

#Monthllymotivation: April Cain (class of 2010)



Despite once not knowing what graphic design was, April is now a campaign designer for feature films.

What have you done since leaving Putney?

I finished my BA in Graphic Design Communication in 2014, and then took an internship at Empire Design - a marketing agency for Film and TV – working on motion graphics and print campaigns.

What did you decide to do next?

After three years I decided to go freelance, which allowed me to work with a variety of clients within different sectors of advertising and marketing. This did wonders for my confidence, but also solidified my desire to work in the film industry!

Are you still working freelance?

Not currently, in December 2018 I took the plunge back into fulltime employment with Intermission Film, and have recently relocated to their Amsterdam office.

What does a working day look like for you?

My working day can vary depending on how far into development the project is, but typically it'll begin with a briefing from an in-house producer at Intermission who will oversee the whole project from start to finish. After doing some initial research on the film and gathering any visual references that might be helpful, I'll open Adobe Bridge to look at the photography from the film. These are usually either commissioned photo-shoots with the cast, unit photography that is taken while on set, or stills from the feature itself. I'll then bring my selected shots into Adobe Photoshop, and begin to experiment with title styles, typography, and colour treatments – whatever feels right for the film and looks visually striking.



What made you choose graphic design as a career pathway?

After completing my A-Levels I was conflicted about whether to study English or Art at university. I'd always been interested in graphic design (I did work experience with Sky Creative after my GCSE's), but I also loved English and had always thought that would be my choice. I decided to enrol on a one year Art Foundation course instead of taking a gap year, which gave me the opportunity to experience different pathways within Art & Design. I settled on graphic design pretty much straight away and never regretted my decision, even though a few years earlier I didn't even know what graphic design was.

What advice would you give to current pupils or Putney alumnae looking at the world of design?

I'd definitely recommended studying Art at A Level if you want to go into graphic design or any other art related degree. If you enjoy things like drawing, photography, film etc. then definitely practice outside of school, start a blog or an Instagram page for your work if you can. London is amazing for brilliant exhibitions and galleries so visit places like the Design Museum, Somerset House and the Southbank Centre for inspiration! So much of art and design is about networking and making connections within the industry, so gaining exposure for your work through social media and online platforms is a great place to start. Good luck!