

ADVA5001 Changemakers: Building your Personal Brand for Sustainable Employment

BA (Hons) Graphic Design Task Checklist

Summative Deadline 1pm on Thursday 8th January 2026 via Turnitin

Assessment 1 PDF		✓
Research Pages with references included		
What about you? Class exercise (on Moodle).		
Website research and analysis. Look at both good and bad examples (10 of each).		
Research underpinning theory of web design and compare web builders.		
Social media research, what channels do your target market use?		
Bibliography listing your research sources.		
Conceptual development Pages with annotations about your decision making. Show that you have planned your website (scamps, wireframes etc) and fully documented your design journey.		
Link to your Website and Social Media Presence.		
Zander Letter (600 words).		

Assessment 2 PDF		✓
Personal Branding		
Analyse branding of other designers and advertisers, look at good and bad examples.		
Personal Branding Exercise 1. Class exercise (on Moodle).		
Personal Branding Exercise 2. Class exercise (on Moodle).		
4 Pillars of Branding worksheet. Class exercise (on Moodle).		
Metaphor Gestalt worksheet. Class exercise (on Moodle).		
Personal Brand worksheet. Class exercise (on Moodle).		
SWOT Analysis. Class exercise (on Moodle).		
Professional branding outcomes applied to traditional media and digital channels.		
Conceptual Development – Include all development work regarding your personal brand and show that you have considered alternative approaches before deciding on your final outcomes.		
Business card		
Letterhead		
Self-promotional items (compliment slips, leaflets, whatever is relevant for you).		
Is your website consistently branded?		
Is your social media presence consistently branded?		
Skills for Employment and Skills Diagrams		
Hard and soft skills diagrams.		
Find and analyse job vacancies and match job specifications to your own skills.		
Identify any skills gaps; skills you need to acquire/improve upon.		
Marketing Plan for Employment Investigate what you want to do following graduation		
Identify potential employers/clients in the area you want to work.		
Identify and analyse useful industry websites/journals.		
Evidence of engagement with industry – evidence all analysis and correspondence; employers you would like to work for, clients you would like to work with, and start conversations with them. Include all communications for assessment.		
Create a contact list and show that you have started to build your professional network.		
Future of Employment task. Class exercise (on Moodle).		
CV and cover letter.		

Include full documentation of your 'creative journey'. Extend your branding to your PDFs for assessment and have a 'house style' for the documents; consistent fonts, colours, headers etc.