

Academic and Employability Skills



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Module No: BMSW4001_LON

Module Name: Academic and Employability
Skills

LEARNING OBJECTIVES

Graphic Designer Skills

Graphic Designer Skills to Discuss

Skills Competitions

SWOT Analysis

PDP (Personal and Professional Development Plan

Summarising

References

INTRODUCTION

- I will present how I can be successful in graphic design. I will talk about the responsibilities, necessary skills and how I use different tools from this course to succeed in this personal goal.



Graphic Designer Skills

Passion and enthusiasm for design, with a creative flair

a flexible approach when working in a team

Excellent communication skills to interpret and negotiate briefs with clients

Good presentation skills and the confidence to explain and sell ideas to clients and colleagues

Time management skills

Being open to feedback and willing to make changes to your designs

Effective networking skills to build contacts.(Prospects ,n.d.)

Graphic Design Skills To Discuss

- **Presentation skills**

Presentation skills are the skills you need in delivering effective and engaging presentations to a variety of audiences. (The University of British Columbia ,(n.d.))

Why is important ?

It is a method used to clearly explain designs to customers.

- **Time management Skills**

Time management is the process of planning and exercising understanding control of time spent on specific activities. (Wikipedia,(March 2021)

Why is important ?

Time management is required to do several projects at the same time.

- **Effective networking skills**

Networking skills are the competencies you need to have to maintain professional or social contacts.

Why is important ?

As a result of effectively created networking, the ability of customers to network according to their recommendations to other customers improves on their own.



Skills Competition

Skills Required	Skills I have
Passion and enthusiasm for design, with a creative flair	Passion and enthusiasm for design, with a creative flair
a flexible approach when working in a team	a flexible approach when working in a team
Excellent communication skills	Time management skills
Good presentation skills	Effective networking skills to build contacts.
Time management skills	
Being open to feedback and willing to make changes to your designs	
Effective networking skills to build contacts.	

SWOT Analysis



Strengths	Weaknesses	Opportunities	Threats
There is a certain aesthetic perception, in line with this aesthetic perception, I can perceive what customers want and quickly design.	Decrease in customer potential as a result of other graphic designers playing with market prices	The business area is very large and open to all kinds of opportunities.	Providing customers with designs that are far from aesthetic perception under the name of graphic design without the knowledge or training of people.

PDP (Personal and Professional Development Plan)

What is PDP ?

- A Personal Development Plan (PDP) is a structured process undertaken by an individual to reflect on their learning and development needs and to plan how they can fill their learning gap.(Lancaster University ,n.d.)



Language	English is not my first language	learning a lot of words	1 st Jun 2021
Presentation Skills	problem is that I am excited while presenting and I do not use body language much	Practising presentation out of loud.	30 th May 2021

Summarising

What is Summarising ?

- A summary is a brief recollection or account of the main points of a piece of writing, action or event. It typically excludes needless details, remaining short and to the point.(Twinkl, n.d.)

Summarizing in graphic design...

- While creating the design, minimalist elements are generally used. That is, the strongest expression is provided with the least design elements. In short, a subtext is created to make the other side (customer) understand more and presented it to the customer.



References

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