

Project Proposal

P1 –DESCRIBE THE AUDIENCE AND PURPOSE.

I have taken up a role in Graphics Design and I wish to apply for an IT Job at a company I have been informed about as they recruit IT apprentices. The company is called Konneckted. I am currently finishing my BTEC IT studies at the school of City of London Academy Islington. Potential employers will wish to see a variety and a range of work including written documents and media such as videos, images and audio during my course.

I have got in contact with Konneckted through Social Media influencers and advertisements, because of this, I had to produce a Digital Portfolio so they could view them digitally. They have sent me a request to show them any other core components to show my strengths and weaknesses in certain areas, in my case it'll be Graphics Designing (2 Years of Experience) and my studies of Web Development with programs such as Adobe InDesign and Adobe Dreamweaver.

The Purpose of my digital portfolio is to promote my core IT skill components and evolve upon those skills at Konneckted. The vast majority of people who would like an IT apprentice position at Konneckted are applying now so completion is high. I believe my digital portfolio will be significantly better than the other candidates however if I cannot gain this position at Konneckted It may be that other employers have the possibility to recruit me as they may have an IT apprenticeship they will view my portfolio and get in touch with me through Social Media for example Facebook and through my Business Emails.

This digital portfolio will be hosted on a server such as www.weebly.com/ and other brands and companies will have the availability to gain access through their web browsers and have the compatibility throughout all devices such as mobile phones to smart TVs and more!

I am going to design a digital portfolio first by providing the following:

- Description
- Timelines
- Detailed Storyboards
- Detailed Structure Charts
- Table of Ready-Made Assets with Fully Referenced Sources
- Alternative Design Solutions
- Design Justification

To ensure that my designs are professional and suitable for the target audience I am going to research, review and evaluate the most popular Portfolios and to locate the mistake they had to overcome to make their Digital Portfolio successful. Therefore I will build upon those ideas and import them into my own style of workflow and show the consistency throughout each design and document.