

**Proposal Form****Name: Tomas Dulkyš****This form should be submitted with your Year 3 Business Plan and a copy of your Live CV****Overview of the project**

Briefly describe the task, the relevance of your industrial partner (if applicable), the role that you will be able to fulfil and the way that this will enhance your learning.

For this project, I plan to develop my freelance 3D visualisation practice by combining two connected strands of work: a real client placement project and a structured business-planning project. The placement involves producing visual development for the reception renovation and exterior improvements at Øiseth Hotel in Norway, giving me direct experience with a real client, real constraints, and real communication. This includes exploring how interior and exterior changes can be represented clearly and realistically through a staged visualisation workflow. Alongside this, I will build a business plan that examines how a solo visualisation practice can operate professionally, sustainably, and with a clear process-led approach. My role will be to act as an independent visualisation practitioner, applying industry-standard workflows and developing a structured method for delivering staged visuals. This project will enhance my learning by strengthening my technical skills, improving my client communication, and helping me understand how to structure a freelance business.

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

**1. Practice**

- a. I expect to develop a consistent visualisation workflow that supports clear communication with clients, especially through staged visual development.
- b. I expect to develop a consistent visualisation workflow that supports clear communication with clients, especially through staged visual development, with the final outputs including still images and a short clip.

**2. Technology (inc software skills)**

- a. Strengthening technical skills in Blender, Figma, and video editing, using these tools to create clear staged visuals, structured layouts, and short clips that communicate atmosphere and development efficiently
- b. I plan to improve my rendering workflow, asset management, and file-organisation systems so they are efficient and suitable for freelance practice.

**3. Processes (Design Processes, Project Management / Time Management etc)**

- a. I expect to apply a clear design process that includes research, concept development, staged visuals, refinement, and final delivery.
- b. I plan to improve my project-management and time-management skills by planning and scheduling work in a way that reflects real freelance timelines.

**4. Critical Analysis (Reflective Processes / research skills)**

- a. I expect to develop reflective practice by analysing my workflow, identifying weaknesses, and adjusting my methods based on industry standards.
- b. I plan to strengthen my research skills through industry analysis, competitor benchmarking, pricing research, and critical evaluation of visualisation trends.

## 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
Have the ability recognise and adopt appropriate new technologies, tools, and approaches in the development of creative solutions			x	x
Have the ability to select from a wide range of digital manipulation tools to develop complex design solutions			x	x
Develop a constructive and proactive relationship with colleagues involved in the technical or quality assurance process to ensure their design can be realised effectively		x	x	
Create prototype solutions as necessary to check the integrity of a design prior to the development of a finished product			x	x
Have the ability to evaluate their own work through a process of critical reflection			x	x

## Agreed Assessment Submission

### Project Outcome

**This will include:** I plan to produce staged visualisations for the reception renovation and exterior improvements at Øiseth Hotel, including still images and a short clip. I will apply a clear, process-led workflow and develop a business plan that outlines how a solo 3D visualisation practice can operate professionally and sustainably.

### Project Portfolio

**This will contain:** I will document each stage of the visualisation process, from early prototypes to final outputs, using stills, viewport captures, and workflow breakdowns. The portfolio will also include key elements from my business-planning work, showing how my methods and freelance practice develop.

**Signed & Agreed by :** Tomas Dulks

Placement Representative (if applicable) \_\_\_\_\_

Supervising Tutor \_\_\_\_\_

Student \_\_\_\_\_