



Outduction Case Study

Title	FN3 309 Design Process Part 2 : Self Initiated Project
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Intended learning outcome	To encourage final year students to communicate directly with a company/designer of their choice with a view to gaining employment on graduation.
Problem statement (what did case study seek to address?)	Students at Kingston are given sponsored projects throughout their 2 nd year and then are hesitant to secure their own briefs for projects in their final year.
Context	<p>This project is one part of Design Process 3 a portfolio module which is designed to respond to industry demands. Part 1 is a given brief for a competition from the British Fashion Council ie Burberry this year Pringle last year.</p> <p>The Self Initiated project covers a far broader section of the market and students this year have secured projects including: Lanvin, Mui Mui , Marni, Marc Jacobs Kenzo Sportmax, Ann Demeulemeester, Whistles , Paul Smith, John Rocha Todd Lynn, Acne</p>
Activity	Students have a list of 3 companies to target who they wish to work for and represents their particular design style. Through various methods of communication they are required to secure one company evidencing all communication from the company including confirmation of their brief and feedback on the project. The project has to be suitable to send electronically.
Issues	<p>Securing written confirmation from the company. Gaining valuable feedback from the project submitted in response to the brief.</p> <p>Having the natural ability to communicate well with people who are extremely busy and be tenacious enough not to give up</p>
Hot tips/key points for effective practice	<p>Be aware when communicating the request that they are polite and respectful especially as companies are reluctant to deal directly with students.</p> <p>Never give up as everything can change in 24 hours</p> <p>Answer the brief thoroughly and creatively</p> <p>Get noticed think of other strategies if no response to first email and keep communication going throughout</p>