

Proposal Form

Name:- Josh Oladunni

This form should be submitted with your Year 3 Learning 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.

I completed a work placement with a company called IHASCO. At IHASCO, I designed branding materials and created motion graphic animations. I initially thought I would only get a chance to work on one motion graphics project but ended up working on three.

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

1. Design Practice

- Branding Design
- Motion graphics
- Working in a team environment/individually

2. Technology (inc software skills)

- Photoshop
- Illustrator
- After Effects
- Handbrake

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

- Time management
- Project management

4. Critical Analysis (Reflective Processes / research skills)

- Enhanced my skills as a designer
- Plenty of material for portfolio
- Enhanced communication skills
- Experience working office hours

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 a detailed knowledge and understanding of their practice in relation to the development of interactive products as well as the component disciplines	Working to brand guidelines.	Company that specializes in interactive products.	Time management.	Opportunity to increase skills as a designer/front end developer as well.
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	Act on feedback received from other designers.	Practice design techniques learned whilst away from the office.	Research other designs before starting projects.	Create/work with a visual timeline for projects.
Undertake a detailed analysis both the interpretation and setting of specifications or other briefs	Research target audience.	Research the intended platform/ Advertising space.	Create initial sketches/designs that satisfy the brand guidelines.	Choose the correct software to work with.
Identify and liaise with any relevant authorities to negotiate and obtain approval for their design specifications	Discuss the flexibility of the brand guidelines with my supervisor.	When working without brand guidelines, ask for feedback.		
Identify appropriate formats to digitise assets and deliver their designs so that others can easily implement them	Saving files in correct formats.	Reasonable file sizes for when sending/using images for web.		

Agreed Assessment Submission

Project Outcome – Work experience

This will include:- Marketing materials, Motion Graphics.

Project Portfolio

This will contain:- The materials I create

Process Report: Analysing the success

Signed & Agreed by :-

Placement Representative _____

Supervising Tutor _____

Student _____