BA Year 3 Study Plan   Level Six Negotiated Paper Task 2

Proposal Form

Name:- Imogen Buttimore

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 (if applicable), the role that you will be able to fulfil and the way that this will enhance your learning

Plan B (semester 1): to complete a client-based project either supplied by the university or by a client I find myself. I will be able to use my skills learned at university and from my placement, and I aim to improve my other skills sets. Such as project management, communication, and time management. It is important to me to improve these skills so that I am as prepared as I can be when I enter the design industry. For this project, I aim to find a client willing to give me either a branding or user interface project as these are my two main interests in digital media. I will then analyse the given brief, research into the brief and requirements, create initial sketches/wireframes, gain feedback, design final outcomes, gain feedback and user testing, prototype final outcome, then handover this project with the correct documentation.

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

1. Practice

a. To gain experience working with a real-life client.
b. To further develop my design skills in UI and branding design.
c. To improve my UX skills in areas such as user testing, user personas and wireframing.

2. Technology (inc software skills)

a. To improve skills in Adobe Suite
b. To use my skills learned at placement to elevate my final outcome.
c. To improve prototyping skills in Figma

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

a. To improve communication skills so that the project runs smoothly.
b. To gain an understanding of the difference between working on my own and for a client.
c. To understand how to properly manage a client project.

4. Critical Analysis (Reflective Processes / research skills)

a. To analyse the success of my project
b. To analyse any failures or setbacks of my project.

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

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

Agreed Assessment Submission

Project Outcome

This will include: - the final outcome of the project I complete during the semester.

Project Portfolio

This will contain: -

- **Brief analysis** - **Final outcome**
- **Research**   - **Time/project management**
- **Wireframes/sketches** - **Final prototype**
- **Development of designs** - **Project analysis**

Signed & Agreed by:-

Placement Representative (if applicable)   _____

Kerry Steele-Jones

Supervising Tutor

Student   Imogen Buttimore   _____

2.