

Creative Practice SWOT Analysis

Undertake a SWOT analysis using the provided - 4 aspects - 24 criteria SWOT analysis model

This SWOT analysis model is based on the UK Design Council 'Blueprint' model.

Evaluating your own creative practice against this 4-24 criteria model begins a process of externally referencing your abilities against the CI's expectations.

This process is critical if you are developing your abilities to a level which can be considered to be competitive in the career market

An ongoing evaluation of your creative practice is a career long process. So it is to be expected that you shall undertake a repeat of the SWOT analysis every six-months.

The successive star graph which you shall prepare shall illustrate the areas of your practice which you have developed in the preceding sixth month periods and also highlight those aspects of your practice which have not developed.

This provides the basis of a relatively detailed monitoring of your progress and also identifies those areas of your practice which require a focused development.

You need to access the .ai file which contains a blank Star Graph proforma.

Against each of the 24 criteria score yourself in terms of one of six levels of attainment/competence/ performance.

- 0 none***
- 1 basic***
- 2 developing***
- 3 competent***
- 4 proficient***
- 6 professional***

Transfer these scores to the star graph to illustrate the pattern of your strengths & weakness.

Publish the Star graph using your personal graphic identity

Personal Review

Creative & Professional Practice

SWOT Analysis Criteria

UK: Design Council - BLUEPRINT

Skills & Knowledge

- awareness of diverse & global range of design cultures & languages
- experience of design research, analysis & synthesis
- visualising / prototyping skills & aptitudes in a range of media & formats
- aptitude in compiling interim & summative design presentations
- aptitude for designing through a digital platform
- knowledge & experience of process, component & production technology

Project Process

- experience of design process & methodologies
- experience of team leadership & management
- experience of costing projects & fee negotiation
- experience of planning & managing project activity
- experience of managing client relationships & collaboration
- experience of a wide range of project types & scales of innovation

enterprise & marketing

- knowledge of design sectors & creative industries
- experience of project procurement & client consultation
- experience in planning continuing professional development
- experience and understanding of legislation & regulations
- experience of design budgets & account management
- experience of design practice marketing & promotion

values & vision

- understanding & practice of ethical business standards
- subscription to policies & standards of ethical design
- commitment to & understanding of the imperatives of professional practice
- awareness & appreciation of key design futures & innovation trends
- commitment to the advancement of design knowledge, expertise & value
- awareness & practice of user centred design



