Name:- Josh Oladunni

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 fulfil and the way that this will enhance your learning.

This semester, I created a brief for myself that would enable me to further increase my skills in branding, UI/UX and motion design. The brief was to design an app that would help students experience a better time at university. The app does this by offering organisational and timetabling tools, a student-to-student chat feature and a range of meditations. This project links in with my Year 3 Business Plan, as this was the idea I created for the business module in the first semester. Having finished this project, I can confidently say that my skills have definitely increased to the point where I feel I am ready to start my career as a designer.

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

1. **Design Practice**

a. Brand Design

b. UI/UX Design

c. Motion Graphics

d. Working Individually

2. **Technology (inc software skills)**

a. Adobe Illustrator

b. Adobe Indesign

c. Adobe After Effects

d. Adobe XD

e. Adobe Audition

f. Adobe Premiere Pro

g. Protopie

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

a. I have learned to dedicate more time to stages of the design process which require it. One of these is the research stage.

b. I have learned to ask others for feedback on my designs more consistently.

4. **Critical Analysis (Reflective Processes / research skills)**

a. I have learned to use user surveys to positively influence the direction of a project.

b. I have learned to use reflective thinking by using feedback received on previous projects to improve my current projects.

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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	Used design principles within my designs. Eg. Gestalt's theory, Colour theory.	Learned to use software that I hadn't used before. (Protopie)	Dedicated a lot more time to this project than previous ones.	Learned to use user surveys as a form of research within this module.
Have the ability to select from a wide range of digital manipulation tools to develop complex design solutions	Used a wide range of design areas. (UI/UX, Branding, Motion Graphics).	Used a wide range of digital software in combination with each other to create a complex design solution.	Used time management constantly to determine how much time was remaining, to counter-act the large scope of this project.	Researched types of software that would be helpful in this type of project. (How I discovered Protopie).
Develop a constructive and proactive relationship with colleagues involved in the technical or quality assurance process to ensure their design can be realised effectively	Pushed myself to ask others for feedback and guidance, despite this being an individual project.	Asked designers who were knowledgeable with Protopie for help during parts of the prototype process I was struggling with.	Adding room for a reviewal stage within my Gantt chart.	Use of user surveys to ensure a good quality outcome.
Create prototype solutions as necessary to check the integrity of a design prior to the development of a finished product	UI/UX Design – Prototyping stage.	Use of Adobe XD and Protopie to create a prototype of the app.	Providing more time to the developmental stage of the app, to ensure a detailed prototype.	Using the Apple UI guidelines to ensure the app complied with the screen space of an iPhone.
Have the ability to evaluate their own work through a process of critical reflection	Had to work individually for the majority of this semester.	Evaluating whether certain tasks can be made easier by using a different piece of software. Eg. Using Illustrator	Adding an evaluation stage to my Gantt chart.	Analysing the app and making changes to it, based from the research conducted on design

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		instead of Photoshop for logo design.		principles.

Agreed Assessment Submission

Project Outcome: Branded App Instructional Video & Brand Guidelines

Project Portfolio: Everything created and used during the design process.

Process Report: Analysing my processes during this project.

Signed & Agreed by :-

Placement Representative _____

Supervising Tutor _____

Student Josh Oladunni _____

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