

Proposal Form**Name: Narathip Assavadejmetakul****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 fulfill and the way that this will enhance your learning.

Currently, I am looking at placement in Winchester that I could do over my third year. I went to the interview at the design agency called Big Mallet and they say that they can give me something to work in January until February. My role is to film a person on Green Screen and remove the Green Screen out to put the video into website. They will also give me extra task to film in cafe or etc.

I believe this could achieve my outcome to learn about video production which After Effects will be in-use to create the video for specific website. However, before shooting anything, I will be presenting the client of what is the message of the video that is going to connect the viewers which means the process will involve the storyboard of each scene and making sure that I explain it clearly to the client.

Working on this project hopefully build my work experience in shooting the video and using After Effect in post-production to create a stunning commercial video which combine every scene into the message to people that watch on television or on the social media. Also, I would be really accept if they want me to do any motion graphic design which I want to experience more into these fields.

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

1. Creative Practice

- Explore video production and eventually successfully create the commercial video
- To create the storyboard that persuade the viewer to buy the product

2. Technology

- Become more professional in After Effect
- Able to learn the techniques of using DSLR camera to shoot the video

3. Processes

- The time management will be used to show the process of make the video
- To show how to create commercial video from start to finish which will be in my website

4. Critical Analysis

- Analysis the video quality on each scene
- Analysis what message that sent to the viewers
- Analysis of appropriate video editing software that will suited the best for this project

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			X
Identify and liaise with any relevant authorities to negotiate and obtain approval for their design specifications				X
Identify appropriate formats to digitise assets and deliver their designs so that others can easily implement them		X		

Agreed Assessment Submission

Project Outcome

This will include:- A finish commercial video after putting all the effects

Project Portfolio

This will contain:- Storyboard explain each scene and what message to the viewers, the development of the video, what effect did I used for each scene, what did I learn from this project

Process Report:

- My research method
- Time Management
- Design Processes
- Technical Processes
- Analysis the final outcome
- Challenge
- Conclusion

Signed & Agreed by :-

Placement Representative _____

Supervising Tutor _____

Student _____