

**Proposal Form**

**Name:- Keira Geary**

**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.

For this task, I aim to continue working part-time at Summit Digital, acting as a placement for my final year. Here, I will act as a motion designer creating bespoke animations for clients looking to achieve their business goals by working closely with the Summit Digital team. Specifically, I will create motion design for logos, UI, stickers, digital badges, social media posts, typography and more. This will allow me to enhance my learning within After Effects and Illustrator, taking my beginner knowledge into a more advanced skillsets over the course of the year. It will also give me a solid understanding of how my industry works and how motion design plays a role, particularly in marketing and advertising, through websites and social media.

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

**1. Practice**

- Develop my beginner knowledge of motion design and animation into a more advanced skillset
- Develop a better understanding of my industry and the role motion design plays.

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

- Develop my skills in After Effects for animation and motion design
- Develop my skills in Adobe Illustrator by working closely with other designers at Summit Digital to create the graphics before animating.
- Develop my skills in Photoshop and InDesign, for when they are applicable.

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

- Deadlines and Timelines will allow me to improve my process for time management.
- Weekly meetings and close communication with my team will allow me to improve my project management process.
- Establish a Design Process that works for me, my team, and the clientele I will be working with.

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

- Time Tracking on Notion with databases that I can keep track of to estimate the time it will take me to achieve my next goals.
- Researching the competitive field for each of the clients we work with to find out the right strategy and materials that will help them stand out.

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

## Agreed Assessment Submission

Project Outcome

**This will include:- A variety of animated motion graphics for different clients, including but not limited to animated stickers, kinetic typography videos, website graphics, logo animations and more.**

Project Portfolio

**This will contain:- My entire design process and timeline for a variety of the projects I am part of during my time at Summit Digital.**

**Signed & Agreed by :-**

Placement Representative \_\_\_\_\_

Supervising Tutor \_\_\_\_\_ Kerry \_\_\_\_\_

Student \_\_\_\_\_ Keira Geary \_\_\_\_\_