

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 fulfil and the way that this will enhance your learning.

Initial Plan (March 2017):

For my project in semester two, I aim to take on a project that will involve me designing and developing a website for a real life client. I will be analysing the brief set by the client, researching into the client's needs and possible solutions, creating initial designs, gained feedback from my client, designing the final outcome, prototyping the outcome, development my designs and finally testing. All the while I will be keeping in constant contact with my client to ensure the final outcome fit their needs.

I hope to use the knowledge I would hopefully have gained from my placement (please see NLT 1 form) and the skills I have learnt from my first and second year.

I hope to use the opportunity of working with a real life client to improve my skills in HTML, CSS, JavaScript and PHP when developing the website. I also hope to improve my skills in imaging, typography, layout, colour and style when designing the website.

Updated (April 2018):

Last semester, I had the opportunity to join three companies: IBM, Studio Republic and Marmalade on Toast. My placement was supposed to last for three-weeks; however, at the end of my placement I was offered to stay on for the rest of third year. Due to continuing at Studio Republic and focusing on user experience design and motion graphics, I focused my paper projects for semester two on developing my skills in JavaScript and using APIs. I either found a brief or created my own by taking inspiration from personal problems. I then researched my competitors and potential solutions, created low, mid and high fidelity wireframes, and gained peer feedback. Using the feedback, I created my final designs and developed my prototype.

My two projects were a grade calculator and a weather app. The grade calculator allowed me to develop my skills in JavaScript and the weather app allowed me to develop my skills in using APIs.

I now feel more confident using JavaScript and I have started to use jQuery as a method of reducing the amount of code needed to write JavaScript.

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

1. Creative Practice

- a. **To develop my skills in imaging, typography, layout, colour and style:** my projects allowed me to improve my skills in imagery, typography, layout, colour and style because I designed the visuals for both my grade calculator and weather app. By gaining peer feedback I was able to improve my designs.
- b. **To use the skills, I hopefully would have gained from my placement in, creating industry standard wireframes:** My placement at IBM and at Studio Republic both required me to create wireframes. The designers at both studios gave me feedback which allowed me to improve my skills in design wireframes. I now understand the importance to creating low, mid and high fidelity wireframes rather than creating rough low fidelity wireframes and then moving straight to my final mock-ups. Also, from my placement I realised professionals use Sketch as a mock-up tool therefore I made time to learn how to use the new piece of software.

2. Technology

- a. **Use the skills I hopefully would have gained from my work placement (please see NLT 1 form):** my placements allowed me to improve my skills on both Illustrator and Photoshop. I took these skills and developed them further this semester; however, I also developed my skills on JavaScript, using APIs and Sketch.
- b. **To continue to use and understand the software used by designers and developers to prototype their designs and gain a proficiency in this software:** my placement showed me designs used Sketch rather than Illustrator or Photoshop for UI and UX design, therefore I used this semester as an opportunity to develop my skills in Sketch.
- c. **To continue to improve my skills in JavaScript and PHP:** my projects this semester required me to use JavaScript and a small amount of PHP. I feel more confident in JavaScript; however, I still aim to improve my skills in JavaScript, jQuery and PHP.

3. Processes

- a. **To gain an understanding of the difference of working on my own for a client:** Due to not taking on a client project I was not able to gain an understanding of this.
- b. **To gain an understanding of what it might be like to be a freelance developer and designer:** This semester I was working on my own therefore I did gain an understanding of what it would be like to be a freelance developer/designer. I enjoyed the fact I was able to choose the times at which I worked and where I wanted to work; however, I felt I missed out on the opportunity to gain in-depth feedback from professionals which I would be able to gain from working in an agency.

4. Critical Analysis

- a. **To analyse my success of my project – what went well and why?** The most successful elements of my projects was developing my skills in JavaScript and Sketch. I am now able to read JavaScript and due to the syntax being close to English and with my new found experience, I am about to understand better what processes are executed through JavaScript.
- b. **To analyse my failures of my project – what didn't go well and why?** My biggest failure of the projects was not using the opportunity to work with a client. I was not able to gain experience of working for a client and hence gain an accurate understanding of what it would be like as a freelance designer/developer.

- c. **To analyse the difference in my workflow to the workflow from my placement:** I made a conscious effort to ensure I had a well structure workflow that mimicked that within industry therefore the workflow was not very different.

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 (March 2017):

	1	2	3	4
Have the ability recognise and adopt appropriate new technologies, tools, and approaches in the development of creative solutions	✓	✓		
Have the ability to interpret and respond to a product's purpose, the events, user interactions, and the expectations and requirements of target users from a specification provided by a designer		✓	✓	
Develop a constructive and proactive relationship with colleagues involved in the creative or quality assurance process to ensure the final product can be realised effectively			✓	
Write efficient code that is also readable and maintainable; providing program components for specified functionality and modular code solutions where appropriate		✓		
Have the ability to evaluate their own work through a process of critical reflection				✓

Actual (April 2018):

	1	2	3	4
Have the ability recognise and adopt appropriate new technologies, tools, and approaches in the development of creative solutions	✓	✓		
Have the ability to interpret and respond to a product's purpose, the events, user interactions, and the expectations and requirements of target users from a specification provided by a designer		✓	✓	
Develop a constructive and proactive relationship with colleagues involved in the creative or quality assurance process to ensure the final product can be realised effectively			✓	
Write efficient code that is also readable and maintainable; providing program components for specified functionality and modular code solutions where appropriate		✓		
Have the ability to evaluate their own work through a process of critical reflection				✓

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 the semester. ✓

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 responsibility ✓
- The final outcome ✓
- Analysis of my timescale ✓

Process Report

This will contain:

- Reflection on what I achieved during my project ✓
- A weekly report of my project so far and what I learnt ✓
- Reflection on how I can develop my skills further ✓
- Reflection on my plan for the future when I move into the industry ✓
- Reflection of the technologies and techniques I learnt during the placement .

Signed & Agreed by:

Placement Representative

Supervising Tutor

Student

Lya Jessop