

D.F.I Brief.

Being able to sell yourself and your ideas is essential to any Designer, so in this module you will develop your communication skills by working in groups and using Adobe Flash to make an interactive prototype that will enable you to make a successful pitch in a Dragons Den type of scenario.

You could for example:

1. Base this on a product or service that you have already designed
2. Look at existing products and Design a prototype based on your vision of how (assuming the current rate of progress with regard to technology) you could envisage how you could improve a product/service using future technology within a timescale of say 5 years.
3. Design a brand new product/service idea to pitch – this could be any area and may even take a humorous approach.
4. Have a better idea that will fit within these guidelines – if so run it by me and we'll see.

I realise that the time-scale involved does not allow for a great deal of research so there will be a certain amount of artistic license granted regarding the actual feasibility of any future designs. What we are looking for is an interactive creative design that can be used to clearly communicate an idea to its intended audience.

Think of this as pitching to a team of Venture Capitalists not unlike on the TV programme 'Dragons Den'. Please keep in mind that having a great idea is only one part of the equation i.e. if you cannot clearly communicate your idea to your target market then it is unlikely to go anywhere. When making presentations you should display enthusiasm, confidence and an unshakeable belief in your project. These are skills that will serve you well when you leave University and search for your ideal employment opportunity.

Keep asking yourself:

- What is this product/service and why do we need it?
- Who is this product/service aimed at
- What are its benefits?
- Who benefits? How?
- Have I identified a gap in the market?
- Why will this be successful?
- How will I translate this information to my prototype?
- What will make this project a success?

Your Flash project may be either online or offline or even both and could include assets such as animation, video, photography, sound, drawings, text and anything else you can think of. It could e.g include an advert or a piece of viral marketing. Don't forget you must make your pitch effective, make us want to part with our readies!

It is important to note that if there is one single factor that is likely to make your project a success, it is your own enthusiasm and willingness to be as pro-active as possible i.e. I'll show you some things in the sessions but you really need to go out and expand on them and keep pushing your own boundaries. Remember the more you do the more skills you will acquire that you will then be able to use in all of your future modules and beyond. So let's get out there and make some great projects!

If anyone is struggling you can contact me on trevorsewell@mtmmedia.co.uk and I will get back to you just remember to put DFI in the subject line as it will take me a while to get used to your names.

LEARNING OUTCOMES - Illustrate proficiency in the appropriate use of drawing, or other visual communication techniques in physical and/or digital environments (practical - level 4) - Demonstrate appropriate and effective use of software and digital media skills (practical - level 4)

Deliverables:

Flash Prototype