(ADVA5001) Changemakers: Building your Personal Brand for Sustainable Employment

Illustration

A reminder of what to hand in

Submit as two separate PDF documents.

Summative Deadline 1pm on Thursday 8th May 2025 via Turnitin

Assessment One

1. **The Research PDF Page(s) with references included**. This relates to websites you have looked at and analysed, web design theory etc.
2. **The development PDF page(s)** with annotations about your decision making. Show that you have planned your website (scamps, wireframes etc.) and fully documented the design journey.
3. **The link to your website** (including social media presence).
4. **Zander letter** (600 words). Imagine that you are at the end of your university studies and have achieved a first class degree. Write a letter to yourself, from the future you, outlining what you did to achieve that first class degree. (See the content of Unit 4 for more details on this).

Assessment Two

1. **Your skills for employment and skills diagram(s) PDF Page(s).** Hard and soft skills (hard skills are practice specific, for example proficiency in traditional media or software programmes. Soft skills are the skills, personal qualities and values picked up in one workplace that are valuable no matter what you do, for example teamwork, good communication skills, timekeeping, self motivation etc.) As well as skills you have, also identify and write about skills gaps/skills you need to improve upon.
2. **Personal branding and marketing plan for employment PDF Page(s).** Include all development work, not just your final branding, and demonstrate that you have considered many alternatives before deciding on your final outcomes.
   Marketing plan for employment is engagement with industry – what do you want to do when you graduate? Have you researched your industry? Have you researched potential employers in the area you want to work? Have you started to communicate and engage with your industry. Research studios you would like to work for, clients you would like to work with, and start conversations with them, include any communications you have in your PDF for assessment. Create a contacts list and start to build your professional network.

   PDFs of the taught sessions, and other resources, will be on the ADVA5001 Moodle page after each session (in the *Additional Resources Graphic Design and Creative Advertising* tile).