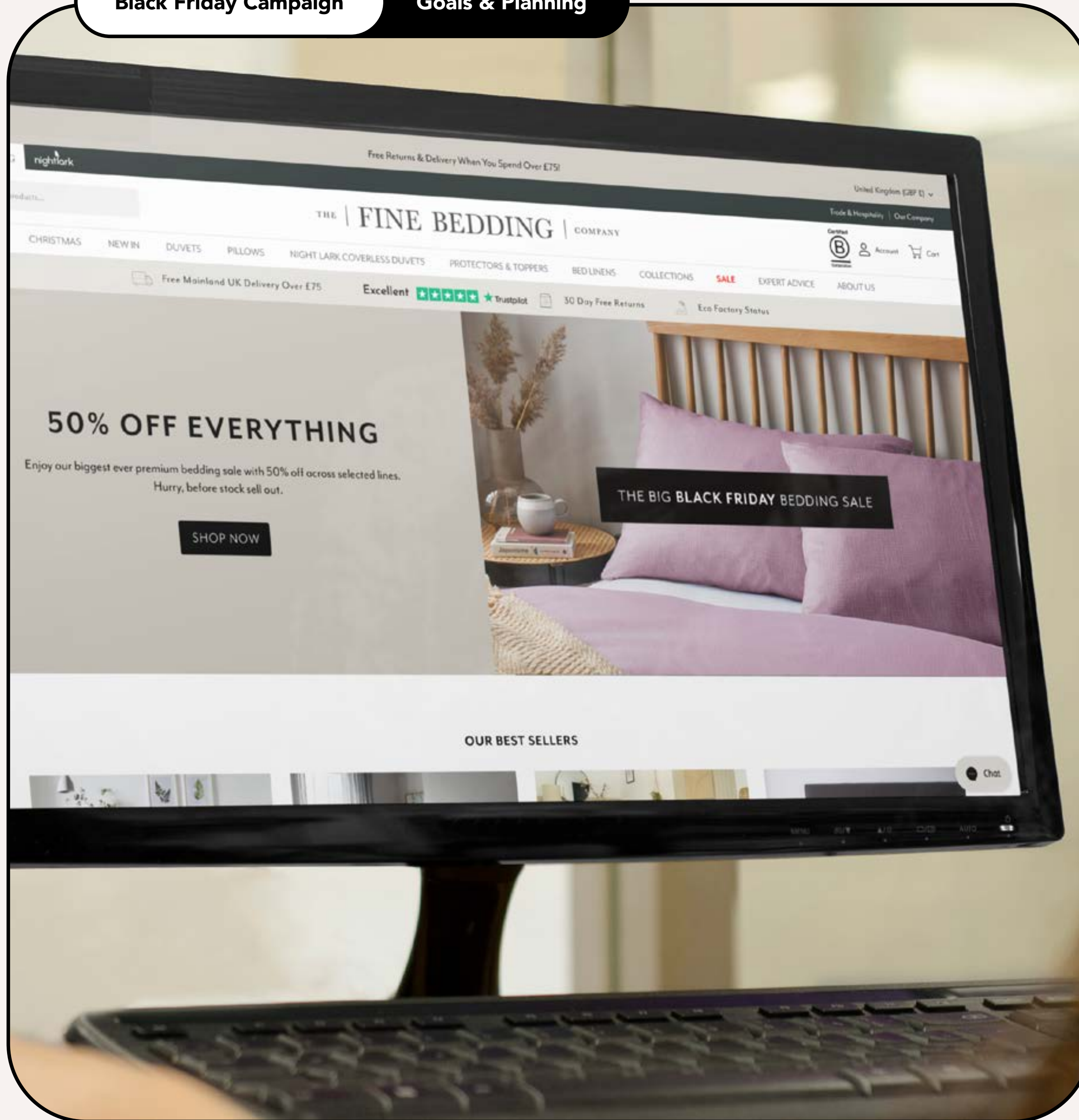




# Part of the Solution

We want to lead the transition of polyurethane manufacturing to a circular economy and disconnect our production from fossil fuel feedstock.





## Project Overview: Black Friday Campaign 2023

### Campaign Goal:

Showcase and sell old warehouse stock  
Gain higher order value during sale season  
Improve overall sales from 2022

### Time line:

Send campaign assets to all agencies by - Monday **13th November**  
**Complete ALL creative deliverables by - Friday 17th November**  
Start Black Friday Week - Monday **20th November**  
**Black Friday (Officially) - 24th November**  
Cyber Monday - **27th November**  
Cyber Sale week - 26th 'until 30th November  
Some extend cyber sale week until - 3rd December (Sunday evening).

### Execution & Assets:

- Homepage BF Themed Banners / + Sale section highlighted
- Paid Ads & Search
  - Trust Pilot Product Carousel
- Organic Socials
  - Refresh and show old stock on Insta + FB
  - Show multi-product photography from users. i.e. Matching pillows + Duvet
- 3x Email Events
  - Intro Black Friday Week - 17th - 20th November
  - Announce Black Friday - 24th November | 9am
  - Last minute Deals - Hurry before it Ends. - 27th November | 9am - 8pm

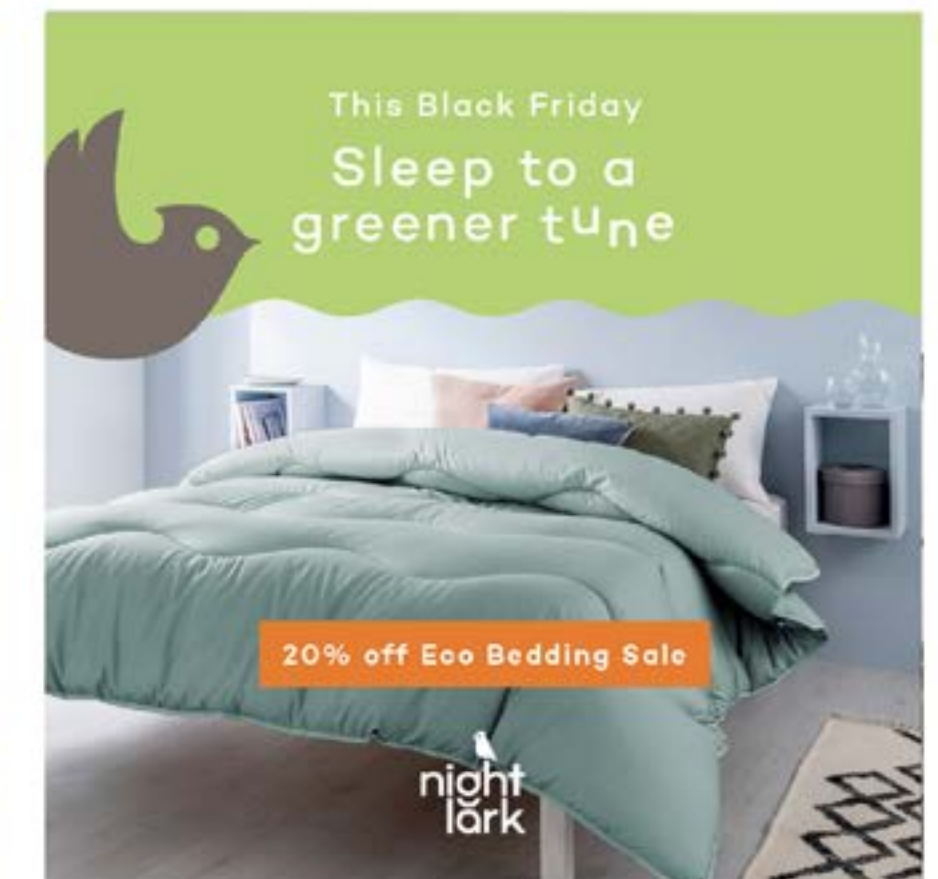
### Campaign Offers

- Event 1: 20% OFF Everything
- Event 2: 50% OFF everything + Extra over £120 spend



## Project Overview: Campaign Concept 1

This campaign direction focuses on adding more personality to the brand. Many competitors such as Dusk, Soak & Sleep, Silentnight and Simba deliver the same template of marketing campaigns. Photography with the common 'Black Friday Sales' messaging. I believed injectin playful messaging would help create more engaging content that would be more distinctive, compared to the FBC competitors. Also, delivering a hint of personality, which would help create a more personable connection with the brand, in the long run.



## Project Overview: Campaign Concept 2

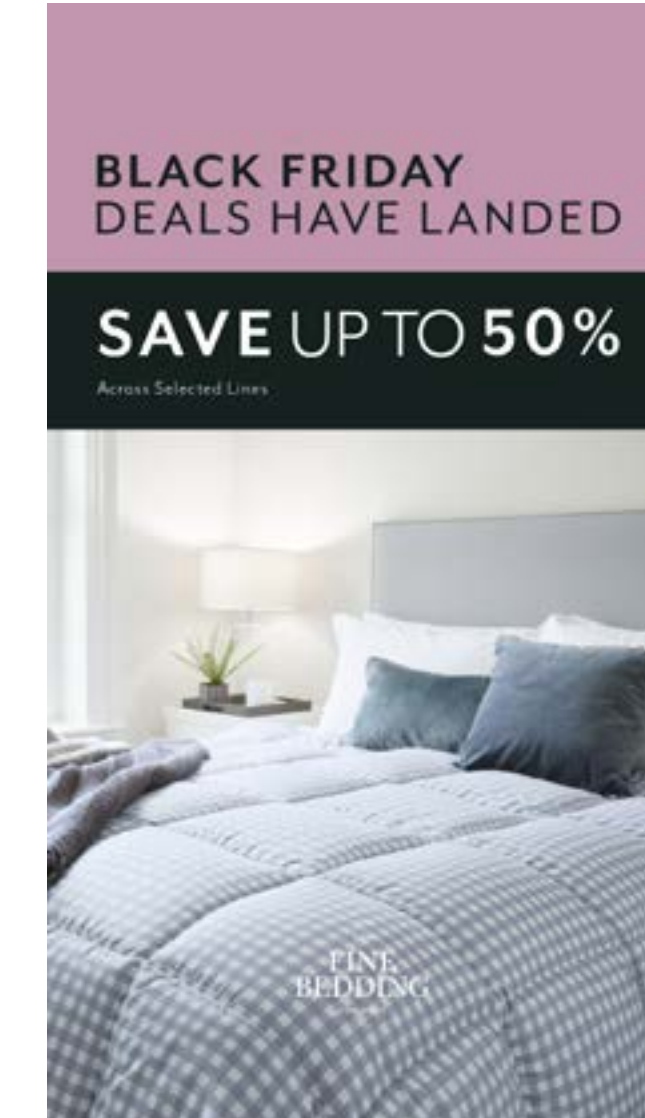
Besides delivering high-end quality bedding, the company also has been making amazing strides in delivering eco-friendly alternatives, products and business operations. I believe this would be a quality unique selling, as FBC's core competitors lack eco-friendly product options, and vision overall. With more and more consumers taking a more eco-conscious stance, this direction would assist in allowing FBC to be seen as a quality green choice.



Website Banner Ads



Insta & Google Ads Assets

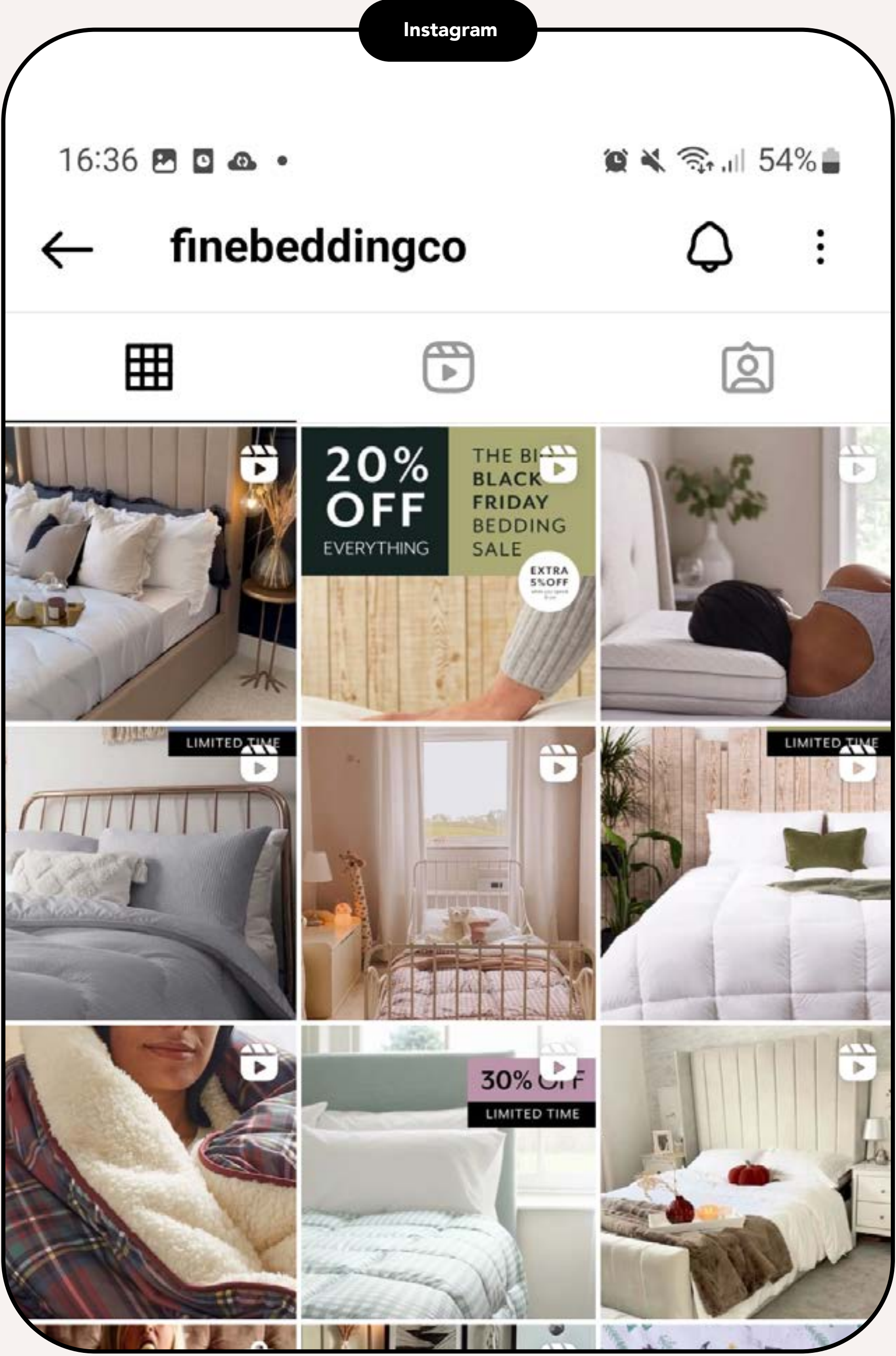
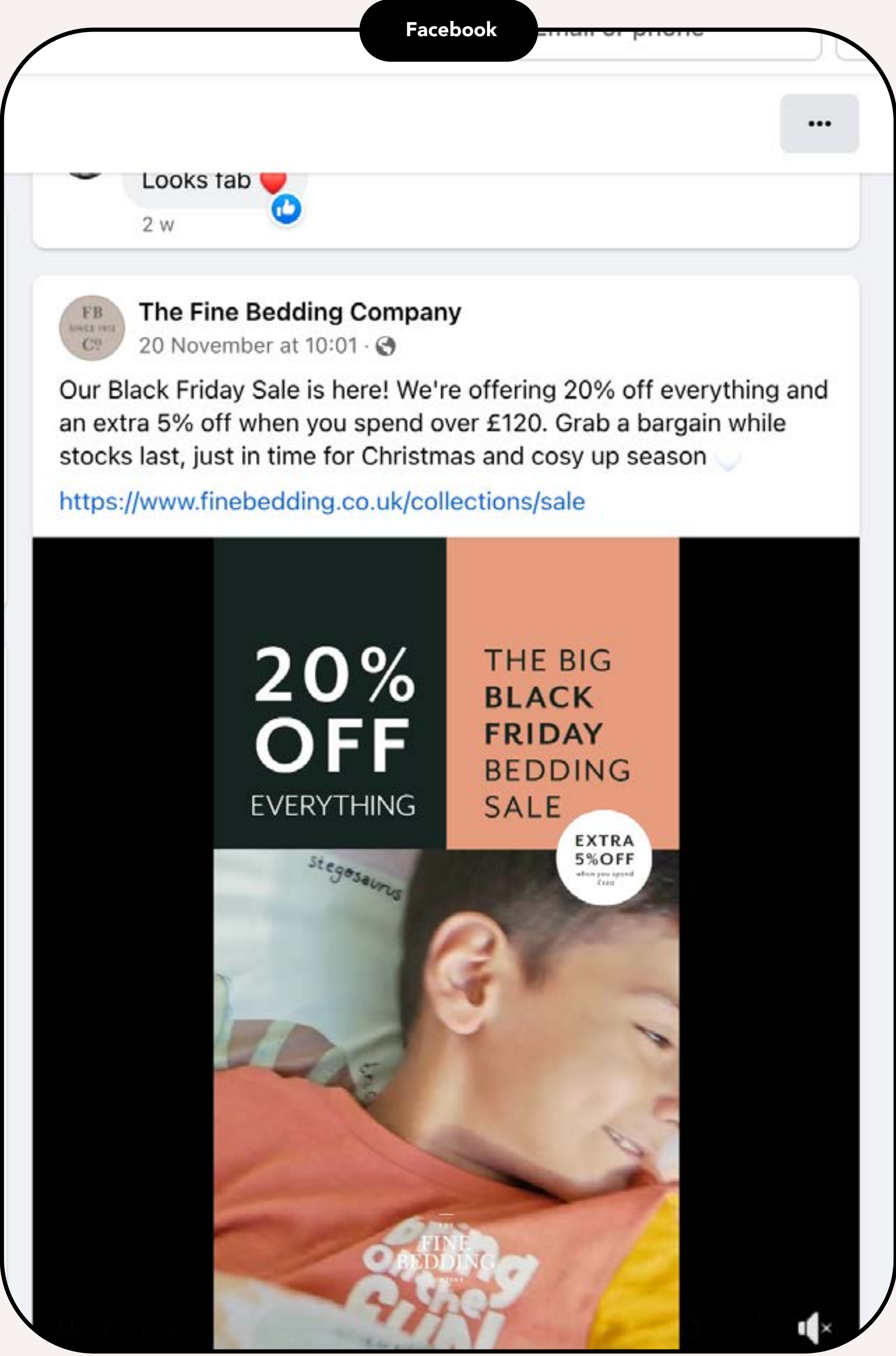


Story & Reels Ads

## Project Overview: Final Campaign Direction

Through A/B testing the marketing found out that assets with 80% photography, and 20% bold coloured graphics, performed well with paid campaigns.

With this information, and guidance from the marketing manager, we developed the 1st campaign direction into its current aesthetic. Strong photography focus and a consistent contained grid system, which played a key element in video, animation, gifs and any other moving assets. This grid system also allowed room for other multiple imagery applications, without it looking too overwhelming. As seen with the FBC email marketing design.



Sign-up Banner

Free Returns & Delivery When You Spend Over £75!

THE | FINE BEDDING | COMPANY

PILLOWS NIGHT LARK COVERLESS DUVETS PROTECTORS & TOPPERS BED LINENS COLLECTIONS SALE

land UK Delivery Over £75 Excellent ★★★★★★ Trustpilot 30 Day Free Returns Eco Factory

Don't miss out on...

EXCLUSIVE  
EARLY ACCESS

THE BIG  
BLACK FRIDAY  
BEDDING SALE



SIGN UP FOR OUR NEWSLETTER

Full name \*

Email \*

Subject \*

Email Design

THE | FINE BEDDING | COMPANY nightlark

DUVETS PILLOWS COVERLESS DUVETS



EXTRA 5% OFF WHEN YOU SPEND £120



20%  
OFF  
EVERYTHING



THE BIG  
BLACK FRIDAY  
BEDDING SALE



\*Excludes offer valid on full price items only

Shop Now

\* 5% extra discount applied at checkout on spend over £120  
\* Limited stock



Smart Temperature Cool 100% Cotton Pillow Protector Pair  
£28.80 ~~£36.00~~

Shop now



Spundown® Mattress Protector  
£28.40 ~~£35.50~~

Shop now



200 Thread Count Classic 100% BCI Cotton Duvet Cover  
£28.80 ~~£36.00~~

Shop now




Adjustable Memory Foam Pillow  
£60.00 ~~£75.00~~

Shop now




SAVE  
UP TO 50%




Smart Temperature Cool 100% Cotton Pillow Protector Pair  
£28.80 ~~£36.00~~

Shop now




Spundown® Mattress Protector  
£28.40 ~~£35.50~~

Shop now




200 Thread Count Classic 100% BCI Cotton Duvet Cover  
£28.80 ~~£36.00~~

Shop now



Adjustable Memory Foam Pillow  
£60.00 ~~£75.00~~

Shop now



SAVE  
UP TO 50%  
Across Clearance

ONCE IT'S GONE  
IT'S GONE

Shop Now



Free UK mainland  
delivery over £75

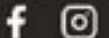


Free returns  
within 30 days



Eco Factory  
Status

JOIN OUR COMMUNITY



@finebeddingco @mynightlark

If you no longer wish to receive marketing emails from us, please [unsubscribe](#) here.

©The Fine Bedding Company Ltd - Registered in UK 01298570

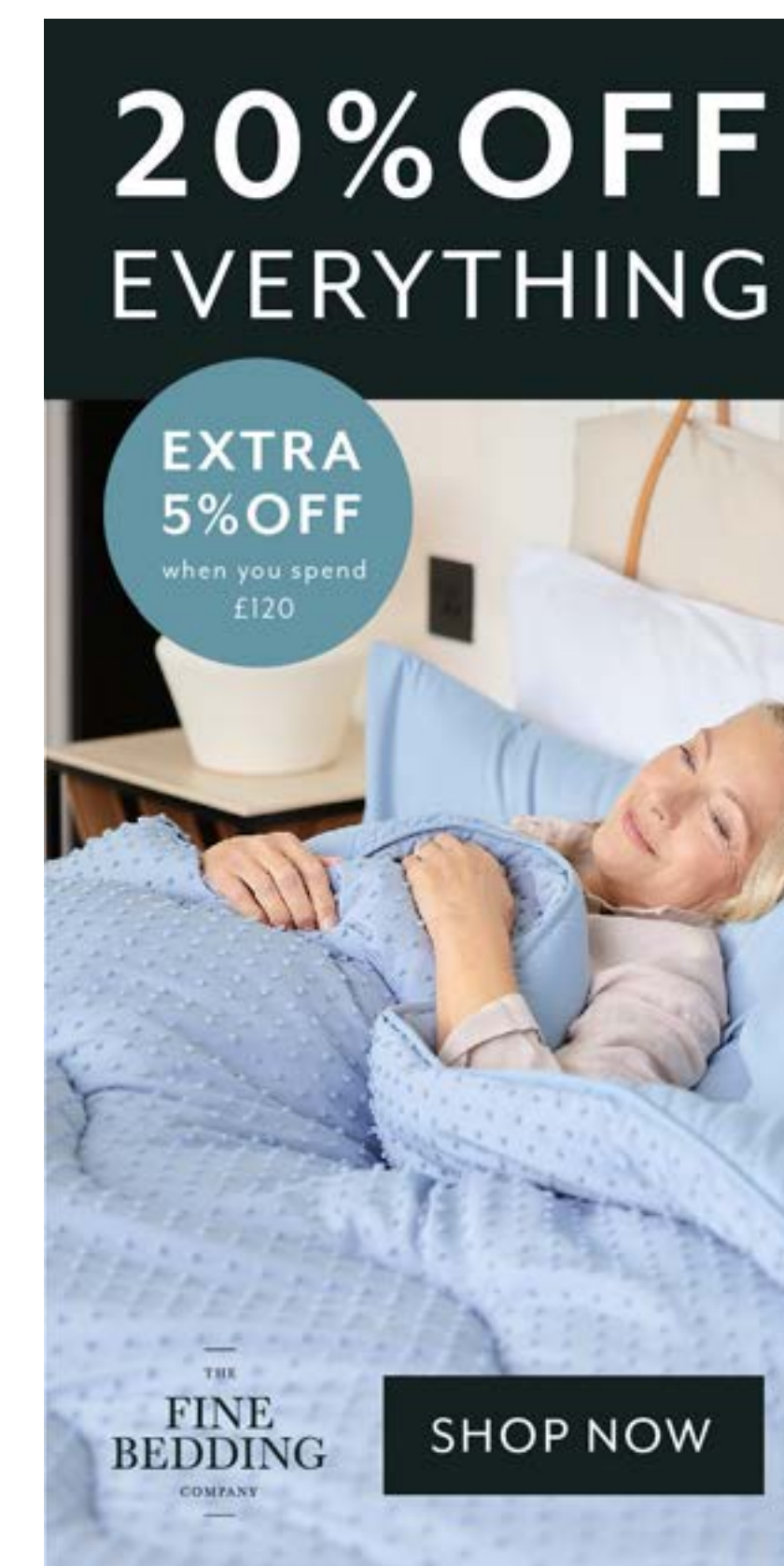
Certified





Video Link

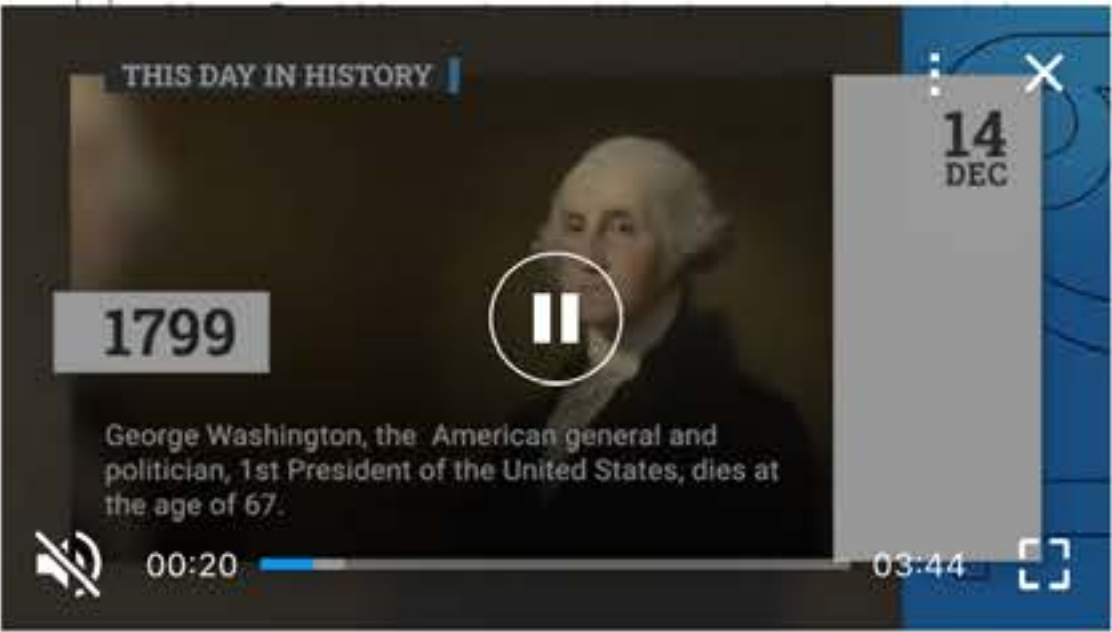
<https://youtu.be/aO7PevHISRw>





Punctuation Practice Test

1. For each of the following, choose the correct sentence.



- ☒ A) Yes, sir, I will do it immediately.
- ☐ B) Yes sir, I will do it immediately.



TOP GRAMMAR BLOG POSTS

- Capitalization of Academic Degrees
- Into vs. In to
- Writing Dates and Times



Video Link

[https://www.instagram.com/reel/C1RO\\_-1odD6/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C1RO_-1odD6/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)



night  
lark

Coverless Duvet



## Social Media Assets Design



## Overview: Night Lark

'The duvet that sings to a different tune.'

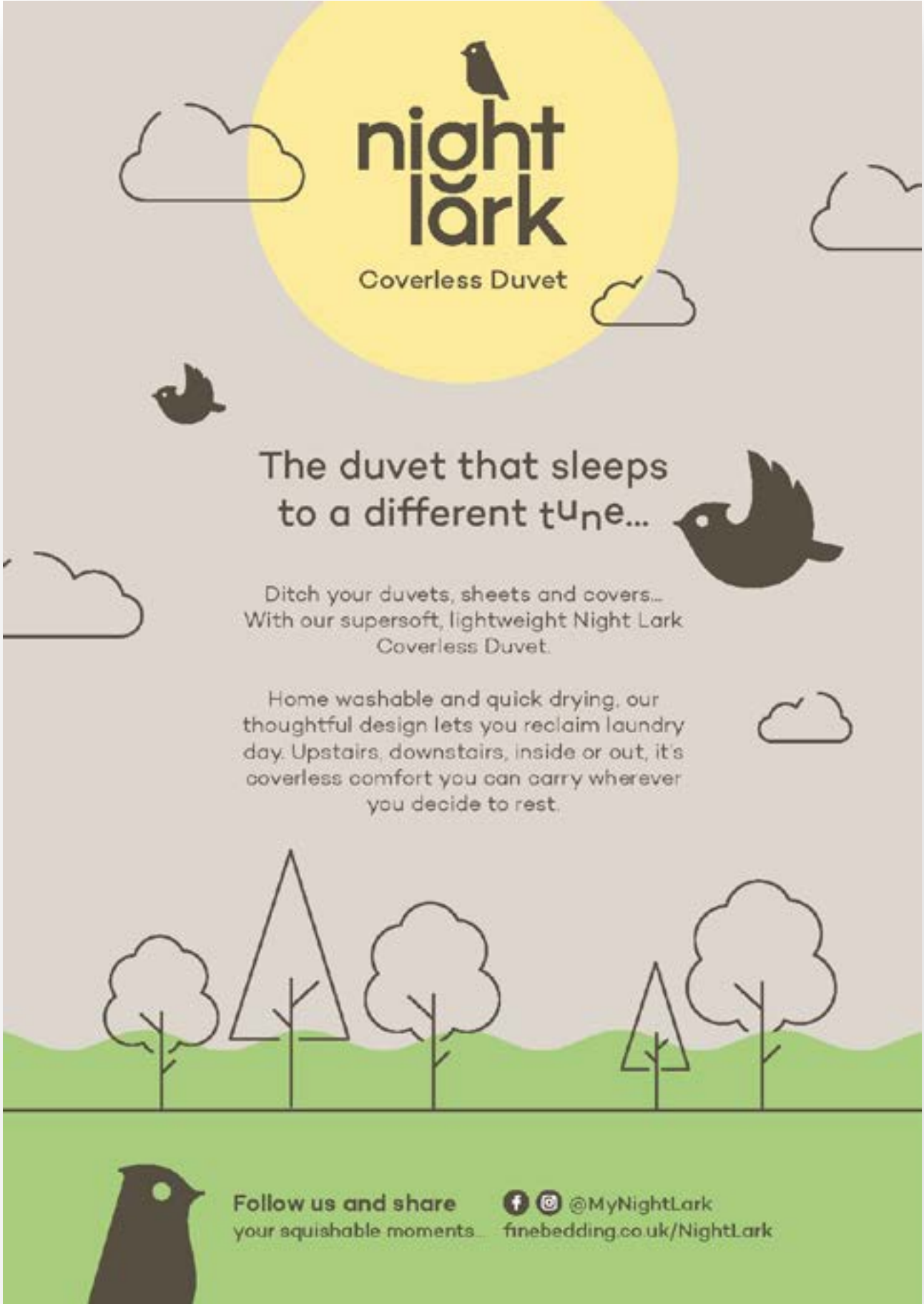
Night Lark is a transformation from the former sister brand 'Night Owl.' The new branding adapts a more vibrant, family-friendly, easy-going and playful tone. A reflection of the brand's core product. The easy to use, soft and versatile all-in-one duvet. Made with recycled bottles. Easy to use and easy on the planet.

Colaborating with the team, I have managed and grown the brand assets. Consistently conveying the brand voice, aesthetic and character 'Luna the Night Lark,' to make meaningful and engaging communciation materials.





Alternative Design Options





night lark  
Coverless Duvet

The duvet that sleeps  
to a different tune...

Ditch your duvets, sheets and covers...  
With our supersoft, lightweight Night Lark  
Coverless Duvet.

Home washable and quick drying, our  
thoughtful design lets you reclaim laundry  
day. Upstairs, downstairs, inside or out, it's  
coverless comfort you can carry wherever  
you decide to rest.

Follow us and share  
your squishable moments...   @MyNightLark  
finebedding.co.uk/NightLark



night lark  
Coverless Duvet

Light and breezy, washes  
easy and planet friendly!

With our supersoft, lightweight Night  
Lark Coverless Duvet.

Home washable and quick drying, our  
thoughtful design lets you reclaim  
laundry day. Upstairs, downstairs,  
inside or out, it's coverless comfort you  
can carry wherever you decide to rest.

40°  
Home  
Washable

Quick  
Drying

Recycled  
Fibre Fill

Eco  
Factory

Hello! I'm Luna  
the Night Lark...

Follow Luna and share...  
your squishable moments!

   
@MyNightLark  
finebedding.co.uk/NightLark



night lark  
Coverless Duvet

Squishable, Squashable  
and home washable...

With our supersoft, lightweight Night  
Lark Coverless Duvet.

Home washable and quick drying, our  
thoughtful design lets you reclaim  
laundry day. Upstairs, downstairs,  
inside or out, it's coverless comfort you  
can carry wherever you decide to rest.

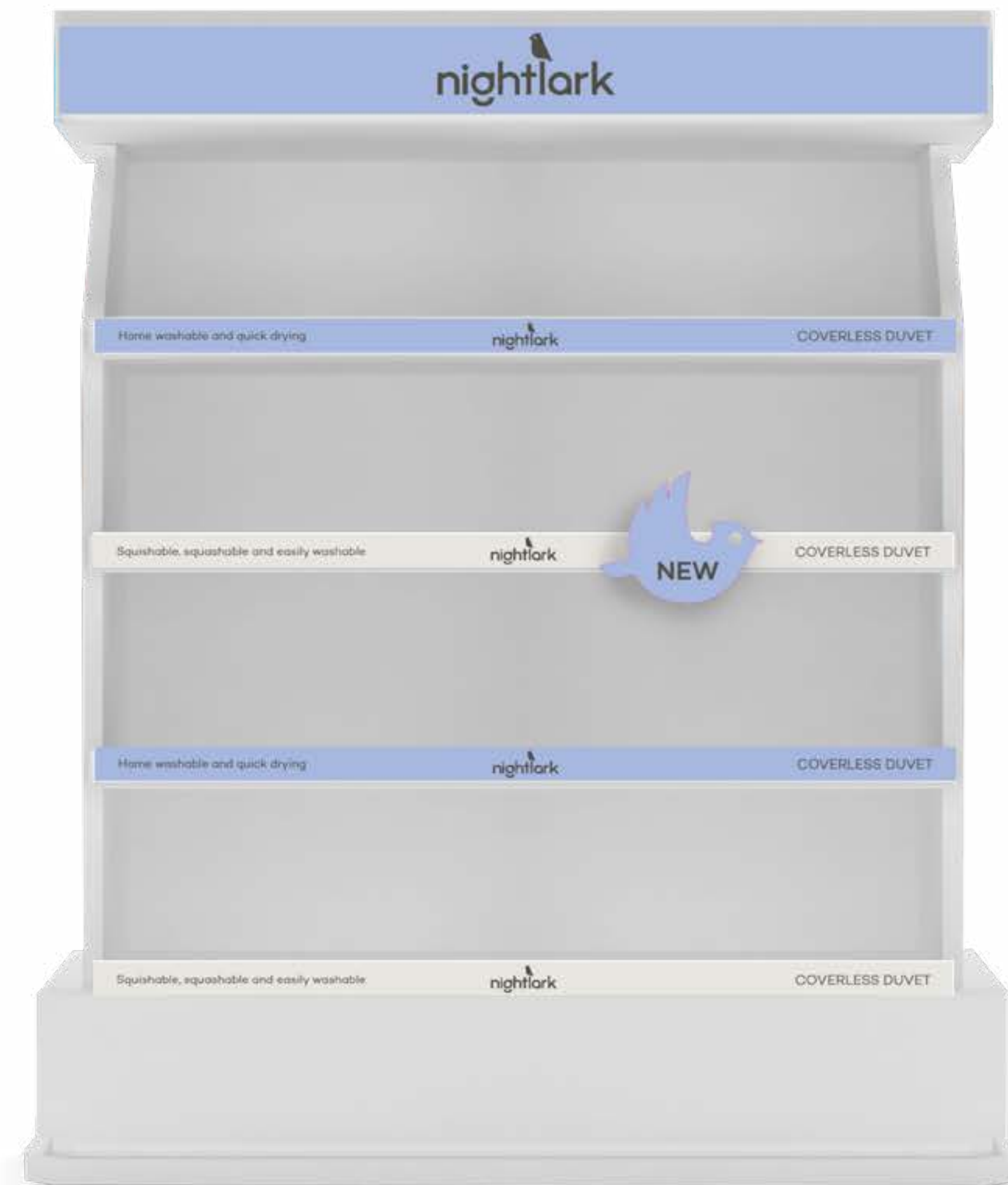
Hello! I'm Luna  
the Night Lark...

Follow us and share your  
squishable, squashable  
moments!

   
@MyNightLark  
finebedding.co.uk/NightLark







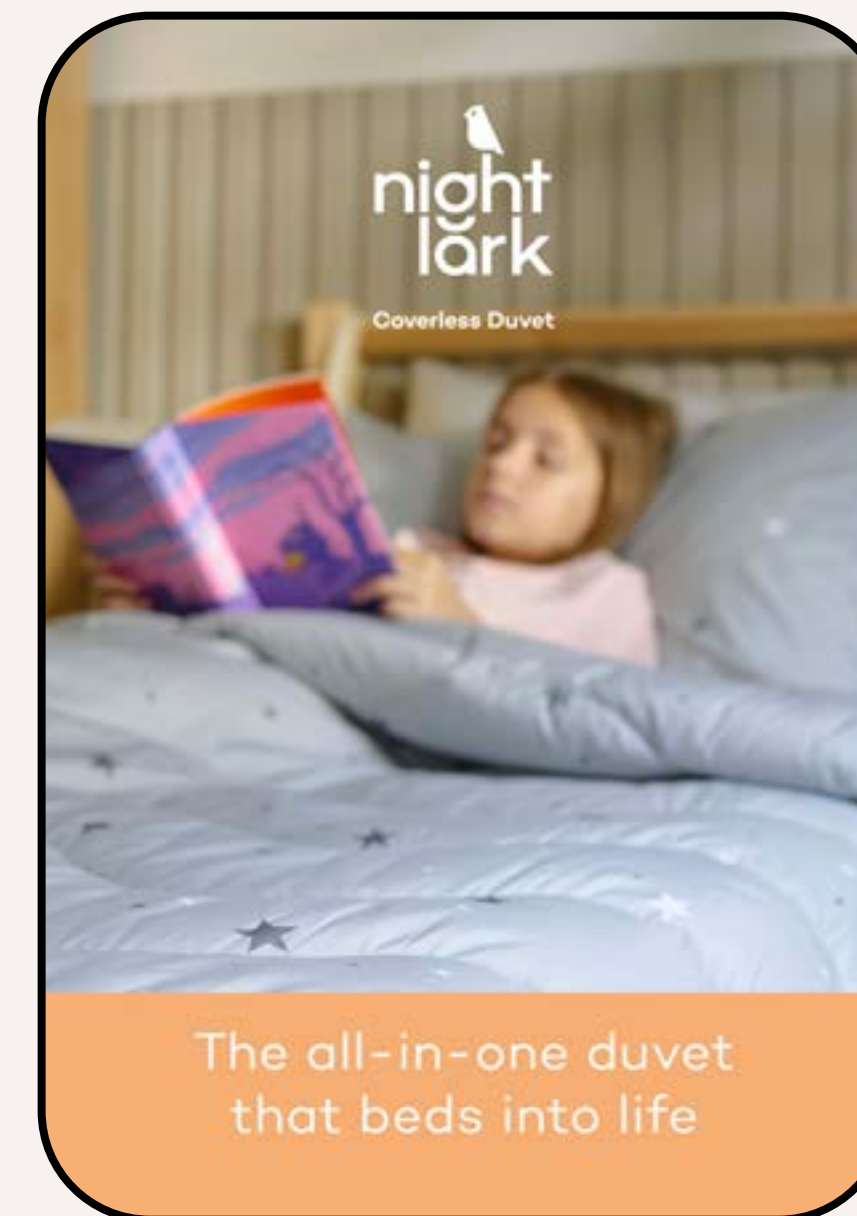
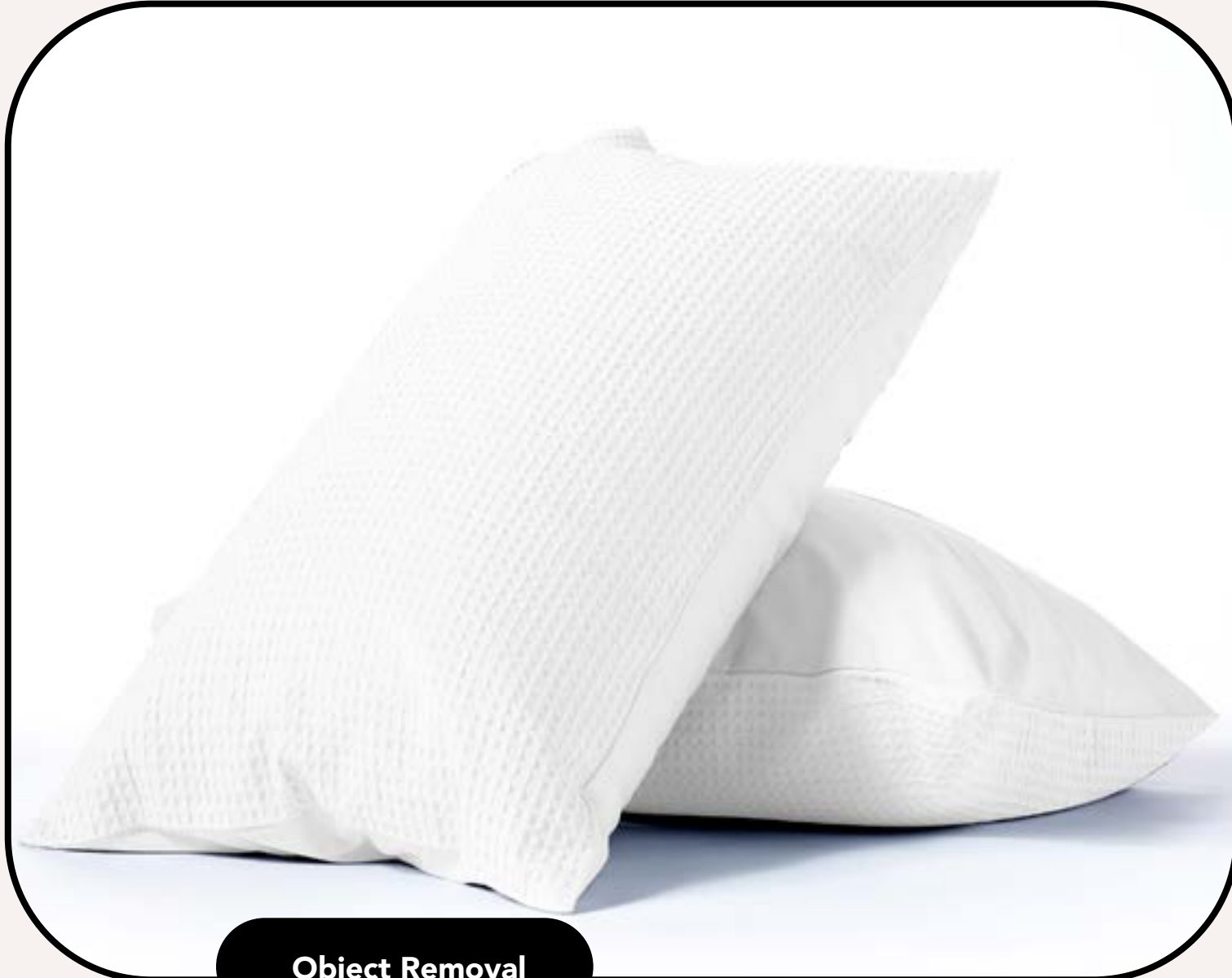


Photo Re-touching



Object Removal



Background and Shadow Adjustment



Re-colouring



## Project Overview: Money Saving Business Cards

Networking is an essential component for many of the staff at FBC. But with so many brands to represent and introduce, what would be the best way to share all these great brands at once? Without having to bring out a flurry of cards?

Much like the all-one-duvet I decided the best solution would be an all-in-one business card.

Using the tent fold method, it allowed the company to professionally introduce 3 brands. The parent company, FBC, is placed at the front, so it's the leading brand on all cards. The back of the cards will have individual personal contact details available.

This solution was immediately implemented and printed for staff across the company.

I also provided design ideas for multiple brands on a single side; however, this seemed too busy and therefore less professional looking.



GO MOBILE  
COMMISSION

E-COMMERCE  
& VIRTUAL  
TERMINAL  
COMMISSION

Don't forget to up-sell PCI,  
Analytics and FPS and watch your  
commissions increase!

MIURA  
SYSTEMS

ElavonFPS

E-COMMERCE  
COMMISSION

MONTHLY CHARGE	1YR	2YR	3YR	4YR
£7.00	£37.51	£87.27	£127.28	£159.40
£8.00	£46.35	£103.22	£148.94	£185.72
£9.00	£55.19	£119.16	£170.61	£217.08
£10.00	£64.03	£135.11	£192.27	£248.24
£11.00	£72.87	£151.06	£213.94	£284.50
£12.00	£81.71	£167.01	£235.60	£320.76
£13.00	£90.55	£182.96	£257.27	£357.02
£14.00	£99.39	£198.91	£278.93	£393.28
£15.00	£108.23	£214.86	£300.60	£429.54
£16.00	£117.07	£230.81	£322.26	£465.81
£17.00	£125.91	£246.76	£343.93	£502.07
£18.00	£134.75	£262.70	£365.59	£538.33
£19.00	£143.59	£278.65	£387.26	-
£20.00	£152.43	£294.60	£408.92	-
£21.00	£161.27	£310.55	-	-
£22.00	£170.11	£326.50	-	-
£23.00	£178.95	£342.45	-	-
£24.00	£187.79	-	-	-
£25.00	£196.63	-	-	-

Commission is paid as per the £ paid, for example a £17 and £17.75 will both be paid at the same commission amount. Commission is paid after a card transaction has been processed. Commission is paid twice weekly on Tuesdays and Fridays.

PER TRANSACTION FEES

Per transaction commission is paid monthly in arrears as part of the card acceptance commission. The % net revenue share is defined by monthly sales performance.

Less than 10 live and transacting Merchants monthly  
= 18.75% net revenue share.

Share 10 or more new live transacting Merchants monthly  
= 62.50% Net Revenue Share.

We recommend that you charge 10p per transaction but the floor price is 6p.

Transaction charges are not applied for:

The per transaction cost is 6p per transaction charges are not applied for MID only E-commerce.

MID only E-commerce does not attract a monthly charge or pence per transaction charge because we are not providing the gateway.

CARD ACCEPTANCE CHARGES

The card acceptance charging matrix for E-Commerce is the same as the Terminal matrix with the addition of the gateway per transaction fees which are charged by Elavon.

The system allows you to price Card Present and Card Not Present (E-Commerce & VT) business differently. It is your choice if you want to increase the card rates for E-Commerce business.

OTHER CHARGES

PCI DSS is charged on ALL E-Commerce MIDs (Inclusive of E-Commerce MID Only) at a minimum of £3.50 per month.

Analytics is charged at £3.00 per month for all other E-Commerce Products (Analytics is NOT charged for E-commerce MID Only).

Faster payments is an option with E-Commerce & VT is charged at a minimum of £2.00 per month. Power of the Pound applies for PCI / Analytics and Faster Settlements.

Overview

V9 Business is a rapidly growing payments solutions provider in the financial technology world. Providing competitive rates and powerful merchant services platforms, software and devices.

During my time at V9 Business, I successfully managed all the design projects within a timely manner in a fast paced environment. I succeeded by actively communicating with managers, team members, the CEO and directors, and using good judgement to prioritise and manage projects appropriately. In addition to V9 Business, I also managed the branding for its sister companies, Cardpay365 and VerofyPay.

Besides supporting internal staff and design projects, I also managed around 300+ external white label clients’ marketing needs. I’ve attained a record of consistent and timely service by streamlining core marketing materials into easily adaptable design templates, using Indesign.

I also implemented interactive documents such as training presentations, documents and interactive contracts, integrated with Adobe sign. This assisted the on-boarding team with reducing sign-up friction and improving on-boarding with new clients.

Outcome

The design work I delivered assisted the team members in delivering better training materials, product tutorials and more efficient on-boarding.

Clients and staff reported that the improved design efforts created a more professional look, and helped market their products better to potential buyers. Additionally the template style was easier to comprehend, and excellent for rapid edits for updating literature.



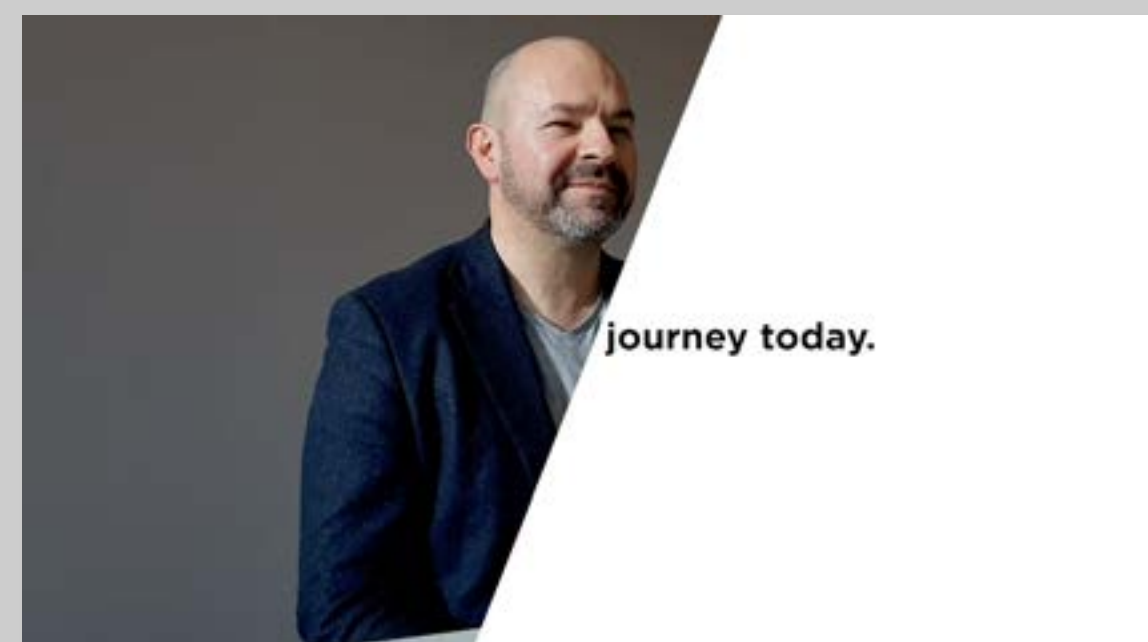
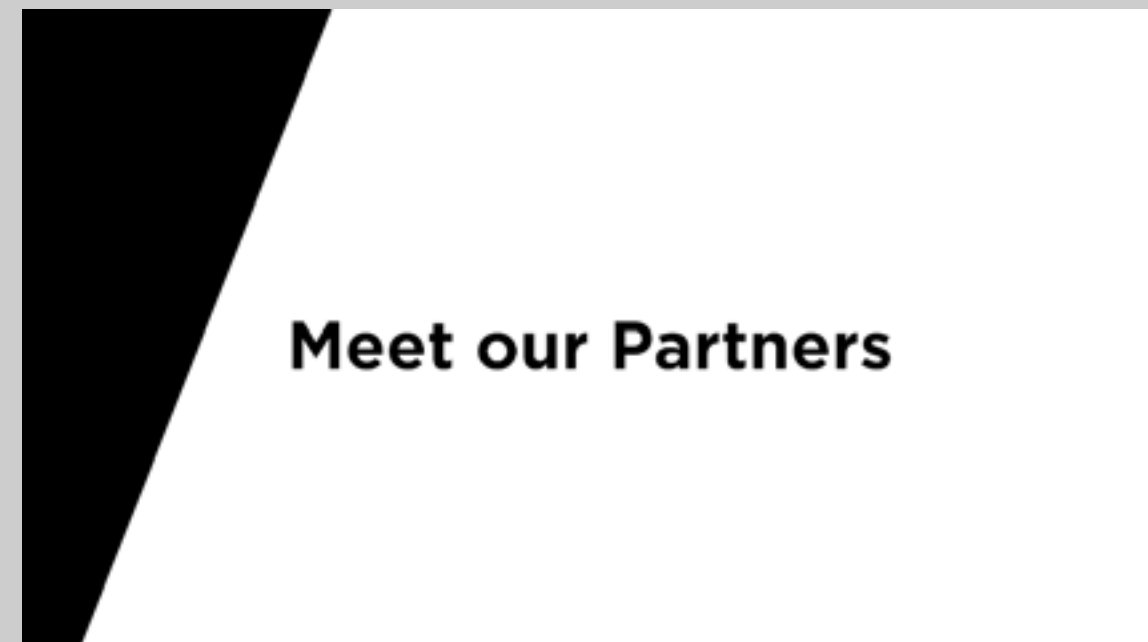
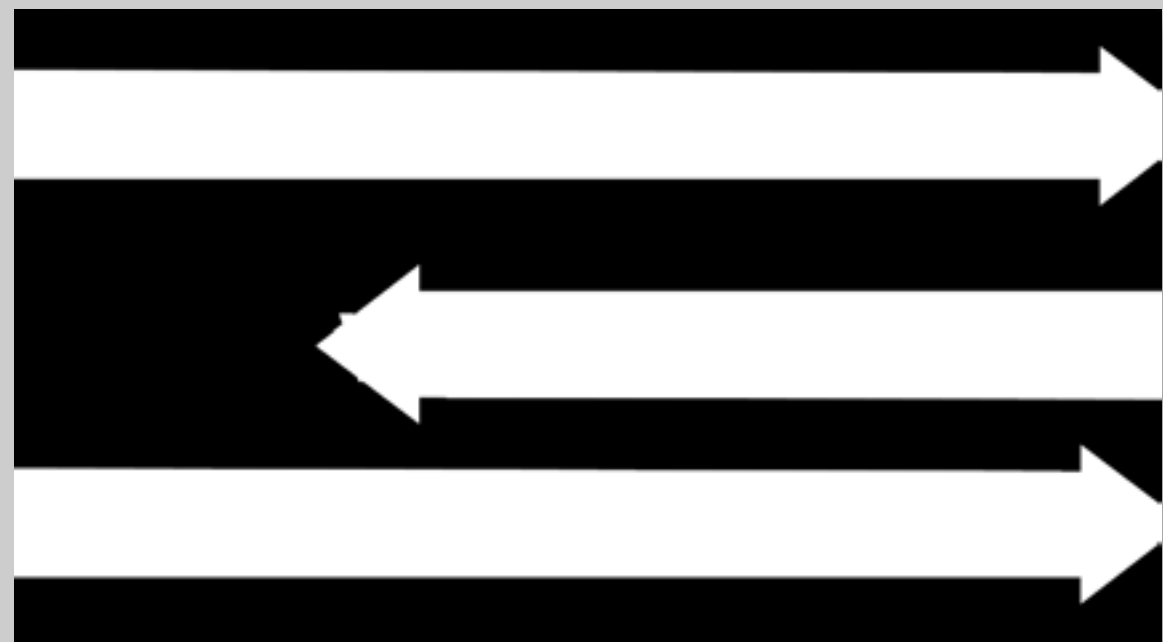
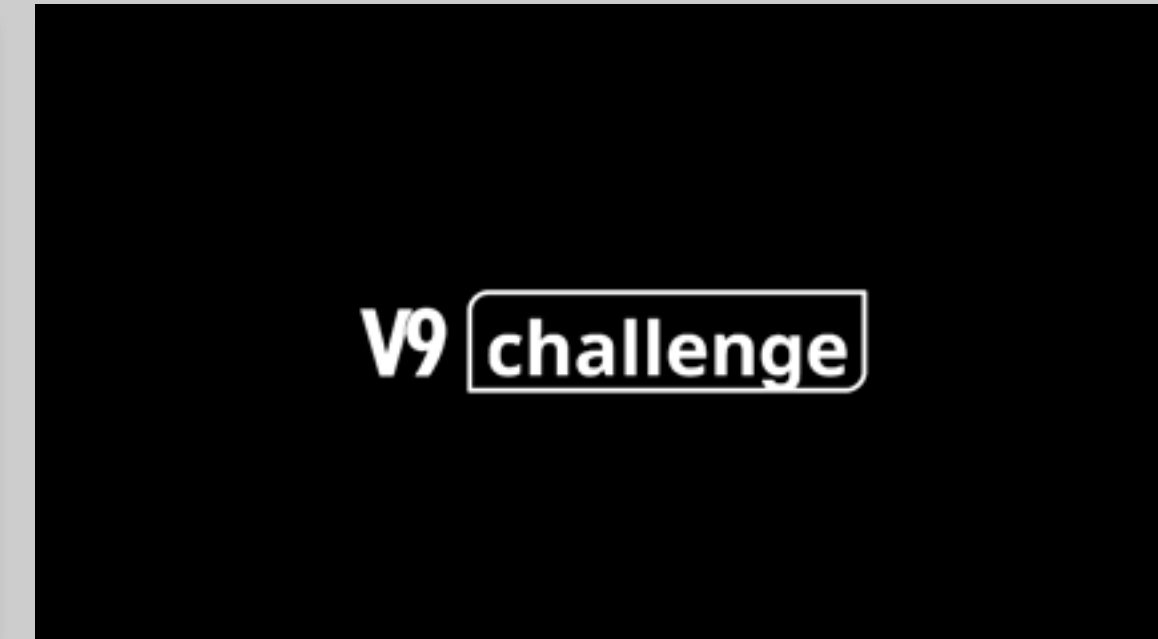
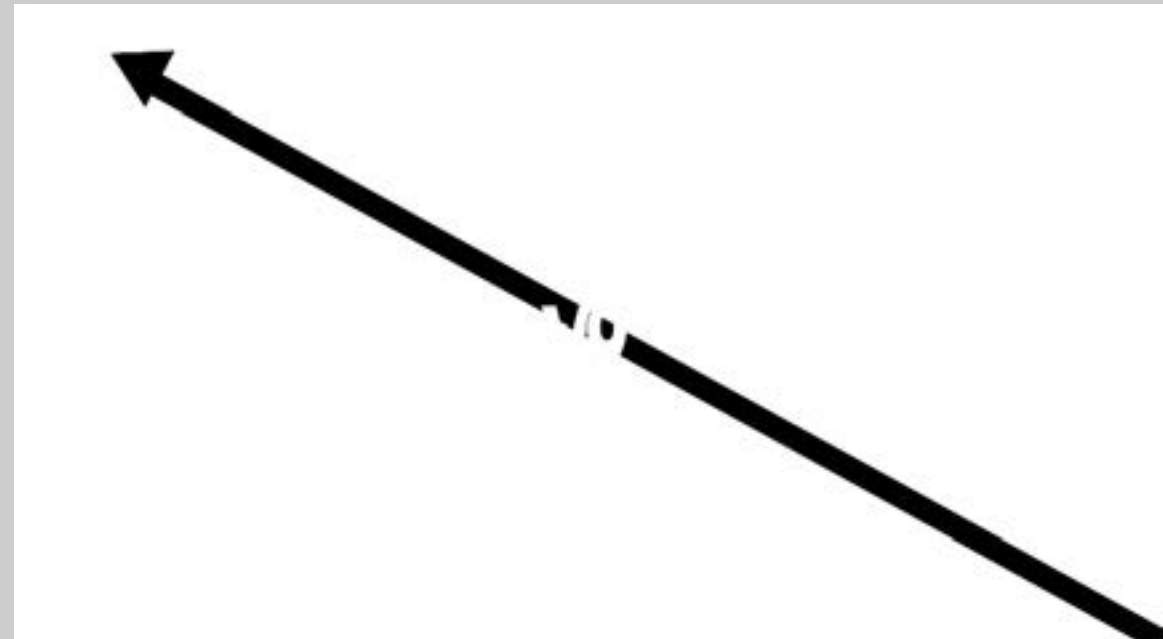


Product Brochure



Product Leaflet







Overview

When it comes to providing quality swimming education, flexible learning solutions - packaged together with passionate - the Institute of Swimming is, undoubtedly, in its own league. Since 1970, the institution has been a leader in providing the UK with Swim England Aquatics qualifications. And in 2018 the IOS were ready to make another wave with their new brand identity.

With their new brand identity finalised, the Institute of Swimming was ready to make a splash and roll-out their new branding across all visual communication

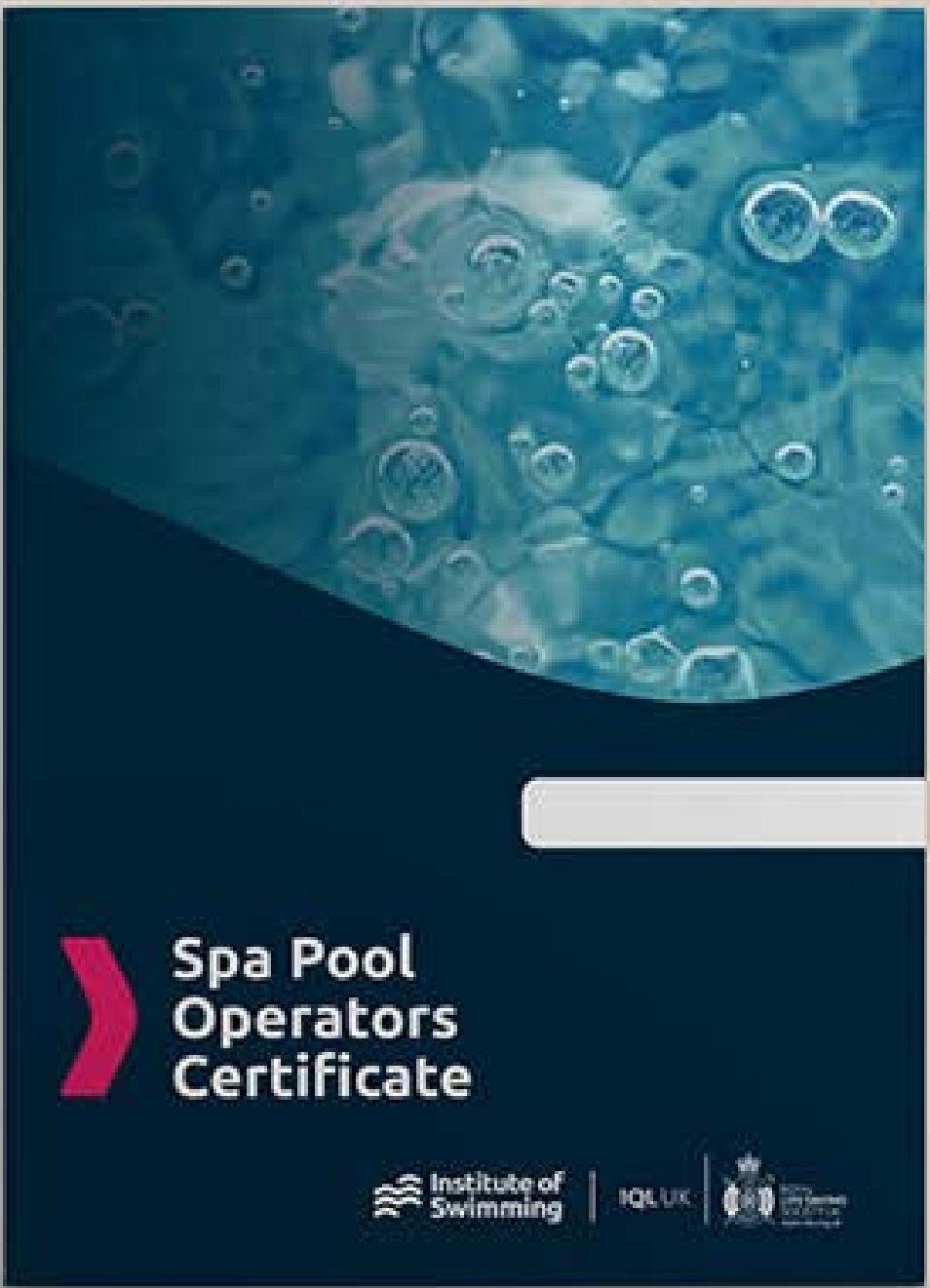
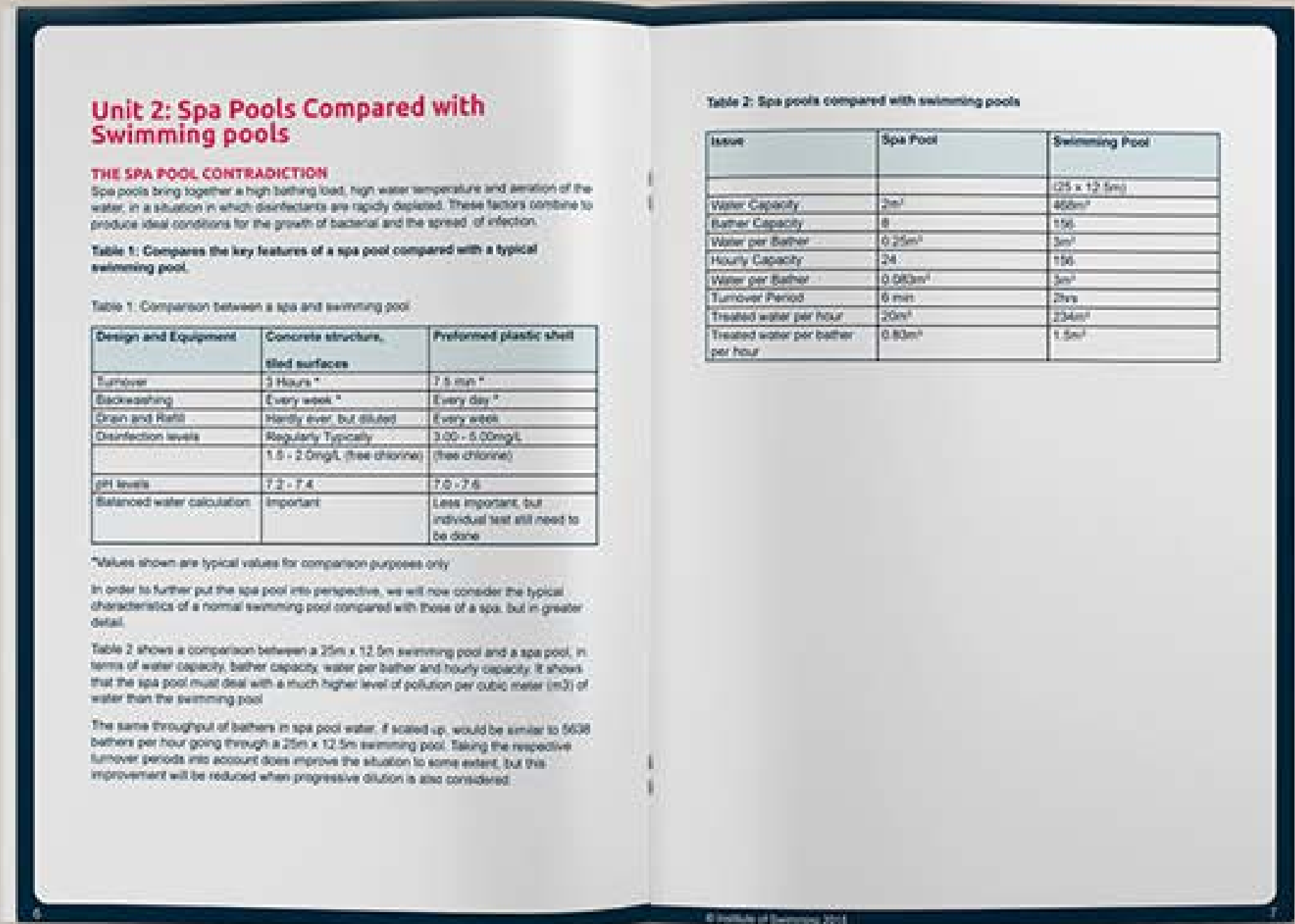
touch points. This, however, proved to be a grand challenge, which is why I was hired as a junior designer to support the Learning Solutions Team in meeting their project deadlines.

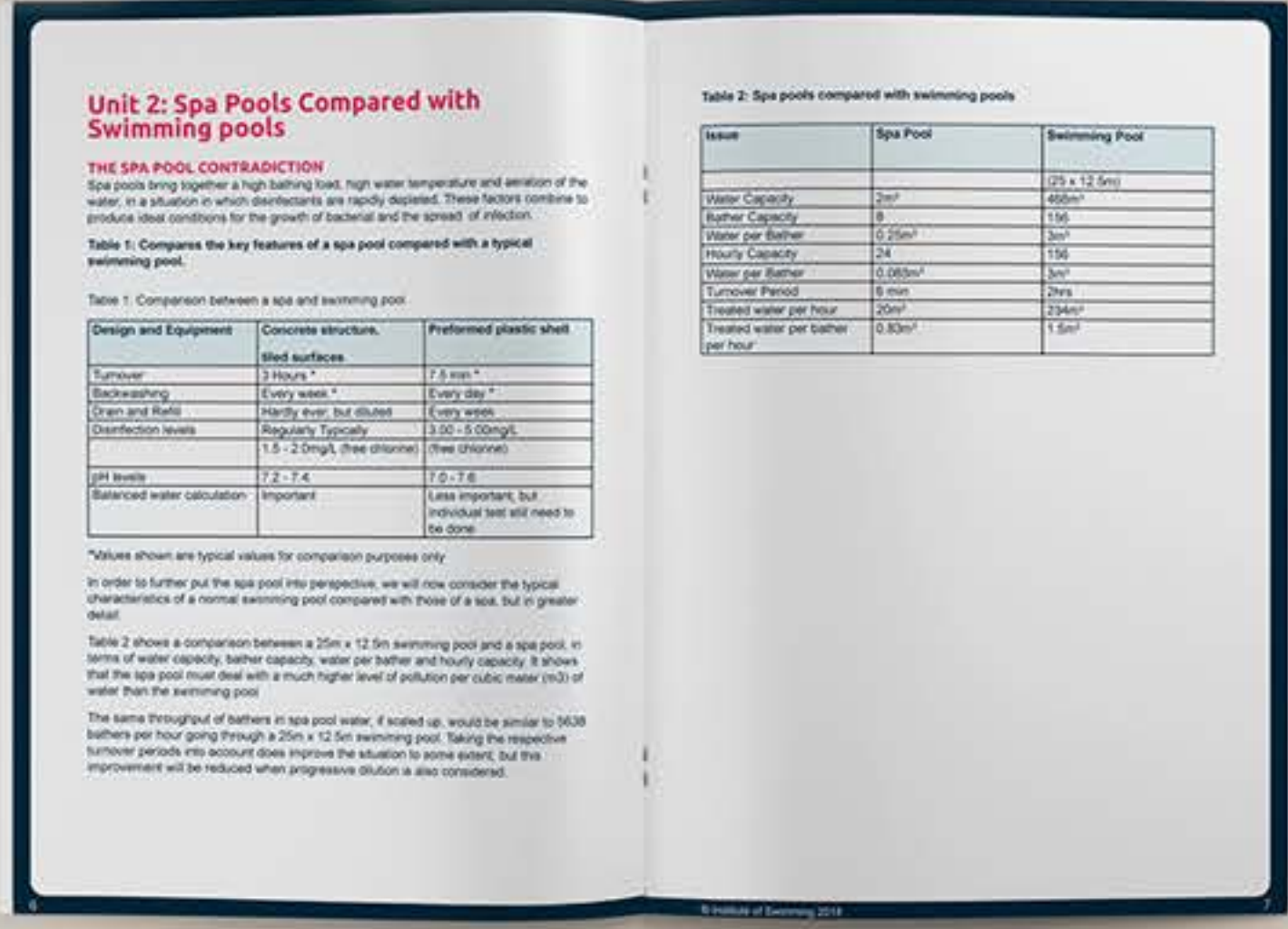
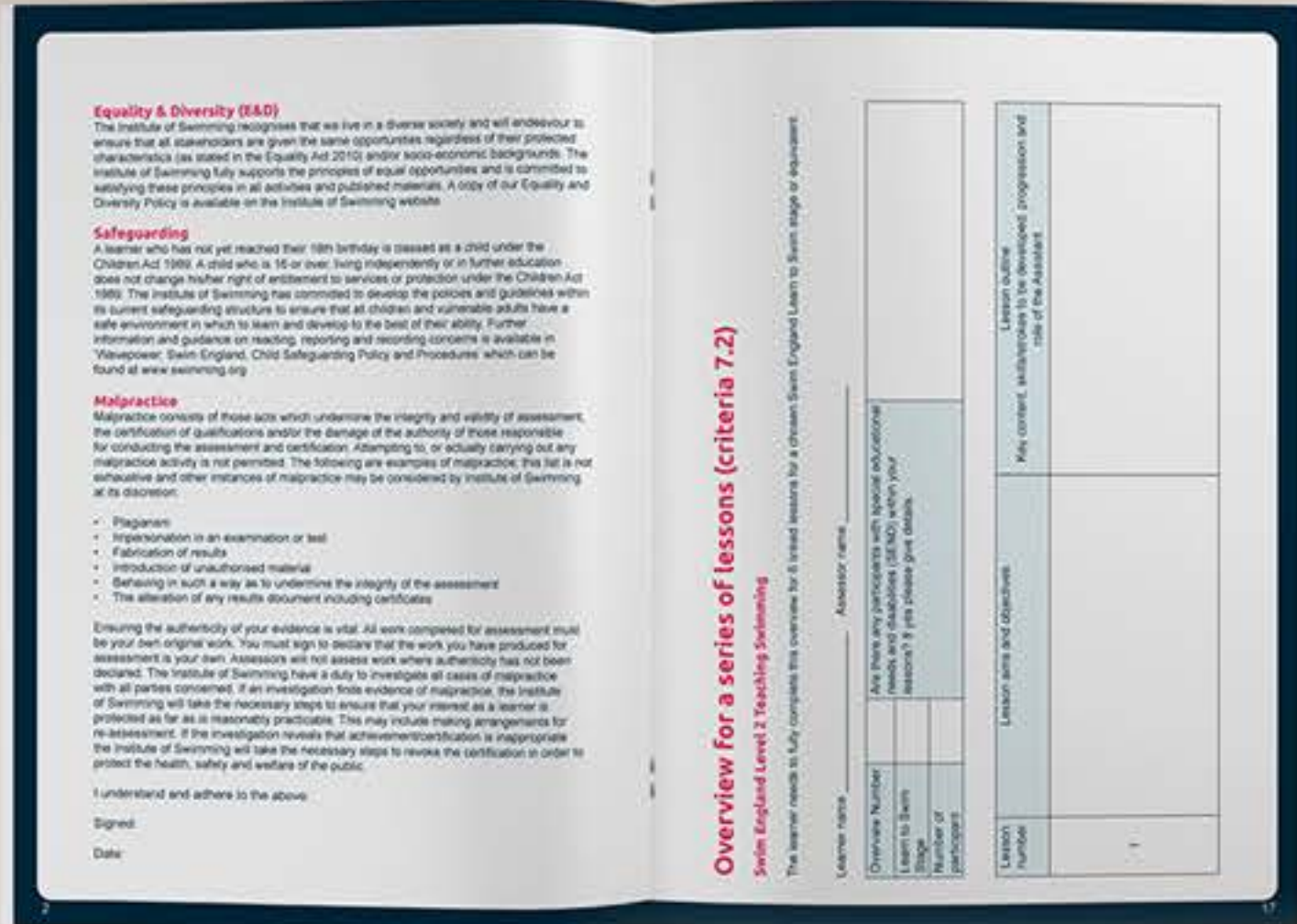
Outcome

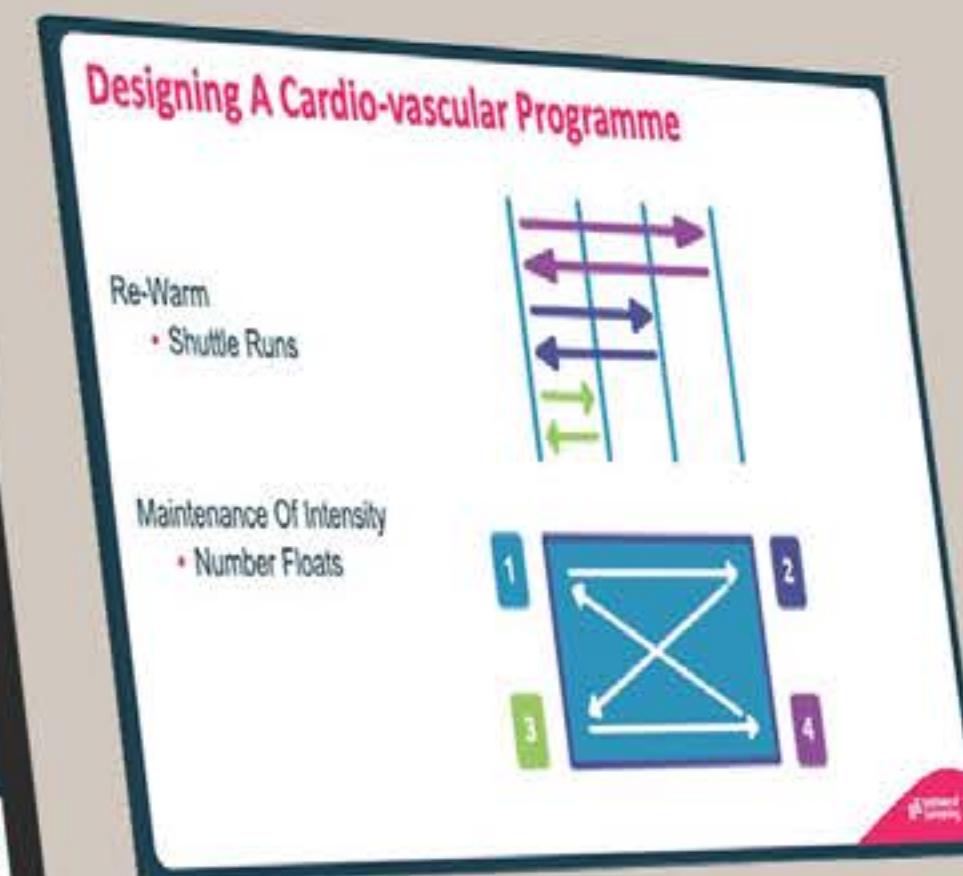
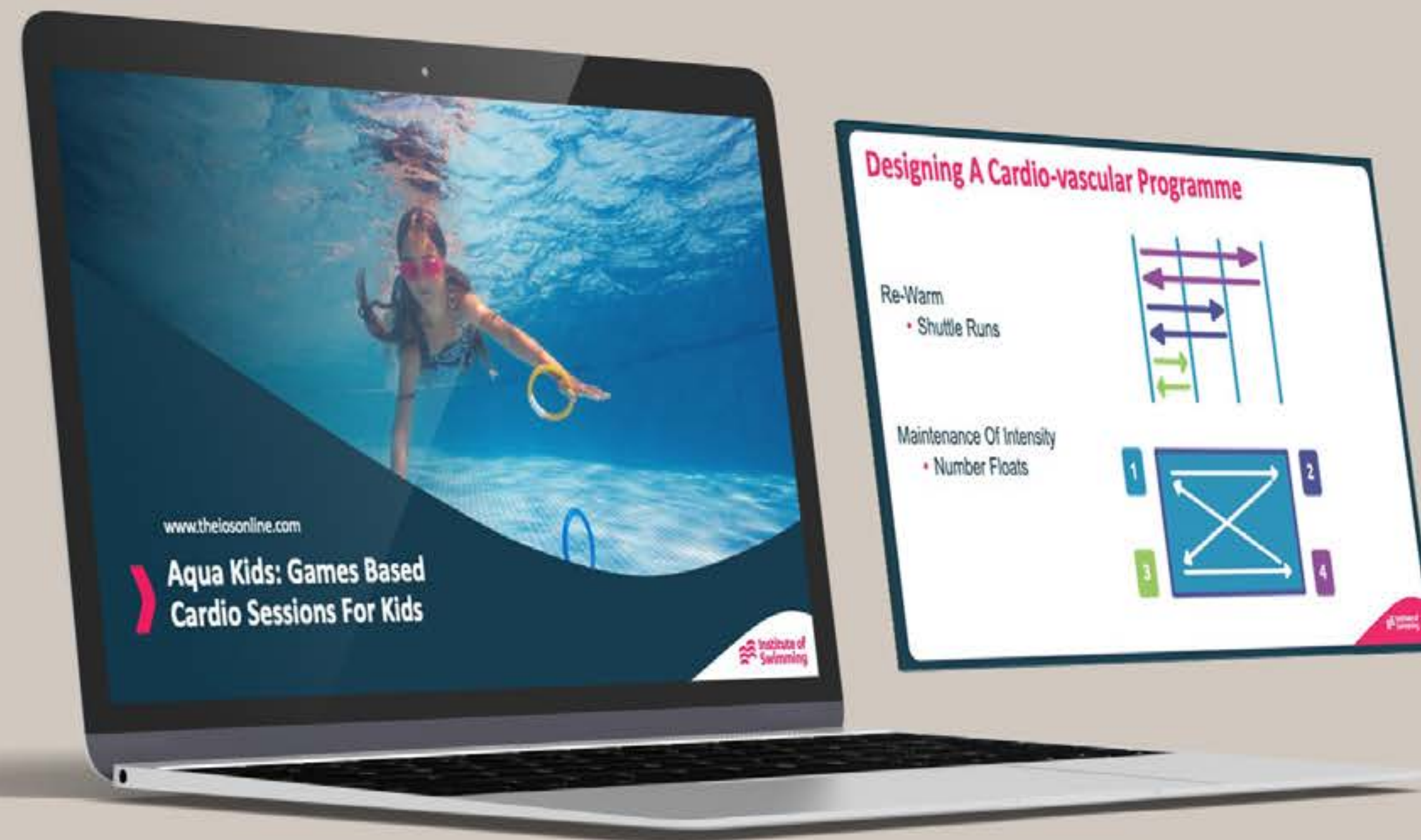
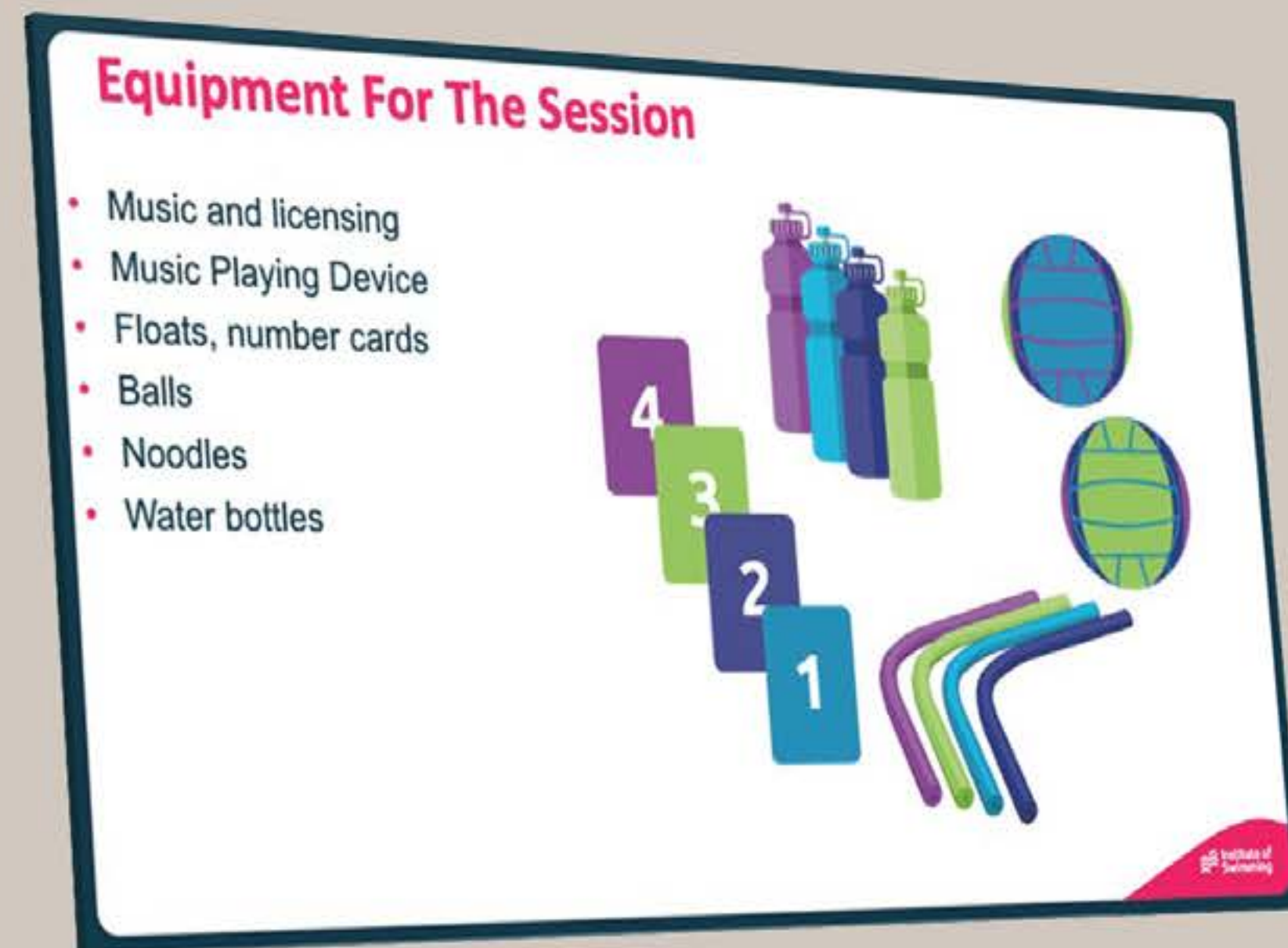
I successfully assisted the team in meeting their brand roll-out deadline. Accurately adapting the new brand identity appropriately, under senior supervision, across wide range of deliverables.

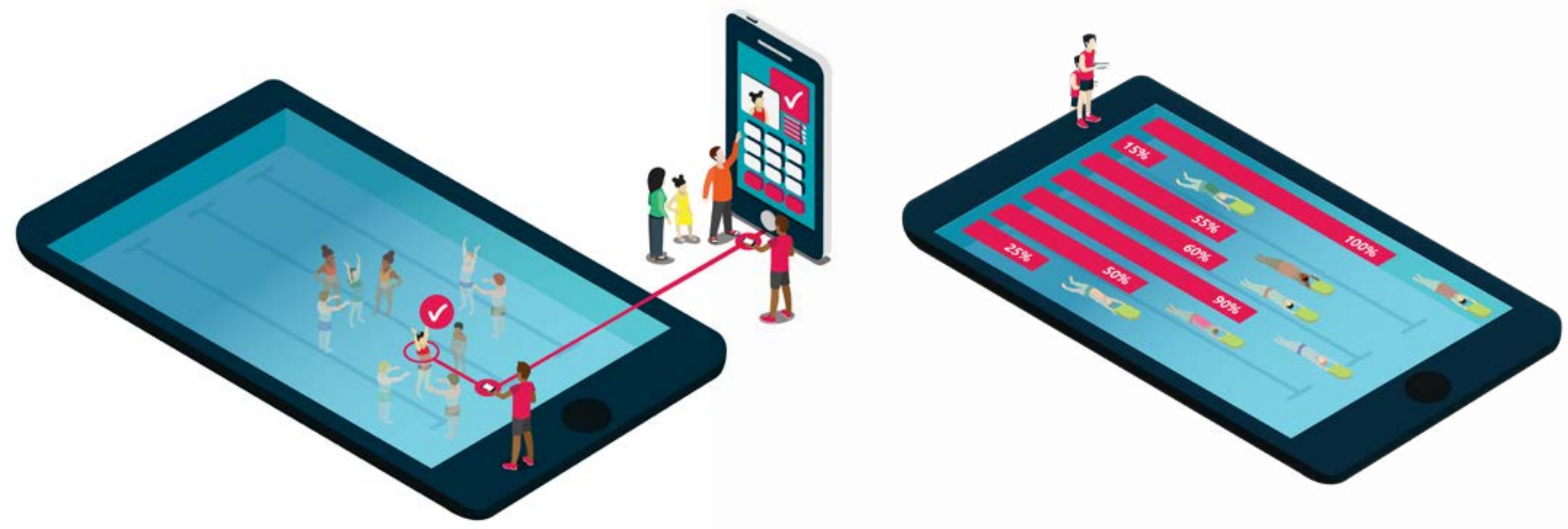
These deliverables ranged from:

- Social media assets
- Video graphics and motion
- Building sequenced illustrations for our interactive learning platforms
- Powerpoint presentations
- Microsoft word templates
- Certificates & qualifications
- Designing and preparing education books and manuals for print and national distribution











Overview

Sheafriq is a creative cultural collective - of African decent women. The group was born to fill a gap in our local environment. But, at it's core, it was born to become the answer to the question: "Why aren't black women celebrated as much?"

This group of crafty creatives became dedicated to showcasing, sharing and celebrating the creative work of local black women. I could write an even bigger list - a novel even - on why Sheafriq exists. But for now, I'm sharing how I've had the pleasure of visually embodying the amazing collective of African decent artists, musicians, writers, activists, mother's, sisters, rebels and dreamers.

Solution

When you say Sheafriq, you will most likely hear "She's a Freak." The 1978 'Le Freak' song by Chic. Or She Afric. Closely trying to emanate 'She Africa'. These playful homophone's are a fundamental key to the identity of the group. Encompassing elements such as the origin, femininity, diverse duality, uniqueness and creativity that paints the western idea of a black woman. I would also say, in my simple opinion, that it's very vague. And yet, it still speaks volumes.

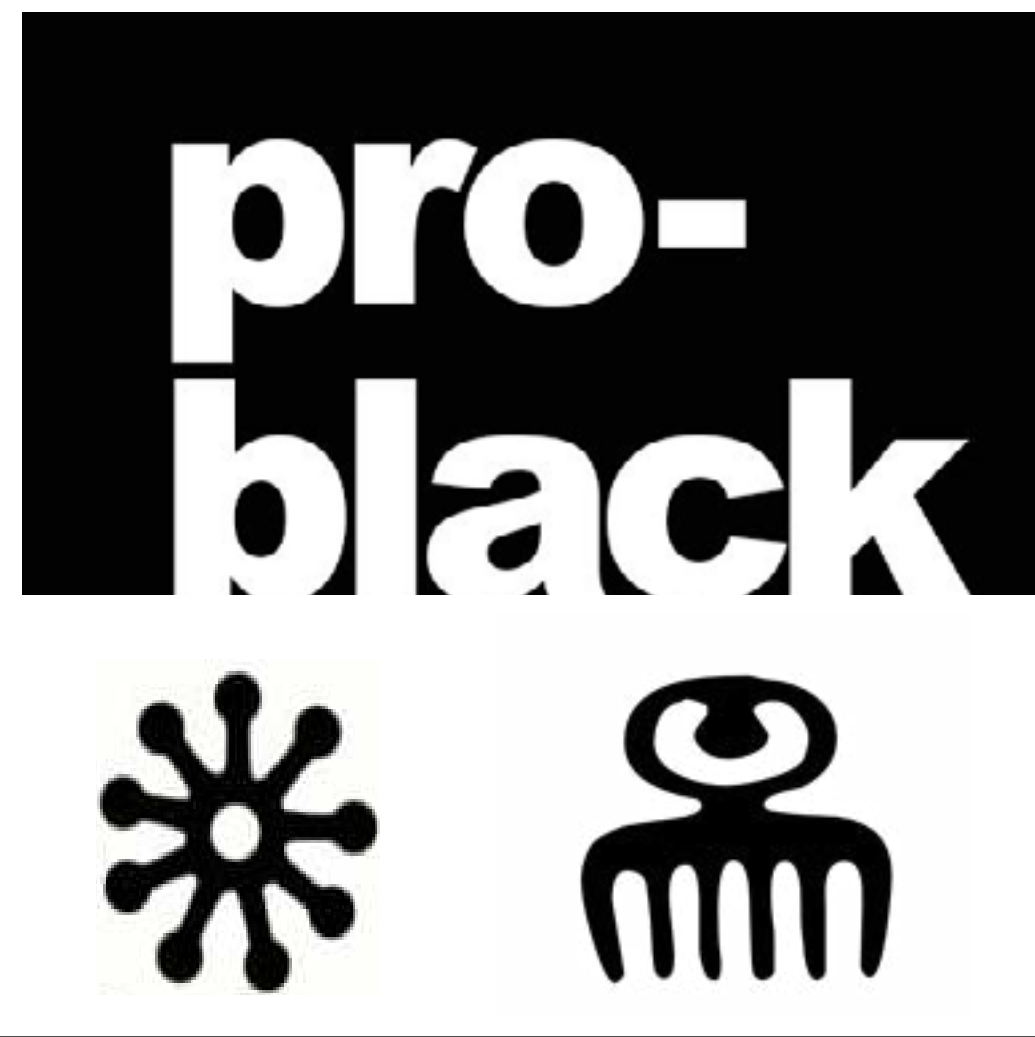
This notion has influenced the bold, and aesthetically broad, afro-centric visual direction. Of course, it was also shaped by the piece's of the group's diverse backgrounds. Contributing

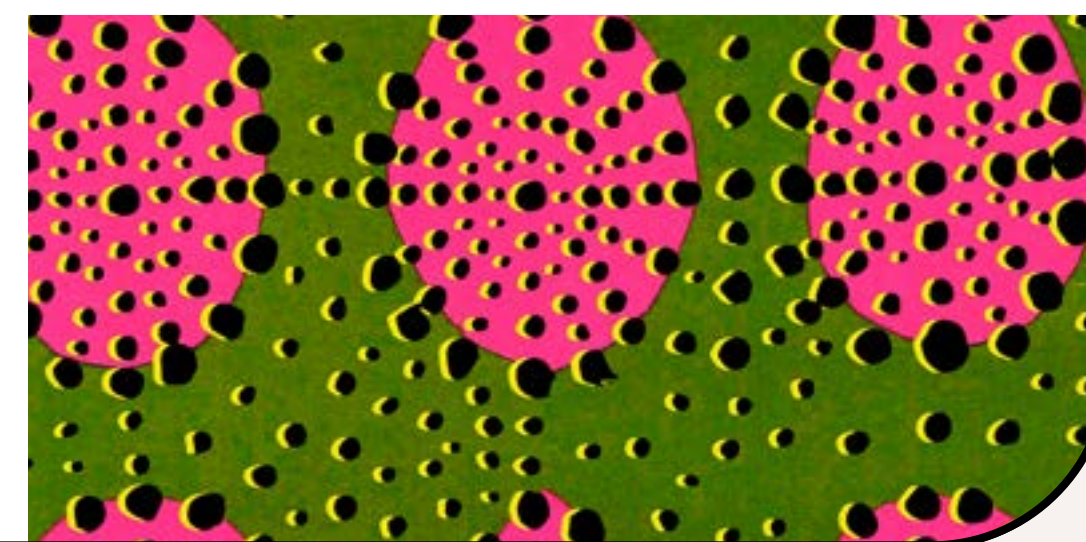
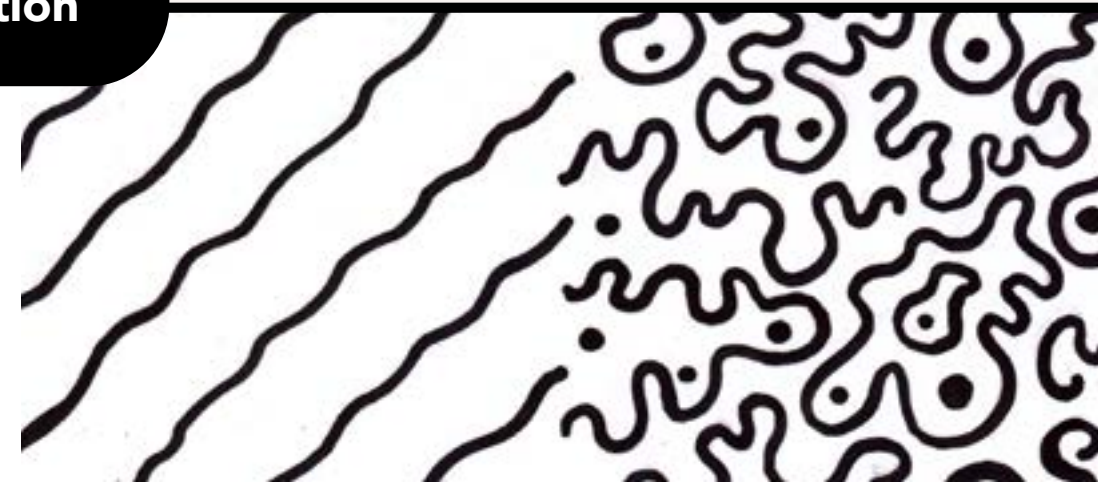
unique stories, history, hopes and glimpses of themselves. Each piece adding to the transformation of the brand identity.

Results

Visually defining the group built stronger relationship with the local audience. Engagement increased across social media and more opportunities to host events arrived. Funding acceptance increased by 30%. Plus the brand identity translated well into merchandise, creating revenue opportunities, and chances to further invest back to the group.







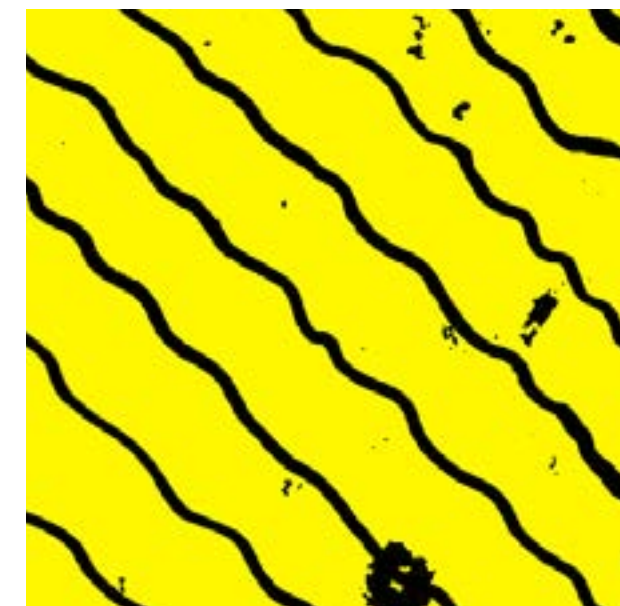
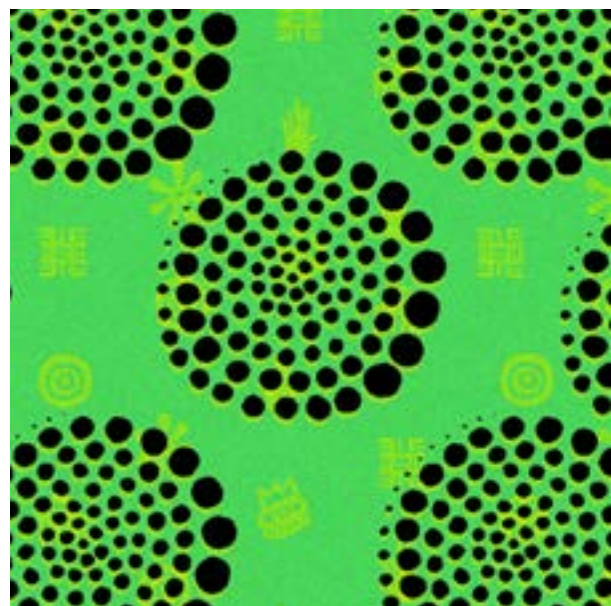
## Project Overview: Creative Direction and exploration

At the heart of shaping the Sheafriq brand involved a lot of conversation and personal input from many of the members.

It was important for the group that the brand embodied a unique, strong and colourful identity that could also generally embrace the multi-faceted identity of the group.

Subsequently, we explored various forms, shapes, colours, ideas and symbolism derived from everyone's background. And also drawing inspiration from the past, present and future of the black identity, and what it meant to the group.

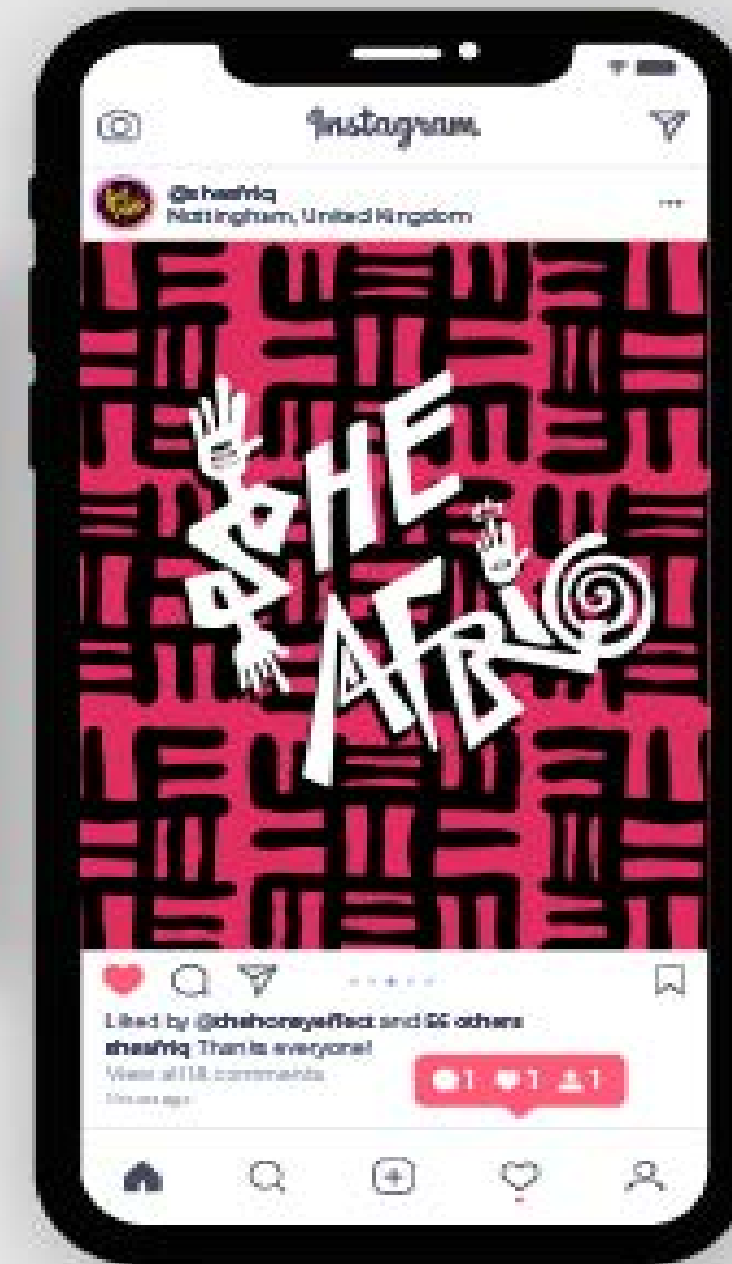
The conversation and creative exploration led to me developing a logo and brand that had a unique mark, and visual identity, but also unique enough to become the defining visual voice of the group.



**GOODDOG NEW**  
**CENTURY GOTHIC PRO**  
CENTURY GOTHIC REGULAR



## Social Media Assets Design



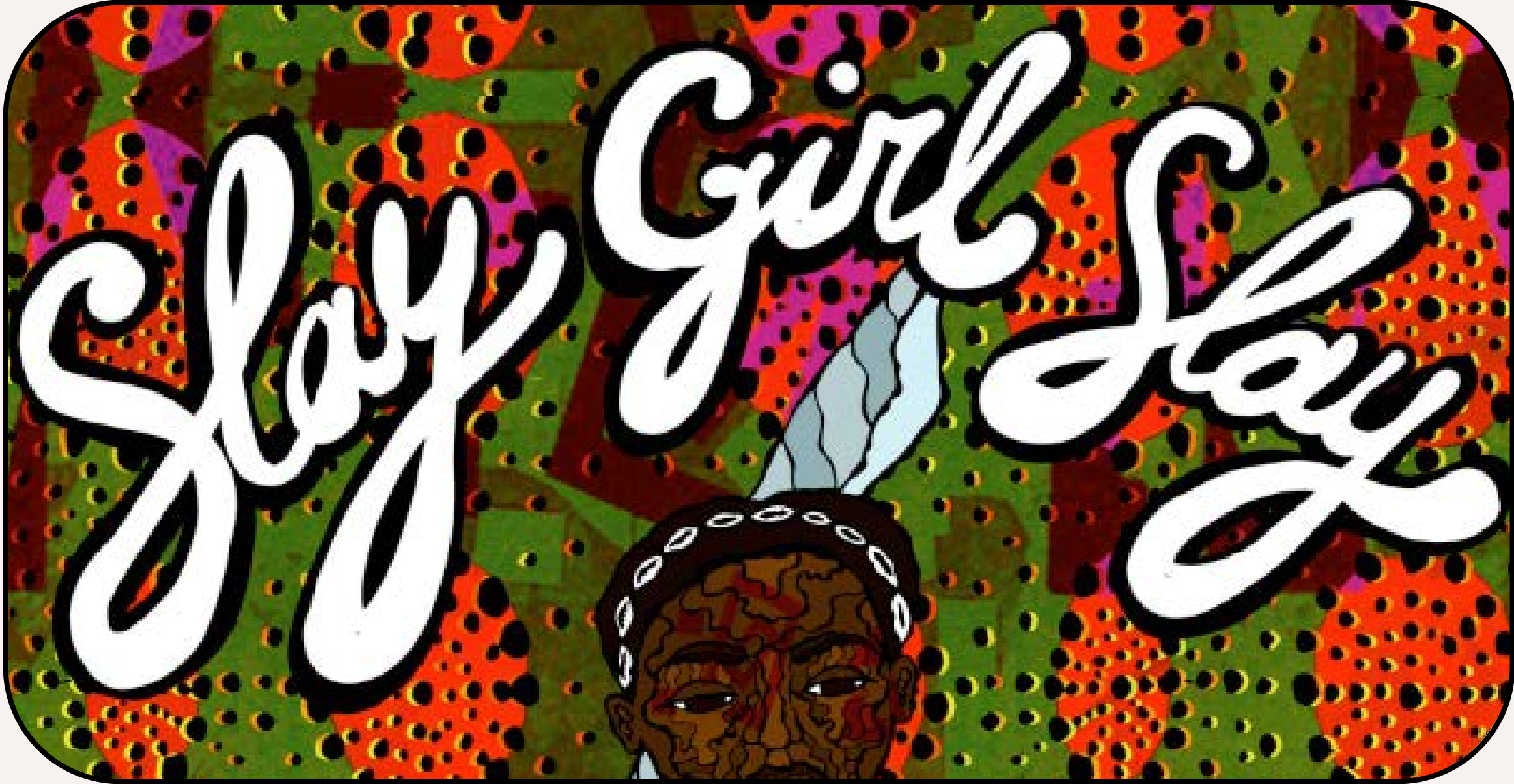
## Sticker Designs



## Merchandise Design





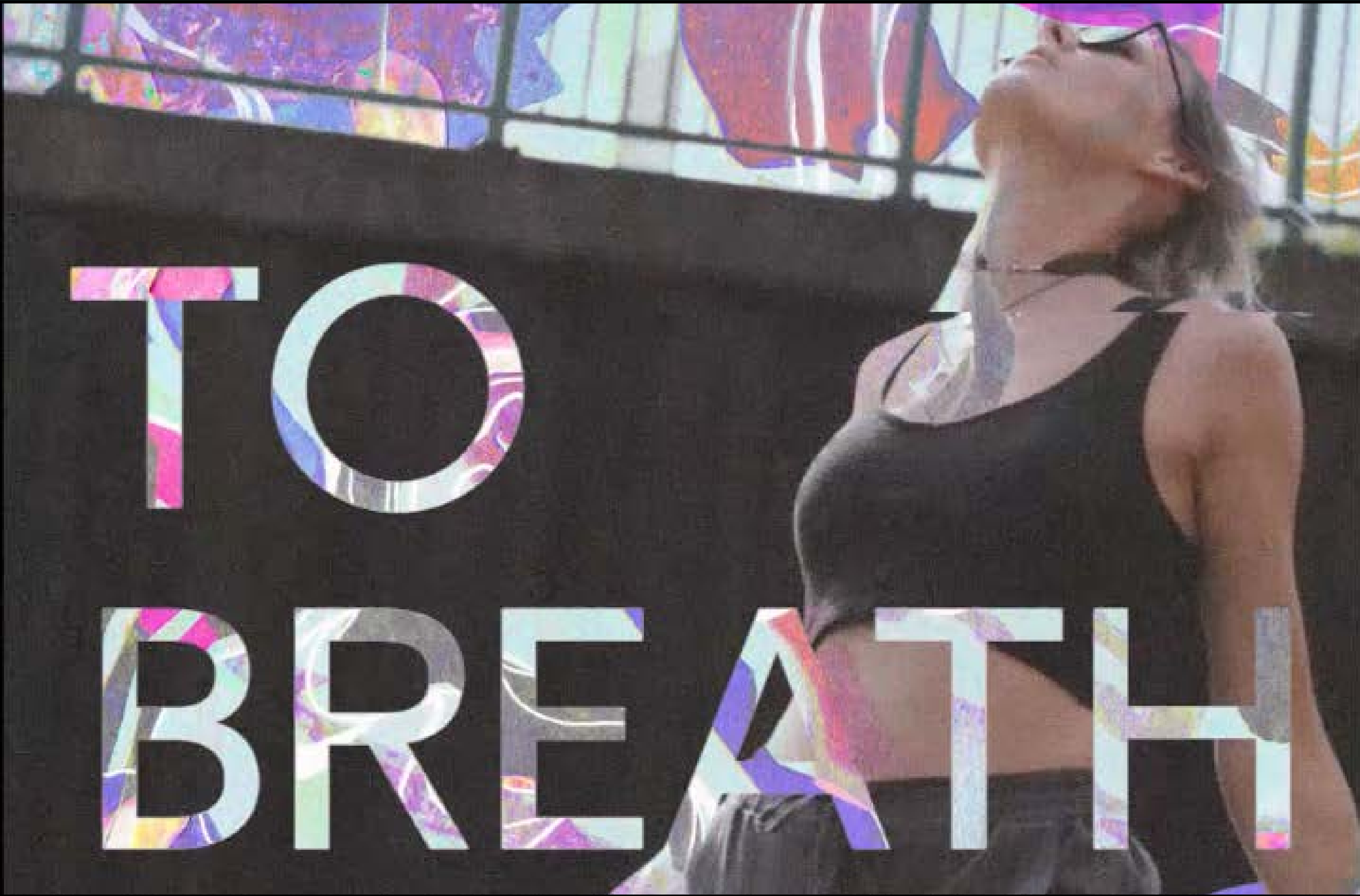


View My

Motion &  
Animations



White Boards



Overview

'White boards' is the catchy sensational single, by singer and songwriter, Nina Smith. Nina's creative team constructed a video teaser to promote her new single; however, Nina felt that the video needed some more exciting visual elements. After coming across my fun freehand patterns and illustrations, Nina requested my input to help add more visual engagement to her video.

Creative Development

The video itself was done well, so I didn't want to undermine the work already completed, by overpowering it with too many visuals. Instead I sprinkled patterns, animation, motion graphics and text appropriate to the dynamics of the music. Making sure that the sound, lyrics and video was complimented, and highlighted, with snippets of colours, animations and patterns.

Outcome

Nina Smith was extremely happy with the final results. The final video was shared on her site and social media platforms, and received the most engagement she's ever experienced, so far. Overall she reported it was a great success with record shares, likes, engagement and downloads.



Video Thumbnails



Video Link

<https://www.jasminissaka.com/white-boards-video-animation?pgid=k7dq5l1-f0412941-f78b-4fa9-bc39-79f9fa162682>

Soul II Soul - Black Stories Campaign



Brief

The Universal Music Group is the leading music provider in the world, operating in 60 different countries.

The Black Stories Campaign focuses on celebrating and telling the stories of African decent British artists, who’ve made a historical impact within the landscape of the British music scene, and around the world.

My creative direction and project pitch was selected to represent the music group Soul II Soul. Working closely with the production team, I was tasked with animating their story script. Carefully managing my time to develop story boards, lead the creative direction and implement the Universal Group team’s feedback.

With my uniquely vibrant patterns, textures, colours and illustration style, it was a pleasure bring the project to life and reality.





Video Link

<https://www.jasminissaka.com/soul2soul-animation>

Overview

Combine high energy stage presence, with infectious lyrics and an enthusiastic homage to 70s glam rock and what do you get? The Dandylions!

The Dandylions are a Nottingham based 70s inspired glam rock band. I'm currently working with them in creating a 2D frame by frame animation for their song 'Legendary Force.'

LEGENDARY  
FORCE





Video Link

<https://www.jasminissaka.com/legendary-force-animation>

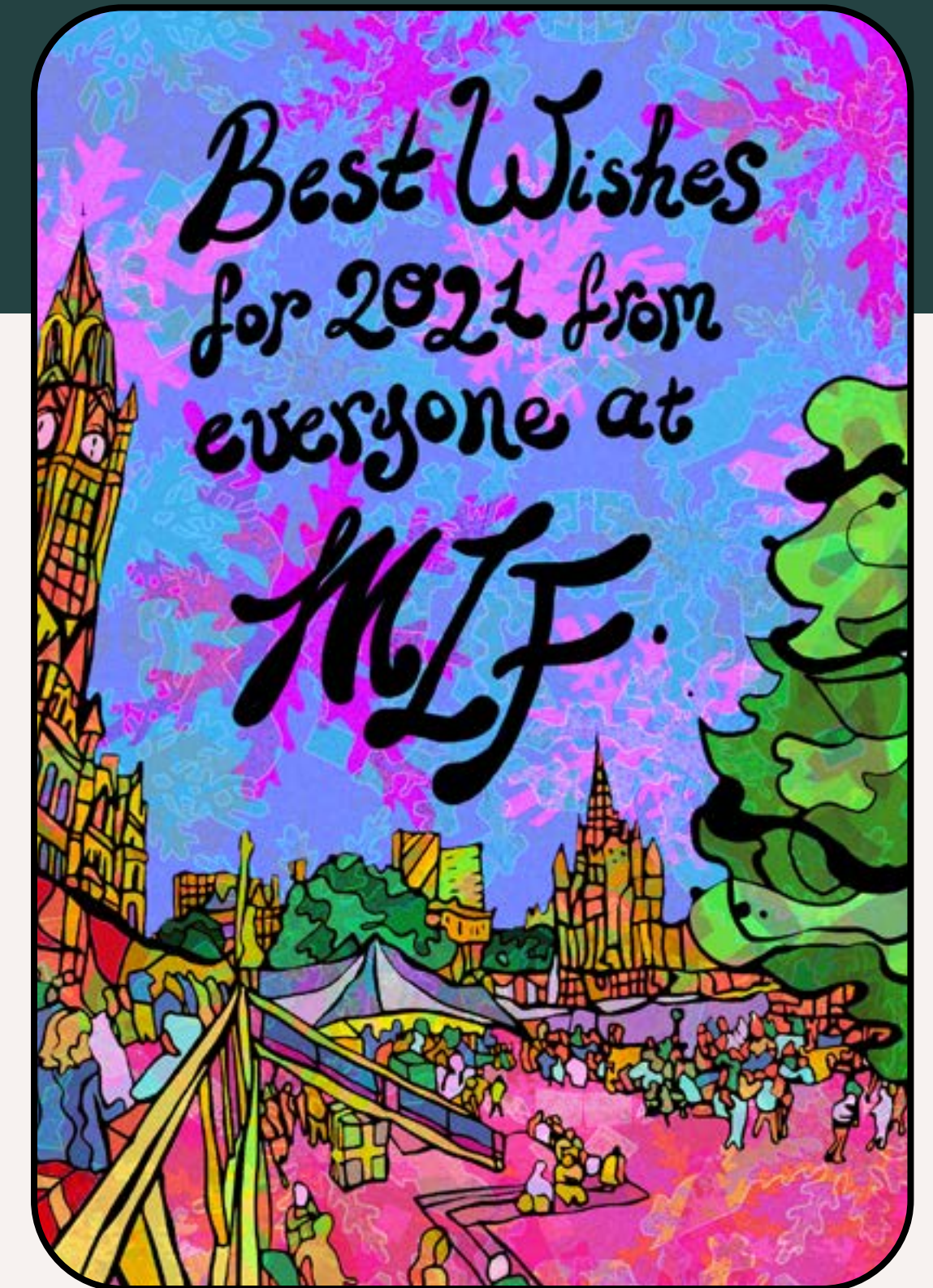
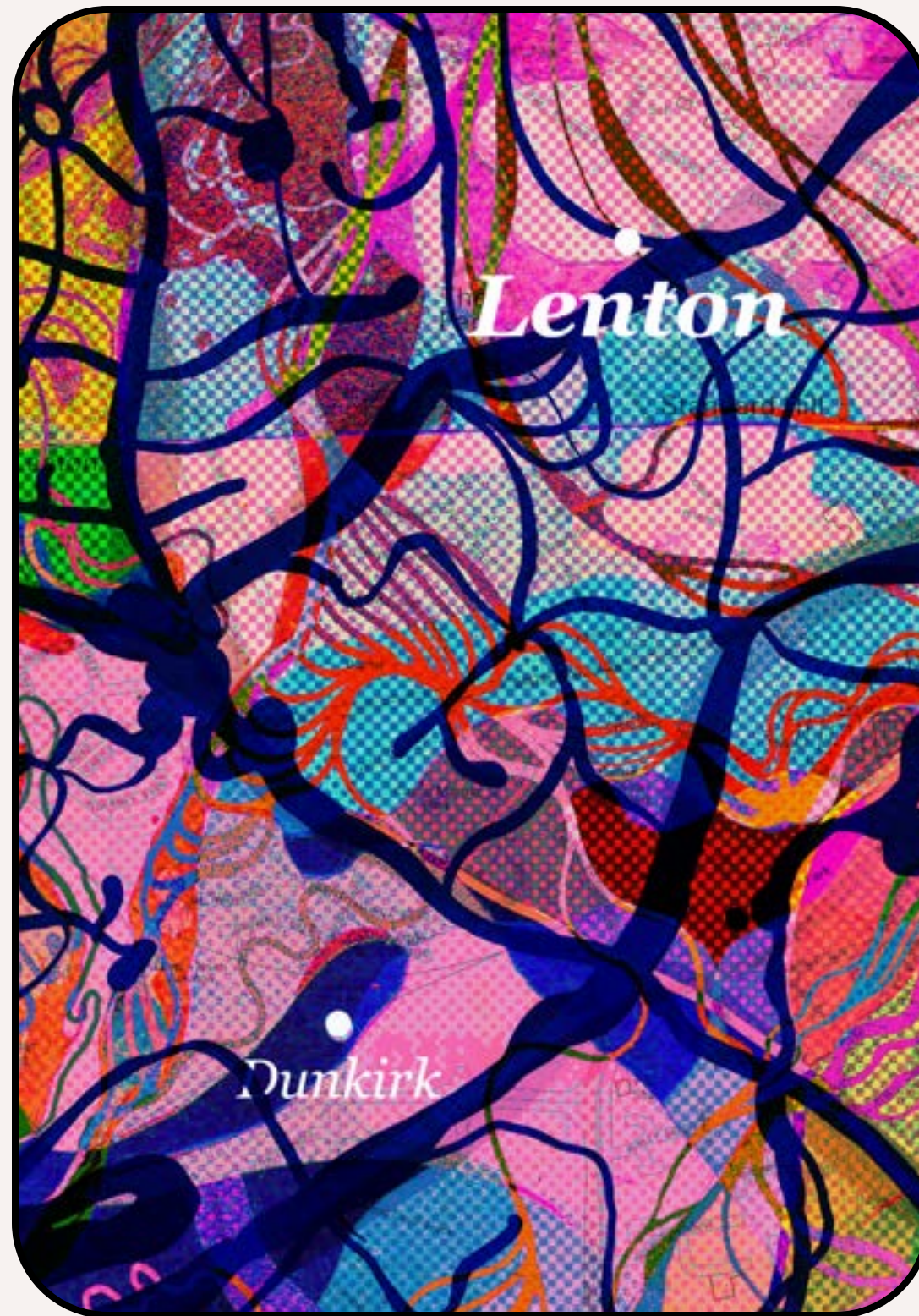
View My

## Illustration work



**Allow and make space for people to be heard on their terms.**

Acknowledge the dominant culture that exists within your organisation and ensure individuals feel supported outside of this.

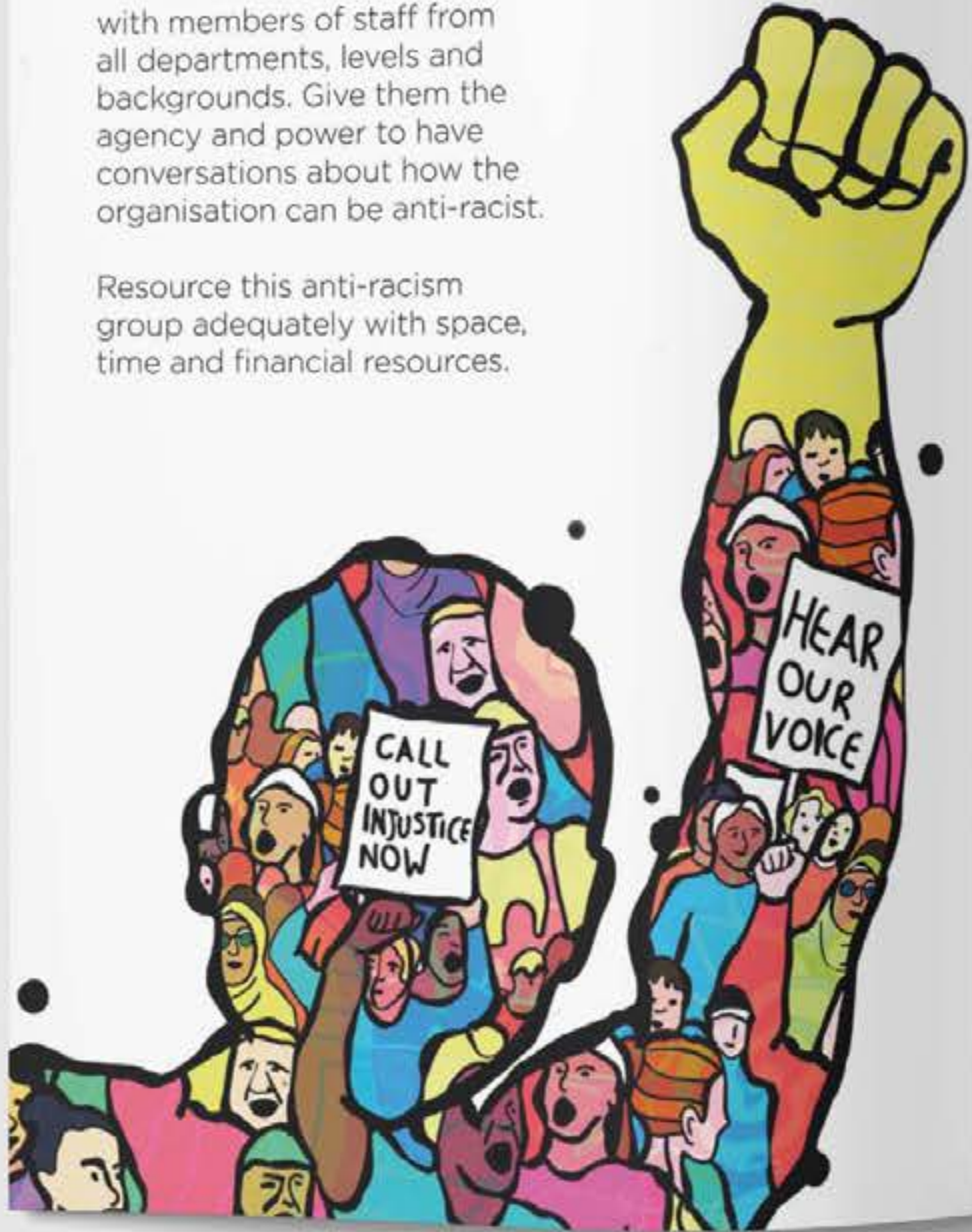


# Manifesto for Change

## Set up an anti-racism group

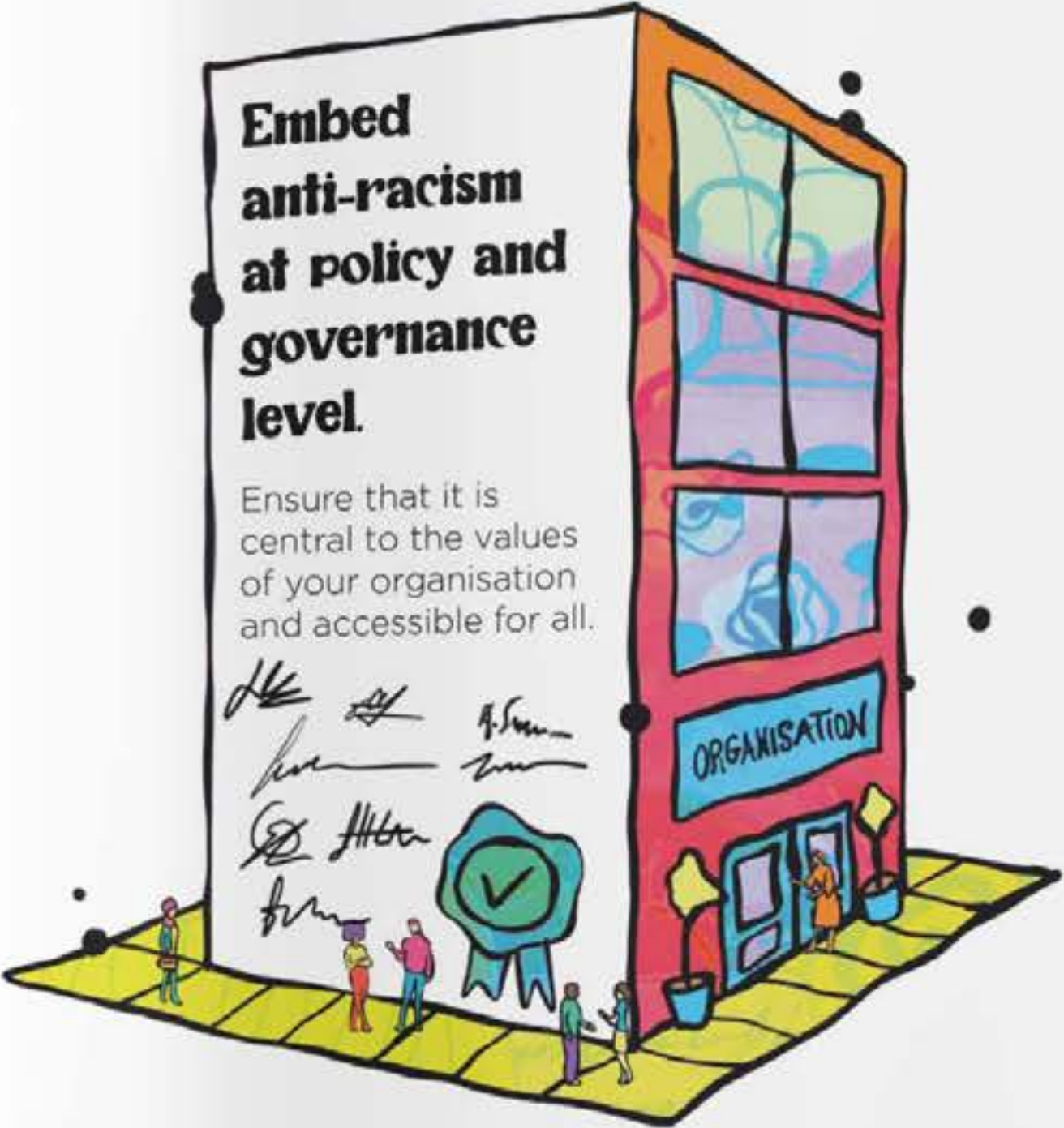
with members of staff from all departments, levels and backgrounds. Give them the agency and power to have conversations about how the organisation can be anti-racist.

Resource this anti-racism group adequately with space, time and financial resources.

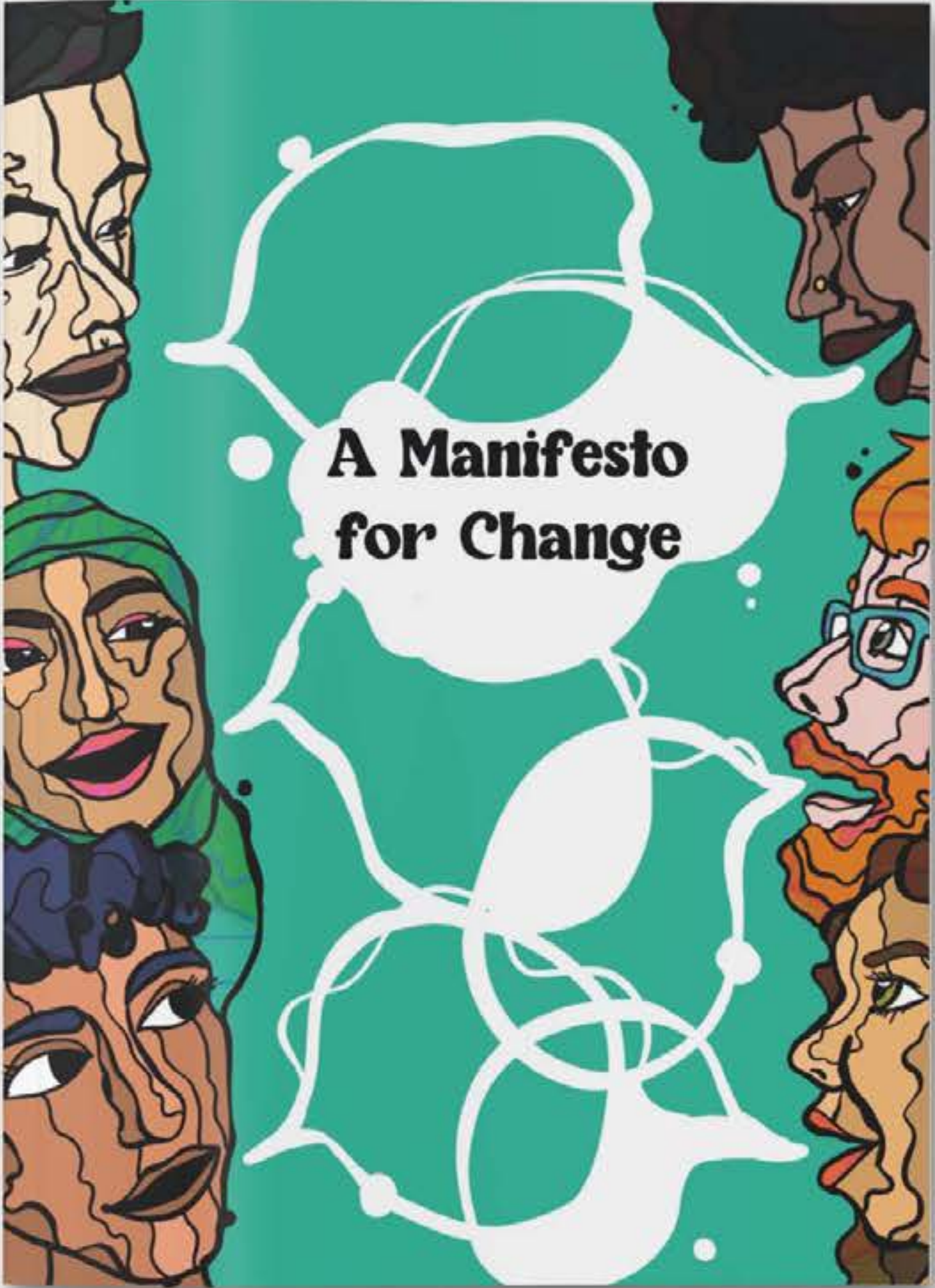


## Embed anti-racism at policy and governance level.

Ensure that it is central to the values of your organisation and accessible for all.



## A Manifesto for Change



Overview

The MIF Young People’s Forum came together in July in response to the Black Lives Matter Movement to host ‘A Conversation for Change,’ attended by over 50 representative of Greater Manchester’s cultural organisations.

Following the event they circulated a survey across Greater Manchester, to both arts organisations and other sectors, in order to best understand how to inform change within Manchester.

The YPF developed a 10 point manifesto which will be shared across Greater

Manchester in order to inspire positive change within the arts sector. I was commissioned to bring the Manifesto to life visually.

Creative Development

The core visual concept involves a diverse cast of people conversing positively. Every character forms a speech bubble which gathers together in the centre, overlapping and forming a bigger shape. Every character essentially shapes and forms the bigger conversation. Each point within the manifesto received a specific illustration suited to its key themes.

Outcome

The Manifesto received extremely positive attention from various organisations and sectors. Many adapting the manual as an example within their workplaces to improve equality and diversity policy. Additionally, it was also nominated for the Manchester Culture award in 2021.

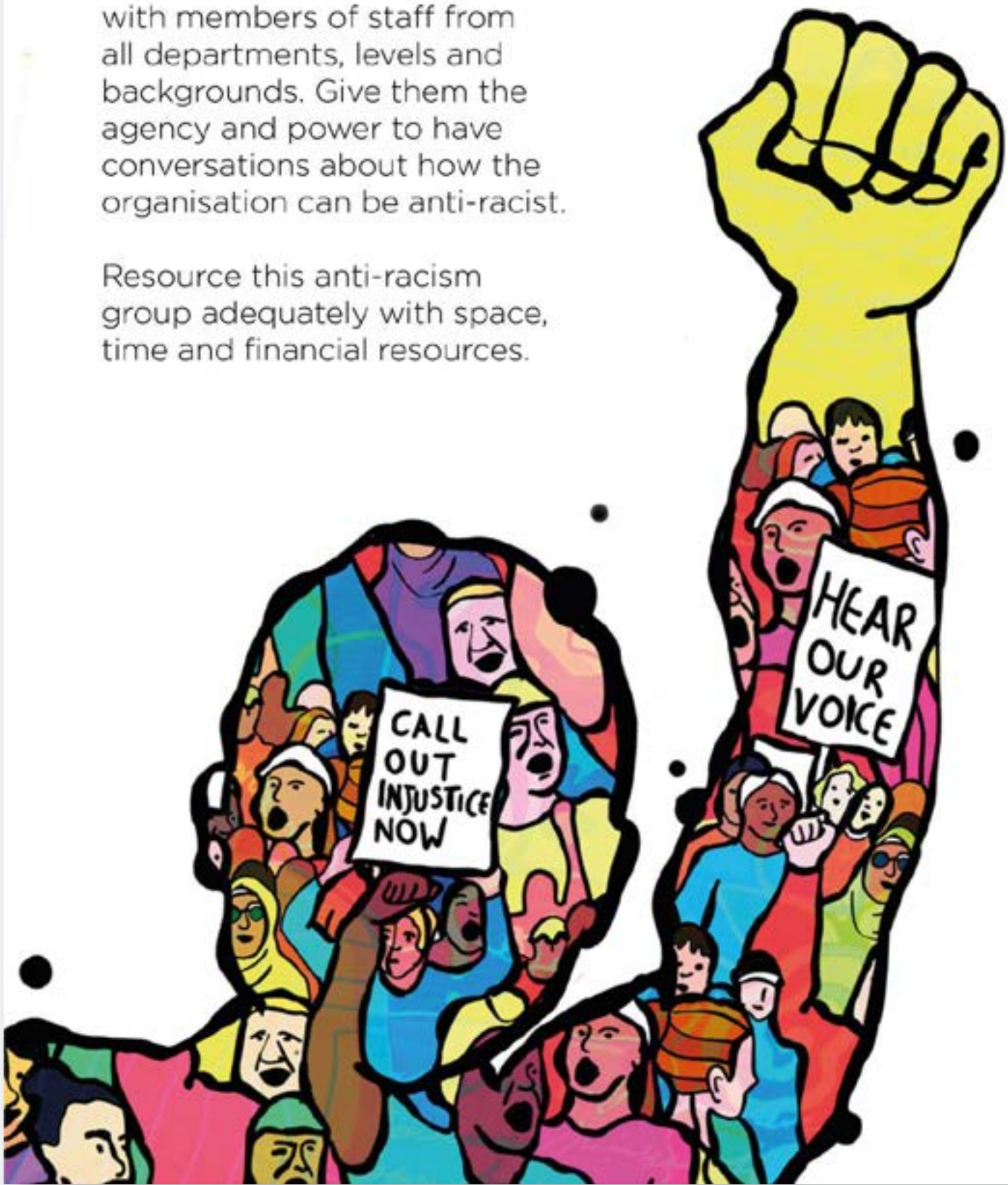




**Set up an anti-racism group**

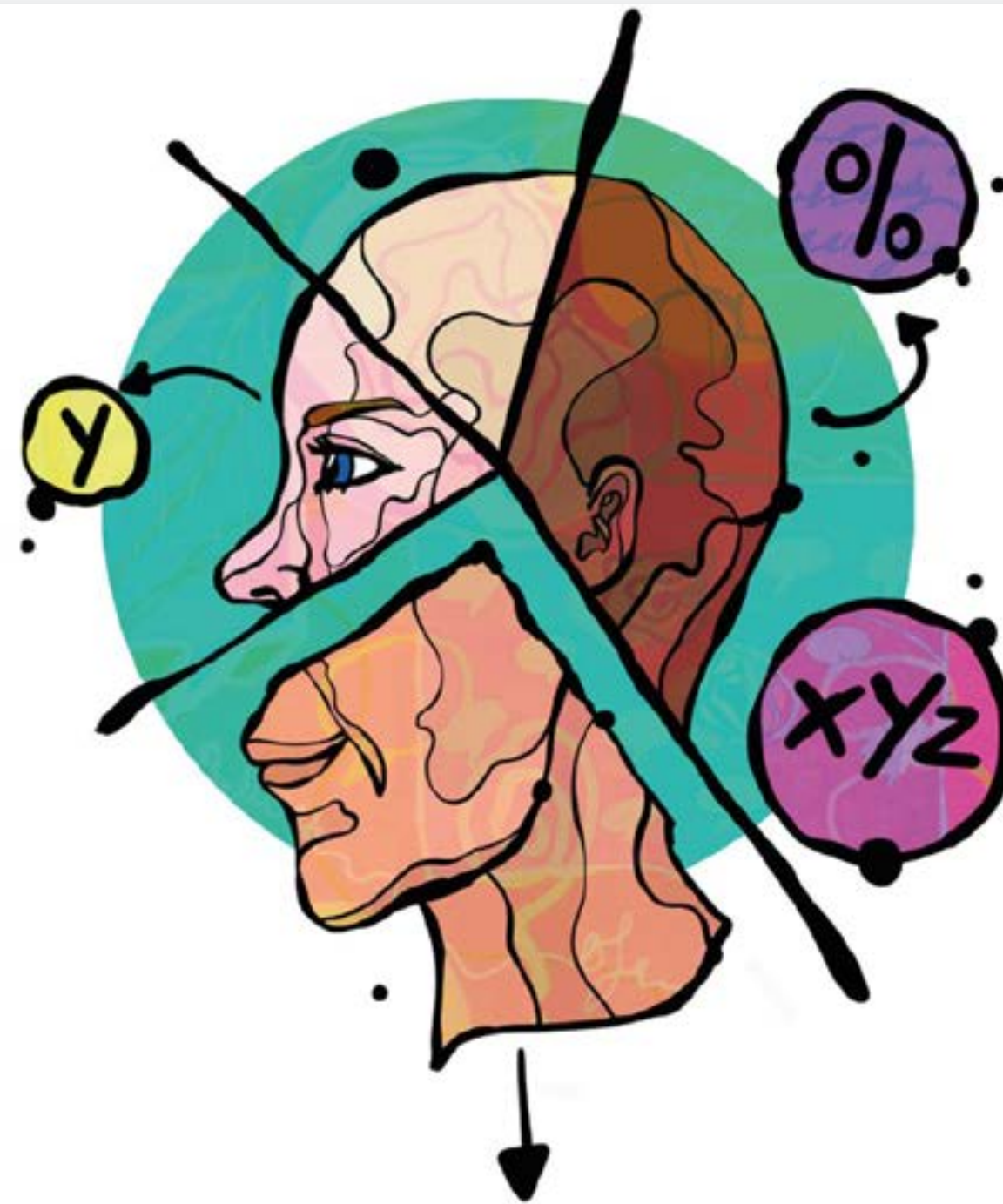
with members of staff from all departments, levels and backgrounds. Give them the agency and power to have conversations about how the organisation can be anti-racist.

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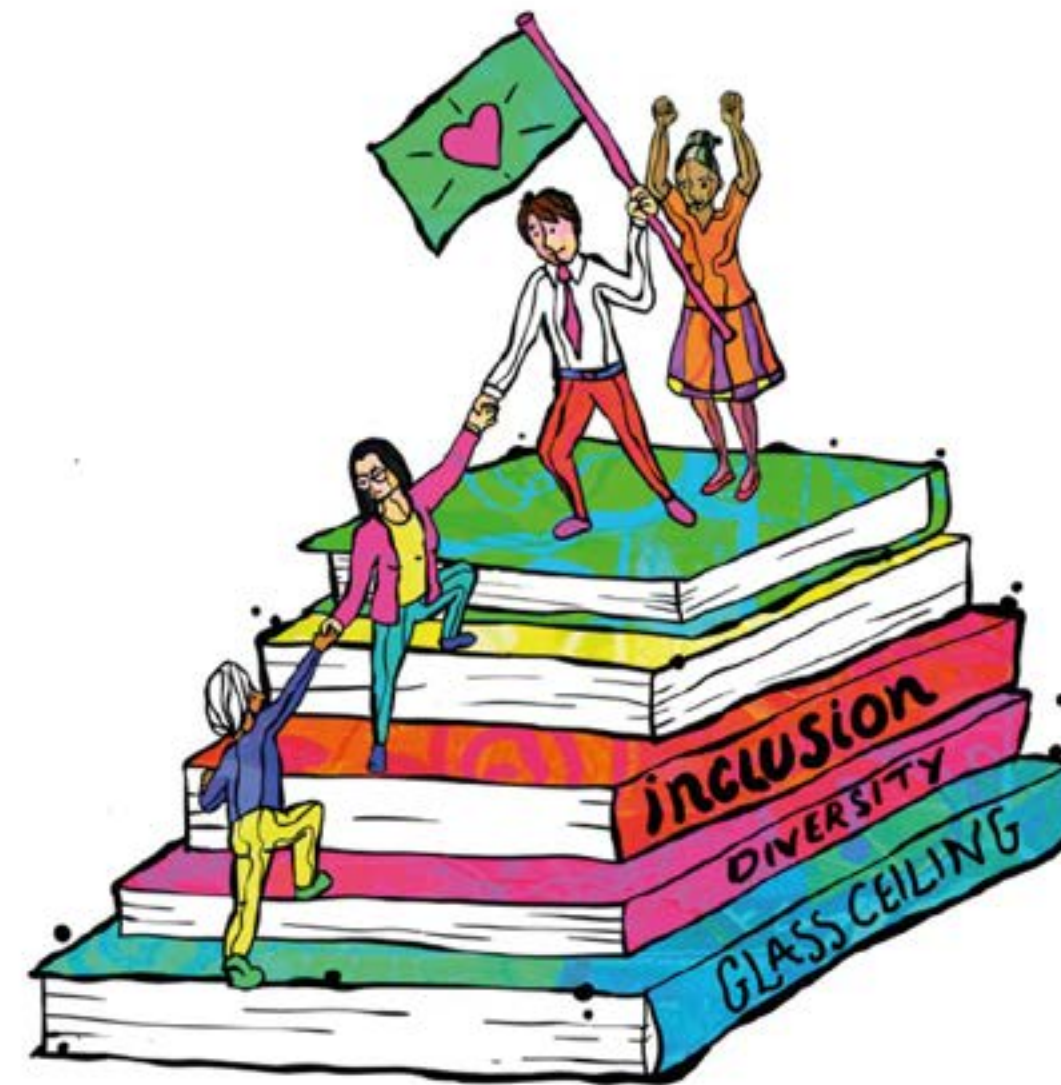
**Allow and make space for people to be heard on their terms.**

Acknowledge the dominant culture that exists within your organisation and ensure individuals feel supported outside of this.



**Update and publicise your diversity data across all levels.**

Be specific about the ethnicities of your team members and detail where they sit within the hierarchy of your organisation. Humanise your data (abandon the terms BAME, POC, etc).



**Place education at the heart of everything you do.**

Understand why we all need to do better, and bring people with you on the journey.



**Understand that there are organisations already making the world a better place...**

for people from diverse backgrounds and pay them to help you achieve this.

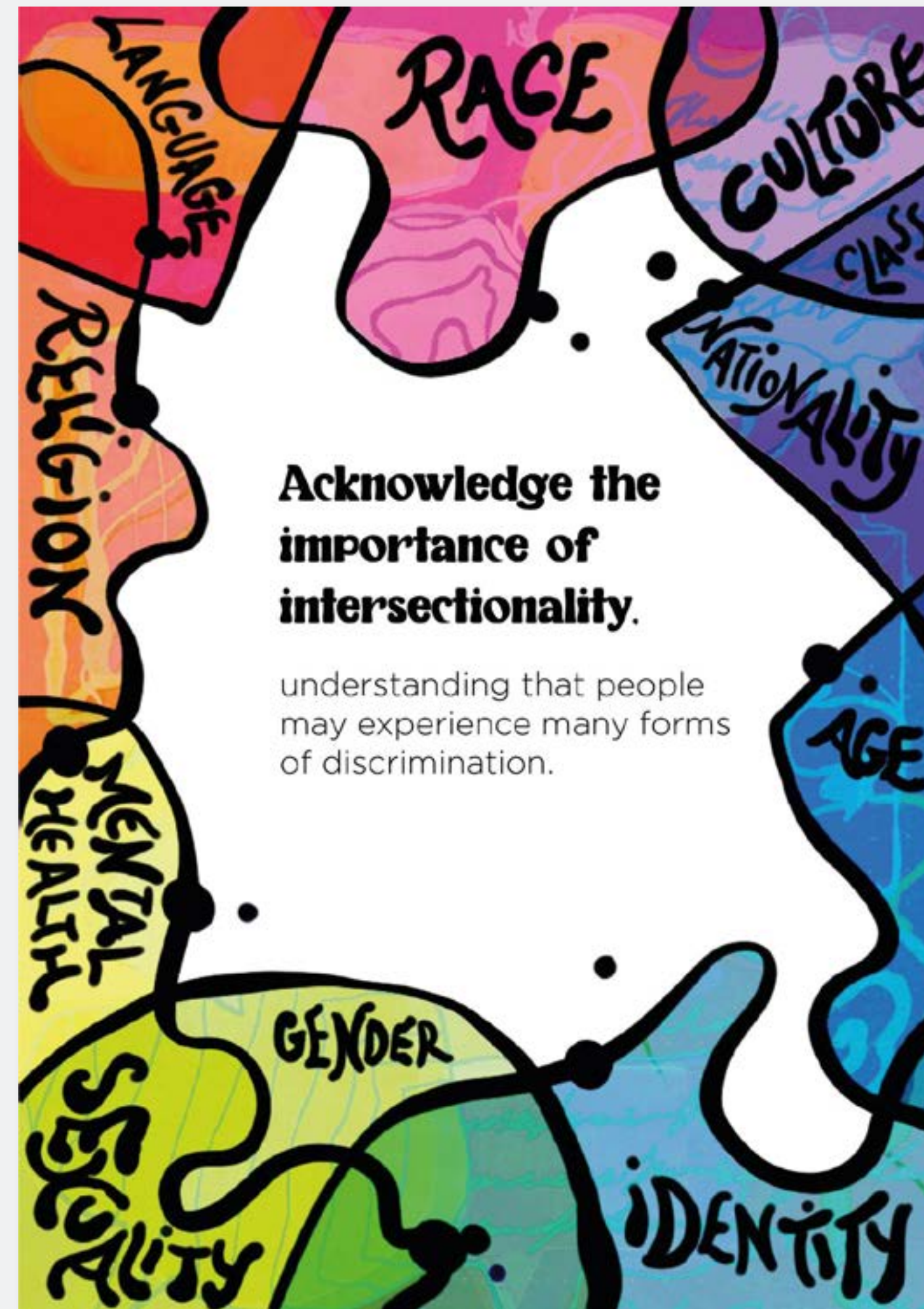
## Aim to reflect the diversity of your town or city...

across your organisation and at board level.  
One person cannot be representative of an entire community.



## Acknowledge the importance of intersectionality.

understanding that people may experience many forms of discrimination.



## A Conversation for Change...

is a call to action from MIF's Young People's Forum who were compelled to take direct action following the murder of George Floyd on 25 May 2020.

They designed, produced and facilitated an online gathering in July 2020 for 27 arts organisations across Greater Manchester to discuss and reflect on urgent issues which contribute to systemic racism in the arts sector and in wider society.

As a consequence, they created this manifesto for change to share across the sector.

ILLUSTRATED BY  
JASMIN ISSAKA



Overview

When it comes to music, Nottingham has a lot of talent and soul. And every year all of that beautiful musical spirit can be found in one place, at the Hockley Hustle Festival. What is the Hockley Hustle? It's only a yearly celebration of the best musical talent around Notts. All coming together to raise money for local charities like Emmanuel House, Imara and SFiCE foundation.

Alongside 3 other creatives, I had the pleasure of collaborating, creating and contributing to the album artwork for the 2022 Hockley Hustle Charity album. A compilation of Nottingham's finest musician's, all in one place, available for [download at bandcamp](#).

Creative Development

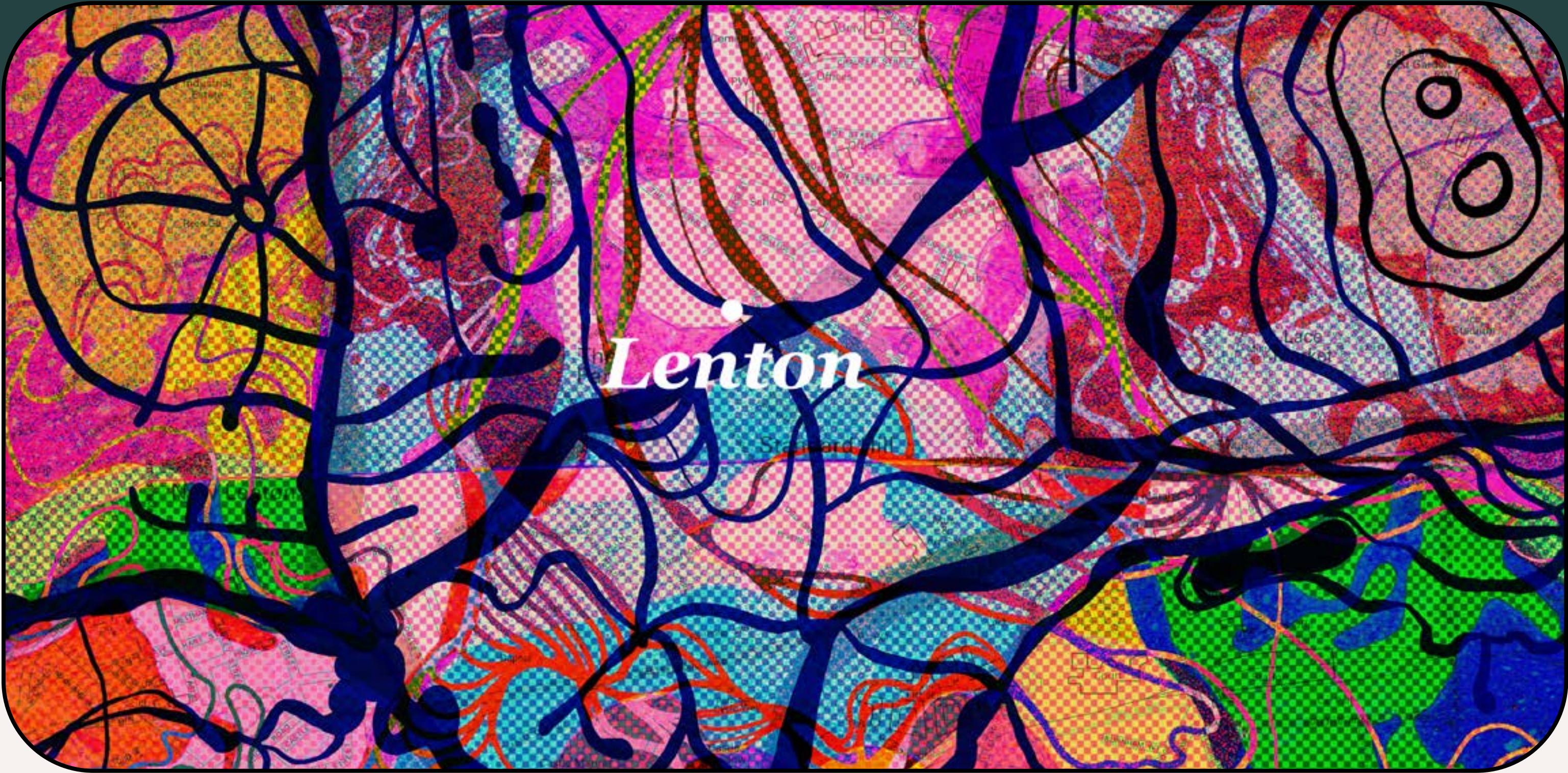
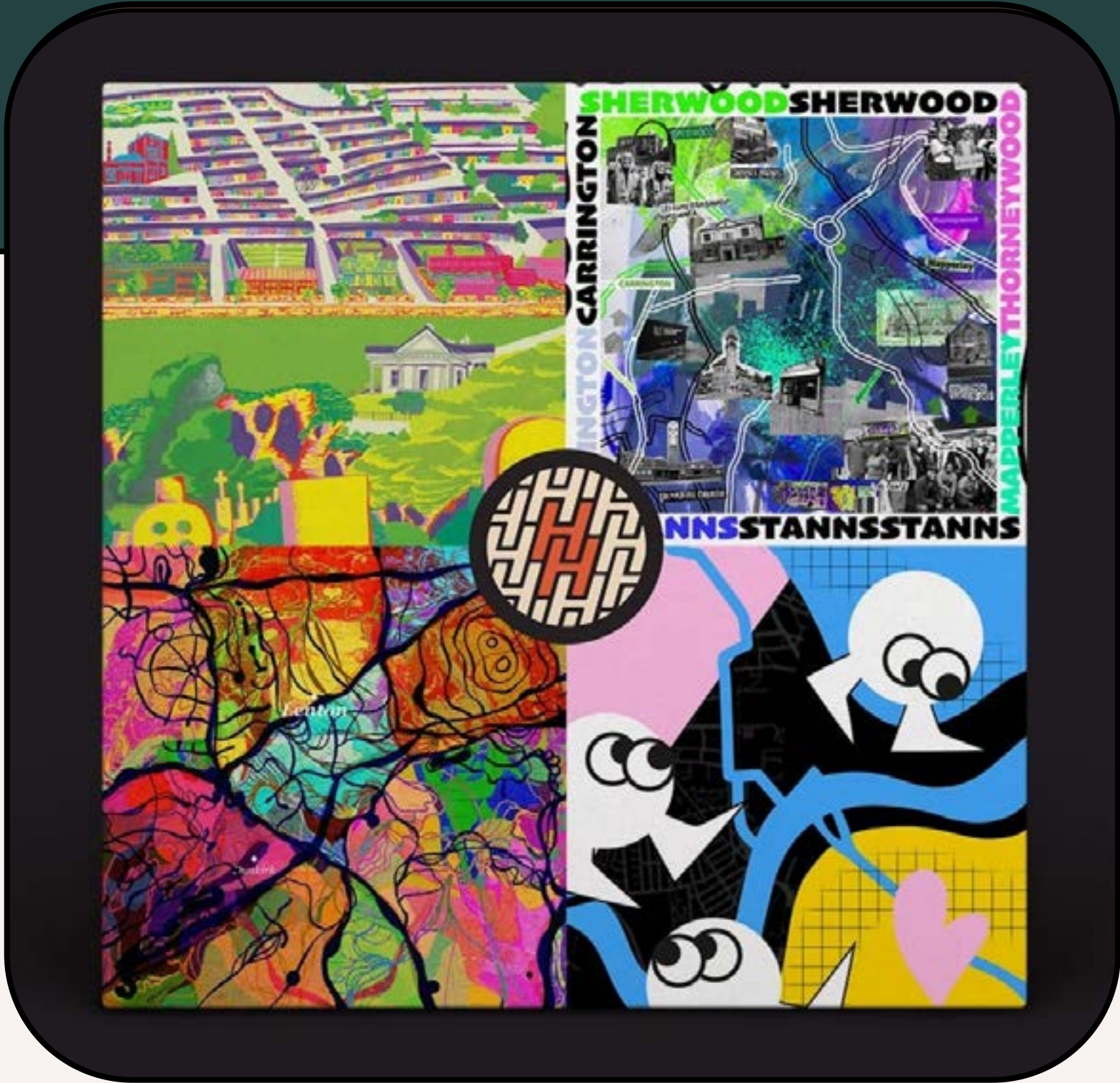
The album concept required each artist to recreate one of the local Nottingham areas in their own illustration style. I was assigned Lenton.

I decided to explore a figurative and abstract approach by re-imagining the map of Lenton. The area didn't have plenty of strong relatable local symbolic architecture. So I believed it would be difficult to visually define the area from a figurative subject, and therefore harder to relate with the audience. Since they wouldn't be able to align themselves with the artwork through familiar symbolism.

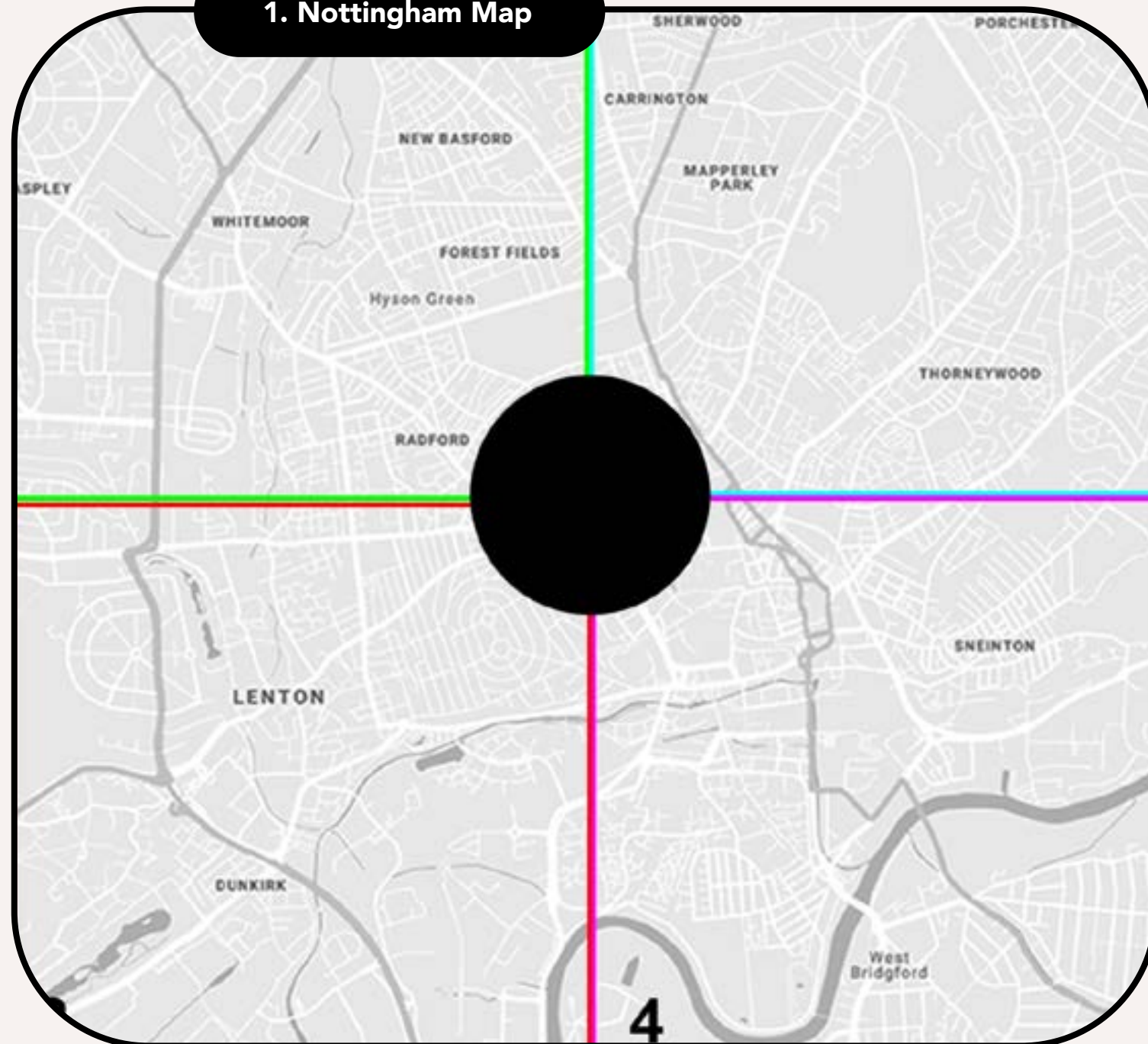
In my experience, the best alternative would be to redefine the subject, or content, in a positively unique way. Creating an alternative story, perspective or new way to engage with it. The area is usually very grey and flat, so I decided to create a bold, colourful and visually rich adaptation of the map.

Outcomes

Altogether the festival raised £10,0000 for charity, and around a £1000 came from the online profits from the downloads of the album.



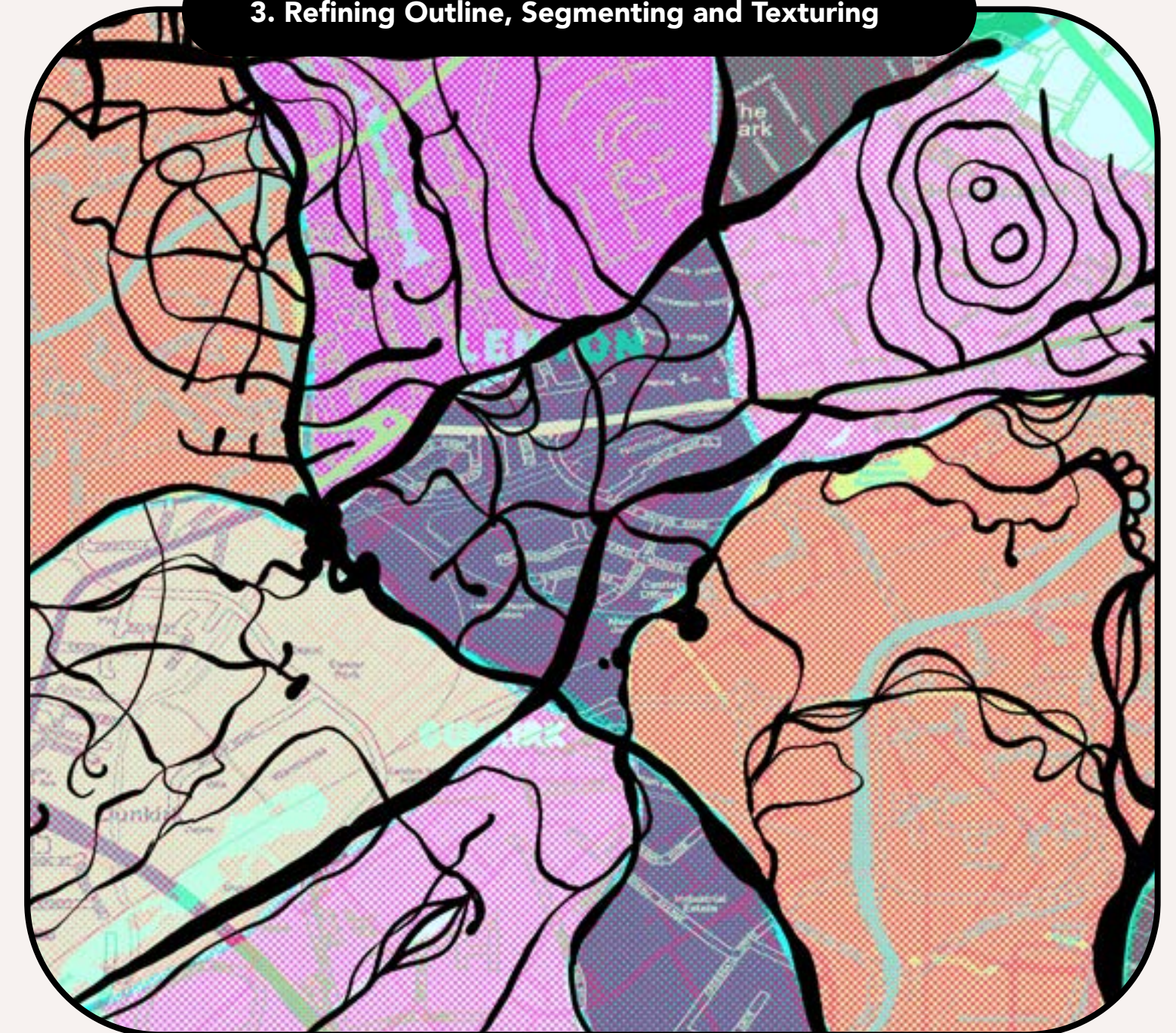
1. Nottingham Map



2. Outlining Assigned Area



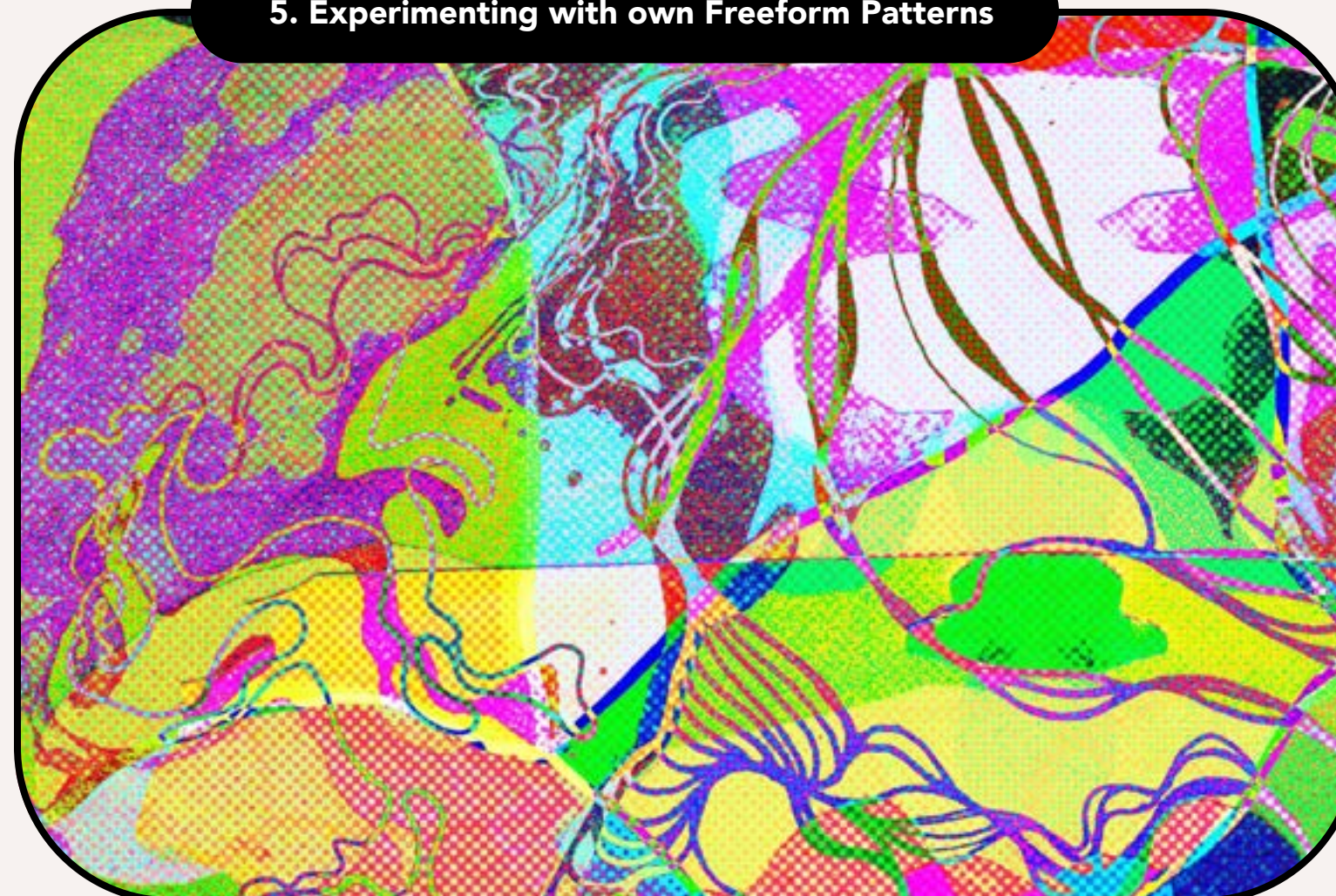
3. Refining Outline, Segmenting and Texturing



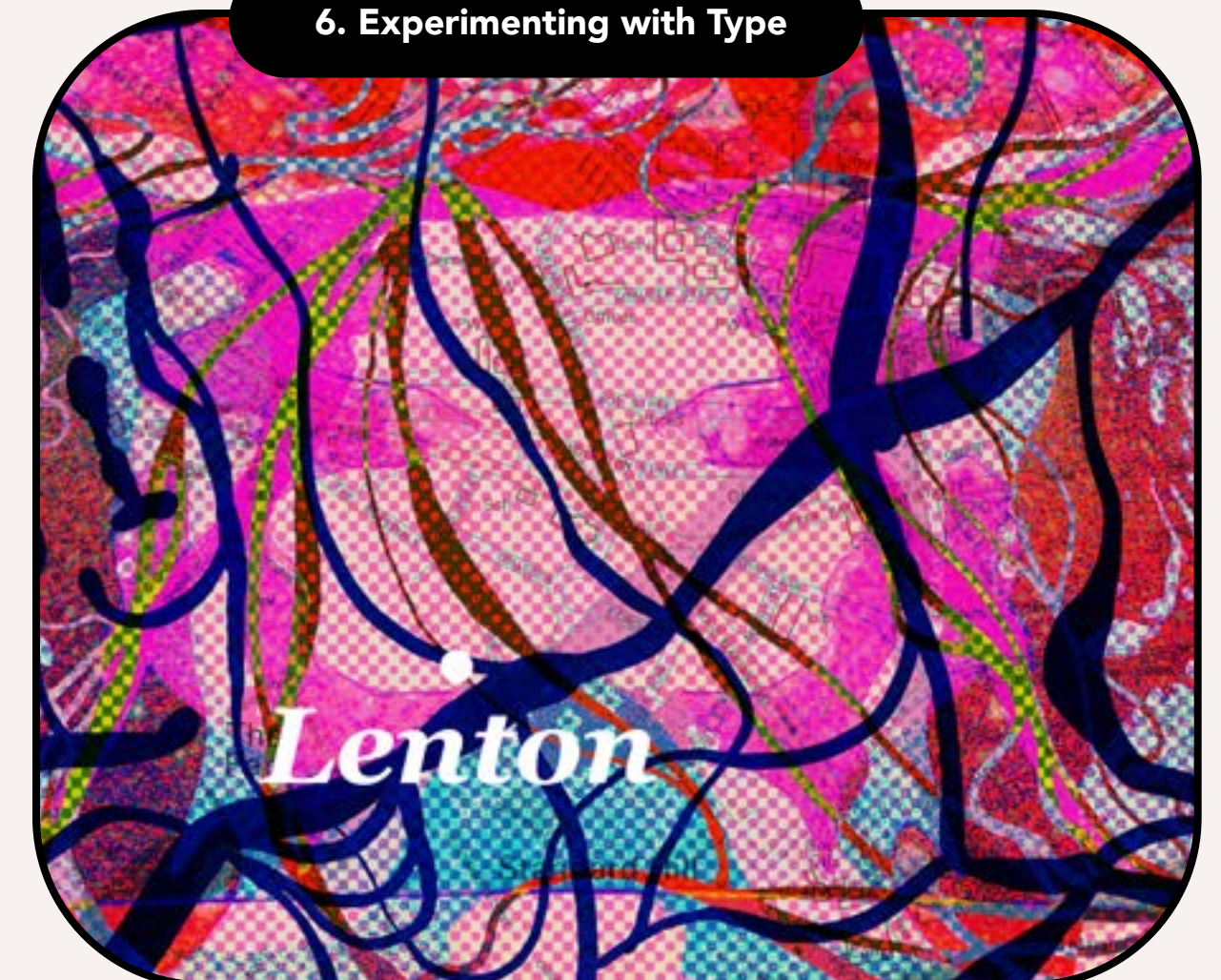
4. Exploring: Colours, Textures and Layer Blends



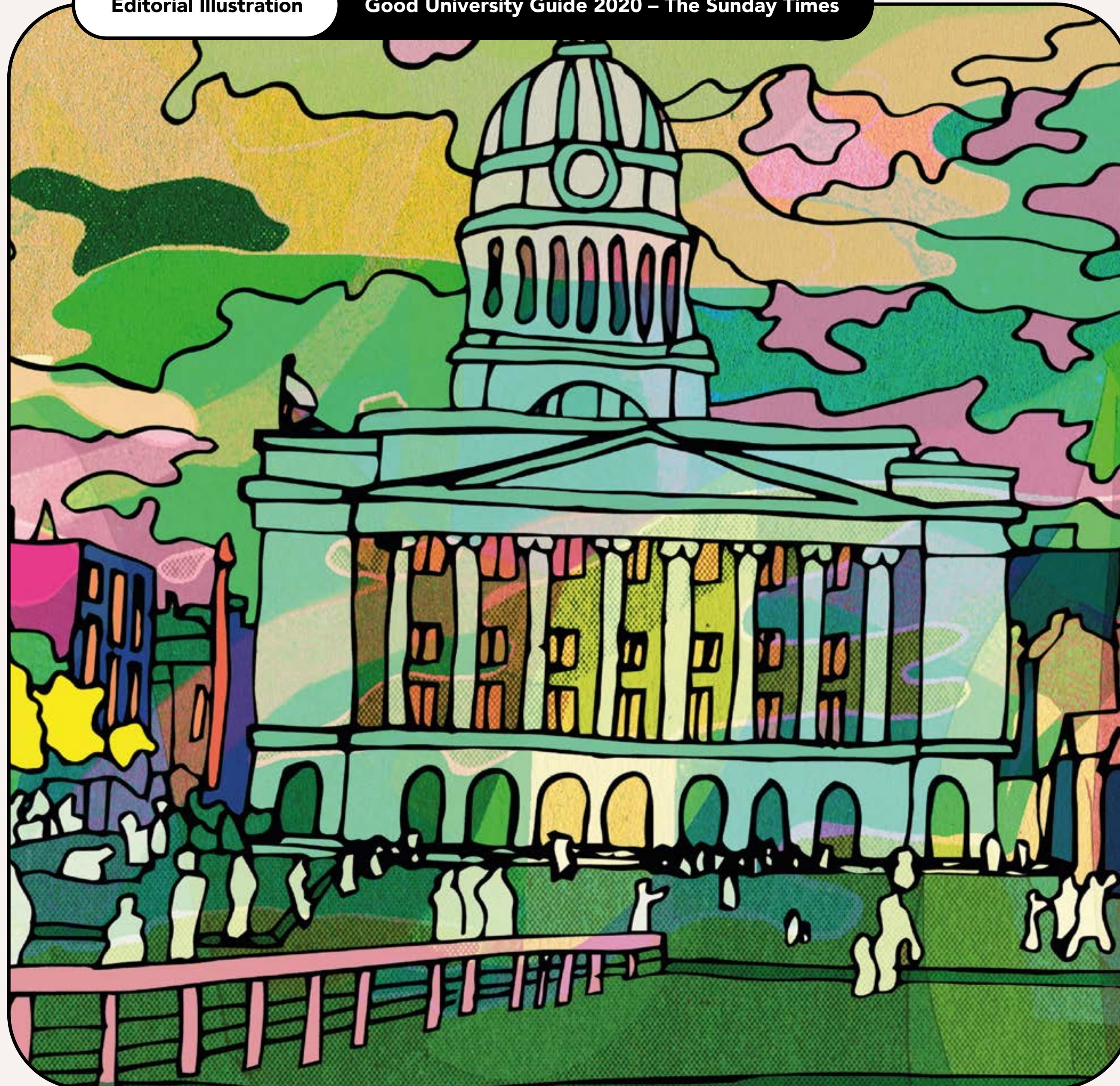
5. Experimenting with own Freeform Patterns



6. Experimenting with Type







## NOTTINGHAM TRENT UNIVERSITY

**Sunday Times ranking 40 (37)**  
50 Shakespeare Street  
Nottingham NG1 4FD  
Tel 0115 941 8418  
applications@ntu.ac.uk  
www.ntu.ac.uk  
Open days November 3 and 30

**MONEY**  
UK/EU fees £9,250  
International fees £13,900  
Finance website [www.ntu.ac.uk/fees](http://www.ntu.ac.uk/fees)  
Graduate salaries £20,000

**PERFORMANCE**  
Teaching quality 83.0%, 22= ▼  
Student experience 81.7%, 17 ▼  
Research quality 6.5%, 80 ▲  
Ucas entry points 135, 55= ▼  
Graduate prospects 81.7%, 30= ▲  
Firms and 2:1s 74.4%, 72= ▲  
Completion rate 87.6%, 55 ▲  
Student-staff ratio 14.5:1, 38= ▲  
Services/facilities spend £2,434, 53 ▼  
World ranking 707= (801=)

**VITAL STATISTICS**  
Social inclusion ranking 76  
State schools (non-grammar) 88.9%  
Grammar schools 3.9%  
Independent schools 7.2%  
Ethnic minorities 23.6%  
First generation 45.7%  
Mature 9.3%  
Undergraduates 23,469 (1,031)  
Postgraduates 3,260 (311)  
Applications/places 40,595/9,725; 4:2:1

## THE OPEN UNIVERSITY

**Sunday Times ranking (n/a)**  
Walton Hall  
Milton Keynes MK7 6AA  
Tel 0300 303 7444  
general-enquiries@open.ac.uk  
www.open.ac.uk

**MONEY**  
UK/EU fees £2,016 (NI/Scotland/Wales) - £6,024 (England/EU)  
International fees £6,024  
Finance website <http://www.open.ac.uk/courses/fees-and-funding>

**VITAL STATISTICS**  
Undergraduates 175 (83/26)  
Postgraduates 300 (75/27)

The Open University (OU) has been celebrating its 50th anniversary at a time of great strain. While it has empowered more than 2m students across 157 countries to "transform their lives through learning" over the past half century, numbers have dropped by more than a third since higher fees were introduced. Professor Tim

Overall offer rate 87.8%  
Unconditional offers 39.9%

Nottingham Trent University (NTU) became the largest recruiter of undergraduates in the UK in 2018, when enrolments grew by 8% and left the university within touching distance of being the first to welcome 10,000 new students in a single year. With applications up another 1% by March 2019, it may well have reached this milestone by now.

NTU believes that being The Times and Sunday Times Modern University of the Year for 2017-18 contributed to its increased popularity. Alongside this recognition, the university has also caught the eye for the wrong reasons, having embraced controversial "conditional unconditional" offers. The system continued in the latest admissions cycle but, at the time of writing, no announcement had been made about 2020. However, NTU stressed the offers were made only to those with predicted grades above the standard course entry tariffs.

A rise of 10 places took NTU into the top 40 in our league table last year for the first time, with only two modern universities ahead of it. A small decline in student satisfaction has caused the progress to stall in our new edition, although NTU remains in the top 20 in the sections of the National Student Survey dealing with the broader student experience, and is only just outside it for teaching quality.

NTU is best known for fashion and creative arts and has one of the UK's biggest law schools. Apprenticeships are also a strategic priority.

The university frequently reaches the top 20 in the BUOS (British Universities & Colleges Sport) leagues. Its latest ranking is 13th overall.

Blackman, the new vice-chancellor, faces a projected deficit of £30m when he takes office next month. His predecessor resigned after failing to win the OU governing council's backing for budget cuts.

Blackman held the post in an acting capacity before becoming vice-chancellor of Middlesex University in 2015. It is safe to say that he "gets" what the OU - a model for distance learning worldwide - is about, stating: "The OU is one of the UK's best inventions. It ranks with the NHS and the national parks as a visionary idea, bringing the opportunity to learn and study to anyone, whatever their circumstances."

Cost-cutting measures including a cull of the least popular courses and the departure of 400 staff should balance the books by the end of the academic year. With about 175,000 students, it is still twice as big as any institution in our table, but has suffered in a nationwide slump in part-timers.

Our rankings have never included the OU because the absence of campus-based undergraduates would place it at a disadvantage. Where comparisons are possible, the OU is in the top 20 for student satisfaction with their wider experience, and 72% of its submission to the 2014 Research Excellence Framework was rated world-leading or internationally excellent.

# Student cities



## Nottingham

**Fabulously friendly Nottingham offers a thriving nightlife, a rich history and a community that knows how to cater for more than 60,000 students who arrive at its two large universities each year.** The city has had purple-flag status since 2010, an accreditation awarded to towns that are entertaining, diverse, unthreatening and enjoyable.

For gig addicts, Rock City's 10,000-capacity arena and an array of more intimate venues make up Nottingham's beating heart of live music. The Download Festival at Donington Park is a pilgrimage for punks and metalheads the world over and the annual Goose Fair once sold live birds but now has fairground attractions and food stalls.

Nottingham has produced sporting legends from Brian Clough to Carl Froch, Torvill and Dean to Rebecca Adlington. There are two football clubs: Nottingham Forest and Notts County, the oldest in the world and recently relegated from the Football League for the first time. Cricket Tests are played at Trent Bridge.

Nottingham Castle, the sheriff's base in many a Robin Hood film, is closed for a £29m refurbishment and

expected to reopen next year. Nottingham offers opportunities for graduates in the life sciences, digital media, engineering, finance, business consulting, and retail and leisure.

**Cost of living** Like its geographical location, Nottingham's rents are pretty much in the middle, averaging £500 a week. Beeston is the Marbella of Nottingham with its own marina, golf clubs and boutiques. Lenton has plenty of pubs, bars and restaurants, as well as the luxury Cinema, where tickets cost £5 and the Warsaw Drive is the place to go for hangover breakfasts, serving American and Polish versions until 2am.

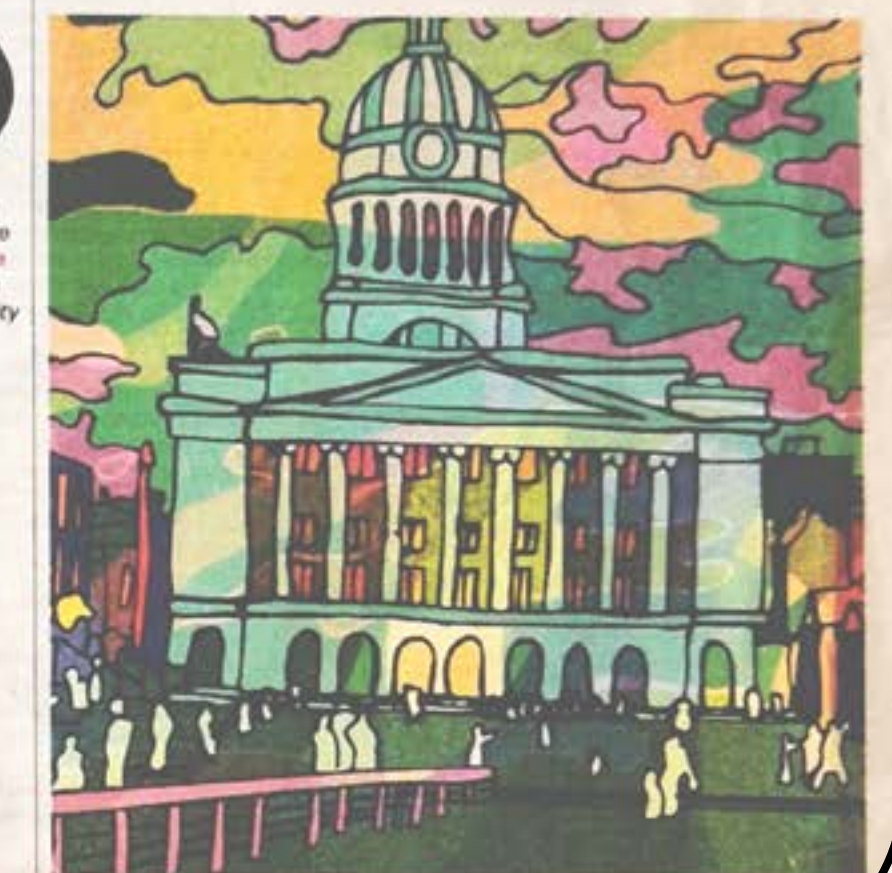
**Nightlife** Nottingham has bars in the most obscure places. On the streets of Hockley, Last Property is a hidden cocktail and gin bar. The Boilermaker earned its name because the only way in is to pass through the stone cupboard of a high-street boiler shop. There's no hiding the two biggest nightclubs, Rock City and Ocean.

**Culture** The legacy of iconic writers such as Lord Byron and DH Lawrence lives on at the Nottingham Writers' studio. The Theatre Royal and Nottingham Playhouse are just two of many live performance venues. Nottingham's pride and joy, Ye Olde Trip to Jerusalem, is thought to have been where Richard the Lionheart and his men gathered before crusading to Jerusalem in 1190 AD.

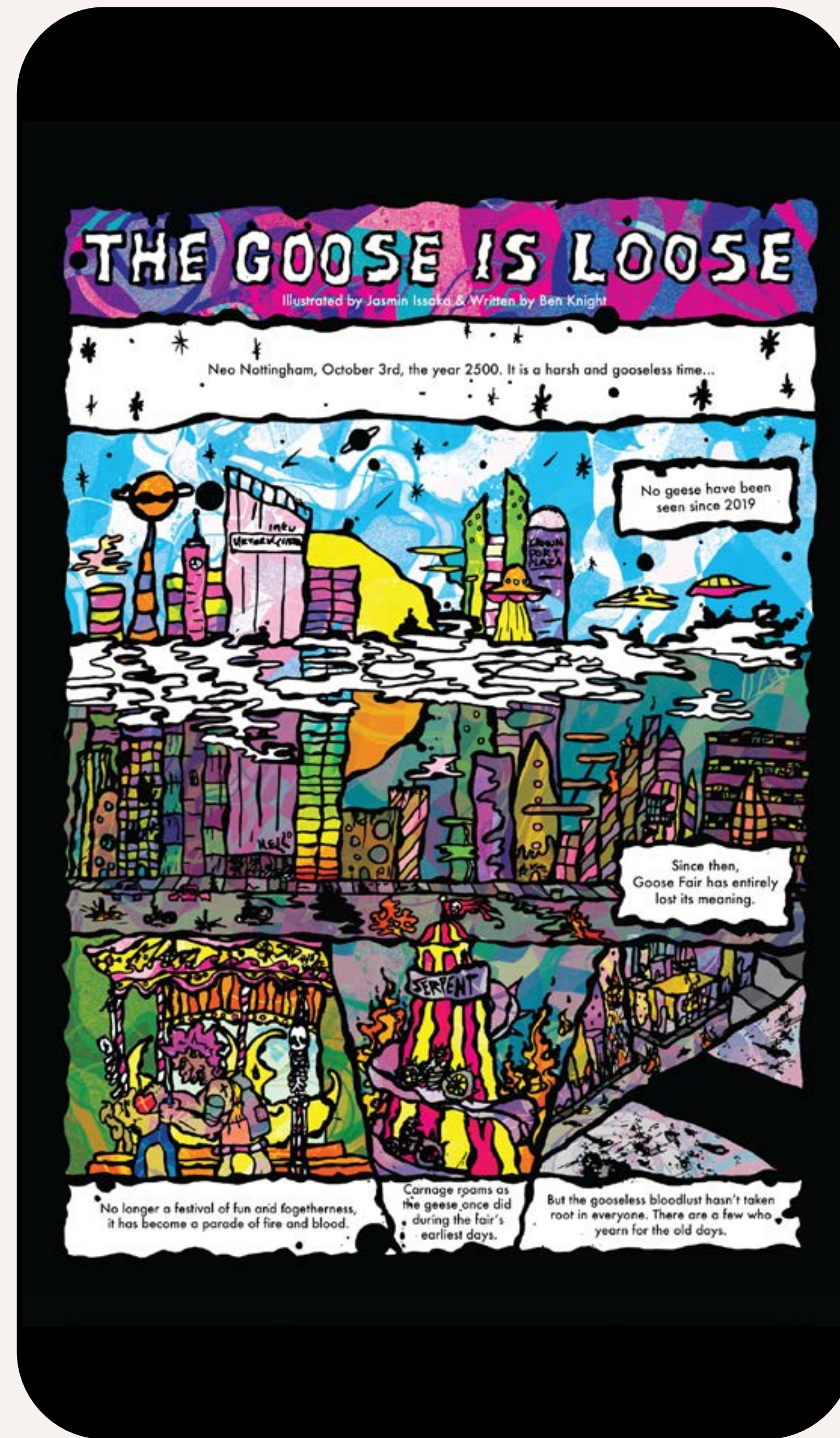
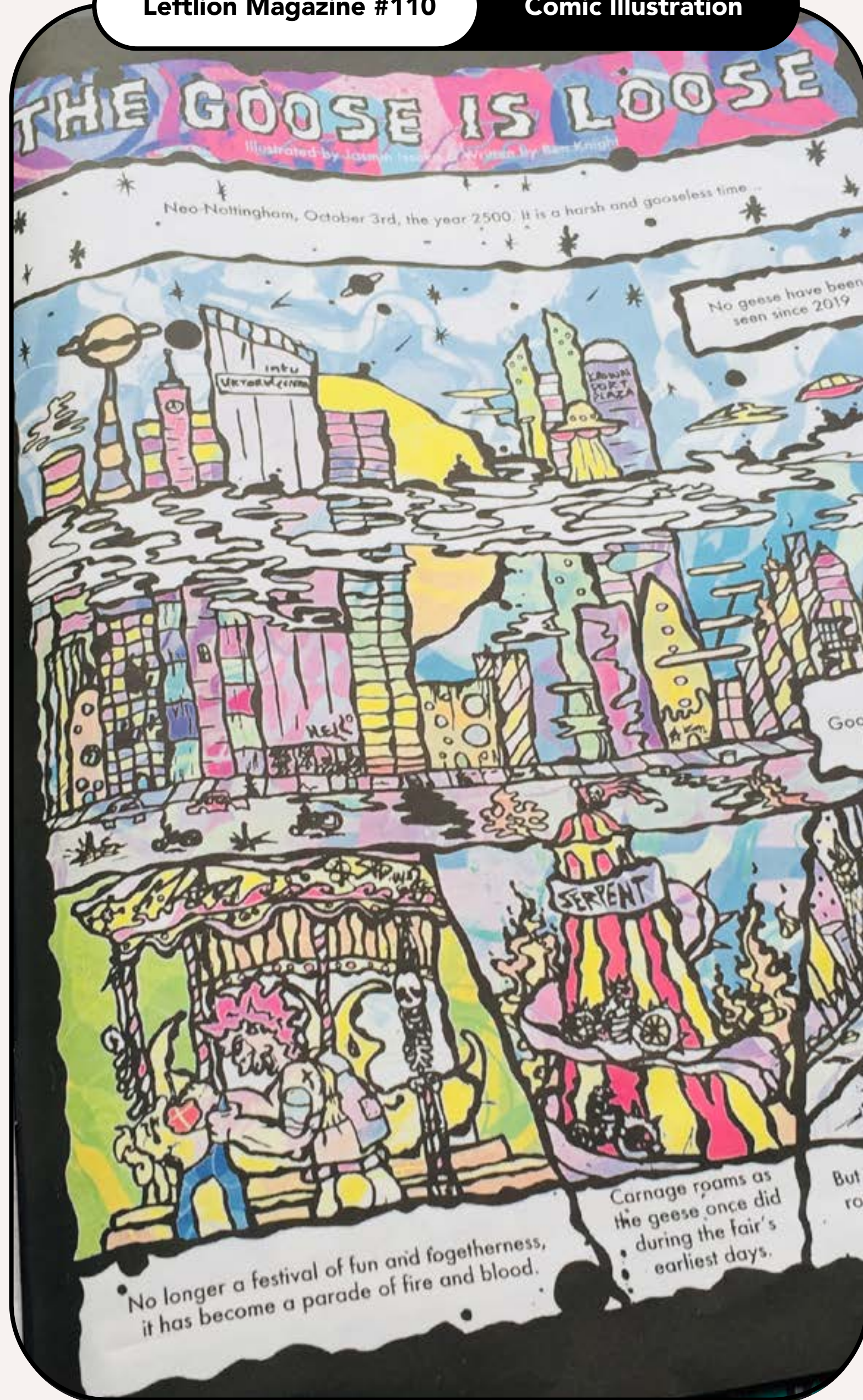
**Transport** Nottingham's buses all have free wi-fi and run to each of the city's four campuses. An all-day ticket costs £4.20, or you can activate your student card as a pass and pay weekly (£35) or monthly (£46) for unlimited bus travel. Trains travel to London and Birmingham and East Midlands airport is just 13 miles away.



Nottingham Market Square  
Jasmin Isaka  
Nottingham Trent University



22 September 2019







Thank You

For viewing my  
Portfolio!

Contact Me

**Mobile:** +44 (0) 7471195573

**Email:** [hello@jasminissaka.com](mailto:hello@jasminissaka.com)

**Address:** Withington, Manchester, M20, UK

Email Me