

new business proposal

Paper title: Spatial Design Professional Practice

Paper Number: 224.382

Meeting Times: Tuesdays 3 - 5.00pm

Co-ordinator: Antony Pelosi

Tutor: Carolyn Walker

Assignment Number: 1

Assessment: 50%

Hand-in Date: week 7, Tuesday 11 September 2012

Brief:

This project asks you to develop a 'new business proposal' that is informed by your design work to date. You are required to reflect upon your practice to date, and then to collate and curate material for branding and marketing purposes. Note that this work may well form the basis of the advertising/promotion that you present to potential employers/clients; it may be one of the primary means by which you position yourself in relation to other job-seekers.

To facilitate this new business venture you will prepare a business plan and will append examples of financial management documentation such as cash flow and profit and loss statements and balance sheets. As part of the project you will also need to develop a range of marketing documentation that will serve the business such as business cards and/or a portfolio of a type determined by you.

Project Requirements:

The documentation should:

Business / Financial:

- Make evident your business plan, including design philosophy, mission statement, business structure, strategic goals and operational methods.
- Outline basic financial management documentation.

Marketing / Portfolio:

- Assess the market for competitors, and define your market position via your marketing strategy within the business plan;
- Develop marketing and branding documentation that shows your curated/selected design work or position to date.

Assessment: The hand in should be:

Business / Financial:

- A well designed report, which addresses all facets of a new business start up, and clearly defines your business plan, structure and basic financial management systems.
- Your verbal presentation should be clear, concise and professional.

Marketing / Portfolio:

- A graphically consistent and sophisticated body of work which makes evident your particular design ethos or position; shows selected work to date; and includes contact information [website/email etc] if it is intended to be used for the End of Year Exhibition.
- Your verbal presentation should be clear, concise and professional.

Learning Outcomes: The student should be able to:

1. Demonstrate familiarity with a range and diversity of professional practice in spatial design.
2. Demonstrate an understanding of the way these various practices are structured and organised including: their responsibilities to the wider community, in law and in relation to professional ethics; their business plan / profile / structure; financial management systems; strategic planning and marketing; office and human resource management strategies; project management systems.
3. Formulate well-designed and concise written reports.
4. Communicate in an articulate and clear manner in spoken presentation.

Note that copies of your report and portfolio/business cards will be retained for the reference of the next group of students.