

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.

To complete my own final project based on the design of the branding, website design and packaging design of a suitable brand. The brand that will be created is a coffee and book café which has their own subscription service. My role will be to create the branding, website and prototype, along with a suitable packaging design for the subscription boxes. Throughout the project, I will undertake suitable research, create initial sketches/wireframes, gain feedback, design the final outcomes, complete any user testing if necessary and create the final prototype. This project can then be uploaded onto my portfolio with the correct documentation and handover guidelines.

This project will enhance my learning by allowing me to improve my overall design skills, such as, logo design, graphic design, menu design. It will also able me to improve my Figma skills with website prototyping which I have not done before.

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

1. Practice

- a. To improve research skills.
- 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 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
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
- Research
- Wireframes/sketches
- Development of designs
- Final outcome
- Time/project management
- Final prototype
- Project analysis

Signed & Agreed by:-

Placement Representative (if applicable) _____

Kerry Steele-Jones

Supervising Tutor

Student Imogen Buttimore