

01

It's all about ME



- What are your talents, skills and abilities?
- What resources are available to you?
- Who can you approach for advice, support and guidance?
- What do other people see as your strengths?
- What specialist knowledge do you have access to?

• I really love what I do from animation to design, I can really get into a project that I love, to the point of loving working on it for days and days.

- Endless books, anything online, people, shed of tools as well as friends working in print, film & illustration industries, fellow designers & reddit



- What talents, knowledge and skills are you lacking?
- What do other people see as your weaknesses?
- What resources (money, support, expertise) are you lacking?
- Do you have certain personality traits that prevent you from reaching your goals? How will these be overcome?

While I do like to draw, I sometimes feel that my style is far too personal and not that commercial. I feel that I would be hampered by having to also work to support myself, taking up precious time and resources that are needed elsewhere. Being interested in too many different areas and getting distracted by wanted to do it all.

OPPORTUNITIES

- What opportunities are available to you?
- What important goals could you pursue?
- How can you capitalise on your strengths?
- What opportunities would become available if you overcame your weaknesses?

To be able to create my own work that I am proud of and establish myself as an animator/designer/illustrator/artist.

Using this opportunity to focus on my strengths and develop them producing something that showcases my strengths and interests.

I could move from creating stuff for myself to creating commercially viable pieces.

Use all the different design skills I love.

THREATS

- What risks are you currently facing?
- What obstacles are impeding your progress?
- External factors are affecting you negatively?
- What do your weaknesses expose you to?

Not reaching a point where I can find a job in the design area after university.

Not choosing the correct career path.

02

NAMES

- Name a designer you admire

- Name an artist you admire
- Name a memory that inspires you
- Name a person from your present or past who you respect



Graphic Design
during secondary
school



Dad

MULTI-SENSORY LIST

- A photograph
- A place
- A colour
- A piece of music
- A film or video clip



#F5F5F5



PREVIOUS PROJECT

- Take one of your finished projects and trace its inspirations and influences



HIGH 5

- Identify five key influences. Think about, write and draw how these influences have had an affect on you personally & on your work.