BA Year 3 Study Plan   Level Six Negotiated Placement Task 1

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.

> Bourne Valley PYO:
> During first semester I'll be working with Bourne Valley PYO to create a new website design and Webflow website that will be used to share updates about what is in season and any special events or promotions they may have. Web design is an industry that I am interested in working in after university. I worked on various UI and UX designs and closely with the client to match the style and their existing branding. This is ideal for me as I'm keen to develop my Figma and Webflow skills and develop my client's confidence.
>
> BT/EE Design Team (Plan A): This work experience challenged me in many ways, from developing my UX and CX skills to understanding the design process for product design and the production of a large company. I also developed an understanding of user research in a professional   medium.
> I have been mentored by two EE/BT group design specialists since May 2022, and I asked for the opportunity to work in the BT headquarters in London for a week. I hoped this week would widen my knowledge and further understand the soft skills required in a large corporate company. I was pleased to be accepted as the company's first work experience placement. My mentors planned a comprehensive range of experiences, from design creation to enabling me to run my own sessions and complete a brief from start to finish.

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

    1. **Practice**

> – These tasks will improve my web design skills as they are for two vastly different industries.
>
> – By improving my web development skills using Webflow and Figma I will be enabled to understand the limitations to designs

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

> – I will be learning WordPress as I have no previous experience with it I will also be improving my illustrator skills for the web design wireframes and my Figma skills
>
> – I also plan to use after effects and cinema 4D to create mock ups and visual effects of both products and web design in use

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

> – I will learn how a professional client-based design project as planned managed
>
> – I would learn how to optimize designs have an impact on production time and scheduling of web design

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

> – I will reflect on which areas of the placement suit me best to determine a potential career whether that being UX design, CX design or product design
>
> – I will document analysing informants during my placements and briefs to improve as a designer

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
Identify and liaise with any relevant authorities to negotiate and obtain approval for their design specifications	X			
Identify appropriate formats to digitise assets and deliver their designs so that others can easily implement them	X	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 a semester worth of Fimga and webflow 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

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