BA Year 3 Study Plan   Level Six Negotiated Paper Task 2

Proposal Form

Name: Rodothea Papachristoforou

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.

1) My negotiated design project was an independent project which allowed me to explore my design skills without outside influences from teammates or clients. The project is was called Rekicks and it was inspired by my undergraduate dissertation, which was aimed at investigating how consumer psychology and psychological design principles could be utilised to inform and improve the UX/UI design of web and mobile applications. As I have a passion for both branding and UX/UI design, I chose to use my final university project to combine the two to create a sneaker brand in addition to creating prototype app interfaces for its e-commerce store based on my dissertation study.

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

1. Practice

a. I had the opportunity to experiment with software outside of the Adobe suite, to expand my software skills and enhance my CV.

b. I was able to expand my design skills in the UX/UI design field and further enhance my portfolio.

2. Technology (inc software skills)

a. I learned to use Figma, a program that has become an industry-standard in the UX/UI design profession. Since I intend to apply for UX/UI positions as well as branding positions after graduating from university, this project was a great opportunity for me to learn Figma as best as possible.

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

a. I have learned the importance of organising and balancing my time management skills and how I should prioritise my university work above all else.

4. Critical Analysis (Reflective Processes/research skills)

a. I was able to analyse and reflect on the work I did for this project. I was able to use all the research skills I developed from my dissertation and utilise them for the design project.

b. The project was successful as I was able to complete what I set out to do, which was to use my dissertation research in a real e-commerce design. This enabled me to not only understand the research I was undertaking but also how to apply it, which was really beneficial.

c. I was also able to learn a completely new program, Figma, and how to design user interfaces. This will prove very useful for me in the future, as I hope to be able to apply to UX and UI design positions.

d. One thing I would have changed was my time management skills as I was trying to juggle my time between university, a graphic design job, and freelance projects. If I could, I would have better balanced my timeline and given more focus on my University work in the first few week of semester two.

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

I have learnt all about Psychological design principles and their importance to UX and UI design.

I have improved my time management skills

I have expanded my branding portfolio

I have expanded my UX/UI portfolio

Project Portfolio

My project portfolio includes the full documentation of my design process, research, development, design work and reflection on my full individual projects, called Rekicks.

Signed & Agreed by :-

Placement Representative (if applicable)   _____

Supervising Tutor   _____

Student   _____Rodothea Papachristoforou_____