

## SWOT Analysis

**Career goal:** It is my desire to be a Multimedia Communications Designer, specializing in: Project Pre- & Post-Production, User Experience Design, Interface Design, Audio & Video editing, Print and Publication Design.

### Strengths

- Design Approach - User Experience: I always approach a project with the end result in mind and stay focused on the goal of the project.
- Willing to learn new things.
- I am constantly honing my skills.
- Good understanding of HTML and web page layout.
- Deadline Oriented - Have 4+ years experience in print production, 2 of which were spent as production artist for a publisher.
- Education - pursuing a BFA in a unique program that examines key principles in web design.
- Client satisfaction - i have many repeat clients.
- ActionScripting - I have an intermediate understanding of actionscript and find it to be the easy of the scripting languages I have studied thus far. I would really like to explore its capabilities and mine.
- I recognize good and bad design in my every day life.
- I understand that information should be assessed and organized before production.

### Weaknesses

- Because my experience is broad, I feel like a fledgling.
- Identity - I need one. I am not sure where I fit in with my skill set or how to portray it as an identity (self-marketing, portfolio).
- Scripting - JavaScript. I can use it for basic things (form validation, rollovers, browser checks. ), but run into many problems with complicated functions.
- Databases - still have a lot of misgivings. I have learned a little about php and asp with MYSQL. But I have had little success on my own in interacting with the database. I think it has to do with Schemas and connecting the tables. I need to spend more time with tutorials.
- Time Estimating/Budgeting - some tasks take me longer than I thought while other take up a shorter amount of time than I estimate.
- Need more video/visual experience. Have only dabble in this, but i love it.

### Opportunities

- Industry Evolution: This field is still relatively new and I am entering at time when standards are being established and tested. Allowing me to observe and learn from industry leaders and case studies while learning new skills and approaches.
- My experience in both web and print allow me to approach a wide range of job descriptions.
- I have freelance experience with repeat clients, who still come back to me for work.
- Internship - I currently work as an intern for a web & software design firm.
- AiA's Career Services - many job opportunities come through Career Services. I found my internship through them.
- Atlanta Market - has quite a few design companies with entry to mid level positions.
- Graduation Spring 2005: Once I am finished with school, I will have more free time to explore and develop my existing skills.
- Redesign: because trends in this industry change so rapidly, a website with a design that is a year old can be outdated. Many companies need a Visual Redesign without a lot of content changes.

### Threats

- The stagnant economy and the Outsourcing of Technology jobs.
- My peers - who are constantly evolving their skills as the industry changes and grows.
- Established Constituents who have experience - They have historical experience as well as the knowledge of existing trends.
- Online tools that provide "web design" and hosting services to the individual user as well as the small business.
- Fear of databases: they're so scary.
- I don't think of myself as an artist - in the truest sense.
- I feel some clients are not able to express what they want and it's often hard to please them. Some are not willing to spend the time (or money) to allow the project to be research and familiarized.

### Steps to accomplish my career goal:

- In order to accomplish my my career goal, I will continue to build on my conceptual and design strengths in each of my projects. I will step back and say "Is there something that i am overlooking or not doing that would improve this project conceptually or visually?"
  - I will continue to pursue freelance projects in order to gain experience. Freelance has put me in many different situations that required unique end results.
  - I will also continue to explore and develop my skills with the tools and languages that I have been exposed to, including the scary ones. I am willing to learn about databases and the way different languages interact with them. I just need to overcome the road blocks. (\*\*\*\*I am not sure this important to my career goal, but I really want to learn about it. I feel that this sort of programming is a career choice in itself and not necessarily one I want to make.)
- I will also explore my own random ideas for projects, especially conceptual, visual pieces.
- Keep a journal. Better records and notes of my project experiences will allow me to estimate my time more accurately.
  - I will continue to watch the industry and pay attention to trends.
  - As my graduation approaches, I will be looking for a full time position that will allow me to continue my development as a designer.
  - I will find creative methods of questioning for my Clients in order for us to produce a successful project in everyones eyes.