
FdA Design for Graphic Communication

Project information

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Module	PPD
Project number	04
Project title	Work Placement Report
Commence date	Friday 20.06.08
Completion date	Monday 13.10.08

Learning outcomes

- Manage the skills necessary for effective learning in Higher Education and be able to evaluate your own achievement of these skills.
- Develop your independent learning through evaluation of your achievements and the strategies necessary to improve these skills.

Project coordinator/tutors

Catherine Smith/Sarah Temple

Brief description

"Why is it that students think that just because they have a degree, they are then qualified for a job? Having qualifications means very little to an employer, they'll give you the job if they think you can do the job."

Dave Horwood, Fold7
in a letter to Creative Review, Sept 2003

"Design Graduates suffer from a general lack of business nous."
Glenn Tutsell, Enterprise IG
In a letter to the Times, Sept 2005

The most common route of gaining employment in graphic design is via work placement. This summer you are required to undertake a minimum of 2 weeks of work experience as part of your course. This will be assessed via this project.

Produce a **1500 word illustrated report** of the learning you have achieved via your work placement.

Think about and analyse what you have done and what you have learnt. Include the following aspects:

- How you went about securing the placement (research, interview, showing your portfolio etc)
- A company profile (covering management structure, details of the services offered, design philosophy and a critical evaluation of the company's success)
- Your responsibilities and achievements
- What you learnt and gained from the experience
- Feedback from your placement supervisor
- An appraisal of its relevance to your future

Adopt a concise and clear writing style - remember, this is a report, so you need to be objective and draw some conclusions. These conclusions could be relating the graphic design industry to graphic design education, or maybe with respect to your personal career objectives.

The information should be typed and the information presented in a legible but visually interesting way.

Project and assessment requirements

A 1500 word illustrated report of the learning you have achieved via your work placement.

Additional work related learning outcomes

- Practice key skills and identify the need for new ones
- Work with different technologies and processes
- Gain an understanding of industry complexity and the roles it offers
- Observe business models
- Appreciate the different pace/language of industry
- Contextualise academic study and theory with actual practice
- Team working and collaboration
- Solve real world design problems
- Assess companies as possible future employers
- Clarify your career aims
- Reflect and self-assess in order to develop

Assessment criteria

- Quality/depth of reflection
- Evidence of future career path analysis
- Design consideration
- Communication skills (e.g. writing style)

Key texts

Cottrell S, (1999), [The Study Skills Handbook](#), Palgrave

Fanthome, C (2004), [Work placements: a survival guide for students](#), Palgrave

Shaughnessy A, (2005), [How to be a graphic designer without losing your soul](#), Laurence King

Creative Review, Eye, Grafik, Campaign, Digit, Design Week etc

School of Graphic Design PPD website:
<http://www.lccppd.co.uk>

Channel 4, Brilliant Careers website:
<http://www.channel4.com/brilliantcareers/>

D&AD website:
<http://www.dandad.org>

University of the Arts London Careers Service website:
<http://www.arts.ac.uk/student/careers/>

Enterprise Centre for Creative Arts website:
<http://www.ecca-london.org>