

# CAMILLE FONTAINE

DIGITAL MEDIA | FILM | PHOTOGRAPHY



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# ABOUT

Hello! I'm Camille, a multi-disciplinary creative from London, England currently living in Toronto, Canada.

I've managed digital platforms over the last nine years', with a focus on multimedia content strategy and creation; utilising a combination of video production, photography and creative direction skill sets.

By day, I manage the creative vision and user journeys for websites; consult on user engagement strategies; and deliver film and photographic outcomes for clients across industries.

By night, my independent projects consist of documentary film and photography. Here, I capture narratives that unfold in the nuances of life.

# DIGITAL MEDIA

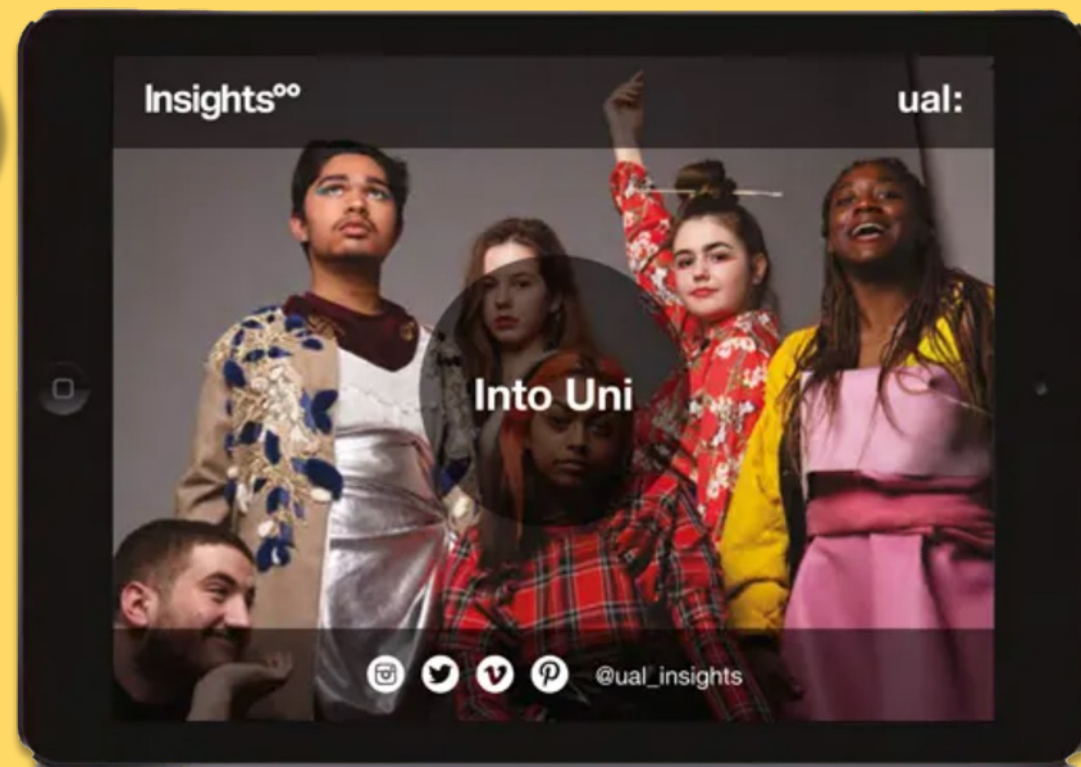


# UAL INSIGHTS



**DIGITAL EDITOR & PRODUCER**

Managing digital platforms, communications and content strategy for  
University of the Arts London.

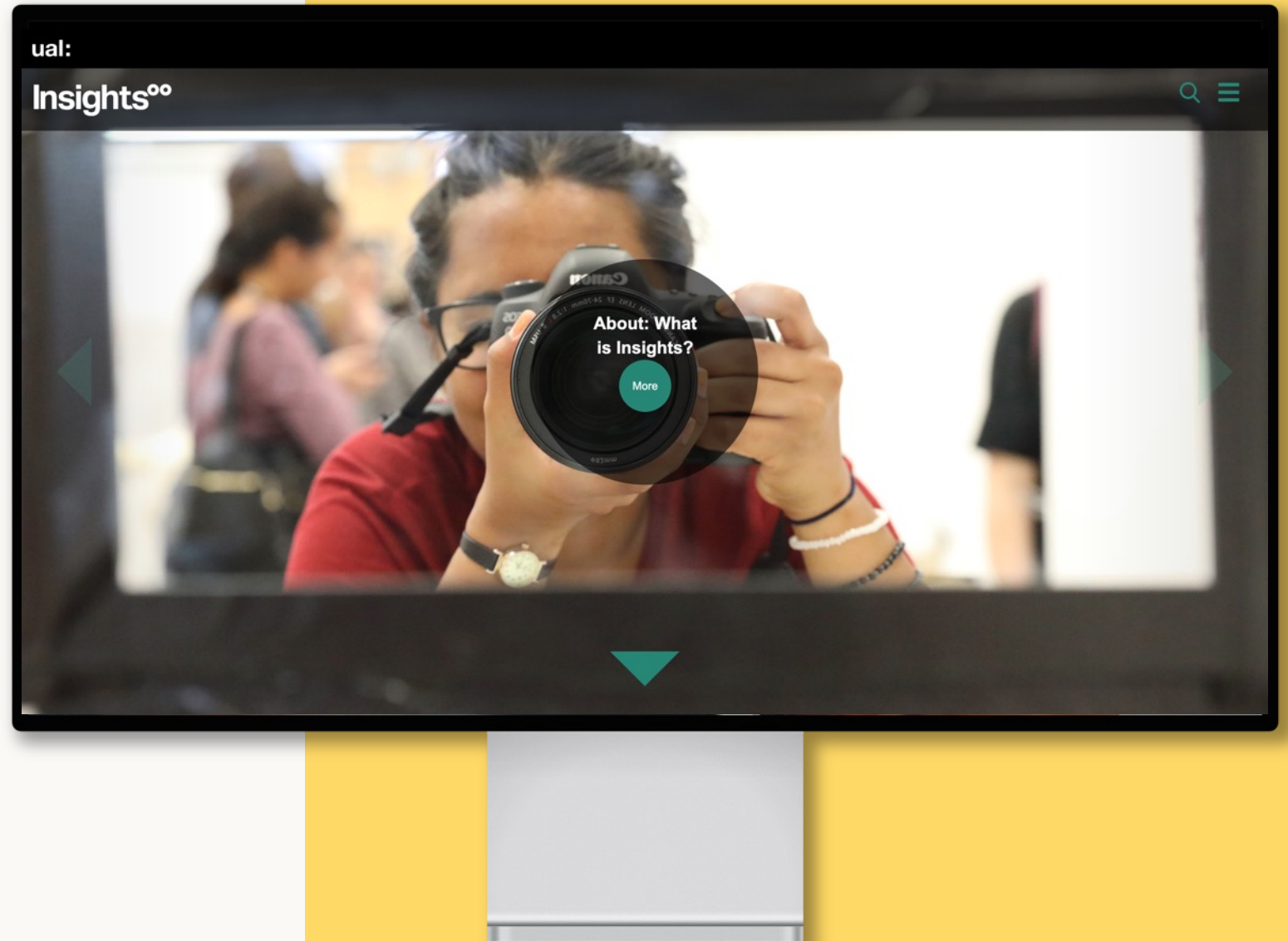


# PROJECT OVERVIEW

UAL Insights is a programme run by the Outreach department of University of the Arts London (UAL), as a commitment to making creative higher education accessible to students of underserved demographics.

The programme hosts seasonal art and design-based workshops supporting the next generation of student audiences to higher education from school/sixth-form and college.







In 2017, we launched Insights Online - a digital platform filled with resources, inspiration and information alongside social media channels - to accompany the offline workshops and be the wider face of the UAL Insights overall department.





## MY ROLE

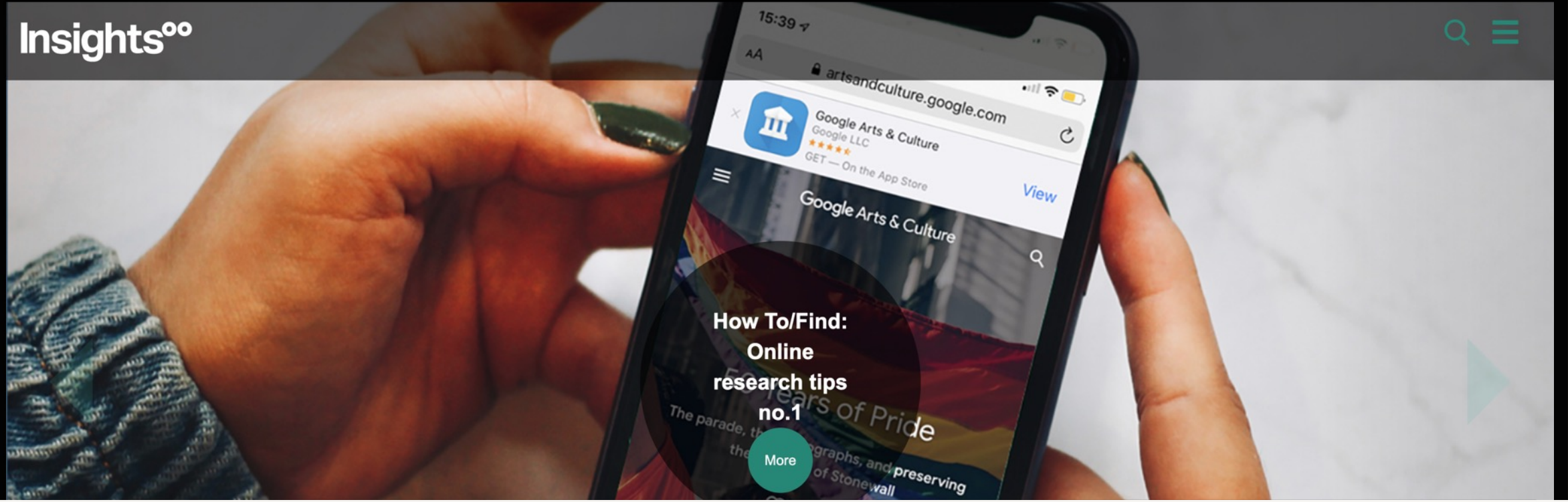
Digital Editor and Content Producer:

-  Led editorial strategy and content plans across digital platforms.
-  Managed website assets and site CMS.
-  Conceptualised, commissioned and led creative teams to produce multimedia visual assets including; signature videography series, photographic documenting and written articles.
-  Shaped the brand's user-focused and equitable tone of voice.
-  Designed and conducted focus groups to gather qualitative data. Analysed and presented data to collaborative teams of content editors, UX designers and web developers to redesign the website and inform editorial decisions.
-  Collaborated with recognised external arts organisations and internal departments to produce interactive, immersive events and University-wide projects.



ual:

Insights<sup>oo</sup>



## GOAL #1

### UAL Insights = education + creative community

To establish Insights digital platforms as spaces that provide the user their future academic and professional community, in addition to creative resources.

### STRATEGY PRESENTED:

To move in a video-focused direction to make our content reflective of the needs and media engagement patterns expressed by prospective students. Content will acknowledge the diverse experiences across the creative student cycle at various stages, with a view to support and uplift. We reiterate UAL Insights as a community by 75% of the content being made in-house, by the familiar faces of the university students, graduates, alumni and staff body.

# GOAL #1

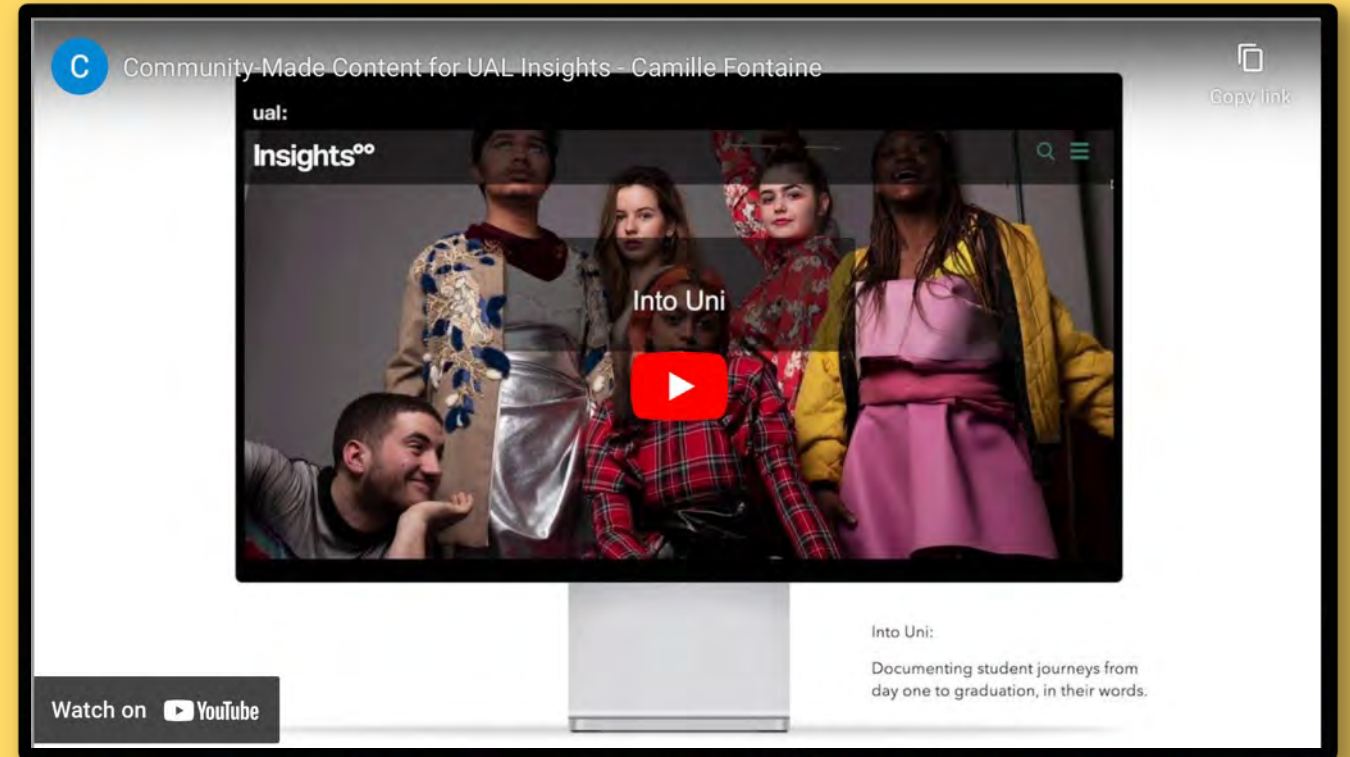
## OUTCOME:

We produced several reoccurring video series, written articles, social media takeovers and events which put students, graduates, alumni and tutors both behind and in front of the camera.

We combined addressing relevant themes throughout the student journey with publishing pitches by our student body, to create authentic content. This significantly boosted audience engagement across platforms; we grew followers on Instagram and returning users on the website.

Link to UAL Insights showreel:

<https://youtu.be/7FatygkJC1M?si=zynRMyKukDgdxguP>



# GOAL #1



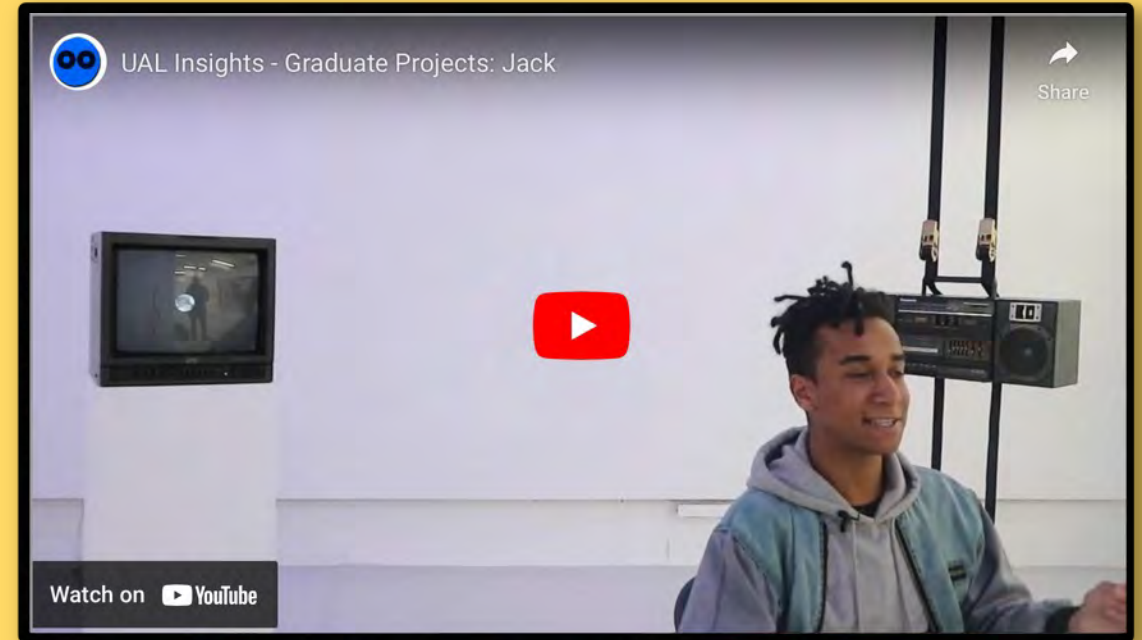
## 'GRADUATING WITH'

A short-form series interviewing graduates, debuting their work and discussing their undergraduate journey. These were developed to demystify the student experience and to give context to some of the worries many students face when considering creative academia.

Link to Graduating With videos:

<https://camillefontaine.online/ualinsights/graduating-with>

# OUTCOME: STUDENT-CENTERED VIDEOS



## 'GRADUATE PROJECTS'

A spin off series from 'Graduating With', 'Graduate Projects' are shorts that focus solely on the final end of year projects at the annual degree shows. The series aimed to show prospective students the possibilities of what can be produced with the creative skill sets acquired at university.

Link to Graduate Projects videos:

<https://camillefontaine.online/ualinsights/graduate-projects>



# GOAL #1

# OUTCOME: COMMUNITY-CREATED CONTENT



## 'HOW TO'

A series of written and video tutorial guides that range across five main areas of creativity, demonstrating how to get from one step to the next in any creative process:

### How to: Make

Sequential guides on making design items at home

### How to: Techniques

An introduction to creative professional techniques used at university

### How to: Keywords

Introducing regularly used academic art and design keywords

### How to: Showcase

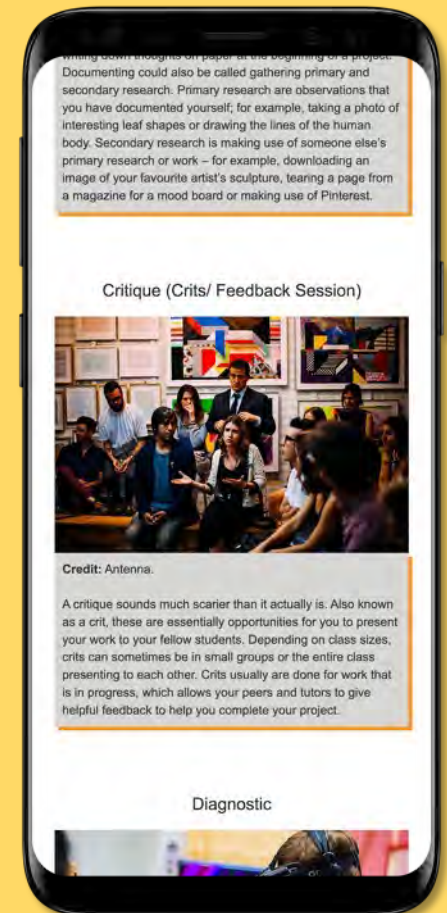
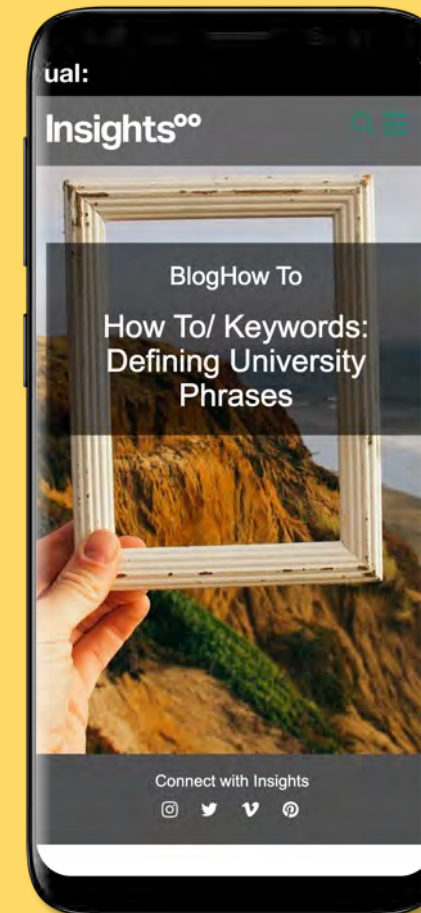
Demonstrating methods of displaying work at different levels

### How to: Find

Methods of sourcing materials on any budget

# GOAL #1

# OUTCOME: COMMUNITY-CREATED CONTENT



## 'HOW TO' EXAMPLES

Link to How To videos:

<https://camillefontaine.online/ualinsights/how-to-tutorials>



## GOAL #2

Clearly identify and differentiate UAL Insights visually from the university's main digital platforms to our Gen Z+ student audience. Add a human-centred element to the pre-existing branding that can be used for way-finding across our platforms and assist the wider team's offline programming.

## STRATEGY PRESENTED:

Via our Instagram, use mobile-first methodologies to introduce the UAL Insights team with illustrated portraits, commissioned by a current student to personalise the brand. We found the audience attending the workshops would be familiar with individual staff in person, but couldn't trace them beyond initial contact. The portraits allow for recall in the user journey as they make their way from the in-person workshops to the online tools.

# Insights<sup>oo</sup>

# GOAL #2

## OUTCOME:

A 'Meet the Team' campaign featuring illustrated portraits of the Outreach team were presented across all communication channels and materials to establish the Insights brand amongst our audiences.

We commissioned a final-year Illustration undergraduate student to complete the series of portraits, as it aligned with our editorial strategy of showcasing the talent within our student community.

These have been used successfully beyond the initial campaign on UAL Insights social media channels, the main UAL website and the institutions' internal/ external digital correspondence.



## GOAL #2



## OUTCOME: 'MEET THE TEAM' CAMPAIGN

### INSTAGRAM

The portraits were released individually on Instagram ahead of the upcoming Insights Spring and Summer workshops.

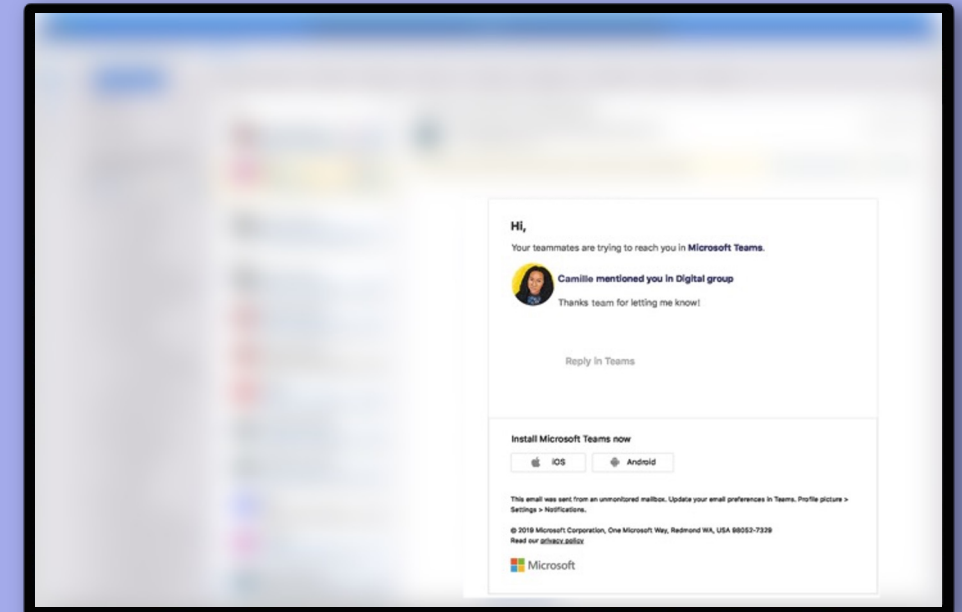
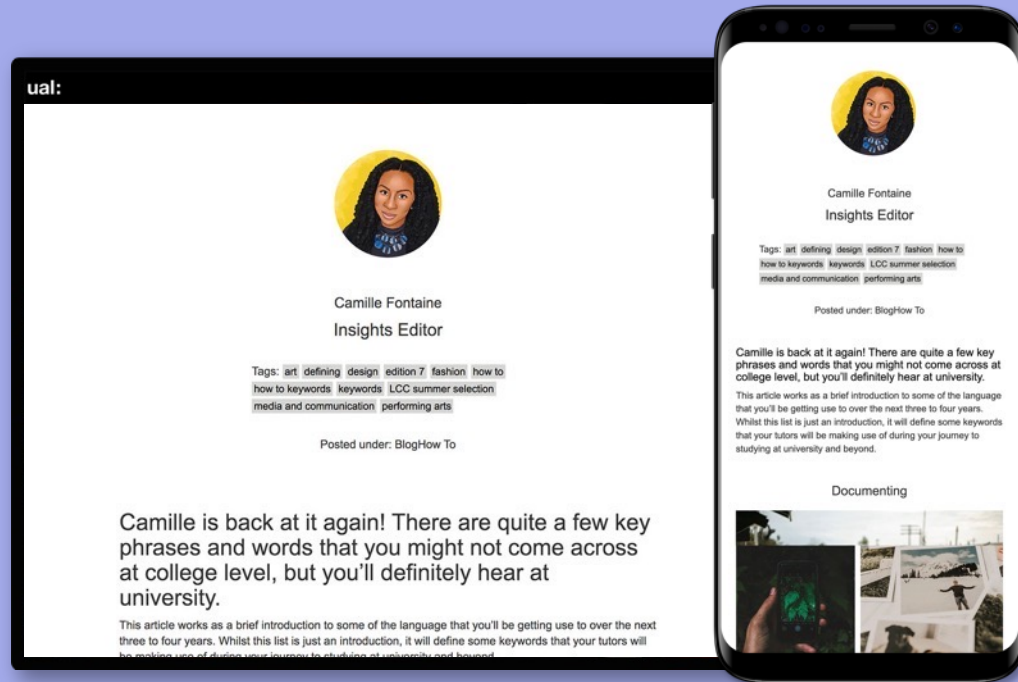
These provided a set of familiar faces for students to be able to identify the relevant staff at the workshops that they had enrolled to participate in.

In reverse, it also operated as a start point in the user journey to the wider digital platforms, whether they were introduced to Insights on or offline.



# GOAL #2

# OUTCOME: 'MEET THE TEAM' CAMPAIGN



## PORTRAITS AS COMMS ICONS

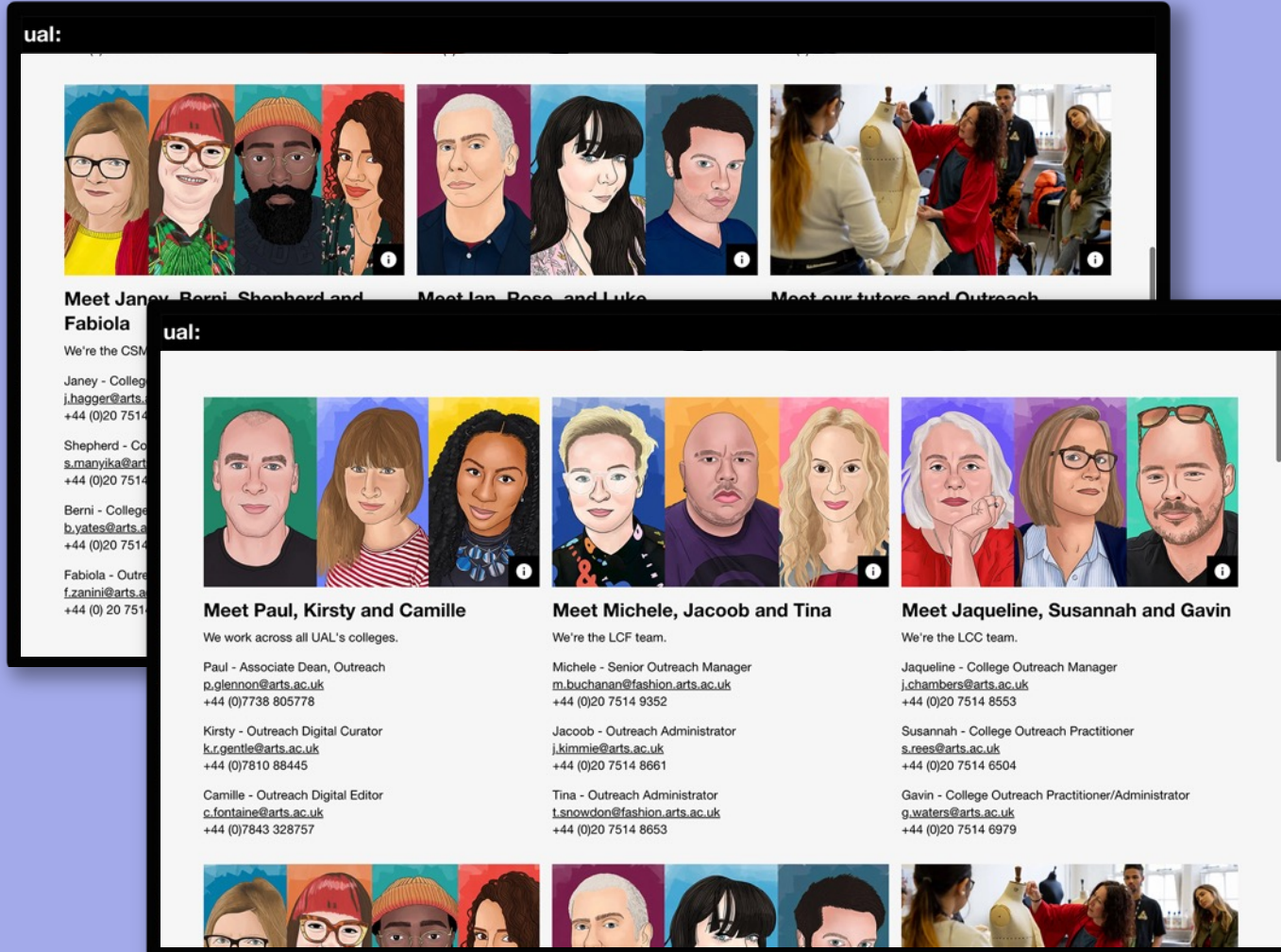
The portraits also operate as key iconography across internal and external communications.

They became an accompanying image to the author's credit on articles hosted on Insights website, in addition to our contact information with the organisation.

This generated a strong presence across the wider Outreach team and provided recipients of our communications the ability to differentiate the Insights team from other university departments.

# GOAL #2

# OUTCOME: 'MEET THE TEAM' CAMPAIGN



## MIGRATION TO ARTS.AC.UK WEBSITE

Due to its strong story-telling content and organic audience engagement, the Insights Online microsite became integrated into the umbrella of UAL's global website in 2020.

As a result, the portraits sit on Outreach's 'About' page located on the global-facing University of the Arts London website.

Four years since the initial images' release, new recruits and reoccurring collaborators are still introduced to the Insights' audiences via a personalised portrait.

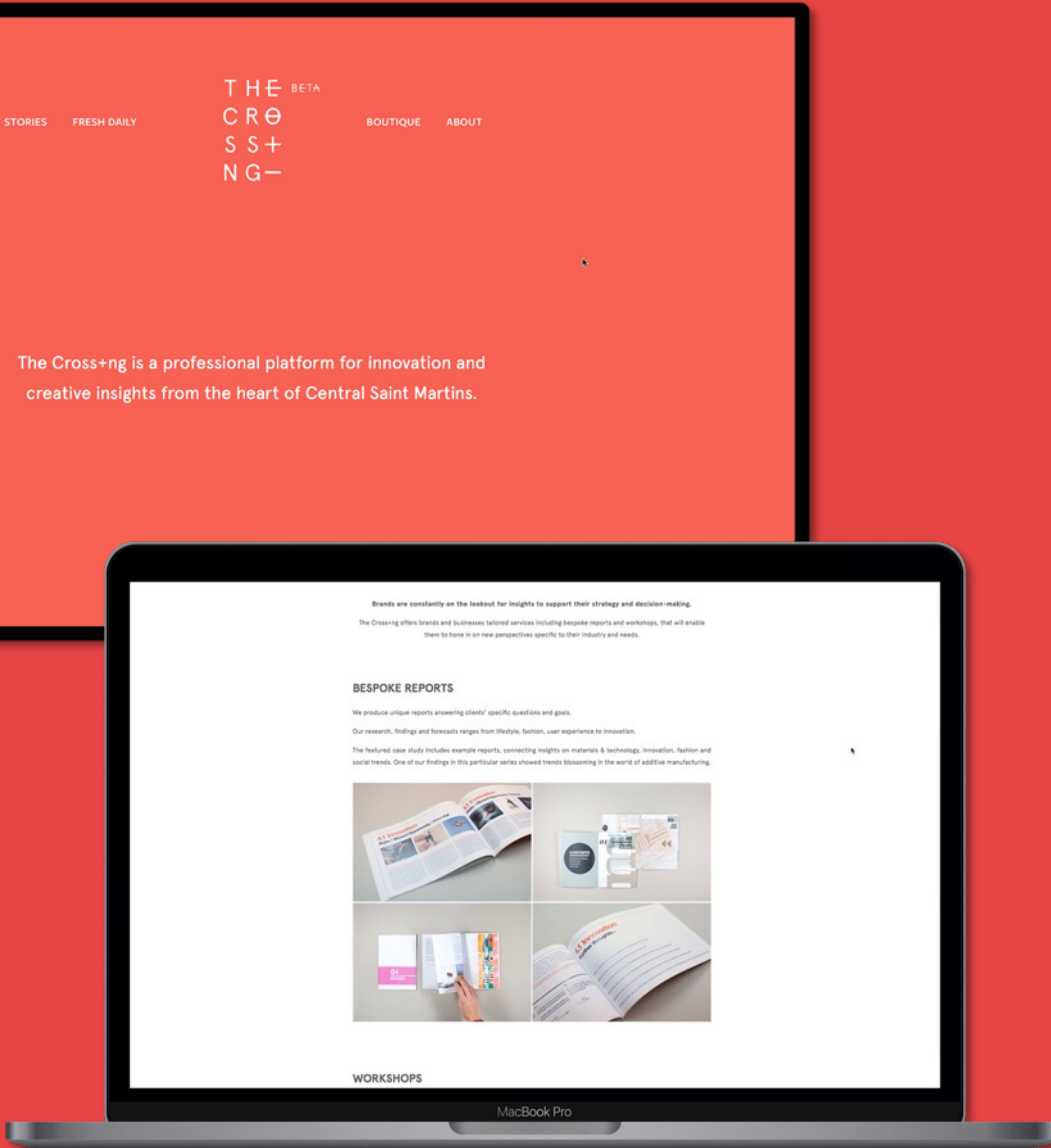
# THE CROSSING

**COPYWRITER, CONTENT RESEARCHER  
& PHOTOGRAPHER**

Content management, features researching and photography for an art  
and design trends magazine, produced by a digital agency.

THE  
C R Θ  
S S +  
N G —

# PROJECT OVERVIEW



Creative agency The Design Laboratory, established THE CROSS+NG (The Crossing) - a B2B commercial, curatorial design publication that provided trends from the walls of Central Saint Martins (CSM) and connected them with their industry clients.

The Crossing became the digital gateway for clients to access bespoke reports and case studies on the latest social trends informing creative innovation.



# MY ROLE

Asset and Content Manager, Researcher and Photographer:



Using CMS, delivered image and asset management across digital platforms.



Led photography, image retouching and curation.



Researched content and potential features for short stories, oversaw proof-reading.



Improving audience retention via daily photo essays and user engagement via social media.



Relationship management across various departments, internal and external stakeholders.





# GOAL #1



## Create bite-sized, social media-friendly features

We needed a bold, but concise format to share the content of our reports on social media platforms

## STRATEGY PRESENTED:

To generate posts that could be consumed easily during the daily commute or during a quick break. These would engage new audiences and encourage returning users to read the correlating, wider reports.

# GOAL #1

## OUTCOME:

We produced a series of ‘Fresh Daily’ visual essays that could be read quickly either on the website or on social media.

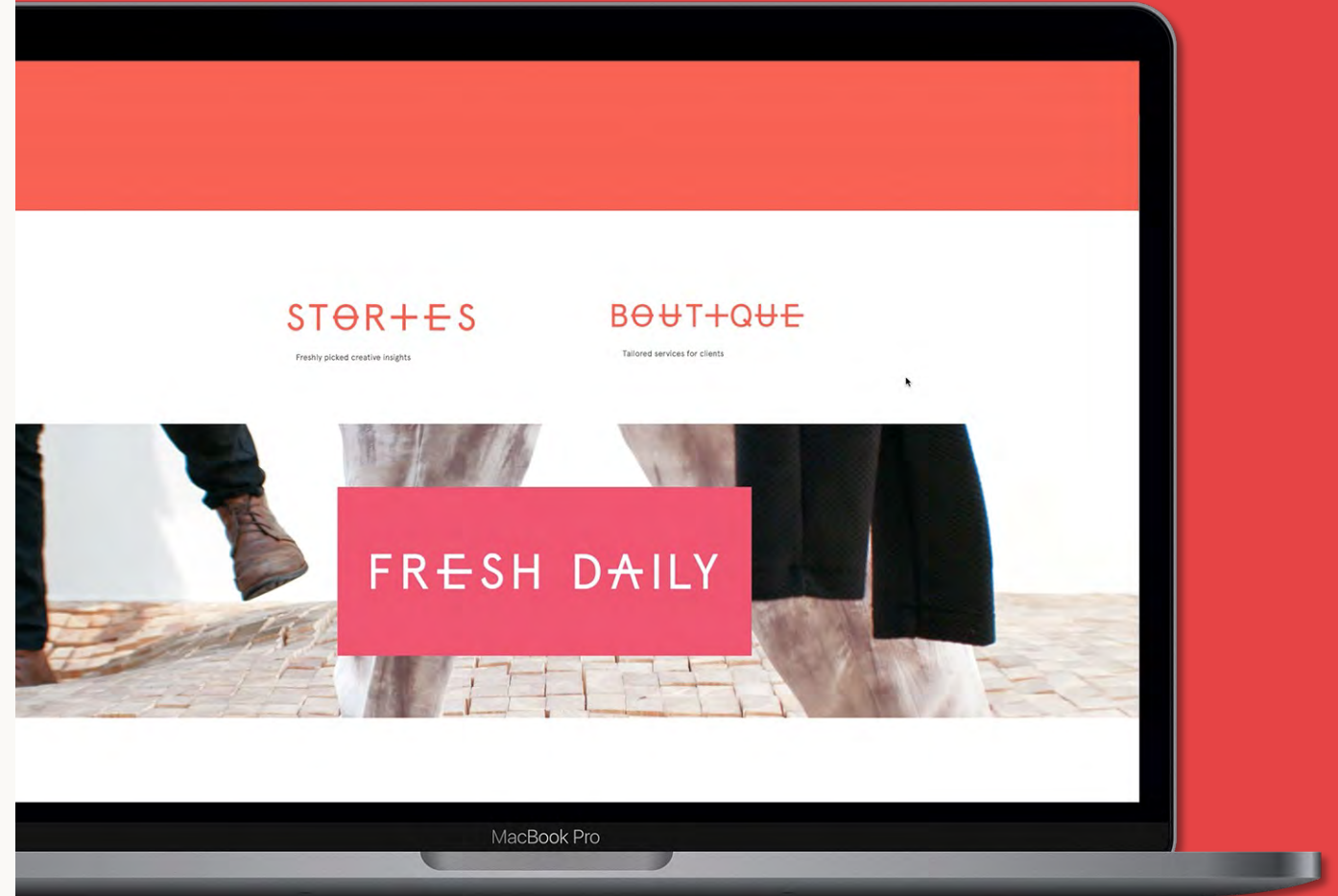
These quick image bites provided a sense of the innovation coming from CSM that related to upcoming trends across the art and design industries.

From there, readers have the opportunity to explore more in-depth ‘stories’, which give a preview into the detail that can be found within the bespoke reports.

Click the laptop to watch a video about the project.

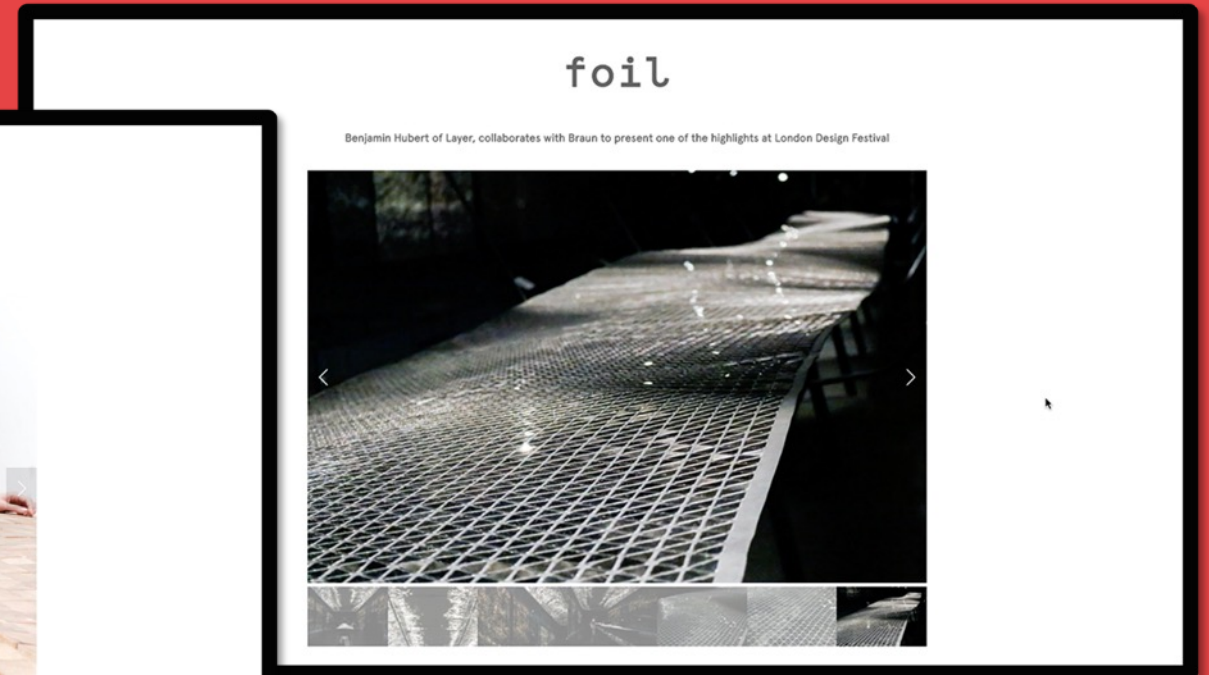
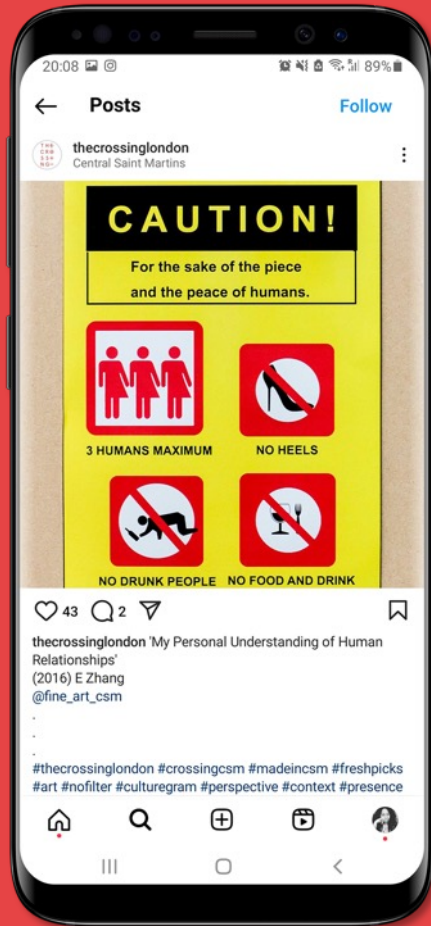
Link to The Crossing project and video:

<https://camillefontaine.online/the-crossing>



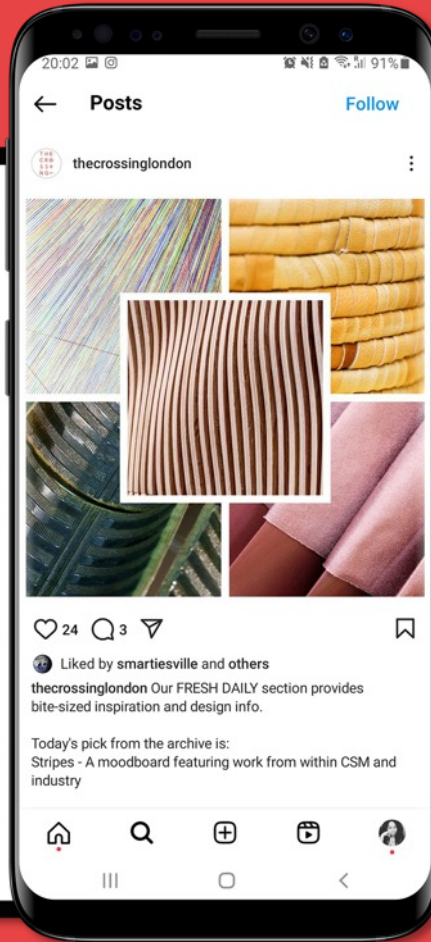
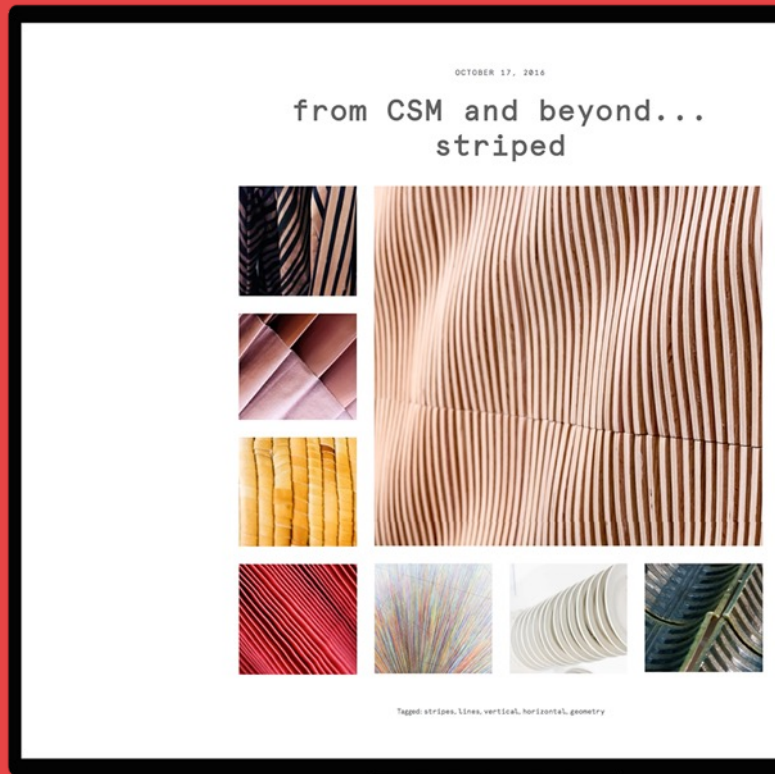
# GOAL #1

# OUTCOME: BITE-SIZED CONTENT

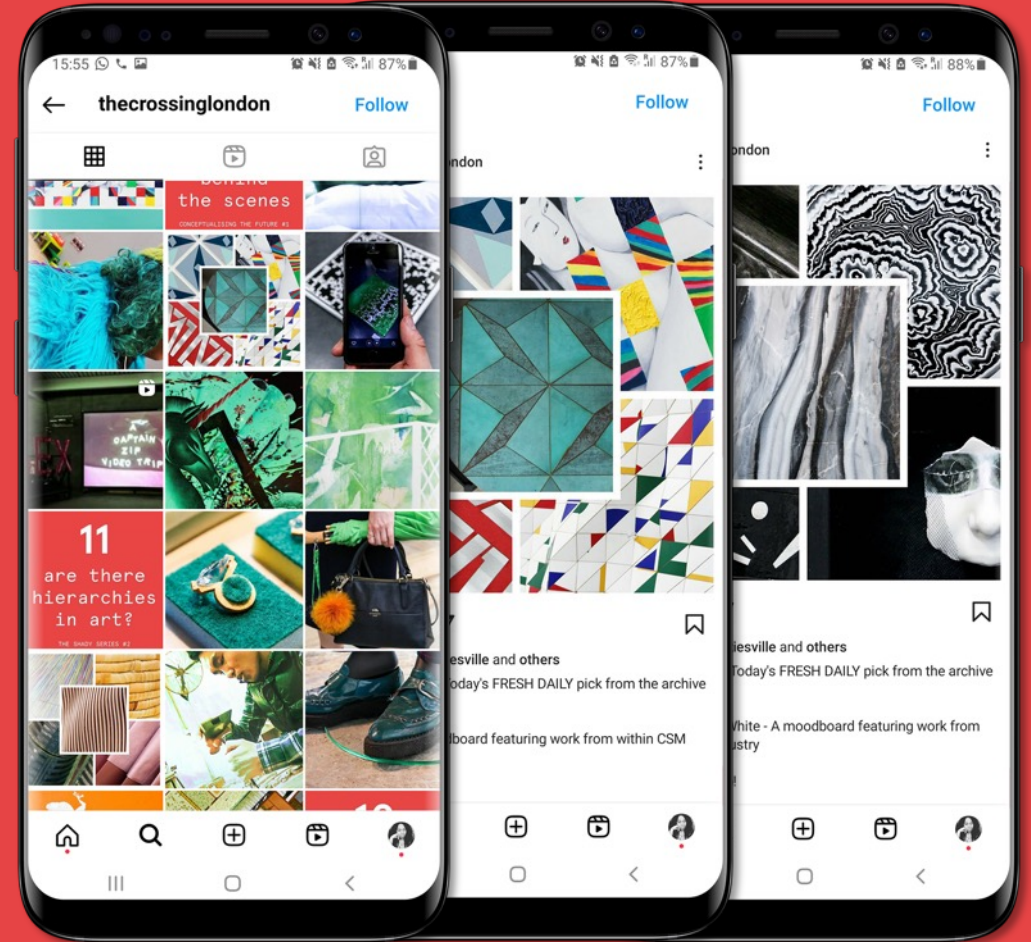




# GOAL #1



# OUTCOME: BITE-SIZED CONTENT



PHOTO



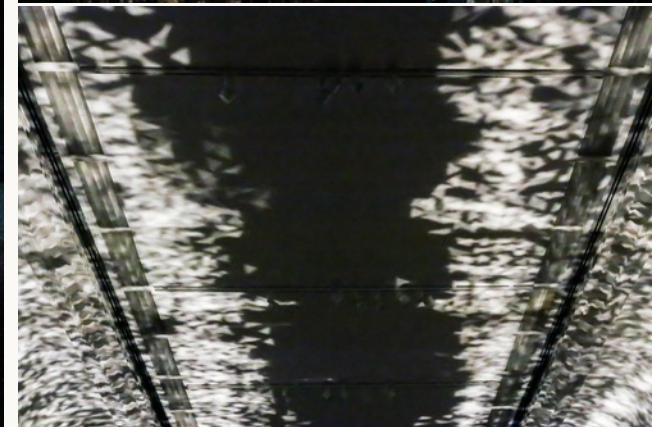
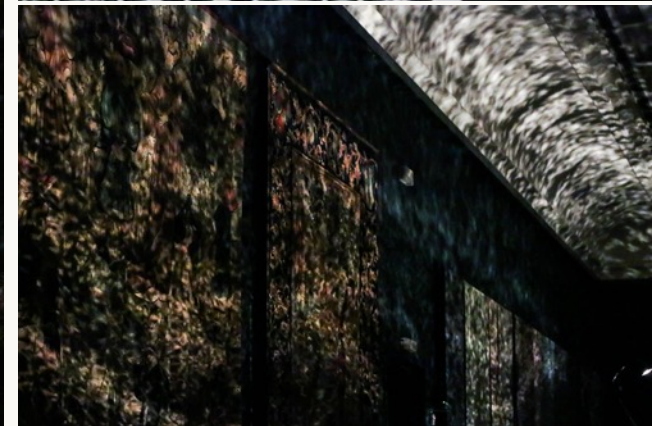
# INDUSTRY EVENT COVERAGE

Commissioned to photograph London's largest annual art and design festivals.



‘Liquid Marble’ - Mathieu Lehanneur, at The Victoria and Albert Museum (V&A)



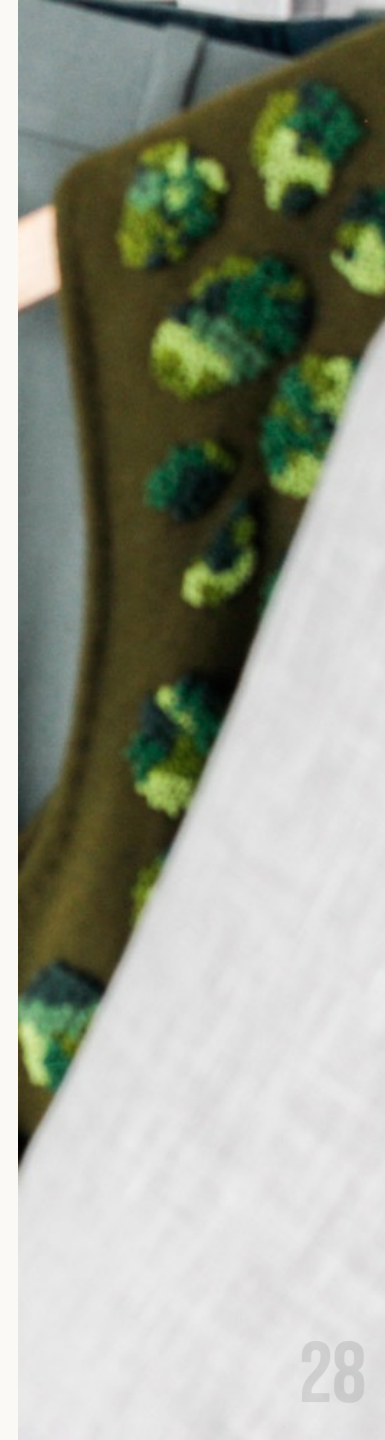


‘Foil’ - Benjamin Hubert, at The V&A Museum during London Design Festival

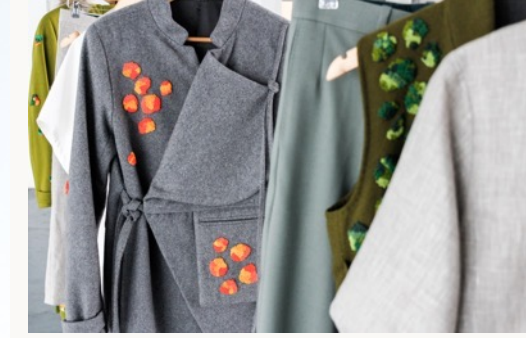




‘MUA THU’ Showcase – Rebecca Alice







'MUA THU' Showcase – Rebecca Alice



‘The Silent Library’ - Hans Op de Beeck, at Frieze Art Fair (London)





‘The Silent Library’ - Hans Op de Beeck, at Frieze Art Fair (London)



# INTERIORS & PRODUCT

Commissioned to photograph interior and product design.



House of Tito - Interior Designer: Bola Martins-Sibanda









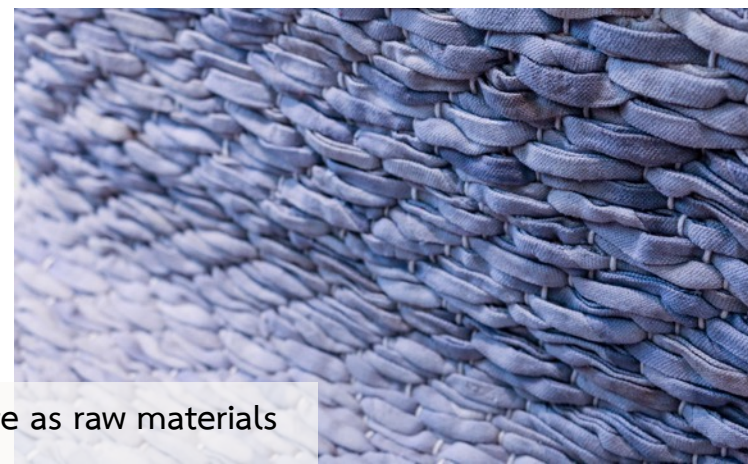
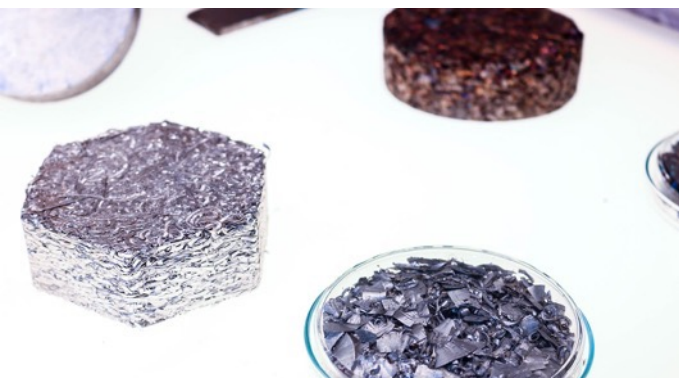
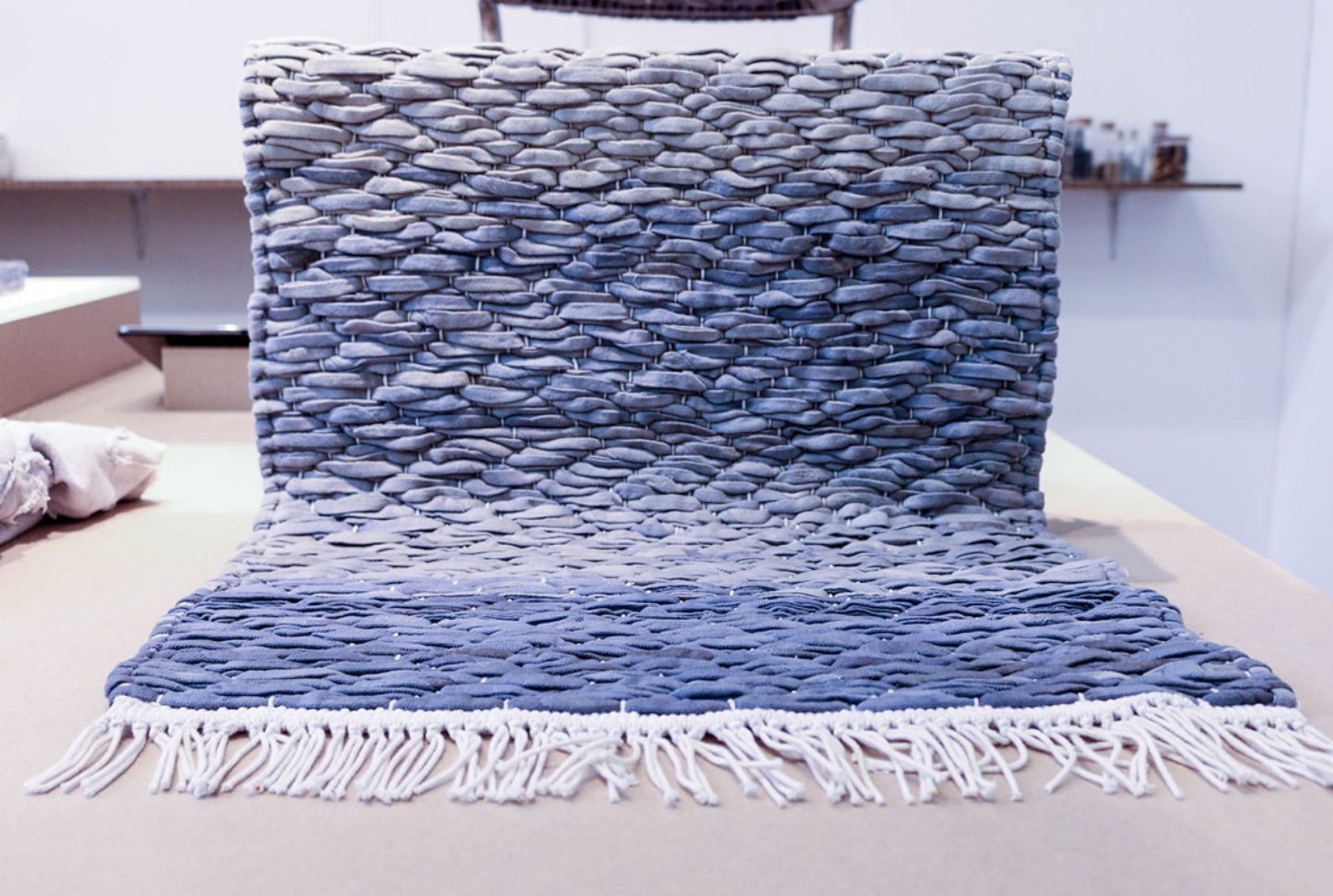
House of Tito - Interior Designer: Bola Martins-Sibanda





DENDEL – A modular shelving system for shared living





PUNAH – Upcycling manufacturing waste as raw materials





‘Transforming Nature’ – Yu-Chi Wang



# EDITORIAL & STILL LIFE

Commissioned to photograph fashion editorials.







House of Vintro Accessories - Designer: Sophia McClean





# LANDSCAPE

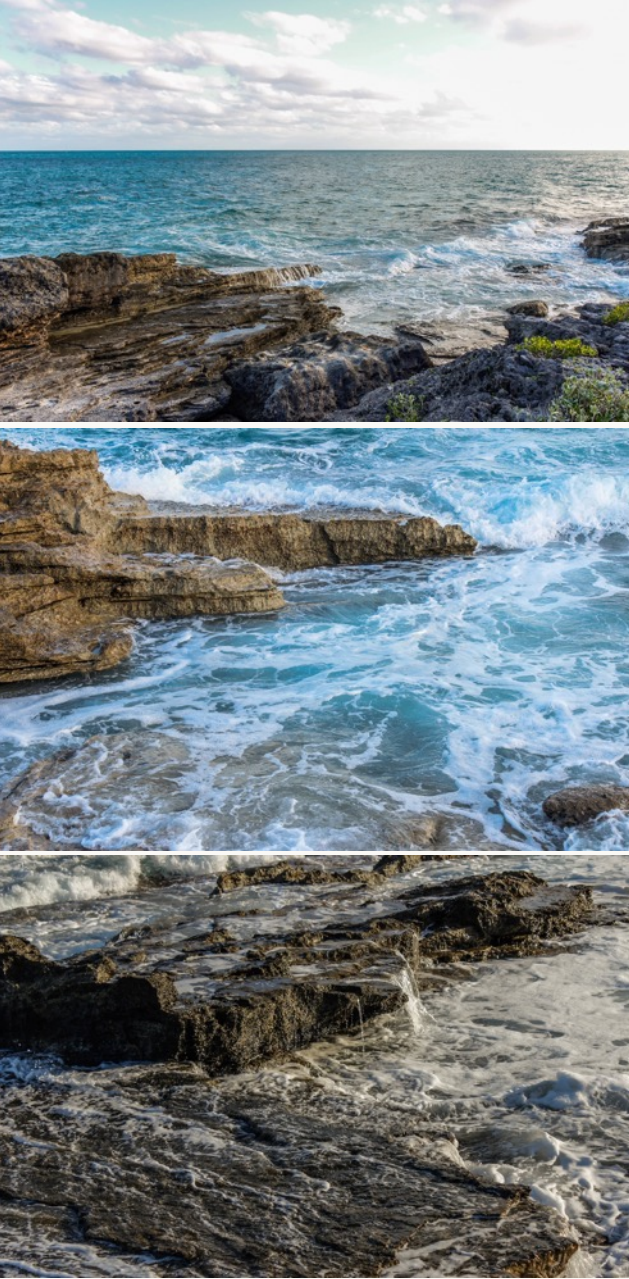
Captured images from adventures across the globe.











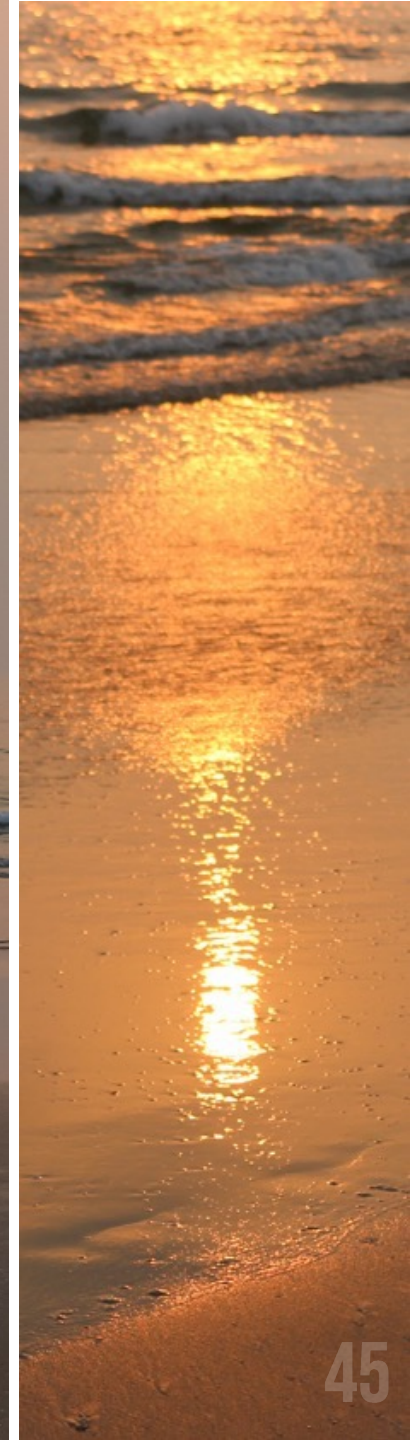




















## DOCUMENTARY & PORTRAITURE

My personal project exploring 'home' across the diaspora.

The HOME Series: Jon & Tiera. Singapore, SG





The HOME Series: Tiera. Singapore, SG







The HOME Series: Jon. Singapore, SG







The HOME Series: Jean. Bali, Indonesia







The HOME Series: Armando. London, UK











The HOME Series: Sharifah. London, UK





The HOME Series: Clara. London, UK





# CONTACT

Thanks for stopping by! Let's connect and discuss a collaboration, project opportunities or simply to have a chat:



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[camillefontaine1](https://www.linkedin.com/company/camillefontaine1)