Name: Elisha Pritchard

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.

> The purpose of this agreed work opportunity with InfluencerAds is for me to get a feel and understanding of what it is like working as a graphic designer in industry.
>
> InfluencerAds is a start-up marketing agency that is motivated to bring about change. They identified that smaller influencers are unable to get rewarded for the amazing content that they create, that the cost of online advertising has risen too high for small businesses to remain profitable and that the advertising industry's name has become tainted over time. They are motivated to fix all of these problems by seeking to connect small businesses with influencers and raising money for charities that matter to their users, they believe that they can make a difference.
>
> The company operates solely online, I am not sure what the reasoning behind this is. But I believe it to be due to funds as they just starting up.
>
> The things I hope to learn, which should enhance my learning is:
> - What forms of communication do they use to communicate inside and outside the agency? E.g. slack
> - What are the main programs and software packages they use to design their work in?
> - What methods and processes do they use?
> - How many times a week do they hold team meetings/check-ups?
> - How do they find most of their clientele?
> - How often do they meet with their clients?
> - How they work together as a team

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

1. **Design Practice**

a. Designing to a specific target audience
b. Designing to industry standards
c. Designing to a brand/company/business

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

a. Adobe Photoshop
b. Illustrator
c. Toonly
d. Balsamiq
e. procreate

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

a. Wireframing

b. Storyboarding and design narrative

c. Time management of weekly tasks

4. Critical Analysis (Reflective Processes / research skills)

a. Analyse the methods and processes in which the agency use to get from the beginning of a project to the end result

b. Analyse what forms of communication they use in and outside of the agency

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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)

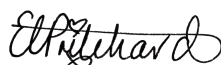|	1	2	3	4
Have the ability recognise and adopt appropriate new technologies, tools, and approaches in the development of creative solutions	x			
Have the ability to select from a wide range of digital manipulation tools to develop complex design solutions		x		
Develop a constructive and proactive relationship with colleagues involved in the technical or quality assurance process to ensure their design can be realised effectively		x		
Create prototype solutions as necessary to check the integrity of a design prior to the development of a finished product		x		
Have the ability to evaluate their own work through a process of critical reflection	x			

Agreed Assessment Submission

Project Outcome: The outcome I hope to gain form this experience is that I have an understanding of how a graphic designer conducts themselves in industry and what kind of tasks they have to undertake as part of their job.

I also hope to produce work for them to a professional enough standard so that they feel that they can use my work to present their company.

Project Portfolio: From the weekly tasks I will have development work as well as final designs to display on my online portfolio from this experience.

Process Report: I will keep a diary or documentation of the processes and methods used throughout the timeframe I will be at the agency; I will then be able to reflect back on my document on how they carried out tasks or solved a problem. I can then refer to these methods and implement them in my own work at a later date.

Signed & Agreed by :-

Placement Representative   Andy Tillot

Supervising Tutor   Paul Wilson

Student   Elisha Pritchard

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