

# Good Practice Digital Creativity Education – IES Puerta Bonita

## Unit: Final Project

Module Final Project

Course Printed and Multimedia Design (2nd year)

## Group Information

Students Age Average (19-22)

## Learning Outcomes

- Identifies the needs of the productive sector, relating them to standard projects that can satisfy them.
- Design projects related to the skills expressed in the job title, including and developing the phases that comprise it.
- Plan the execution of the project, determining the intervention plan and the associated documentation.
- Defines the procedures for monitoring and control in the execution of the project, justifying the selection of variables and instruments used.

## Final Project in printed and multimedia design

This project is carried out by students at the end of their training (end of the second year), and presented orally to their group of teachers. Due to the pandemic, in 2020, the presentations were recorded and edited by the students on video, and sent to the team of teachers for grading.

## Project Description

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We will show the examples of two students: Carlos and Ana. Carlos based his project on the design and development of a Web prototype for a fictitious company (Healthy Cars) for vehicle maintenance, such as Midas or Norauto.

Throughout the course, he was working on the Multimedia Design and Planning and Development and Publishing Modules, designing corporate identity and graphic applications for this company, such as animated advertising banners, corporate videos, digital signage, interactive catalog and app prototyping. with Adobe XD and in the Project Module it was the company's website.

Ana based her project on the experience of her company internship at the *Hawork Studio* company. Specifically, she developed the entire visual identity of the brand and its graphic applications for a real client *Mersi Beauty*, dedicated to high-level beauty services and aesthetic treatments, and introduced the owner to social networks as an influencer. Some of the graphic applications developed were a corporate identity manual, RRSS profiles, Google My Business, bags and packaging, facade signage, electronic signature, web proposal, among others. Including commissions to printers for printing business cards with stamping and finishing and printing tests.

Although this Project presentation format was done exceptionally given the situation of confinement or semi-attendance, I think it is a very interesting model since it forces students to make the effort to speak in public, recording and editing the video including presentation and content design, which is increasingly being used in companies to present jobs to clients remotely and recruit staff. During pandemic, the communication with tutors while the students were doing their internships at companies, they used tools like Zoom, Trello and Slack.

## Metodology

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## Evaluation

The experience was a success, as the students displayed their multimedia product design skills, which are part of their training, to create the video-presentation. Both the feedback from the teachers and that from the students themselves was very positive, so that in 2021 the experience was repeated with the same format.

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**Carlos' Project:** [Módulo de Proyecto - Carlos Almendros \[Web de HealthyCars\]](#)

**Ana's Project:** [Presentación del MÓDULO DEL PROYECTO - Ana Soria Ael](#)

**Teacher:** Francisco Javier Sánchez Bosch