

Updated Proposal Form

Name: Alex Pritchett

Overview of the project

Briefly describe the task, the relevance of your industrial partner, the role that you will be able to fulfill and the way that this will enhance your learning.

For my NLT1 client project, I will be working with guitar makers Simon Congdon and Simon Owen. In 2019, the two Simons built their first guitar as a project to explore the possibility of producing a guitar for professional musicians, creating the 'Banshee' brand. As a small-scale, non-industrial operation, Banshee guitars are built one at a time, by hand, using hand-drawn plans and traditional techniques. My task will be to modernise Banshee's technical drawings by translating them to digital format through CAD. From this, a set of precise laser-cut templates can be produced to create more accurate and repeatable guitar components faster than before. The client would also like a set of 3D models made, which will facilitate the possibility of CNC machining in the future and allow customers to view a detailed and customisable model of their guitar before it is built. Banshee guitars are a relevant partner to me because they embrace both traditional and modern design and manufacturing techniques to create an artisan, handmade product. Many assume that CAD is only suitable for high-tech applications like 3D printing and mass production, but projects like this show how it can be utilised effectively to improve a traditionally-built product, valuable skills for a multi-discipline designer. This will enhance my learning as it allows me to use CAD in a unique industry that I have not yet had the opportunity to experience, and provides contrast to mechanical side of manufacturing that I am familiar with. I started the project in the Summer of 2021; it is expected to conclude by the start of 2022.

What key opportunities will this task offer you in the following areas

1. Design Practice

- I will learn different designs must be optimised for production depending on the specific industry
- I will experience working closely with a client to actualise their specific real-world needs

2. Technology (inc software skills)

- I will deepen my understanding of old vs new technology and how data can be translated in between
- Following on from my NLT1 placements, I will have the opportunity to continue learning and utilising new CAD software such as *CATIA* and *CREO*.

3. Processes (Development Processes, Project Management / Time Management etc)

- I will get the opportunity to plan a client project on my own, similar to freelancing in the real world
- I will experience planning every aspect of a project carefully and sticking to a tight time schedule

4. Critical Analysis (Reflective Processes / research skills)

- I will reflect on which areas of the projects suited me best to determine a career path after university
- I will reflect on project outcomes and rely on client feedback to determine areas for improvement

Learning Outcomes

Please indicate how each outcome will be met in relation to the key opportunities that you have described above (Drag the ticks to the appropriate boxes add more if needed)

	1	2	3	4
Design creative products and/or environments that are attractive, easy to use and fit for purpose	✓			
Demonstrate a critical understanding of the principles of user centred / experience design, with the sensibility and ability to select and assess appropriate materials for their designs	✓		✓	
Develop detailed concepts, narratives and engaging content for a variety of platforms highlighting areas of specialism and interest as a method for self-promotion		✓		
Effectively assess and document the process of a project from outline business proposals through specifications, client changes and reviews			✓	✓
Critically assess and use a range of methods to test the integrity and feasibility of their design, effectively and thoroughly prior to production	✓			✓

Agreed Assessment Submission

Project Outcome

This will include: I will have completed the tasks set by the client, which will be a series of technical drawings, guitar templates and 3D models. I will have made an important connection in a specialised industry. I will have produced roughly four-months' worth of CAD. I will have explored and improved my understanding of CAD from an artisan, handmade manufacturing context.

Project Portfolio

This will contain: I will use my portfolio website to document every stage of the design process within the client project. I will use it to display images and animations of the CAD work I completed during each stage of the project, along with detailed descriptions to demonstrate the skills I have learned.

Process Report

This will contain: An honest analysis and reflection of my projects; not just the final outcome but the experience as a whole. I will identify things that went well, things that didn't go well and ways I can improve in the future. I will discuss client feedback and make recommendations based in it.

Signed & Agreed by :-

Placement Representative _____

Supervising Tutor _____

Student _____