**Placement Dairy**

**Week 1**

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| **Weekday** | **Activity** |
| **Monday** | - |
| **Tuesday** | * On the first day, I was formally introduced to the “Prestige Designz” team and vice versa. * Prestige Designz is a company which specializes in Web design, Graphic Design, Video Animations, Photography, Signage and Printing. They have 2 types of clients, the main clients are new business starting up who may require websites being made, business cards or logo design for their company/business etc. The other clients are existing clients who require their websites maintained and updated, need their Menus updated etc. * I was then given a health and safety induction by the branch manager and told what to do in case of an emergency. * I had discussion with the supervisor, and we went over the role I will have within the team/company. * The role discussed was that I would be a junior web developer (front end) and assistant graphics designer who will work individually and as a part of a team. * I was assigned to 2 different small teams, web development team and graphics designs. * The web development team consisted of 4 people whereas the graphics designs team consisted of 3 people, including myself. * My superior told me to relax as it’s my first day and try getting used to the people/environment. |
| **Wednesday** | * I was told to shadow the people in my team and understand how everyone works as a part of the team and get an idea of what type of work I will be doing. * The supervisor told me the first week he wants me to try get to know my teammates better which will help with the team communication resulting in efficiency. * He explained how the company operates and how they receive jobs from clients and how they are then given to the right team. * The company works by dealing with the clients directly and discuss what services they need; then negotiate the price. Then the boss will give the job to the right team to handle who will work together and get it done before the deadline date so there is time to get customer feedback so if they require any changes to be made, it can be done. * Today I spent the day shadowing the boss dealing with customers and was told in the future I might need to be part of the meetings with clients as a representative of my team. * Apart from the boss, the team chose 1 person to represent them in the meeting with the customers; they also deal with customers on a smaller scale (if there are too many to deal with or if it’s a small job). * It was a very interesting experience how the boss handled the client, he first tried to get to know the client and ease him into the main topic. He was also very persuasive which helped with the negotiations. |
| **Thursday** | * Today I was told to shadow someone from the “graphic design” team. * I had no previous knowledge of using the software they used (Adobe Illustrator) for graphic design, thus I was very nervous and anxious. * The person I was shadowing (Jeovorne) will also be part of the graphics team I was assigned to. * Jeovorne told me the first step before you begin anything is planning. And the most important part of the planning is market research. * He was currently working on a job where he needed to create a logo for a company which will be used on their website, business cards etc and will represent their brand. * He first researched the company, and then other companies who are in the same industry. When I asked the reason for this, he said it’s so you can learn about the company which will help you come up with a rough idea about the colour theme you might want to use. And by looking other companies’ logo design, it helps you come up with a few different designs of your own. * One thing he told me to remember was to never copy the logo designs of other companies you’ve seen online, because even if you change things slightly, it can get the company in trouble. * After the planning, he moved onto making the logo using Adobe Illustrator. The process of making the logos looked very complicated which made even more anxious and unsure whether I’ll be able to do this too. |
| **Friday** | * I was told that on Friday, everyone finishes earlier due to religious reasons (most of the employees are Muslims who leave early to join Friday prayer). * Today I was shadowing an employee from the Web Development team, who was in fact the head developer and graphics designer of the company (in-charge of both team). Everything goes to him, which he then approves if he thinks it meets the client demands or sends it back if he thinks something is lacking. * He mainly works on Web development project, and today he was working on a website for a local restaurant. * Just like Jeovorne, Ali (the person I’m shadowing) told me the first step he takes is market research when I asked how to make a start on any projects I’m given. * And depending on what type of website he is working on (ecommerce, basic website etc.) he chooses a template and a theme which he made previously (which speeds up the process as you don’t have to do the basic programming again). * He said that the company don’t hardcode ecommerce websites as the payment gateway and the ecommerce in general is really complicated to program for a small team, so they usually use web builders like WordPress or WooCommerce as it already has everything you need build in and saves them time. * To finish off, we had a meeting where the Brisco (Boss) asked the team leader on the progress of all the projects and if there’s any problems we are facing with anything. He also went over what everyone is doing well and what needs to be improved. |

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| **Skill tracker – week 1** | |
| **skill** | **example** |
| Communication | I learned how important it is to communicate within a team. If you don’t communicate with other members of your team, it can lead to problems later, sometimes on a smaller scale and sometimes on a larger scale. So, its important everyone in the team is aware of what part of the project they are responsible for, and the parts other people are responsible for. |
| Negotiation | Today I learned how to effectively negotiate with a client. By observing Brisco (Boss), I picked on few techniques which he also later explained. To effectively negotiate with the client, you should spend first 1-2mins of the meeting trying to get to know them better. Once you have them figured out, it makes it easier to understand how to effectively approach the negotiation. You should always have some leeway for the client when negotiating and not be too forceful or blunt as it can break the negotiation down. |
| Planning | I learned that no matter what project, whether its graphics or development, planning is one of the most important phases. And the part of planning which plays a big role is market research, because if you have done your research it makes it easier for you to work on the project and easier to meet the client requirements, as you have all the necessary information. |

**Week 2**

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| **Weekday** | **Activity** |
| **Monday** | * We had a meeting today first thing in the morning and went over the targets and objectives for this week. Brisco then assigned projects to different people or teams depending on the size of the project. * I was assigned my first project which was an individual project. I was told to work on a website for Brisco’s charity and all the voluntary work he has done over the years (as I already had the basic knowledge on the 2 languages used to build websites – i.e. HTML and CSS). * So, I had a separate meeting with him where we spent 15mins discussing what features he want the website to include etc. * I was told that I am only in charge of the front-end and someone else will handle the back-end. * He said to ask for help from other employees if I struggle. * I spent today in the planning phase, doing all the research about Brisco and the work he has done over the years. |
| **Tuesday** | * I continued working on the website. * Today I moved to the second phase of my planning phase after doing all the research on the Brisco’s charity and their accomplishment over the years. * The second phase was the design aspect, and work on how the website will look and what pages it will include (layout and colour scheme). * I looked at other charity websites online to see the features they have and how they are layout/colour scheme. * Before I started to code the website, I showed my research and website design to Ali as I was unsure if it was good enough or not who then critiqued it and gave me some feedback which helped me see how to improve the website more. * I started coding the website. |
| **Wednesday** | * I continued working on the website. * I was taught about a framework most website developers use when building their website called Bootstrap and the latest version is 4. * I first spent some time trying to familiarize myself with the framework and look it up. * There was a lot of problems I kept facing while coding which was difficult to debug as there isn’t any good debugging tool for HTML/CSS, so I had to go over the code again and again trying to find the error (which was very time consuming). * I asked Ali to help me with the errors after failing to fix them myself. * He also told me about the “chrome inspector” feature which lets you see the html code for the website and often be useful for debugging. |
| **Thursday** | * I continued working on the website. * I was still struggling with the layout as I’ve never made this type of website before, so I was unsure if it “looked” like a website for a charity. * I went to Ali for some feedback and he seemed satisfied and told me not undermine myself. |
| **Friday** | * We had a meeting today * In the meeting we talked about if we had met the aims and objectives we set at the start of the week. * I also got some feedback on my website and we talked about what needs changing and what aspects were good etc. * Brisco also told me that once I finish with this project, I will start working on some graphic design projects too and in the future, I will have to manage my time properly so I can manage multiple projects at once. |

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| **Skill tracker – week 2** | |
| **skill** | **example** |
| Planning | I started to learn how to plan properly for a project and to carry out research before I begin my coding, which made it a lot easier for me when it came to the designing phase. |
| HTML/CSS | I improved on my HTML/CSS skills as I learned a lot of things through correcting the errors/mistakes I made. |
| Debug HTML/CSS | I learned although there isn’t a tool for debugging html/CSS, the “chrome inspector” feature is very useful for spotting mistakes in your code and helped me out a lot. |
| Bootstrap 4 | I learned the latest framework developers use for developing website which assists you greatly as it gives you the framework for a lot of features you can add to your website. |
| Project Skills | I learned how to handle a project as this is my very first project. I learned to plan first and define the aims and objectives, so you are clear on your end-product/goal. |

**Week 3**

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| **Weekday** | **Activity** |
| **Monday** | * We had a meeting today first thing in the morning and went over the targets and objectives for this week. * Brisco told me that he expects the website to be completed in the next 2 days. |
| **Tuesday** | * I continued working on the website and finished it today. * I showed the website to Ali before I sent it to Brisco who then sent it to the back-end developer * After making the changes Ali told me to make, I sent it to Brisco * I had a very brief meeting with him afterwards * I was now assigned to the graphics design team under Jeovorne who taught me the basics * He told me to practice making a logo of my name which will help me familiarize with Adobe Illustrator and the tools I will be using often |
| **Wednesday** | * I was told by Brisco that this week I will practice working on Adobe Illustrator and design a logo for his website which I built * I first did some market research as told by Jeovorne and look at other charity logos to get a better idea on how to make one * I don’t think I can make the logo look as good as the ones I saw online as I am not very artistic, so I don’t know if I am the right person for this type of job * I started working on the logo design |
| **Thursday** | * Continued working on the logo * I asked Jeovorne a lot of question to help me wherever I was stuck * I learned a lot of techniques using Adobe Illustrator |
| **Friday** | * I finished the logo but didn’t feel satisfied with it * I showed to it Jeovorne and got some feedback, he told me for my very first logo it was good * After noticing that I was not feeling confident about doing the graphics design work, he told me that I will improve with practice and that when he started graphics design, he wasn’t too good either and is self-taught. * This gave me a bit of confidence and hope * I showed the logo to Brisco and he gave me some feedback on what I did well and what I could improve for next time. * He also pointed out that I need to learn to work quicker as I took longer than expected on the website (and this should improve with time as I get more efficient at coding websites) * We had a meeting today at the end of the day * In the meeting we talked about if we had met the aims and objectives, we set at the start of the week * He told me starting next week I might start getting more than 1 project to work on depending how much work they get from customers. |

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| **Skill tracker – week 3** | |
| **skill** | **example** |
| HTML/Bootstrap | I learned about form validation while I was working on forms for the website as well as more built-in features using Bootstrap framework. This was very useful as I was finding it hard to code the forms so that the user will receive an error if they type in wrong email addresses or leave it blank it will not submit. |
| HTML | I also learned about the grid layout system which makes it very easy to make your website look professional and easy for you to manipulate the content as it was difficult to move some things on the website which made it look unprofessional, thus using the grid system helped me fix that problem |
| Adobe Illustrator | I learned how to work on Illustrator and a lot of other features it has such masking images or shapes and few other useful techniques. I can now make “decent” logos.  One of the things I was struggling with was to make things transparent which was an easy problem to fix as adobe had a built-in feature to help you with it |

**Week 4**

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| **Weekday** | **Activity** |
| **Monday** | * We had a meeting today in the morning and went over the targets and objectives for this week. * Today I was told I will participate in a meeting with the client, with Jeovorne and Brisco. * It was a very long meeting and my very first team project. * We had to do all the branding for the client’s business. * I was in-charge making a few logo prototypes with Jeovorne and Omarji (who oversaw most of the other important stuff) which will be used for her business card, website etc. * I was also in-charge of coding the front end for the client’s website and then send it to Ali so he can assign someone to handle the backend. |
| **Tuesday** | * I continued working on the project * Today in one of the meetings Brisco was unhappy with me as he felt I was interrupting him and talking out of turn, this we had a little chat and talked about working on this so in the future it won’t happen again |
| **Wednesday** | * I continued working on the project * I finished a logo designs, but I was struggling with the colour schemes as they both looked very similar. * So, I showed it to Jeovorne to get some feedback. * I made the changes as suggested by Jeovorne |
| **Thursday** | * I finished my last logo design so now I have done 2 in total, thus I decided to start working on the website. * I started off by using a template from my previous project to speed up the process. |
| **Friday** | * Today we had a meeting with the same client * The purpose of this meeting was to show her the logo prototypes we made and get her to approve which logo design she would like and if we had met her expectation * She decided to choose a design which Jeovorne had done which looked better than mine and very professional * We had a meeting at the end of the day * In the meeting we talked about if we had met the aims and objectives we set at the start of the week. * Brisco pointed out that he has noticed that my biggest weakness which is holding me back is my confidence. * So, we talked a few ways we can improve this in the future |

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| **Skill tracker – week 4** | |
| **skill** | **example** |
| Adobe Illustrator | I am starting to feel comfortable using adobe illustrator and can now make basic logo designs. I am also starting to learn advance techniques and features. |
| Working under pressure | I had to work under pressure as I had two big tasks for my very first project. I was nervous as to whether I will be able to complete them on time or if they would meet the client expectations. |
| Teamwork/ Communication | I had the pleasure of working with others where we all contributed to the project which helped me improve my teamworking skills as well as communication skills. I had to make sure I was communicating with others regularly as we had to update each other about the progress we had made thus far and if there are any problems, we are facing so we can help each other out. |

**October**

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| **Week No.** | **Activity** |
| **One** | * I had a project where I had to design a leaflet for a restaurant which was approved by the customer * I got 3 more projects assigned to me (2 flyers, 1 leaflet) * This gave my confidence a great boost and the team congratulated me for having my first graphics design work being chosen by the customer |
| **Two** | * Working on 2 website/graphics design projects |
| **Three** | * I was assigned to Ecommerce website project where I had to use OpenCart which is an online platform for building websites (similarly to WordPress etc) * I’ve used WordPress but never used OpenCart before so I was nervous and wanted to tell Brisco that I might not be able to do it * We had a little chat where he told me that I shouldn’t give up before even trying, if I still can’t do it after trying my best, then I can truly say that I couldn’t do this. Giving before even trying will always make you have regrets in life * After the talk I decided to give it a go |
| **Four** | * Work on website projects * Make some logo prototypes for a different team project |

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| **Skill tracker – October** | |
| **skill** | **example** |
| Time Management | I learned to manage my time efficiently as I had to work on multiple projects simultaneously, so I had to prioritize the project which shorter deadline dates |
| HTML/Flexbox | I learned a technique which makes the layout of the content on the website a lot easier and more dynamic called flexbox |
| HTML/Responsive | I can now make a fully responsive website which can be viewed on multiple platforms |

**November**

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| **Week No.** | **Activity** |
| **One** | * Continue working on the projects |
| **Two** | * I was assigned a project where I had to do some video editing for advertisement and brand exposure * I never done any video editing before, so I was thinking of telling Brisco I’m not the man for the job, however, I remembered that “talk” we had. So, I wanted to give it a try before giving up |
| **Three** | * I completed the video and felt proud of myself although Naeem had to add in the finishing touches to make it look professional * Continue working on other projects * Client complained I didn’t meet his requirements on the certain logo design and seemed unhappy so Brisco assigned Jeovorne to take the project from me * Brisco had a talk with me where he said to keep in mind what the client wants when designing something and to make it easier I should write down the important info during the meetings even for small projects |
| **Four** | * I was now in-charge of making business cards * If a client needed business cards made, they would need to have a meeting with me * I was unable to meet some deadlines thus I had a meeting with Brisco and we talked about who to fix this, the solution to this was that sometimes I will have to work at home in order to meet with certain deadlines as it is very important for a business to meet the set targets as clients will think of them as unreliable |

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| **Skill tracker – November** | |
| **skill** | **example** |
| Html | My coding is becoming very efficient |
| Adobe Illustrator | I learned how to design business cards |
| Video Editing | I learned a lot of techniques and it was a very interesting experience as I’ve never done video editing before |
| OpenCart | I am now comfortable using OpenCart to do the backend for an ecommerce website which is an extra skill I learn and maybe will be useful in the future |

**December**

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| **Week No.** | **Activity** |
| **One** | * I am assigned to a very big team project (the biggest project thus far) which will be nearly a year long * The project is a board game (like monopoly but different) where we must do everyone from designing and creating the game, to branding, making the website etc. * Continue with other projects |
| **Two** | * Due to bad weather it was hard to commute, thus Brisco told me to work from home during this week since due to bad traffic it was taking me very long to get to work * I communicated with the team through emails and WhatsApp (occasionally call if needed) |
| **Three** | * The client was complaining about the way I had designed some business cards although there shouldn’t have been any issue with it as it met the customer requirements * I learn the true meaning of “Customer is always right” as I had to change it to the way the customer wanted although the team agreed the way I had done it was the correct |
| **Four** | * Christmas |

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| **Skill tracker – december** | |
| **skill** | **example** |
| Communication | My communication skill is improving a lot compared to when I first started after having to talk to a lot of clients |
| Interpersonal | My interpersonal skills have also improved from talking to clients such as being an effective listener or my questioning skills (must ask the right questions so I can understand the clients aims and objectives). |

**January-March**

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| **Month** | **Activity** |
| **January** | * I now manage inhouse printing for some of the projects * I also take care of the “cutting machine” which I must use to cut the cards, flayers, leaflets etc after they are finished printing off * Got assigned new projects * I have a lot of individual (making flayers, logo designs for website/business cards etc) and team projects (websites for important clients) * Had a meeting with the client (board game) who came to check on the progress and give her feedback |
| **February** | * I got trained to take phono calls at my desk to answer client queries * Got assigned to new individual projects (3 website projects and 5 graphics design) after finishing off the previous projects * Carried on with the projects I am assigned to * Had a meeting with the client (board game) who came to check on the progress and give her feedback * I feel I am getting more work than I can handle I was struggling to complete them all and had to spent most of my free time at home * Had a meeting with Brisco, and he realised I have learning difficulty (dyslexia) so he didn’t notice he was giving me more work than I can handle * We decided to have a certain limit of projects (depending on how big they are) before being assigned to new ones |
| **March** | * I went to a college in Leicestershire to do a presentation with Brisco as he often gets contacted by schools and colleges for talks about his voluntary charity work, he does and his experiences * Carry on with the projects * Had a meeting with the client (board game) who came to check on the progress and give her feedback |

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| **Skill tracker – January- March** | |
| **skill** | **example** |
| CSS | My CSS have improved a lot as I learned, especially nesting the code etc |
| Communication | My communication skills improved as I must talk to clients on the phone and redirect them to the correct person if I can’t help them with their enquiry |
| Team working | I am now a very good team worker and contribute greatly in team projects and understand my role in projects |
| Attention to detail | Due to now having better understanding about the programming languages, I now have better attention to detail and can quickly notice an mistakes or errors in my code |

**April-July**

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| **Month** | **Activity** |
| April | * Got assigned to another big project (for a very big restaurant with multiple branches throughout the UK) * I had few small individual projects (such as updating client websites etc) * Had a meeting with the client (board game) who came to check on the progress and give her feedback * Had a meeting with a different client about a menu I created for them, he complained I didn’t meet his requirements and gave me feedback on how to improve. |
| May | * Didn’t get any big project this month * The few small projects I had to do were individual projects * I went with Brisco to meet a client and have a meeting with them talk about a potential project we could collaborate on together * Had a meeting with the client (board game) who came to check on the progress and give her feedback |
| June | * We were supposed to have a meeting with a client for who we had finished doing the work for, however they decided to change to a different company without letting us know which caused some issues for us * Had a meeting with the client (board game) who came to check on the progress and give her feedback |
| July | * This month we didn’t get much work * I had few very small individual projects which I completed very quickly * Had a meeting with the client (board game) who came to check on the progress and give her feedback * We had a little leavers party for me which I really appreciated |

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| **Skill tracker – april - July** | |
| **skill** | **example** |
| Communication | I have greatly improved on my communication skills over the last few months as I use to struggle talking under pressure so in meetings or on the phone to customers or someone and would stutter a lot. But now I am confident and professional |
| HTML/CSS | I can now design and make a fully working responsive website and make it look very professional. My html/CSS coding skills have improved, and I am now a very efficient programming and can get the work done quickly compared to before where I took a very long time to code |
| Confidence | Confidence was something I lacked when I started my placement, thought the placement I slowly worked on this and now I am very confident in my skills and don’t give up before even starting something and believe in myself. |
| Efficient Listener/Contribution to meetings | Another one of my issues which Brisco pointed out was that at time I wasn’t being a very good listener and usually would talk out of turn or ask something which had been previously answered. I am now efficient listener and contribute to meeting effetely and talk when its my turn and ask appropriate questions |
| Working under pressure/ Meeting deadlines | I had a lot of projects for some I had long deadlines and for some I had short deadlines. There was time when I struggled meeting deadlines |
| Dealing with clients | I am now very confident and professional when it comes to dealing with clients which has helped me improve a lot of skills such as communication skills, negotiating with customers, attention to detail, being a good listener etc. |