

I hope you had a good summer and...

WELCOME BACK

PROFESSIONAL PROMOTION

- ◎ You have completed two years of your degree.
- ◎ You should be good at typography.
- ◎ You should be good at layout and structure.
- ◎ You should know your way around the basic design applications.
- ◎ If you don't, you have some catching up to do...
- ◎ Because this year gets VERY real VERY fast!

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- ◎ This year all boils down to the choices you make.
- ◎ Choices about your work.
- ◎ Choices about how you manage your time.
- ◎ Choices about your future.
- ◎ Try to make more good choices than bad ones.
- ◎ We will help you where we can.

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**“I am not a product of my
circumstances. I am a
product of my decisions.”**

Stephen Covey

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Your final year breakdown.

- ◎ **Graduate Portfolio (60 Credits)** - This is your core area of study consisting of personal projects and external projects. Mostly in Semester 2 but some bits are in Semester 1.
- ◎ **Advanced Creative Enquiry (20 Credits)** – Additional set projects and learning. Semester 1.

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Your final year breakdown.

- ⦿ **Independent Project (40 Credits)** – Comes in Three Parts Semester 1.
 - ⦿ Part 1: 'The Big Idea' 5000 words
 - ⦿ Part 2: Practice Based Project
 - ⦿ Part 3: Presentation
- ⦿ Total Credits for your final year = 120 credits.

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Advanced Creative Enquiry (A.C.E)
20 Credits Sem1

Independent Project
40 Credits Sem 1

Graduate Portfolio
60 Credits Sem 2

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Award Classifications.

- ◎ Your year average will be calculated based on the best 100 credits.
All modules must be attempted and PASSED. I strongly advise that you give all modules 100% effort!
- ◎ Your final degree classification will be calculated in one of two ways.

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Award Classifications.

- ⦿ Method 1: 1/3 (Best 100 Credits) Level 5 average plus 2/3 (Best 100 Credits) level 6 average.
- ⦿ Method 2: Level 6 average only (Best 100 Credits).
- ⦿ You will automatically be awarded which ever method generates the highest mark.
This is a good thing!
- ⦿ Let's talk about grades for a moment...

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**Who wants a 1st
Class Honours?**

Don't chase the grades.

Grades do not define who you are as a person, nor do they define you as an employable Graphic Designer. They only define your ability to do tasks against a series of set parameters.

**It is the work that you create and what is
in your portfolio that that defines you as
a Graphic Designer.**

**It is the skills you have developed and
your creative thinking along with who
you are that defines you.**

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DO THE WORK

and the grades will follow.

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You have all heard me say the phrase:

**Everything is a
Design job!**

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- ◎ Why is 'Everything is a Design Job!' so important?
- ◎ It is about trying to get you to change your mindset.
- ◎ **Stop** thinking that Graphic Design is something that we as staff are asking you to do. (**Reactive Thinking**).
- ◎ **Start** thinking that Graphic Design is part of who you are and what you do. (**Proactive Thinking**).

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Are you feeling stressed yet?

Don't panic. You may not have done this before but we have. Trust in our experience and we will help you through the ups and downs.

Take it one step at a time, break everything down into more manageable chunks.

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“You don’t try to build a wall, you don’t set out to build a wall, you don’t say I’m going to build the biggest, greatest wall that has ever been built.

You say, I’m going to place this brick as perfectly as a brick can be placed. You do that every single day and soon you have a wall.”

Will Smith

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Tips for your 3rd Year.

- ◎ “The most important thing is that you have fun with your final year and make sure to collect a good range of projects that showcase your strongest skills.”
Jeonard Cruz
- ◎ “Make sure to do projects you are passionate about and stay organised, it’s so important to keep track of everything in third year.”
Laura Jones
- ◎ “Make sure you attend important classes and ask for help when you need it.”
Natalie Pozzato

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Tips for your 3rd Year.

- ⦿ “Always look to learn and have a clear idea of what job you want after graduation.”
Jonathan Davies
- ⦿ “Always look at design and the things around you...inspiration can come from anywhere.”
Joelle Evans
- ⦿ “Learn to justify and be able to defend your design choices.”
Anonymous

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Tips for your 3rd Year.

- ⦿ “Don’t leave it to the last minute for printing, collating, and handing work in.”
Hollie Cook
- ⦿ “Check your typography and spelling. Then check it again!”
Josh Stevens
- ⦿ “Work hard but don’t forget to have fun. Find another outlet (sports, friends), something not uni related.”
Anonymous

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Tips for your 3rd Year.

- ⦿ “Take breaks from the computer screen or you will go insane.”
Joelle Evans
- ⦿ “Network with your friends as they may have skills that can help you. You may have a friend that is a great photographer or illustrator.”
Kat Barcenilla
- ⦿ “Sketch book work and research will greatly improve results.”
Tom Champion

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Tips for your 3rd Year.

- ⦿ “Experiment! Use laser cut, screen printing, Riso, paper folds...”
Réjane Tardy
- ⦿ “Never go with your first idea, develop others.”
Mat Boyle
- ⦿ “RTFB. Read the fucking brief!”
Gavin Kirby

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Tips for your 3rd Year.

- © “Be organised, be yourself & be determined! Throw everything you have at your final year, it will be a rollercoaster but ride it with confidence”.

Laura Wade

“Take regular breaks, go to the pub, share ideas with each other. Someone else might see something you missed (like a spelling mistake or a great opportunity to expand the project)”.

Rebecca Hodgson

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INTRODUCTION

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- ⊙ These lectures are designed to help prepare you for the world outside of university.
- ⊙ It covers essential techniques and strategies that will enable you to succeed in the workplace.
- ⊙ It enables your individual talents to be identified and directly targeted so that they can be worked upon throughout the year.
- ⊙ You will need to do some self reflection on your skills, your aspirations, and you as a person.

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- ⦿ Formal classes will introduce several subject areas.
- ⦿ These will normally be followed by an exercise or partial assignment.
- ⦿ The goal is to bring an air of professionalism to you, your portfolio and the organisational skills that will help you get ahead.

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Where did the idea for these lectures come from?

- ⦿ Potential employers who felt that something was missing from the graduate skill set.
- ⦿ Ex students who felt that they should have been given more advice and help in the step from UNI to work.
- ⦿ These lectures originated 20+ years ago and have been annually updated, developed and delivered to give you the additional information you need to be a working designer.

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Some quotes from ex students.

- ⑥ “Firstly, I’d like to say that Professional Practice really came into perspective when I started working, so many topics you talked about came into play and it’s been so helpful, I can’t thank you enough! I know I missed a couple, but I still go back to your PowerPoint slides that I’ve saved onto my Mac.”

Ashleigh Chivers

- ⑥ “Professional Practice help me a lot personally. I think it gave me an edge compared to other graphic design students and designers currently in the industry. I feel I was more prepared for the world of work after leaving uni and the transition into the 9 to 5 has been easy.”

Katie Jones

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Some quotes from ex students.

- ⦿ “Treat the 3rd year like a job and be organised. See everything as an opportunity as some of these will come when you least expect them. But lastly be persistent in everything you do and never give up.”
Ben Twomey
- ⦿ “Just thought to send a quick email to say I’ve got a job in Luton! Thank you for all your help not just the tasks but over the last 3 years.”
Naomi Urch
- ⦿ “Definitely do research about the companies before you go to interview, and have questions in your head that you can ask.”
Amelia Hardwick

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Some quotes from ex students.

- ⦿ “Swansea College of Art helped prepare me for the working world of Graphics”
Christie Doyle
- ⦿ “My most important takeaway from the course was the preparation they give you to seamlessly enter the real world of design. Entering a large company didn’t seem so daunting.”
Anna Jehan
- ⦿ “There's so many good things to come after uni, don't stress. EVERYTHING works out in the end.”
Nathan Griffiths

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Some quotes from ex students.

- ③ “I found the Professional Practice lessons really helpful when I went for an interview after uni. It really helped to focus my thinking during my 3rd year.”
Steph Carver
- ③ “I found the Professional Promotion lectures extremely helpful. I even managed to turn it into a project in second term that was one of my best projects to date.”
Rebecca Hodgson
- ③ “Your Professional Promotion lectures were invaluable in providing the sort of practical information you need to go into the industry, it helped me feel more prepared for the future.”
Jack Price

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Meet some of your advisors.



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So, in the beginning, what did employers say?

- ◎ “Students are so naïve that they frequently undersell themselves”
Mike Martin (Oxford Illustrators – Publishing)
- ◎ “We often have to spend a lot of time helping graduates, colleges should do better.”
Chris Carpenter (Director, Stills Design Group)
- ◎ “We rarely take on students, they don’t communicate their skills.”
Tony Ridler (Ridler Webster Design)

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What do employers say now?

- ◎ “You seem to do a good job of it there, we have taken on quite a few of your ex-students. One as a direct result of this class.”
Simon Toft (Managing Director, IMEX Design Group)
- ◎ “High quality level on the majority of work. Good to see the future of Graphic Design.”
Alex (FST Design Agency)
- ◎ “Highly polished quality of work. Some students work is a higher standard than many more experienced designers working in London.”
Jim Marshall (Creative Director, Tagword Design)

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So what do employers say.

- “The team at Swansea have established a course that finely balances pure design fundamentals and the potential to bring that design talent to life in the commercial world. At Sky, we regularly see graduates from the Graphic Design course who demonstrate design of a high caliber, along with a diverse skill set. We’ve had great success in recruiting graduates into roles across brand campaigns, broadcast graphics and digital design.”

(Roland West | Sky Creative News Design)

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So what do employers say.

- ① “We spoke about your students’ great work at the show. It was mighty impressive to see students who had created work with a commercial purpose and went beyond just making something ‘pretty’. It was refreshing after receiving so many university portfolios to only see lovely artwork but nothing usable in the real world.
- ① I promised I would send an email backing up what I said. I hope this helps. Congratulations on having some truly talented students and delivering phenomenal work.”

(Luke Gusman | Marketing Director, Berman)

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Some thoughts on employers.

- ◎ You will have to convince them of your worth. Show them what you are made of, what you can do.
- ◎ You must be eager to succeed and be motivated to do well.
- ◎ Be prepared. Be organised and get into a work mentality. Treat the 3rd year as a 9 to 5 Job as best you can.

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Some thoughts on employers.

- ⦿ Professional Promotion will test you and make you think about your opportunities and consider the employer's point of view.
- ⦿ Professionalism starts now! Use this year to polish the skills that will transform you into employable, reliable designers.
- ⦿ Develop your soft skills.

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What do you have to do?

- ◎ Start to produce the professional paperwork that will support your external projects (timesheets, costing, expenses).
- ◎ Develop your own identity and start thinking about your personal website.
- ◎ Develop a way to collate the information from these lectures so that you can reference them when you need them the most.
- ◎ Remember, this content is for your benefit so develop systems that work for you.

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Professional Promotion lectures will give you advice on...

- ⦿ How to value your work and Tax considerations.
- ⦿ Job hunting techniques.
- ⦿ Job applications.
- ⦿ Presentation techniques.
- ⦿ Personal time management.

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Professional Promotion lectures will give you advice on...

- ⦿ Professional briefing / contractual agreements.
- ⦿ Freelancing considerations.
- ⦿ Professional portfolios.
- ⦿ Interview techniques.

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What about jobs?

- © UK Creative Industries is currently worth £126 Billion per year and is growing.
- © That's around £14 million per hour!
- © And accounts for more than 2.4 million jobs and a further 1 million plus in support jobs.

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What about jobs?

- ◎ 1 in 12 new jobs in the UK are in creative industries.
- ◎ Types of work are: advertising and marketing, architecture, crafts, product design, graphic design, fashion design, film, TV, video, radio, photography, IT, software and computer services, publishing, museums, galleries and libraries, music, performing and visual arts.
(Stats from gov.uk website Feb 2020)
- ◎ There is plenty of opportunity, so find something that you are passionate about and enjoy what you do.

The Cold Hard Truth.

- © By mid May 2027 (about 8 months from now) all your work will have been handed in for assessment.
- © There is a good chance that you will be applying for some of the same jobs.
- © Those jobs that are available will be highly contested as Graphic Design regularly produces the highest number of Art and Design graduates nationally.

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The Cold Hard Truth. (All is not Lost)

- ◎ It is up to **you** what you want to do for the next 8 months, but I would suggest focusing on your degree.
- ◎ You all have the ability otherwise you would not be sat in this room.
- ◎ We are here to help you, but you must be prepared to help yourselves as well.
- ◎ Much like Sat Nav (or Gav Nav), we will guide you and point you to the best route. However, you are in the driving seat of your respective degrees, and it is you that needs to do the work.

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Handy Hints.

- ⦿ Plan and Structure your time. Organise your week into times of study, work and socialising...but get the balance right.
- ⦿ Set yourself deadlines for your projects.
- ⦿ Attend your tutorials. Bring your work and your ideas with you.
- ⦿ Go back to basics and practice them. Layout, Typography etc.
- ⦿ Revisit past lectures and lecture notes to help you.

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Dates for Professional Promotion Lectures.

- ⊙ 28th September (Today).
- ⊙ 5th October.
- ⊙ 12th October.
- ⊙ 19th October.

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Some closing thoughts.

- ⦿ Keep in mind that this is **YOUR** degree and **YOUR** journey.
- ⦿ The choices you make over the next few months will either help or hinder your studies.
- ⦿ Get into a good working routine that factors in some down time but get the balance right.
- ⦿ Keep on track and try not to let others derail you along the way.
- ⦿ We are here to help but you are the one that must do the work.

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Don't dream it.
Be it!

Frankenfurter, RHPS

