



CS6W50 Career Development Learning (CDL) Form

Student

Student London met ID: 22069085,

Student Name: Sujal Gurung,

College E-mail ID: suja.gurung.a22@icp.edu.np,

Mobile No: 9827462532,

Student's work/placement address: Australia.

Employer

Employer Name: Dhiren Gurung,

Employer's Address including department: Australia, Fine Foams (E-commerce),

Company Supervisor's Name and Position: CEO/Manager,

Company Supervisor's Tel No: +61 450 087 775,

Company Supervisor's email address: info.gurung777@gmail.com.

Work Related Learning Activity:

Start Date: 23/03/2025,

End Date (if known):

Your role at the placement (position): Graphic designer.

Brief description of your work at the placement: As a graphic designer intern at Fine Foams, my primary role involves graphic designing for various digital platforms, including email marketing campaigns and Facebook advertisements. I also contributed to A/B testing strategies by creating design variation and analysing consumer engagement. Additionally, I participated in brainstorming sessions, researched current design trends and ensured visual consistency across campaigns.

Proposed learning outcomes from the Work Related Learning Activity:

It is very important that you read the learning agreement guide before filling in this form. You need to list **at least 7 learning** outcomes, and at least **two** learning activity should be closely relevant to the course you are doing at the university.

Learning Outcome ID	Learning outcomes By the end of my work placement, I will be able to develop what skills or knowledge: (e. g. develop my XXX skills, enhance my knowledge of XXX)	Activities and tasks I will achieve this learning outcome by carrying out what tasks (e. g. participating in a Web development project, or to work in a team, or to engage in group discussion)	Evidence Evidence I could use to demonstrate that I have achieved this learning outcome? (e. g. feedback from the employer, artefacts I will develop, screen shots or video capture, meeting minutes)
LO1	Social Media Advertising (Technical Skill)	<ul style="list-style-type: none"> - Designing campaigns for Facebook and Instagram ads. - Learning targeting strategies for paid social ads. - Understanding ad objectives: reach, conversions, traffic. 	<ul style="list-style-type: none"> - Screenshots of ad creatives and copy. - Facebook campaign strategy design feedback. - Ad scheduling calendar.
LO2	Email Marketing Strategy and Automation (Technical Skill)	<ul style="list-style-type: none"> - Creating email marketing campaigns using Klavio. - Segmenting email lists and personalizing templates. - Setting up automated campaigns. 	<ul style="list-style-type: none"> - Email templates/screenshots designs. - Campaign analytics reports. - Supervisor feedback on email copy/design.
LO3	Receptive to feedback and Adaptability (Soft skill)	<ul style="list-style-type: none"> - Adjusting design based on supervisor and teams feedback. - Remaining open to criticism and feedback and designs accordingly. - Flexibly managing multiple revision and shifting priorities in a fast-paced environment. 	<ul style="list-style-type: none"> - Screenshots showing feedback threads and changes made. - Version history of evolving designs. - Supervisor notes highlighting improvements.
LO4	Graphic Design Proficiency (Technical Skill)	<ul style="list-style-type: none"> - Designing graphics using referencing templates, Figma and Adobe Photoshop. - Applying colour theory, typography, and layout principles. - Optimizing designs for mobile and web. 	<ul style="list-style-type: none"> - Final ad graphics. - Figma/Photoshop design iterations. - Supervisor feedback.

