

## 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.

In the first month of second semester, I had a chance to work with a music record studio called Splendid Fred which produce music and spoken-word label based at the University of Winchester, actively promotes positive values and thinking for students, staff, and the wider community. My job is to produce a music video with my passion to create the positive, memorable and long lasting impact to every person who watch. The video needed to finish in two weeks and the video will be show in MULTI-MEDIA ART EXHIBITION (Saturday 3 February 3-10pm). Talking this project had enhanced my time management working in short deadline. I learned about copyright-issue in digital media industry which should not over look. In addition, it had been a long time since I use AfterEffect and this project had reminded me of how to use the software to make professional music video.

For my final year at university, this is the final major project which set for me to try out a number of different methodologies and be creative and experimental with my ideas. What I learned from this project were extensive; everything was new to me, and while I was apprehensive, I enjoyed the process of moving from UX to UI immensely.

If I could go back and keep working on LocalGuides I would change a few things:

- I would narrow my scope around searching for guide nearby which I want to improve the map system work so it would be easier to find guide or tour around user location.
- Test with more people and begin to test remotely; my lack of knowledge about InVision Development program cost me some valuable testers.

Overall, thank you all whom that help me tested with me, I hope to use pieces of this project to other work in the future. After this, I am going to the real design industry. I am planning to work in graphic design company in Thailand or if possible in London. I am going to use my updated CV, Website, Portfolio Book and my skills to find a place that fit me.

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

#### 1. Creative Practice

- Explore video production and eventually successfully create the music video
- To create the storyboard that fulfil the story before going out collecting footage
- UX and UI research
- Create logo for branding

#### 2. Technology

- Enchant design software skills such as AfterEffect, Illustrator, Photoshop and InDesign
- Able to learn the techniques of using DSLR camera to shoot the video
- Using third party website to make the prototype of the app which called InVision

### **3. Processes**

- For music video project, time management will be used to show the process of brainstorm, filming, post-production and testing if needed.
- For my major project, time management will be used to show the process from UX and UI research, sketches, app map, branding including logo, UI concept and final prototype.

### **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
- Analysis the purpose of the app on major project
- Analysis the feedback from testing the app with InVision Development program
- Analysis the time management over the period 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 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:-**

1. A finish music video and feedback from my client
2. For major project, the finish prototype that can view online

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 \_\_\_\_\_