

Proposal Form**Name: Daniel Herbert****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/placement, the role that you will be able to fulfill and the way that this will enhance your learning.

Personal Project:

This project will be based on a personal interest in combination with my unique design style. My personal project will entail a brief of my own and organization, planning and time management of a project that will consist of 12 weeks worth of work. The main task will mainly consist of UX web design and creation for either:

Redesigning my portfolio website using WordPress instead of HTML and CSS. This is to practice my word for us girls and my user experience skills. My key learning objective is to understand UX design better when representing work. I also aim to improve my presentation skills. I also plan on testing Web Flow, a design based web builder, as I believe it has a huge potential and some of its current features really appeal to me.

Or

A similar size project inspired by my placement over the summer and first semester with the possibility of working on the Noisy Lobster website.

Either of these projects will involve the full process, from initial research to potentially, designing wireframes, creating prototypes, coding/developing websites and showreels of the final product.

This project is relevant to my degree as it will allow me to draw knowledge of previous branding design work and web design work and apply it to my own creativity.

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

1. Practice

- Broaden my knowledge of the basic principles of web design and best practices for transitioning between prototype and the live version
- Work on 3D animations in both static and parallax movements

2. Technology (inc software skills)

- Further my strengths in prototyping software of choice (Adobe XD)
- Learn Figma another prototyping software stating to be used more in industry
- Utilize Cinema 4D to enhance my digital skills and basic 3D modeling

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

- Understand and state all possibilities and limitations of my project when curating my own brief
- Plan and organise my own project (using Gantt Chart), from research to reflection

4. Critical Analysis (Reflective Processes / research skills)

- Keep the design research and direct sources to use in future projects and for my general knowledge and asset.
- Keep a log to track my progress against the Gantt chart throughout the project. This will be important in future projects and personal reflection

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	x			
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		x	x	
Undertake a detailed analysis both the interpretation and setting of specifications or other briefs			x	x
Identify and liaise with any relevant authorities to negotiate and obtain approval for their design specifications	x			x
Identify appropriate formats to digitise assets and deliver their designs so that others can easily implement them			x	x

Agreed Assessment Submission

Project Outcome

This will include: I would've completed the task set by my clients, expected to design a wireframe website, prototype a website. I will have made an important connection in specialized industries. I will have produced two months worth of UX and CX design work as well as one months worth of WordPress work

Project Portfolio

This will contain: I will use my portfolio website to document every stage of the design process within each placement. I will also be re-designing the website to be able to display more images animations of my work in progress as well as embedded web designs that users can interact with without having to leave my portfolio. Along with detailed descriptions to demonstrate skills I have learnt and the software as I have improved on

Signed & Agreed by :-

Placement Representative _____

Supervising Tutor _____

Student _____