

Knowledge
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Partnerships

Graduate Case Study



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www.ktponline.org.uk/graduates

Associate Profile: Daniela Spuhler

Name: Daniela Spuhler
Qualifications: BA Hons Multi Media Arts
Current Role: E-Learning Design Manager
Location: London



“KTP has allowed me to fast track my career in a dynamic and challenging industry, and gain strong personal and professional skills.”

IN MY KTP I...

My KTP with Bath University and communications agency Tribeca Ltd aimed to develop an innovative e-learning service. On a day-to-day basis, I was responsible for managing individual client projects – it might be that clients want to improve their communication channels or create a different platform for communication and training. It was my job to develop a creative concept, work with designers and developers, test the project, to final delivery. The types of projects included video production, audio recording, animation and visual communication designs for websites, intranet sites, CD Roms and DVDs.

HIGHLIGHTS OF THE PROJECT...

I developed key management and communication skills along with practical knowledge, such as project management, people management skills and video/audio production experience. I was able to expand my understanding of communication design and usability for online applications. Multi-media is a really vibrant industry to work in. Technology is continually developing, so KTP has been fantastic in terms of strengthening my skills and expertise.

THE BEST THING ABOUT BEING A KTP ASSOCIATE IS...

For me it has been researching and designing for innovation within a dynamic work environment. The network of support was great – I had regular meetings with Bath University, plus I was able to contact them via email or phone whenever I needed to. It's so reassuring to know that whenever I came across a problem or if I needed support or guidance I had a whole resource of dedicated academics available to me.

FROM KTP I HAVE LEARNT...

Project management, which is important in a communications agency, where you're managing several client projects at once. Through KTP I was able to attend numerous training courses, which dealt with everything – from how to manage yourself, your teams, leadership and negotiation, voice therapy and communication. I also gained an NVQ level four in management, which is useful as my career progresses.

LIFE AFTER KTP IS...

I was offered a full time position with Tribeca on completion of my KTP, to grow the e-learning services we've developed, which I'm thrilled about.

I WILL RECOMMEND KTP BECAUSE...

KTP has been an exciting experience. I have been able to collaborate with industry and academia, fast track my career in a dynamic and challenging industry, and gain strong personal and professional skills.

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www.ktonline.org.uk or email graduates@ktonline.org.uk

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