



Doncaster  
Enterprise for  
Learning

## Business Placement Case Study and Evaluation 73

Fiona from Hungerhill School visited Isle Communications on a business placement in July 2009.

Isle Communications is a graphic design and marketing business.

### Job Study - Sharon Hedley Graphic Designer

#### **What does your Job Role involve?**

My job involves creating artwork for advertising campaigns, websites, brochures and corporate I.D. (logo designs etc). I liaise with clients, respond to numerous emails, sometimes from photographers but more often client requests, requiring immediate action. I retouch photographs ready for artwork.

#### **What key skills are required for your role?**

Skills in literacy, numeracy and ICT are important.  
For example:

#### **Numeracy**

I need to work out measurements for websites and the percentage of ink used for documents. I calculate costs with regard to purchasing photographs and job timings.

## **Literacy**

This is integral to everything. Spelling is important especially when documents are going to print.

## **ICT**

I use ICT in every aspect of my work.

## **Working with others**

I work with colleagues to discuss ideas and solve problems.

## **What qualifications, training and/or experience did you need to enter your job?**

I had a degree and this opened up more options than just a HND. I gained freelancing experience and had built up a portfolio.

## **What extra qualifications/training have you gained in your current role?**

I have not gained official qualifications but I have learnt on the job, in particular about the print side.

## **What are the working conditions of your job?**

I work 37.5 hours per week 9am to 5pm, mostly in comfortable indoor conditions, but occasionally outdoors. The deadlines for work for clients are timed to avoid clashes but there are additional hours at peak times. Health and safety issues include using stairs, spray mount solvents and surgical scalpels.

## **What advice would you give to young people interested in entering this field?**

My advice to young people, who are interested in this type of work, is to build up a good portfolio. Keep everything you do, as

it might be useful in future. Be aware of the imagery and be constantly looking to learn and be prepared to be inspired. It is not essential to be able to draw well but these skills help, as you need to be able to do sketches. Doodling is a useful activity to get rubbish out of your head, to clear it for good ideas. Keep in touch with as many people as possible for networking purposes, including tutors (many employers approach colleges) and your reputation is a key asset.

### **Evaluation of the Business Placement**

**What did you do on the placement?**

**What knowledge about the organisation, its sector and its market place did you gain?**

In one day, I learned a huge amount about the operation of this graphic design company, the extent and range of its business in advertising, the marketing of products (such as glorious handbags with YaYa 21), and the design elements involved in creating artwork for use on websites

**Do you feel that the placement was a success? Please give reasons**

I spent a day there and I thought it was very successful as I learned so much that I could take back and use in school.

**Could you suggest any improvements to the management of the business placement?**

I think that the possibility of a placement should be publicised more, so that other colleagues could also have this very valuable experience.

*Be whatever you want to be*

