



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, E-commerce site,

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. - Collaborating with the team to schedule campaigns. 	<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. - Analysing email open and click-through rates. 	<ul style="list-style-type: none"> - Email templates/screenshots designs. - Campaign analytics reports. - Supervisor feedback on email copy/design.
LO3	A/B Testing & Data Analysis (Technical Skill)	<ul style="list-style-type: none"> - Designing two or more visual versions of emails and ads. - Running A/B tests to measure user engagement. - Drawing insights from metrics to improve future campaigns. 	<ul style="list-style-type: none"> - A/B test dashboards. - Comparison report of performance metrics. - Visual evidence of variation designs.
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. 	<ul style="list-style-type: none"> - Final ad graphics. - Figma/Photoshop design iterations. - Supervisor feedback.

		- Optimizing designs for mobile and web.	
LO5	Communication & Team Collaboration (Soft Skill)	- Participating in weekly meetings. - Receiving and applying peer feedback.	- Meeting notes. - Screenshots of team chat and video call meeting. - Emails summarizing feedback.
LO6	Creative Problem Solving (Soft Skill)	- Adjusting email layouts for device compatibility. - Modifying creatives for different audiences.	- Before/after versions. - Design alternatives.
LO7	Trend Research & Market Analysis (Technical Skill)	- Analysing competitors email campaigns. - Studying seasonal trends in ecommerce design. - Applying research insights.	- Research summaries. - Notes from trend reports.
LO8	Attention to Detail & Ethical Design (Soft Skill)	- Reviewing ad copy and design. - Avoiding misleading graphics. - Ensuring accessibility in visuals.	- Annotated design revisions. - Final polished ad examples. - Internal checklists.
LO9	Time Management (Soft Skill)	- Setting personal deadlines for graphic designs. - Allocating time blocks to balance creative work and feedback rounds. - Using digital tools like Trello to manage time effectively. - Reviewing task completion times to identify productivity patterns.	- Trello activity logs and task cards with dates. - Personal schedule screenshots.
LO10	Project Planning (Soft Skill)	- Breaking down marketing campaign goals into actionable steps. - Coordinating teams to align on timelines. - Scheduling weekly discussion meetings.	- Campaign planning documents (e.g., Notion/Trello boards). - Meeting notes and discussing project / design objectives. - Artifact: shared folder containing company assist (Images, logo's)

This form is approved by WRL academic supervisor

Academic Supervisor Name: Mr. Mission Babu Sapkota

Academic Supervisor Signature:

Date of Signature:

If you work at an external company or organization, the following “Health and Safety checklist” form must be completed before your placement can be approved.



**External Work Related Learning (PLACEMENT) PROVIDER
HEALTH AND SAFETY CHECKLIST**

Name of the Placement Provider (Company name):

Placement site Supervisor:

Supervisor's Position:

Address:

Email:

Telephone:

		Yes	No
1	Do you have a written Health & Safety policy?		
2	Do you have a policy regarding health and safety training for people working in your undertaking, including use of vehicles, plant and equipment, and will you provide all necessary health and safety training for the student?		
3	Is the organization registered with? (tick as appropriate) (a) the Health & Safety Executive or (b) the Local Authority Environmental Health Department		
4	Insurance (a) Is Employer and Public Liability Insurance which will cover the duration of the placement? (b) Employer and Public Liability Insurance policy number _____ (c) Will your insurance cover any liability incurred by a placement student as a result of his/her duties as an employee?		
5	Risk Assessment (a) Have you carried out any risk assessment of your work practices to identify possible risks whether to your own employees or to others within your undertaking? (b) Are risk assessments kept under regular review? (c) Are the results of risk assessment implemented?		
6	Accidents and Incidents (a) Is there a formal procedure for reporting and recording accidents and incidents in accordance with RIDDOR (Reporting of Injuries, Disease & Dangerous Occurrence Regulations)? (b) Have you procedures to be followed in the event of serious and imminent danger to people at work in your undertaking? (c) Will you report to the university all recorded accidents involving placement students? (d) Will you report to the university any sickness involving placement students which may be attributable to the work.		

The above statements are true to the best of my knowledge and belief.

Signed on behalf of the company with the company stamp:

Name:

Signature:

Date: