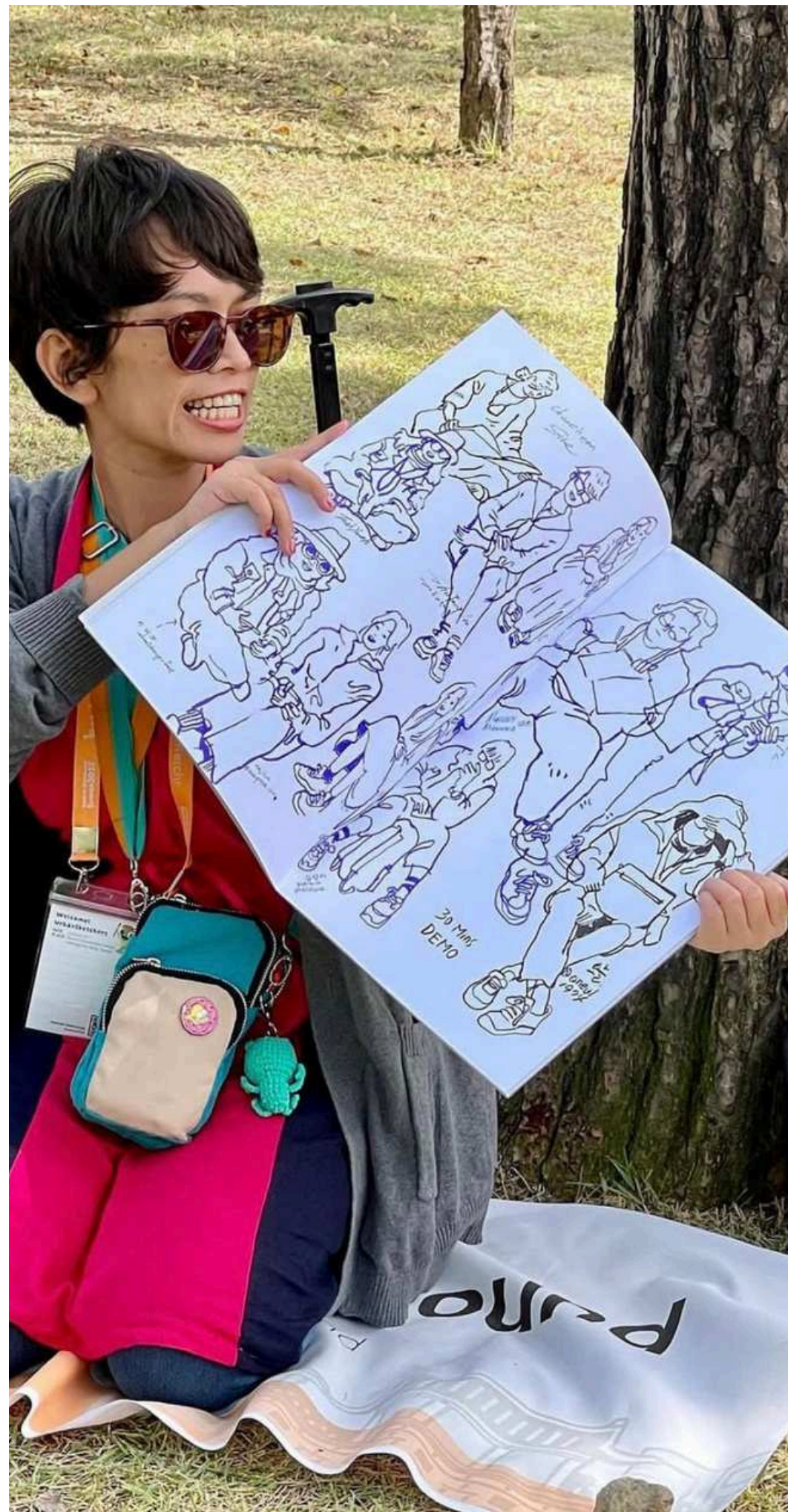




# Sheila's Playground

# YOUR CREATIVE IDENTITY

A Guide to Personal Branding & Portfolio Building

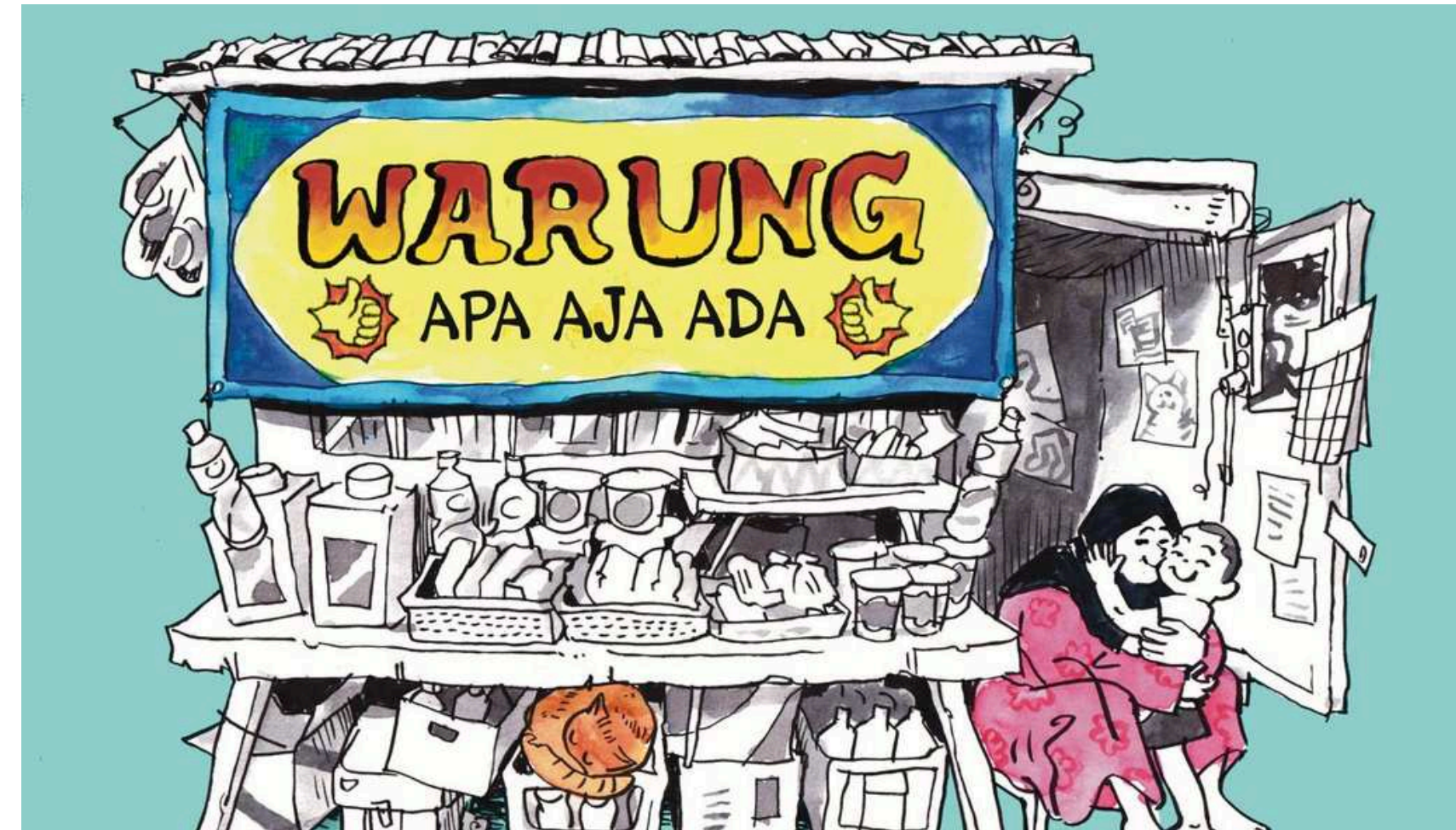


# **SHEILA'S PLAYGROUND**

Comic Artist

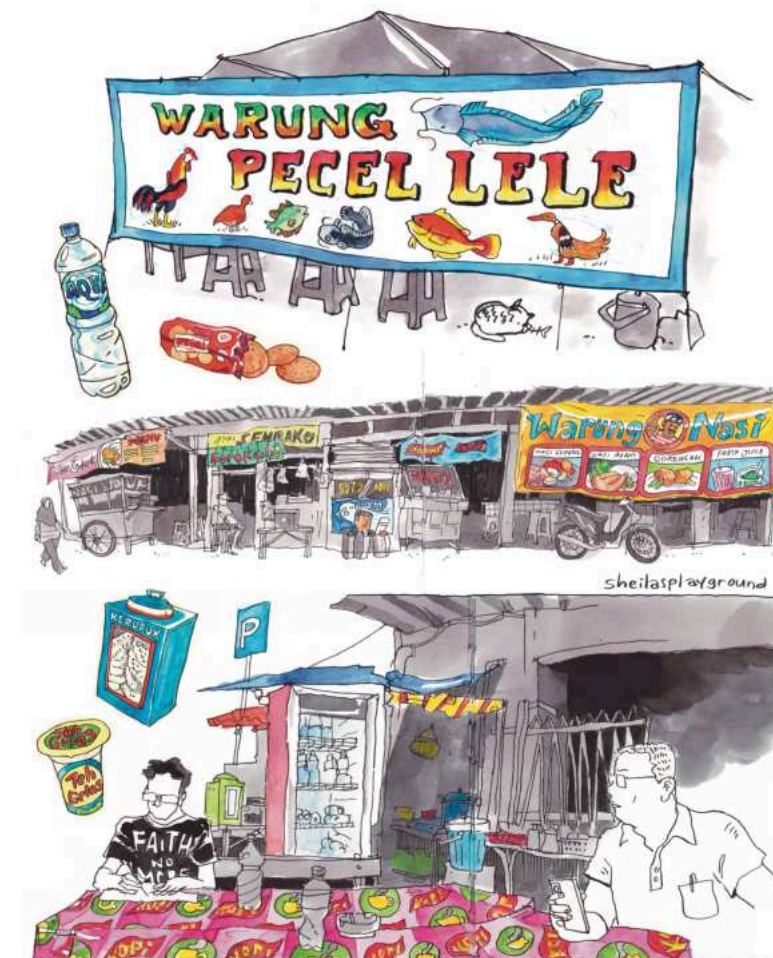
Illustrator

Workshop Instructor



## KEY THEMES

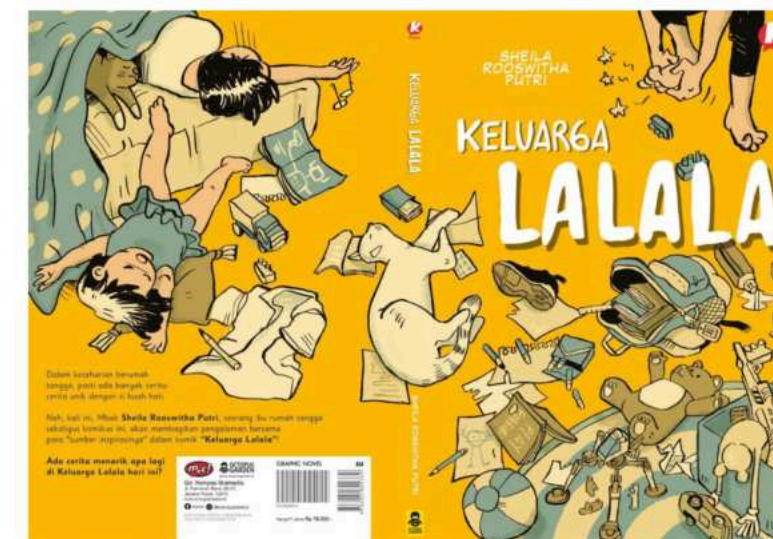
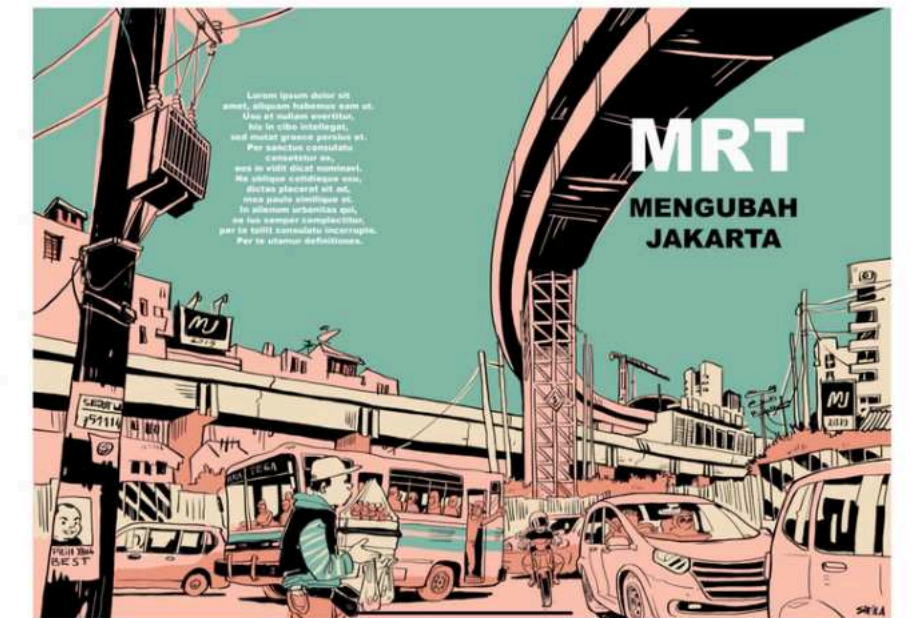
Daily Life & Urban Stories  
Travel & Culture  
Dynamic People





# CLIENTS

Finance & Corporate  
 Transportation & Logistics  
 Industry & Infrastructure  
 Culture & Education





# DEFINE YOUR BRAND & PORTFOLIO

- Do I Have To Pick A Niche ?
- What Makes a Strong Portfolio?
- How Do I Stay Relevant in Changing Industry?
- How Can I Be Seen?
- Why Should I Keep Doing This?



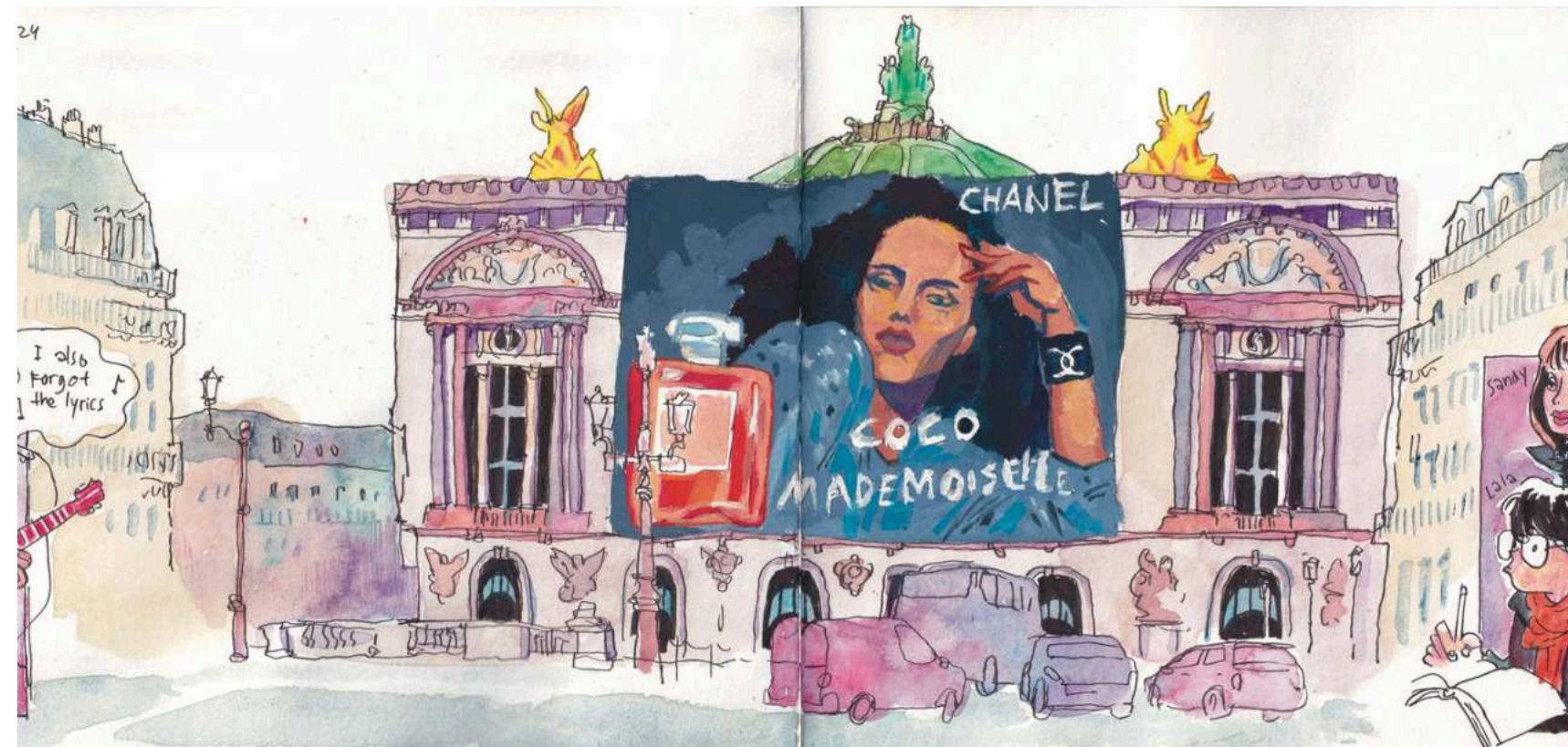
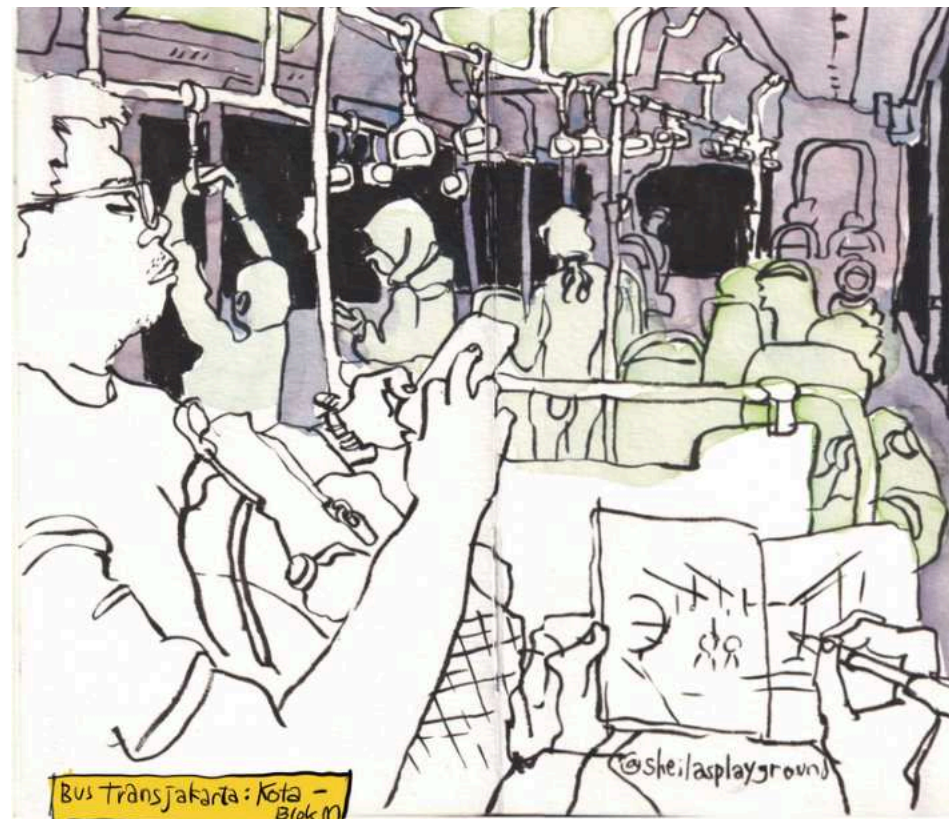
# YOU ARE THE NICHE

- Niches evolve, what's niche today can be mainstream tomorrow.
- Your unique perspective and storytelling define your brand.
- Stay consistent with what you love doing (me: urban story, travel & culture, dynamic people)



# CURATE YOUR PORTFOLIO

- Show work that aligns with your goals (me: portrait illustration, urban sketch, graphic novels).
- Organize by category and keep it clean, simple and updated.
- Quality over quantity.



# ADAPT & STAY RESILIENT

- Adapt to industry trends, technology, and new platforms.
- Polish your skill to simplify complex ideas, because clients value clear storytelling.
- AI technology is inevitable.  
Learn, use it ethically, and make it work for you



3. PUT EVERYTHING TOGETHER, draw people and the surrounding environments following the storyboard compositions.

a. RULE OF THIRDS



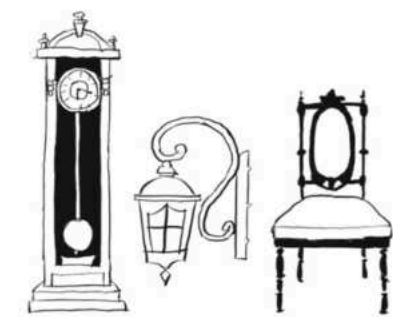
b. FRAMING



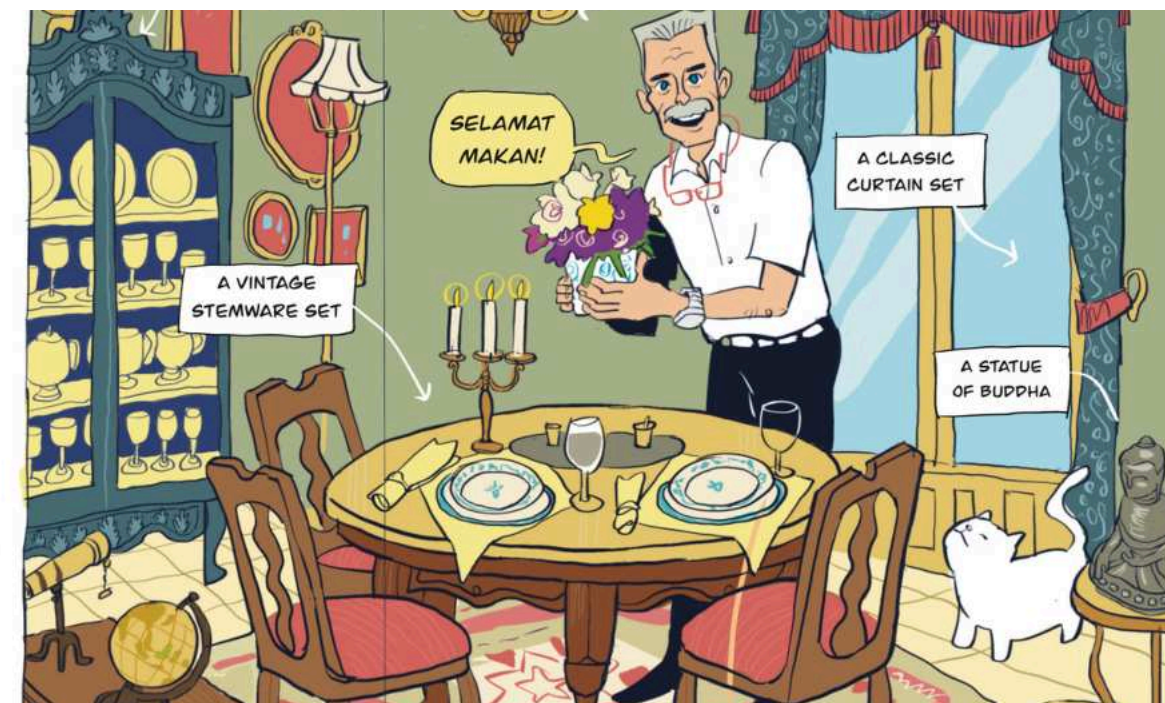
c. DEPTH OF FIELD



WONDERFUL PLACE FOR ANTIQUE SHOPPING.

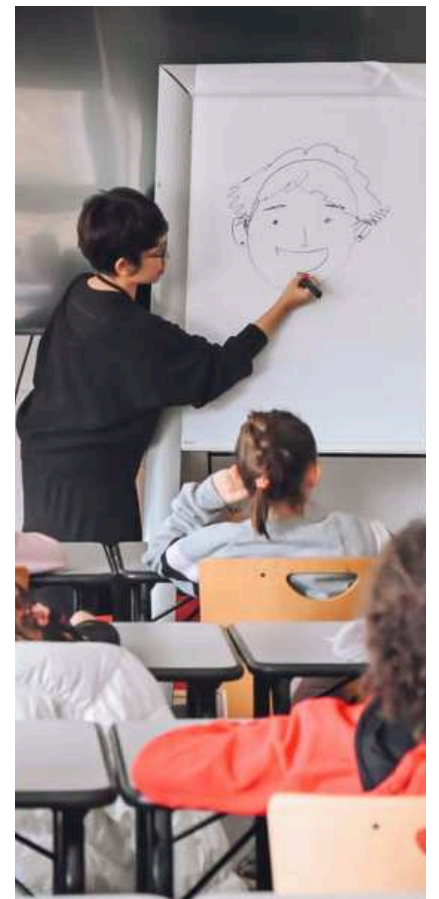


FROM JEPARA CARVED FURNITURE LIKE THIS CHEST,



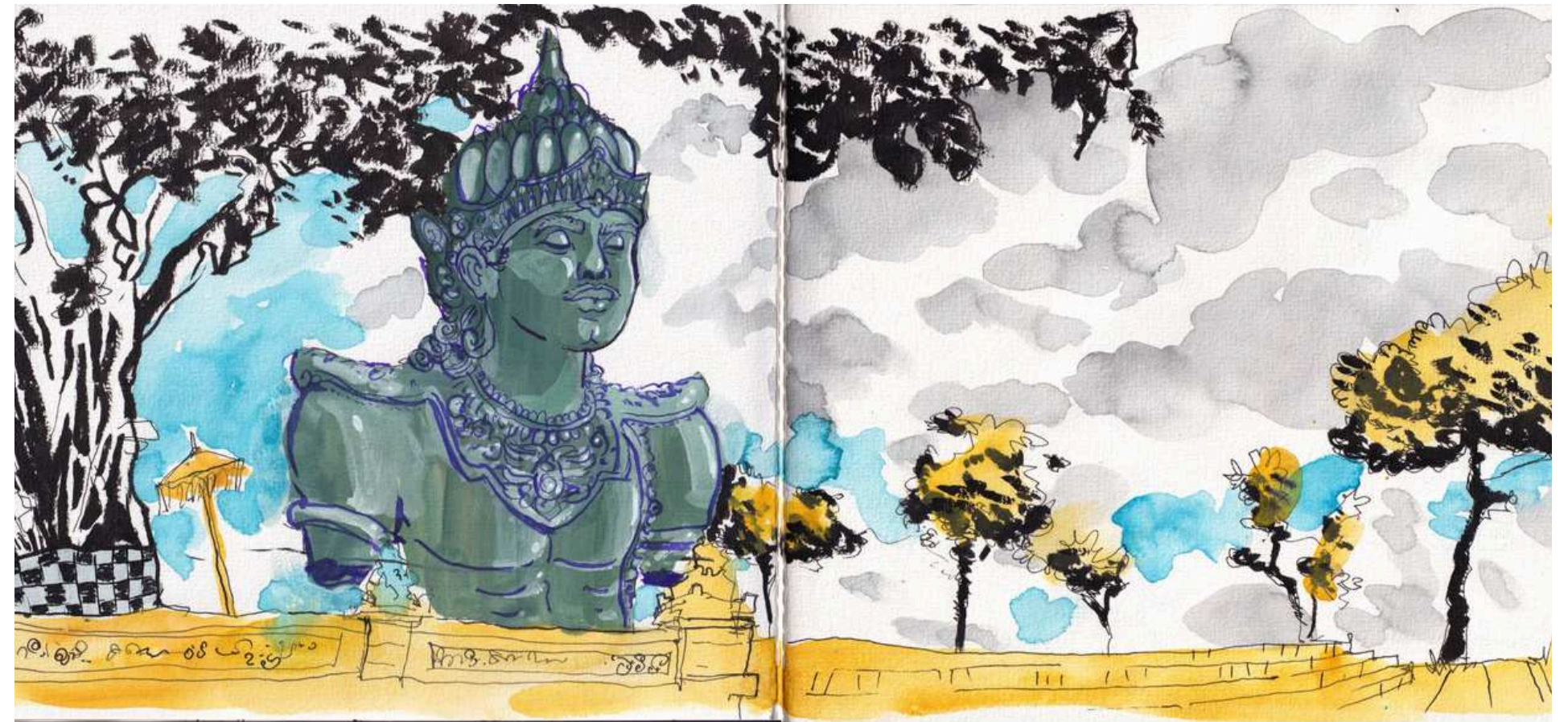
# CREATE YOUR OWN OPPORTUNITIES

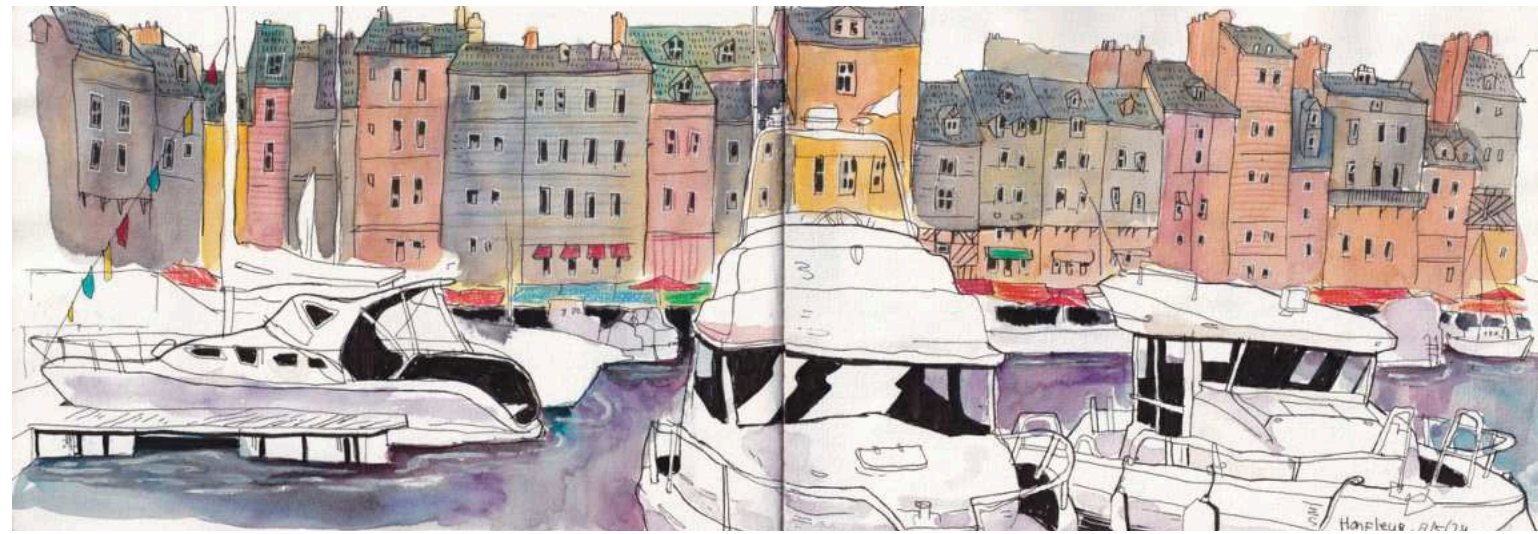
- Apply for festivals, competitions, and collaborations.
- Expect rejections and learn from them.
- Build connections.



# KEEP CREATING

- Creativity fuels growth, purpose, and new possibilities.
- The act of creating is what defines humanity.
- Our stories, culture, and progress exist because we creat.





# EXERCISE

- Write your 3 recurring themes
- Write your 3 dream projects



Thank You!