The importance of CPD and its contribution to improved professionalism and own learning. \*Article Heading

The importance of CPD is often seen as integral to self-development, which in turn may have an impact on the individual at the company they work for. So what exactly is CPD and why does it matter? CPD is an acronym of Continuing Professional Development, it refers to the process of tracking and documenting the skills, knowledge and experience gained both formally and informally as you work, beyond any initial training. It is essentially a record of what you may experience, learn and then apply, further used as a reference to any physical folder or portfolio documenting your development as a professional.

Why does it matter? CPD as a process is broader than you may think, helping many to manage their self-development on an ongoing basis. It's function or purpose is to help you record, review and reflect on what you learn, and the skills you have developed, more than simply filling in tick boxes.

Are there any negatives to this methodology? Flaws in the conceptual ideology of methodologies are conclusive, meaning that it is not plausible for the methodologies conceived by humans to be perfect or flawless. Though this does not mean that it is overly bad, rather the process of continuing self development includes numerous benefits for instance;

* provides an overview of your professional development to date
* reminds you of your achievements and how far you've progressed
* directs your career and helps you keep your eye on your goals
* uncovers gaps in your skills and capabilities
* opens up further development needs
* provides examples and scenarios for a CV or interview
* demonstrates your professional standing to clients and employers
* helps you with your career development or a possible career change.

The negatives are rather tame in this retrospect only leading to repetition, intense boredom or a tedious process and structure to follow for those who are not interested in further development and are happy with the job that they do.

The continuation of professional development is crucial in the modern day market. If I were to relate it to my own experience, I have in-directly and still am using continued professional development. With the formulation of a new course (Video Game Design and Production/ Computer Science masked with the veil of apps and video games) hosted at the West Herts College, different to other HND's. It is focused specifically around the development of developing the students into professionals, treating them as employees rather than students, encouraging them to work on their portfolio giving nigh to free reign in comparison to other courses, focusing less on due dates, assignments or curriculum and more on projects and tasks.

My most recent development saw me working with the Zoological Society of London (ZSL for short) for the duration of 4-5 weeks, creating an app based on the amount of Green House Gases released during the manufacturing and production process of four products, their effects on four different habitats or terrain (Artic/Tundra, Rainforest, British Countryside, Ocean.). With the app further based around a green house gas chain and the arrangement of said chain. Essentially the app was built around the ideology of referring to the user's memory and ability to process (memory game) with the mask of the Client's green house gases (chain/theme). Though it was decided that my groups app would not be officially chosen or used, the worked applied may still be used as reference and applied to my portfolio, showing that I have worked professionally with clients. It may also be used to compare with projects I do with other real-life clients later down the line to show my personal development.