

**Proposal Form**

**Name:- Keira Geary**

**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 (if applicable), the role that you will be able to fulfil and the way that this will enhance your learning.

If I am no longer able to continue my placement at Summit Digital, I intend to use this time to create a personal project for an animated short film that tells a story through motion design. My role within this project will be to create multiple detailed scenes in Illustrator and animate them using the principles of animation in After Effects.

This project will allow me to enhance my motion design and animation skills as I will have creative freedom to push the boundaries of my knowledge and gain a more advanced outlook on motion design through self-learning and the use of online courses or YouTube tutorials.

This task is relevant to my industry as it will allow me to understand how to communicate stories through animation, which is something the motion design industry is always looking for, particularly in advertising and infographics.

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

**1. Practice**

- a. Working on this project will allow me to understand how to communicate a story through animation efficiently.
- b. This project will also allow me to expand my skills on creating detailed scenes and illustrations before animating them in after effects, where I will learn to animate multiple assets simultaneously.

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

- a. This project will expand my knowledge within After Effects
- b. This project will expand my knowledge within Adobe Illustrator

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

- a. Tracking my time using Gantt charts and project trackers will allow me to manage my time more thoroughly and estimate how long it will take me to achieve each of my goals.
- b. Recording how I approach each step of this project will allow me to understand how to better manage my projects going forward.

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

- a. During this project I will have the opportunity to research similar projects and learn from them
- b. Analysing and reviewing the approach I have taken towards this project throughout the year will help me to reflect and improve my processes going forward.

## 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				
Have the ability to select from a wide range of digital manipulation tools to develop complex design solutions				
Develop a constructive and proactive relationship with colleagues involved in the technical or quality assurance process to ensure their design can be realised effectively				
Create prototype solutions as necessary to check the integrity of a design prior to the development of a finished product				
Have the ability to evaluate their own work through a process of critical reflection				

## Agreed Assessment Submission

Project Outcome

**This will include:- A finished animated short film that communicates a story through motion design.**

Project Portfolio

**This will contain:- The processes I have taken to create this short film, including but not limited to, my design processes, my project and time management approach and how I have reflected and improved my skills throughout the development process.**

**Signed & Agreed by :-**

Placement Representative (if applicable) \_\_\_\_\_

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

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