BA DMD Level Six Negotiated Paper Task 2

Proposal Form

# Name: - Matthew Colyer

# 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.

As much as I would have liked to have arranged a work placement with another company it simply wasn’t possible for me due to the pandemic. However, for my negotiated paper task 2 I have created a project of my choice that will improve my designing skills and which my lecture is very much looking forward to as my project develops. By having the freedom of creating my own brief and project it will allow me to focus on using software’s in the adobe creative cloud that I haven’t used before. This is something that I set out to myself in my study plan. Despite me not being able to find a work placement I will still benefit from being more independent and learning from my own personal viewpoint. This will be used to expand my portfolio and range of skills.

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

1. **Design Practice**
   * Being able to use new design software’s that would be used across a wide range of digital industry companies in the professional world.
   * Improving my knowledge of design practice independently by creating my own brief and tasks to work towards. This should be presented professionally on my online portfolio website.
   * Considering the skills that I have already learnt in the design practice and applying them into new software’s and methods that I haven’t explored before.
2. **Technology (inc software skills)**
   * Adobe Photoshop
   * Adobe Illustrator
   * Adobe XD
3. **Processes (Design Processes, Project Management / Time Management etc)**
   * To understand the design process when using new software and how to manage my own project that I am working on as part of the paper project.
   * To understand how much time, it takes to finish a project on software that I’ve never used before. This will help me improve my time management skills for future project and possibly real clients.
4. **Critical Analysis (Reflective Processes / research skills)**
   * Using standard evaluation and testing methods to ensure that I have met the needs of my own brief.
   * Researching examples briefs to guide me into creating my own professional brief that can be used to be taken forward and developed further.

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 include:** Learning how I can apply different software’s in a professional manor in order to meet the needs and demands of a professional brief.

Project Portfolio:

**This will contain:** I will submit work that I have completed on my portfolio as part of my paper project.

Process Report:

**This will contain:** My view of not being able to find a work placement due to the pandemic and how I have adapted to create my own brief and project for the negotiated paper project. I will also include the new technologies that I have learnt from my project.

**Signed & Agreed by :-**

Placement Representative

Supervising Tutor

Student Matthew Colyer