

**Proposal Form**

**Name** - Eden Smithbury

**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.

**Branding of a Board Game**

Along with completing the development of the board game from the first semester, I will also create a brand for the board game. This will include a logo, branding guidelines, a box design, and a rulebook.

The aim of this task will be to develop my skills in branding design to a more professional level. Branding has been my focus for most of the two years, and I would like the chance to hone my skill to something more refined from a student level.

By the end of the project, I would like to have practiced my skills in branding design to a professional degree and better understand industry practices within this area. My knowledge of software such as Photoshop and InDesign will be developed in the process, but I would also like to learn new software such as Adobe Express to better assist me in this project.

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

**1. Practice**

- a. To enhance my skills in branding design
- b. To implement the production of unique assets such as a box and a rulebook
- c. To create a fully physical, useable product by the end of semester 2

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

- a. Developing skills in Photoshop and InDesign
- b. To learn the process of creating unique assets such as a box and a rulebook
- c. Learning Adobe Express

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

- a. Managing time and the project between finishing the creation of the board game and creating the brand
- b. To work with new processes to create a rulebook that is easy to understand and follow
- c. Time manage so that I am able to receive feedback about the project and act upon it

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

- a. Research how successful board games are branded
- b. Research effective eco-friendly ways to package a product
- c. Receive feedback on the branding of the game, and the understanding of the rules from the rulebook

## 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		x	x	x
Have the ability to select from a wide range of digital manipulation tools to develop complex design solutions	x	x		
Develop a constructive and proactive relationship with colleagues involved in the technical or quality assurance process to ensure their design can be realised effectively			x	x
Create prototype solutions as necessary to check the integrity of a design prior to the development of a finished product	x		x	x
Have the ability to evaluate their own work through a process of critical reflection				x

## Agreed Assessment Submission

Project Outcome

**This will include** - A fully realized and working board game as well as a finalized brand to go with the product

Project Portfolio

**This will contain** - Research on branding and sustainable packaging. Design decisions and reasoning, progression stages before and following feedback.

Signed & Agreed by :-

Placement Representative (if applicable)

\_\_\_\_\_

Supervising Tutor

\_\_\_\_\_

Student

\_\_\_\_\_