

**Proposal Form**

**Name:** Rodothea Papachristoforou

**Overview of the project**

Briefly describe the task, the relevance of your industrial partner/placement, the role that you will be able to fulfil and the way that this will enhance your learning.

My work placement that started in February 2021 and is still ongoing is at a Greek online magazine called 'Estella.' My role is as a graphic designer and social media content creator. As a graphic designer, I create the hero image and thumbnail for every article uploaded on the website. I am also in charge of creating any other graphic design content needed for the website. As a content creator for their Instagram, I oversee creating Instagram posts, stories and reels and any other additional content they may require.

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

**1. Practice**

- I have developed my graphic design skills through industry practice.
- I have experience in working with a team and receiving feedback on my work.

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

- I have improved my adobe skills significantly since starting at Estella, especially in adobe Photoshop and Illustrator.

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

- I have learned to streamline my design process and not overthink every step of it as at Estella I did not have much time to think about every detail of the design process since it is such a fast-paced work environment and was not afforded the time.
- I learnt the importance of communication with a team as I rely on that communication to get my job done since our editors needed to keep up to date every day with new articles and any changes that might occur in our publishing schedule.

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

- I learnt the importance of communication with a team as I rely on that communication to get my job done since our editors need to keep up to date every day.
- My time at Estella helped me develop a much larger selection to choose from for my graphic design portfolio and provided me with great work experience that I can add to my CV.
- I vastly improved my graphic design skills and enhanced my photoshop and illustrator knowledge as when I started my work placement, I was comfortable with both programs but now I feel much more well-versed in them.
- I learned to streamline my design process, making it more efficient and less time-consuming.

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

## Agreed Assessment Submission

Project Outcome

- I have gained work experience that I can include in my CV
- I have learnt to collaborate and communicate with co-workers
- I have improved my time management skills
- I have learned to receive and give feedback
- I have expanded my graphic design portfolio

Project Portfolio

**My project portfolio includes the full documentation of my design process, research, development, design work and reflection on my work placement at Estella.**

**Signed & agreed by:**

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

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

Student Rodothea Papachristoforou\_\_\_\_\_