

**Proposal Form**

**Name: Anya Jessop**

**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 fulfill and the way that this will enhance your learning.

**Initial Plan (March 2017):**

I aim to find a work placement in a design studio that specialises in Visual Design and/or front-end website development. During the placement I hope to shadow a member of staff and have the opportunity to take on client work. During the placement I hope to gain an insight into the running of a design studio and take what I have learnt from my first and second year and put it into practice.

Eventually I aim to work at large, innovative companies that are designing and developing digital products that users are relying on everyday, for example YouTube, Google and IBM. Consequently, I would like to find a placement within a company that is innovative, dedicated and passionate in what they do.

My main aim for my placement is to improve my skills as a website developer and as a UI designer; however, from the placement, I also aim to gain an understand of how a design company is run and have the experience of working with people I am not familiar with. After studying at the University of Winchester, I have worked with the same people for two years. Consequently, I have become comfortable working with the same people which is not a true reflection of what the digital media industry will be like. I also hope the placement will help me to improve my confidence of leaving University and moving into the digital media industry.

When leave the University of Winchester, I hope to take on the role as either a designer or developer. When choosing to take the path of a designer or developer, I chose a developer because I felt I needed the support from development lecturers to be able to improve my skills and hoped I would improve my skills in design along the way. When I leave the University of Winchester I hope to prove to employers I am a Developer and Designer, therefore I plan to take on a design placement. By doing so I hope to leave Winchester with a Development degree and a Design placement.

My main aim is I would like to find a placement with IBM in Hurlsey. After taking on the Hungry Planet project set by IBM and having the opportunity to visit the studio in February, I was inspired to research further into their projects and roles. I understand the teams at IBM are split into four roles: Design Research, Visual Design, UX Design and Front-end Development. After researching into the roles at IBM, I now understand the responsibilities of a Visual Designer, a role I was not familiar with until I researched. I now understand the main role is to “manipulate observable elements, with the goal of eliciting desired emotional responses and building durable connections with users. Tools of the trade include imaging, typography, layout, color and style”. This is a role I would aim to take on during my placement, or at least shadow a member of staff who is experienced in this role. By working within a team at IBM I would hope to also gain an understanding of the responsibilities involved in the other three roles and how each job integrates with each other.

### **Updated (December 2017):**

Since July 2017, I have had the opportunity to join three companies on a two-week placement at IBM, a three week placement at Studio Republic and a three week placement at Marmalade on Toast. Each placement allowed me to develop my skills further in a particular area. At IBM I focused on User Experience Design, at Studio Republic I focused on social media and branding and at Marmalade on Toast I focused on front-end development.

My main aim was to find a placement with IBM in Hurlsey. Although I aimed to take on the role of a visual designer, my placement was focusing on User Experience Design instead. Even though this was not my original plan, the experience showed me User Experience design is the role I aim to pursue in my career. Before the placement I understood the team were split into four roles: Design Research, Visual Design, UX Design and Front-end Development; however, I now understand teams are fluid and designers and developers will work together on the same tasks and how they integrate with each other.

My other main aim was to improve my skills as a website designer and as a visual designer. Although my projects at my placements did not focus on website design, outside of workplace I was designing and developing my own portfolio which allowed me to develop my skills during my own time. My placements allowed me to understand how a design companies, both a multinational company and two smaller agencies, are run and I had the experience of working with people I am not familiar with. I was initially nervous about working with senior designers and developers to myself; however, I was able to learn a great deal from them and I have gained many contacts in the industry which I would have gained if I did not complete my three placements. The placements have helped me to improve my confidence of leaving University and moving into the digital media industry. I now look forward to the prospect of joining a company and establishing myself as a User Experience designer.

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

#### **1. Creative Practice**

- **To develop my skills in imaging, typography, layout, color and style:** my placements definitely allowed me to improve my skills in imaging, typography, layout, color and style. By gaining feedback from senior designers I was able to improve my designs and consequently understand the level of design that is required in industry.
- **To improve my skills in creating industry standard wireframes:** my placement at IBM and at Studio Republic required me to create wireframes. The designers at both studios gave me feedback on my wireframes and I now understand

#### **2. Technology**

- **To improve my skills in Illustrator and Photoshop:** my placement at Studio Republic required me to use both Illustrator and Photoshop. I was already confident using Photoshop, but I was unfamiliar with Illustrator. After using Illustrator to create logos for live client briefs I feel more confident using the tools, especially the pen tool.
- **To understand the software used by designers to prototype their designs and gain a proficiency in this software:** At Studio Republic, the designers used Sketch rather than Photoshop or Illustrator. I am now developing my skills with Sketch. So far I have found Sketch to be very useful and I will continue to use it in the future.

- **To improve my skills in JavaScript and PHP:** my development placement at Marmalade on Toast did not require me to use PHP or JavaScript, nor did any of my other placements. Therefore, this is an aim I will take forward to next semester when I continue my time at Studio Republic. The developers have already agreed to allow me to shadow them when they are using JavaScript so I am able to learn from them.

### 3. Processes

- **To gain an understanding of the responsibilities of a Visual Designer:** my placement at IBM allowed me to gain an understanding of the role of a visual designer; however, I now understand more about the role of a User Experience designer, which is the role I wish to pursue further.
- **To gain an understanding of the project workflow within industry:** All three placement allowed me to gain experience of the project workflow within industry. I noted IBM's workflow was more structured and they used particular techniques including As-is scenario mapping and Empathy maps, compare to the smaller agencies that only created a few basic sketches before developing the final idea.
- **To gain an understanding of the documentation that is required to be produced with industry:** The documentation was not something I gained experience in during any of my placements. This is an aim I will take forward with me to semester two.

### 4. Critical Analysis

- **To analyse the responsibilities of a Visual Designer and a Front-end Developer:** my placement at IBM allowed me to gain an understanding of the role of a visual designer and my placement at Marmalade on Toast allowed me to gain an understanding of the role of a front-end developer; however, I now understand more about the role of a User Experience designer, which is the role I wish to pursue further.
- **To analyse the workflow of the company from my placement:** All three placement allowed me to gain experience of the project workflow within industry. I noted IBM's workflow was more structured and they used particular techniques including As-is scenario mapping and Empathy maps, compare to the smaller agencies that only created a few basic sketches before developing the final idea.

## 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)

### Expected:

	1	2	3	4
Have a detailed knowledge and understanding of their practice in relation to the development of interactive products as well as the component disciplines	✓			✓
Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects	✓	✓		✓
Undertake a detailed analysis both the interpretation and setting of specifications or other briefs			✓	✓
Have the ability to raise issues and to clarify requirements in response to a specification or brief in relation to technical or platform standards in order to offer sophisticated solutions for a product's development			✓	✓
Identify and select appropriate approaches, technologies, mark-up, scripting or programming languages, development environments and other tools with which to develop a product		✓		

### Actual:

	1	2	3	4
Have a detailed knowledge and understanding of their practice in relation to the development of interactive products as well as the component disciplines	✓			✓
Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects	✓	✓		✓
Undertake a detailed analysis both the interpretation and setting of specifications or other briefs			✓	✓
Have the ability to raise issues and to clarify requirements in response to a specification or brief in relation to technical or platform standards in order to offer sophisticated solutions for a product's development			✓	✓
Identify and select appropriate approaches, technologies, mark-up, scripting or programming languages, development environments and other tools with which to develop a product		✓		

My learning outcomes were as I expected.

## Agreed Assessment Submission

### Project Outcome

#### This will include:

- The final outcome of the project that I would be working on during my time at my placement with team I would be working with. ✓

### Project Portfolio

#### This will contain:

- Analysis of my brief ✓
- The research I undertake ✓
- My wireframes and sketches ✓
- My developed designs ✓
- My final designs ✓
- My milestones and deadlines ✓
- Analysis of my role and my responsibly ✓
- The final outcome ✓
- Analysis of my time at my placement ✓

### Process Report

#### This will contain:

- Reflection on what I achieved during my placement ✓
- A weekly report of my project so far and what I learnt ✓
- Reflection on how I can develop my skills further during the next semester ✓
- Reflection of the technologies and techniques I learnt during the placement ✓

#### Signed & Agreed by:

Placement Representative

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Supervising Tutor

\_\_\_\_\_

Student

*Luya Jessop*