

Proposal Form**Name: Maia McGhee****This form should be submitted with your Year 3 Business Plan and a copy of your Live CV****Overview of the project**

Briefly describe the task, the relevance of your industrial partner, the role that you will be able to fulfil and the way that this will enhance your learning.

My primary focus for the second semester of my third year of study will be a personal project as well as my dissertation. The brief for the personal project will be created based off my own personal interests, to design something which reflects my skillset. In order to make my portfolio more varied and present myself as a more rounded designer, I would like to work on a branding based project. This is because my recent projects are more UI/UX focussed. Working on a branding project will allow me to demonstrate a wide range of skills by producing all the assets for an imaginary brand. The outcome for this could also potentially include product designs, animations and promotional content. This project will also encourage me to focus on the more technical aspects of design, such as colour theory and composition. I will also be working with Summit Digital throughout this semester, however I will be completing less hours than last semester, due to the high demands of university projects.

What key opportunities will this task offer you in the following areas

1. Design Practice

- a. Ability to improve my skills in my chosen areas of interest.
- b. Projects will be to a high standard as I will be interested in what I am doing.

2. Technology (inc software skills)

- a. Opportunity to experiment with different software which may benefit a specific project.
- b. Can dedicate time to practicing my software skills in between projects.

3. Processes (Design Processes, Project Management / Time Management etc)

- a. Will improve time management skills by balancing these projects with my work placement and part time job.
- b. Planning and research beforehand could create a more efficient design process.

4. Critical Analysis (Reflective Processes / research skills)

- a. Can compare with previous projects to track my progress in becoming a better designer.
- b. Could help direct me into a more specific area of industry after graduation.

Learning Outcomes

Please indicate how each outcome will be met in relation to the key opportunities that you have described above (Drag the ticks to the appropriate boxes add more if needed)

	1	2	3	4
Have the ability recognise and adopt appropriate new technologies, tools, and approaches in the development of creative solutions			✓	
Have the ability to select from a wide range of digital manipulation tools to develop complex design solutions			✓	
Develop a constructive and proactive relationship with colleagues involved in the technical or quality assurance process to ensure their design can be realised effectively			✓	
Create prototype solutions as necessary to check the integrity of a design prior to the development of a finished product				✓
Have the ability to evaluate their own work through a process of critical reflection				✓

Agreed Assessment Submission

Project Outcome

This will be to have a portfolio featuring projects, which demonstrate a range of different skills in my chosen areas of interest. I would like to be able to show an improvement in my skills over the duration of the semester, which will be demonstrated by my design process and the quality of the work produced.

Project Portfolio

This will be presented on my website and include the outcomes of my projects, as well as my design process and an account of the reasoning behind my design choices.

Process Report

This will be a written reflection of the semester, which includes what I have achieved, what challenges I have faced and what I have learnt from this.

Signed & Agreed by :

Placement Representative _____

Supervising Tutor _____

Student _____