

Proposal Form**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 working on this project was to experience what it would be like to work as a professional concept artist for the film or animation industry. This is a project of my own choosing, so there is no industrial partner, but I carried out the project as if I was working alongside an expert and I did seek advice from my lecturer who has many years of design experience.

The tasks I undertook ranged as followed:

- Rigorous and detailed research (visual and written)
- Carry out primary research to support previous research
- Brainstorm and ideation sessions
- Design and develop character, prop and environment design
- Compose well thought out scenes that follow a story/script but critically think about composition
- Sketch concepts to help develop character appearance and personality
- Compile an InDesign document with all work in a methodical order to a story/script

Things I learnt that enhance my learning:

- New techniques and methods used to compose concept art pieces
- Very few pieces make the final stages of development
- New software to help think about composition and anatomy
- More knowledge on InDesign
- Other concept artists that's have worked on similar projects
- Perform a variety of art styles

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

1. Design Practice

- a. Designing to a specific scope
- b. Designing to industry standards
- c. Replicate assets/contents from brand guidelines

2. Technology (inc software skills)

- a. InDesign
- b. Procreate
- c. Easy Pose

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

- a. Photobashing
- b. Final detail – value, lighting, texture, contrast and so forth

4. Critical Analysis (Reflective Processes / research skills)

1.

- a. Analyse artists previous work on similar projects
- b. Using my personal experiences as primary research to help develop my knowledge further on my project subject.

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 from this experience is that I have an understanding of how things are run in a design agency. I hope to learn the processes and methods of how they create their design narrative and get to their end result.

Project Portfolio: Depending on whether I will just be shadowing or not, I may have a few design tasks to put up 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 Paul Wilson

Supervising Tutor Paul Wilson

Student Elisha Pritchard