



Professional Development Plan

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Learning In The Digital Era
ADPA4001
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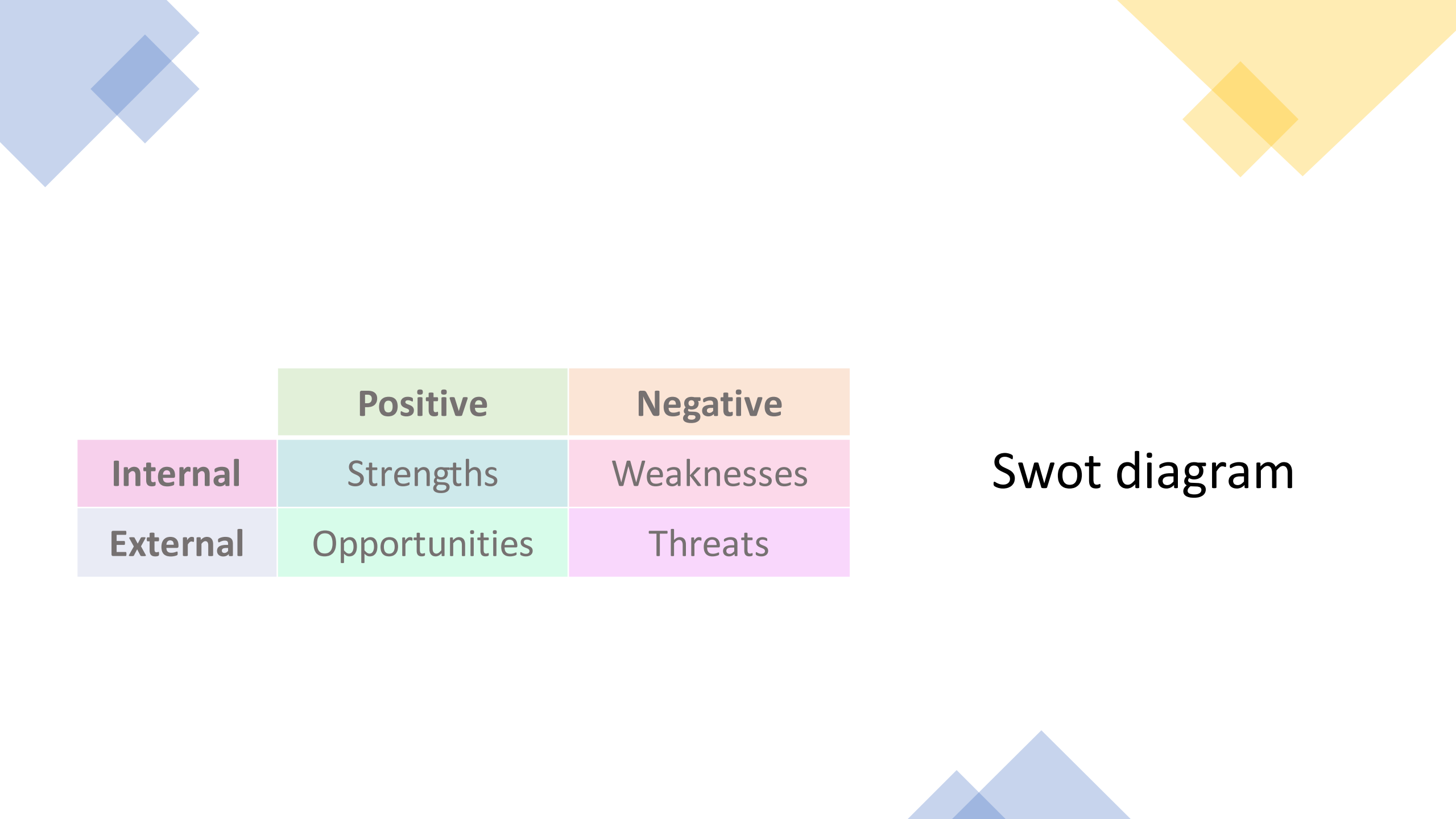




Introduction

The professional development plan is important to establish goals for my future. It contains steps to better my goals and what I'll need to achieve those goals.





	Positive	Negative
Internal	Strengths	Weaknesses
External	Opportunities	Threats

Swot diagram



Pantomime experience

Musical roles

Voice-over role

Position in Just Rush Performers theatre company

Studying for qualification

Skills and techniques learned at UWTSD

Editing ability

Position (Admin, Recruitment & Performer) with Just Rush Performers



Strengths



Lack of extra skills

No drivers license

No on-screen experience

Only amateur experience

Little knowledge of industry terms

Few industry connections

Not a lot of money



Weaknesses



University and possibility for master's degree afterwards

Casting sites can give experience on screen and give experience of a professional environment

Temporary role as director of Just Rush Performers

Opportunities for singing/music lessons

Opportunities to study a craft, i.e., editing, singing

Student films

- Created by others
- Opportunity to create my own

Opportunities





Competition with other actors and companies

Money

Location

Lack of driver's liscense

Threats



Priority 1

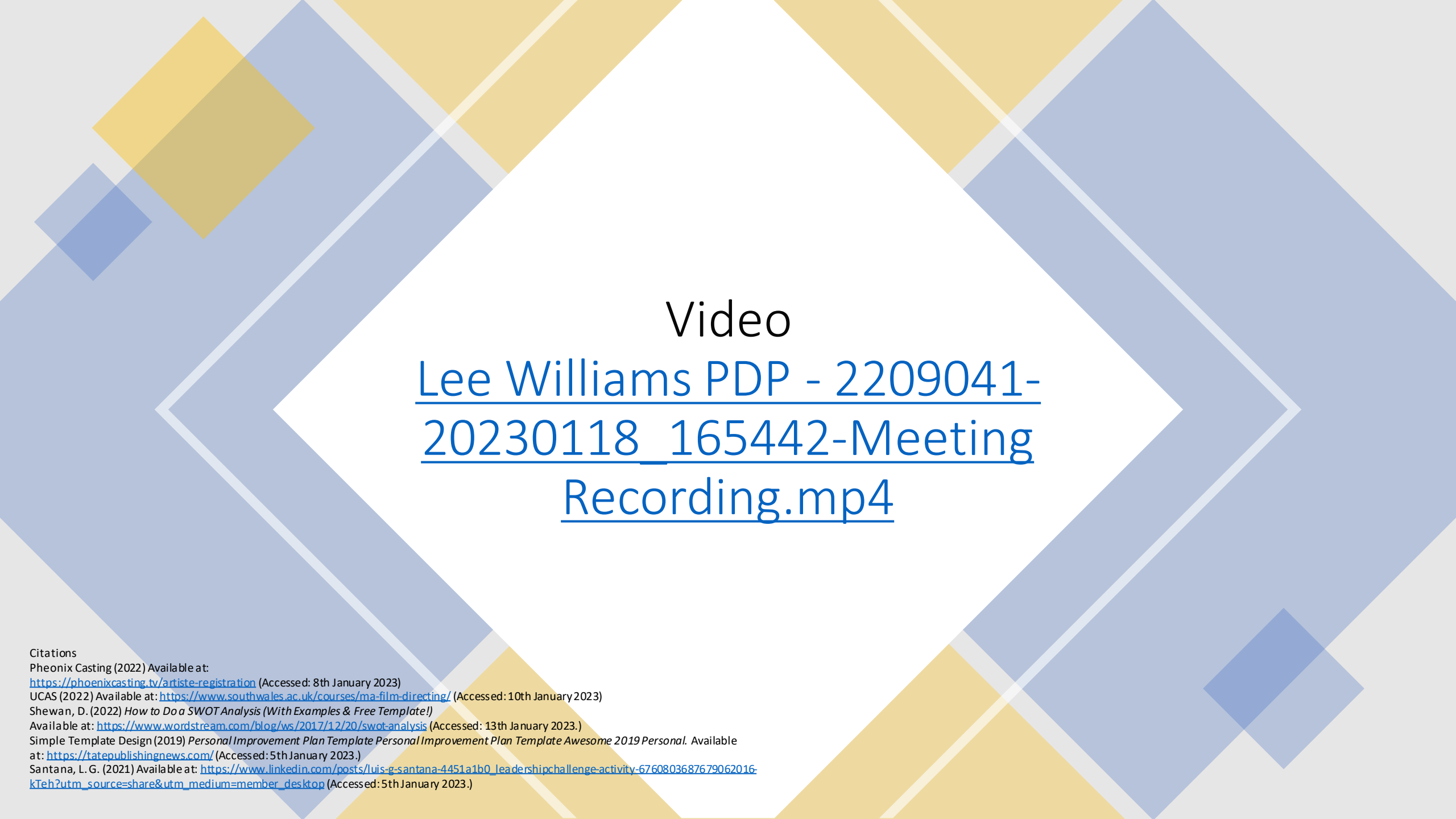
Skill	Current Ability	Target Ability	Development Opportunity	Cost	Source of funding	Criteria to judge success	Target date
Screen Acting	I have participated in a voiceover role on YouTube.	I need to	Complete my BA Acting degree at UWTSD.	£9000 per year.	Student finance	I can judge my success by several factors.	2025
	I am currently studying BA Acting, which will give me the knowledge and qualification with this skill. It will also help me gain connections to other creatives in this industry.	- gain extra skills, specifically singing and learning a musical instrument to help me stick out from the crowd.	Extra Work via casting sites like Pheonix Casting.	(Travel) £11.70-28.35 per day on public transport *further need for driver's license.	Myself	- My grades & qualifications	2024
	I am currently performing with Just Rush Performers, which is going me experiences on stage that I will be able to translate over to screen.	- get a driver's license so I can reliably get to locations for auditions, rehearsals and sets.	Acquire a driver's license.	Approx £43 for license and approx. £23.50 per hour	Myself	- The effectiveness of my techniques and my knowledge of the subject	2024
	I have connections with actors in amateur short films.	- gain experience through casting sites. - take part in other companies and student films to gain further experience.	Continue performing with Just Rush Performers and branch out to other companies and creatives.	Varies depending on project.	Creator and participants, including myself.	- How many connections I've made in the industry and the number of roles I get	2024
		- finish my degree for more experience and to gain a qualification.	Take singing lessons and learn guitar and kalimba to create new skills.	£10 per hour with my current singing tutor. Kalimba – only self-taught so free. Guitar - approx. £25.	Myself.	- The pride and joy I have in my work	2025
			Working on projects, such as student and amateur films to gain further experience and connections.	Varies depending on the project.	The creator in charge of the film.		2026

Priority 2

Skill	Current Ability	Target Ability	Development Opportunity	Cost	Source of funding	Criteria to judge success	Target date
Directing	Admin & recruitment at Just Rush Performers, offered a temporary role as director.	I aim: - To get a master's degree to qualify myself and gain further knowledge. - To gain other skills, such as acting and filmmaking to have further insight into my field. - To take advantage of my opportunity at Just Rush Performers to gain experience. - To find other companies to work with to increase my connections in the industry. - To create and expand my portfolio.	I can take part in the creation of student and amateur films to increase my portfolio.	Varies depending on project.	Creator and participants, including myself.	I can judge my success by:	2025
	Skills I've gained from UWTSD.		I can take a master's degree to become qualified in my chosen field.	Approx £9500	Student finance	- The grades I achieve. - How much the quality of my work has increased.	2027
	Connections to amateur film.		I can take the opportunity with Just Rush Performers to gain experience.	Approx £660	Just Rush Performers Myself	- The amount of experience I have.	2023
			I can introduce myself to other companies and expand my horizons.	Depends on company.	Depends on company	- The number of connections I make.	2024

Priority 3

Skill	Current Ability	Target Ability	Development Opportunity	Cost	Source of funding	Criteria to judge success	Target date
Filmmaking	I have edited videos for YouTube creators .	I want to: - Increase my skills as a filmmaker by adding to it with other skills like: - Acting – Directing – Editing - Writing - I want to increase my portfolio by creating my own student/amateur films and assisting others with theirs. - I want to find more connections in filmmaking by participating in student films. - I want to get a master's degree to gain the skills and techniques I'll need.	Gaining a qualification in my chosen field by taking a master's degree in filmmaking and directing.	Approx £9500	Student finance	I can measure my success by:	2027
	I have written scripts for stage.		Creating student and amateur films to increase my experience and connections in the industry.	Varies depending on project.	Myself, possibly other options.	- University grades.	2026
	I have connections to amateur filmmakers.		Take part in the student and amateur films others create, furthering my connections.	Varies depending on the project. Travel.	Creator and participants, including myself. Travel – me.	- The proficiency I have in my skills.	2024
			Increase the amount I have to offer by learning editing and writing skills.	Depends on software.	Myself – possibly student finance if it's part of a university course.	- The size of my portfolio. - The amount the quality of my work has increased. - The number of connections I make in the industry.	2025-2027



Video

[Lee Williams PDP - 2209041-20230118_165442-Meeting Recording.mp4](#)

Citations

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