

REAL300

Commercial Realisation

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Creative Digital Design

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Contents

Description	Slide(s)
Task One – Development and Refinement	3,4,5,6,7,8,9,10,11,12
Task Two – Portfolio	13,14,15,16,17,18,19,20,21,22
Task Three - Portfolio Evaluation	23,24,25,26,27,28,29,30
Knowledge Skills & Behaviours	31,32,33,34

Task One - Development and Refinement

Here is a summary of the development and refinement of my skills and the benefits for me and the wider team to support the Commercial Portfolio for Task Two.

Enhancing My AI Video Creation Skills

1. Advancing My Expertise in Synthesia AI Video Software

My Benefits:

I'll continue developing my skills with Synthesia AI, allowing me to create high-quality, engaging, and innovative content. As I grow more confident with the advanced features, I can streamline video production, making the process faster and more efficient.

How I'll Do This:

I'll use every AI video request as an opportunity to experiment with different styles, including backgrounds, AI Avatars, and voice options. By testing new features, I'll refine my ability to create visually appealing and impactful videos.

Wider Team Benefits:

By training colleagues, I can help reduce their learning curve, making the team more efficient. Sharing these skills ensures that we stay ahead in e-learning technology, strengthening our reputation for delivering cutting-edge learning solutions.

2. Refining My Video Editing & Production Skills

My Benefits:

Practicing my editing and production techniques will allow me to create polished, professional videos that captivate learners. It also gives me room to explore creative ways to integrate AI Avatars and multimedia, to enrich the overall learning experience.

How I'll Do This:

Below is a screenshot of how I maintain an Excel log of feedback and suggestions to track improvements. Reviewing this regularly will help me refine my approach, ensuring that each video is better than the last.

Wider Team Benefits:

By sharing this feedback log, colleagues can learn from previous experiences, improving production efficiency and ensuring a higher-quality output with fewer revisions. This not only saves time but also helps us maintain consistent quality standards across all AI videos.

A	B	C	D	E	F	G	
Date	Training	Feedback Type	Feedback Comments	Priority Level	Status	Translation Feedback	
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11-Feb-25	Welcome to bootcamp	Improvement	Change appearance of Avatar to look Indian	Medium	In progress	N/A	
18-Feb-25	Dysphasia Intro	Improvement	Change Avatar to mature male	Low	In progress	N/A	
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10-Mar-25	ESOL student welcome	Successful	English Translation to Polish	Low	Completed	Good translation and captions	

3. Enhancing My AI Avatar Scripting Skills

My Benefits:

Scripting for AI Avatars can be challenging yet rewarding, It requires selecting the right voice, accent, and tone to match the avatar to deliver key messages effectively. By refining my scripting skills, I can enhance the learner experience, making content more natural and engaging.

How I'll Do This:

I'll experiment with different scripting formal, informal, conversational, and storytelling styles, to see what resonates best with learners. I'll also test script length, voice selection, and pacing to create smooth, natural AI avatar presentations.

Wider Team Benefits:

By refining these skills, I can help develop reusable scriptwriting frameworks, saving time across multiple projects. This ensures our e-learning content aligns with modern trends like personalised and bite-sized learning, making training more accessible and engaging.

4. Developing My Creative Design Skills

a) Visual Storytelling

My Benefits:

Strengthening my ability to craft engaging narratives will help me create learning experiences that truly connect with the audience. I'll also build expertise in accessible design, ensuring that my work is inclusive and aligned with industry best practices.

How I'll Do This:

I'll watch Synthesia's online resources to gain new insights, tips, and techniques. By applying what I learn, I can continuously improve my design ideas and storytelling skills.

Wider Team Benefits:

I'll share tools and guidance to help colleagues create visually impactful and inclusive content. Over time, we'll build a library of engaging templates and examples, making it easier for the team to create compelling training materials.

b) Languages, Voice, and Tone

My Benefits:

I will enhance my ability to tailor AI-generated voiceovers to diverse cultural and linguistic needs.

I will develop a keen understanding of how tone and pacing influence comprehension and engagement.

How I'll Do This:

I'll experiment with different accents, tones, and voice speeds to identify the most effective combinations for learner engagement.

I'll gather feedback on voice selections to refine my approach, ensuring clarity and accessibility.

Wider Team Benefits:

This positions the team as experts in delivering localised, culturally relevant learning solutions.

It will expand the variety and personalisation of e-learning content, improving learner engagement and satisfaction.

5. User Experience (UX)

My Benefits:

I will build my knowledge of learner engagement feedback, allowing me to create content that meets user expectations. This will equip me with the skills to design gamified, interactive experiences for active learning.

How I'll Do This:

I'll analyse engagement data from AI video content to identify what works best.

I'll integrate interactive elements and gamification to make learning experiences more engaging.

Wider Team Benefits:

It will establish the UX best practices for avatar-based content, ensuring high learner retention and satisfaction.

It helps the team stay ahead of trends by incorporating gamification and trailblazing UX strategies.

6. Pedagogical Skills

a. Instructional Design for AI-Driven Content

My Benefits:

I will strengthen my expertise in structuring content for maximum learning, focusing on microlearning principles. It will help me to create learning materials that align with cognitive learning theories for better learner outcomes.

How I'll Do This:

I'll apply instructional design models to AI-generated video content to optimise learner engagement.

I'll test different lesson structures and delivery methods to refine content effectiveness.

Wider Team Benefits:

It provides a scalable framework for creating avatar-led e-learning courses that can be reused across multiple projects.

It will enhance the team's ability to deliver high-quality, innovative learning experiences, strengthening our department's reputation for cutting-edge design.

7. Assessment Integration

My Benefits:

It expands my ability to design effective learning assessments that align with AI-driven content.

It develops my understanding of adaptive learning and personalised feedback mechanisms to improve learner outcomes.

How I'll Do This:

I'll experiment with integrating quizzes, knowledge checks, and real-time feedback into AI-generated videos.

I'll explore adaptive assessment tools to create personalised learning paths.

Wider Team Benefits:

It enables the team to demonstrate the impact of learning interventions using pre, and post assessment data.

It introduces new capabilities for adaptive learning pathways, improving engagement and knowledge retention.

8. Collaboration and Innovation

Peer Learning

My Benefits:

It will expand my knowledge of AI video tools and applications through shared learning and collaboration.

It builds confidence and improves communication skills through knowledge sharing sessions.

How I'll Do This:

I'll lead and participate in peer discussions to exchange insights on AI video creation.

I'll share my best practices and lessons learned, helping others improve their workflows.

Wider Team Benefits:

It supports a culture of learning and collaboration, helping the team adopt new tools and techniques more effectively.

It encourages innovation and continuous improvement in e-learning design by sharing diverse perspectives.

9. Cross-Disciplinary Learning

My Benefits:

It expands my creative abilities by collaborating with communication designers to enhance video quality.

It provides insights into broader industry practices by networking with AI learning professionals.

How I'll Do This:

I'll engage in cross-team collaborations, working closely with designers and developers.

I'll attend webinars and industry events to stay informed about AI advancements in education.

Wider Team Benefits:

It will introduce fresh perspectives and new expertise to improve the quality of learning materials.

It strengthens external connections, positioning the team as leaders in AI-driven learning innovation.

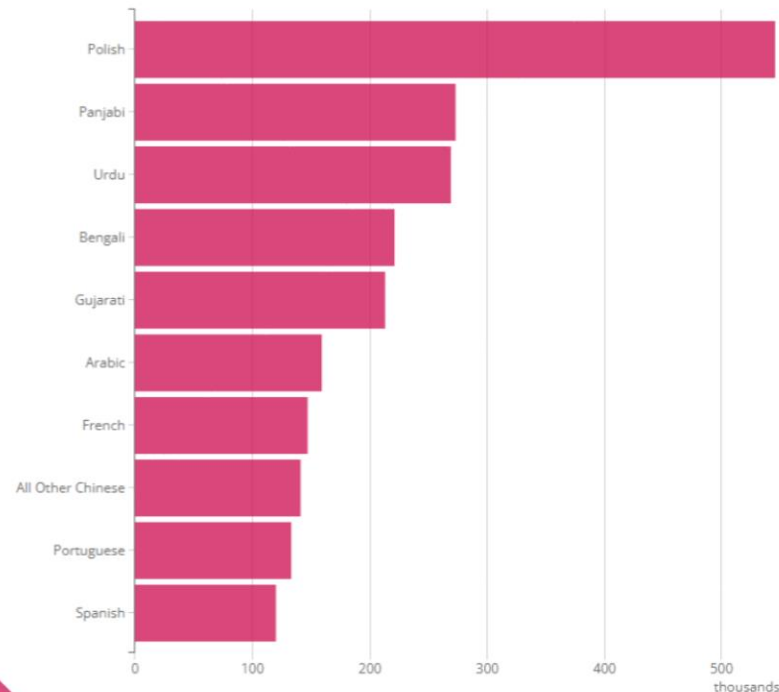
Task Two – Portfolio

Bringing AI Avatars to Life for a More Inclusive Welcome

Working in any industry, can feel overwhelming, especially if English is not your first language. That's why I have explored how AI Avatars can create a more inclusive and user-friendly experience, ensuring all staff feel welcomed and supported. I have focused on learners where English for Speakers of Other Languages (ESOL) to identify the top three language barriers.

Polish was the most common main language other than English³

Top 10 main languages other than English (English or Welsh in Wales), England and Wales, 2011



Using the Office for National Statistics link below, research identifies in this bar chart, that Polish, Punjabi and Urdu are the three most common language barriers amongst staff.

To address this, I believe that AI-powered welcome videos can provide a solution by creating, clear, engaging, and easily translated content into these languages.

[People who cannot speak English well are more likely to be in poor health - Office for National Statistics](#)



Why is this project needed?

My goal is to improve the user experience by making learning more accessible, engaging and intuitive. Traditional communication methods can be time consuming, while hiring translators is costly and resource intensive.

By introducing AI Avatars, I can quickly create personalised, multilingual content that improves understanding and engagement. This approach will help learners by breaking down language barriers, reduce frustration and time to start learning. With the ability to replay content as often as needed, learners can build confidence and move forward at their own pace.

What are the benefits?

This is just the start of a broader journey. Moving forward, I want to develop a structured portfolio that not only improves accessibility but also explores vocational and commercial opportunities by:

- **Enhancing User Experience** through interactive and adaptive AI learning tools
- Expand **AI translations** to more languages based on learner needs
- Explore **commercial opportunities**, such supporting with Functional Skills bootcamps for Mathematics, English
- Create personalised, user driven experiences to improve knowledge and retention

The benefits are that by combining technology, accessibility, and user centred design, I aim to produce a portfolio that strengthens both the workforce and the organisation's broader learning strategy.

I'm excited about the possibilities ahead and welcome user feedback to ensure this initiative truly meets the needs of all staff.

How can this happen?

It can be a challenge marking the process of an idea from start to end, I found that by using Figma, I could create an interactive example of how AI Avatars can support ESOL learners with functional skills.

Using the workflow helped me to pinpoint the what, why, who, where and how to best approach this idea.

Whilst working through the process, I discovered this method is highly transferrable and can be applied simply to future projects such as:

- Onboarding new staff
- Company Policies and Procedures
- Health & Safety Training
- Diversity, Equality & Inclusive Initiatives
- Employee Wellbeing & Mental Health Support
- Performance Reviews & Career Development
- Cultural Awareness Training

Functional Skills - ESOL

- AI Avatar video
- Translation
- Time and cost efficiency, lesson continuity
- Interactive language exercises for practical communication
- Cultural immersion activities to enhance language learning
- Real-life scenario simulations for application of language skills
- Collaborative projects to promote teamwork and language practice

Start here



What ?

AI Video -
Functional Skills

Functional Skills Welcome to
English -
Translate to top 3 languages

Why ?

Language barriers

Translate content

Can be frustrating for learner and teacher
Using AI translation, will help understanding, speed
the process and the same instruction delivered with
option to playback at anytime

Who?

English Second Official
Language (ESOL) students

Research top 3 languages
Target audience - aged 16+
All genders

Where?

Portable
MP4/URL link

Exports will allow AI Video a portable and
resourceful tool, to be replayed and presented as

- PowerPoint Presentation
- Learning Management System (LMS)
- Video

How?

Create Synthesia
Personal AI Avatar

Create personal Avatar
Create welcome script
Translate into 3 different languages

Where to start?

I researched on how to create a personal avatar. I started by searching through options on YouTube and found a direct and quick approach, that after watching, I felt confident to get started, here's the link <https://www.youtube.com/watch?v=plFeoaHJj44>



The process is simple, recommendations are:

- sit in a quiet area
- read a short script
- pause when prompted

Your avatar is available the next day! This is a screenshot of my first avatar attempt:



Susan Young

Observation

At the time, the software didn't have a function to remove background, because I'm at home this video couldn't be used for work.

What I learned from this experience

The output was good, my eyes had changed colour from blue to brown! The voice wasn't my own, but the quality was good. For the next video, I would wear different clothes as I feel this look is too casual.

Once the avatar is created, I can add any text and then publish so my avatar is presenting the information.

How can this be used?

This was an experiment and isn't suitable to use for work. However, it did provide an opportunity to explore the new functionality and share with colleagues with Synthesia licenses, to have a go!

This is the first video output that was ready within five minutes with captions too!

<https://share.synthesia.io/c0535d69-074f-4222-a0c4-f0082170c972>



The Synthesia software is advancing at speed, and they have now updated their functionality, so I created a second avatar and selected the option to remove the background.

This a screenshot of my second avatar attempt.

Observation

I dislike this attempt, my posture is poor, I'm looking down and my clothes look distracting!



Susan Young (1)

On a positive, this avatar had more expression and the voice quality improved.

What I learned from this experience

The reading script had changed, there were additional pauses, different words that you read that took less than 2 minutes read. The avatar was ready the next day.

Next time, I will need to sit, eye level to the camera and wear different clothes to improve the avatar experience.

How can this be used?

I practiced with different voices and accents and the output had improved from my first attempt. As I was experimenting to remove backgrounds, this avatar isn't suitable to use for work or anything else.

To practice adding backgrounds and different accents, I created this video

<https://share.synthesia.io/390cb342-2ca1-4007-9064-b60048a9e19a> 

Synthesia software continues to challenge other AI Avatar software providers like D-ID, HeyGen and Colossyan by being the market leader with impressive daily changes.

This a screenshot of my third avatar attempt.

Observation

I was better prepared before starting this recording. This avatar is more lifelike and expressive with natural facial expressions.

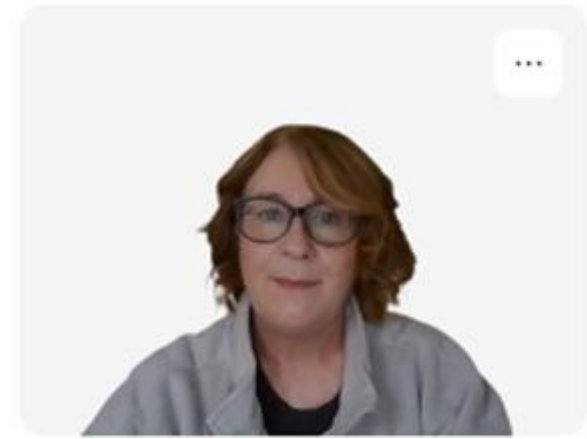
What I learned from this experience

The script had changed again, pauses and different words to read and took less than 2 minutes read.

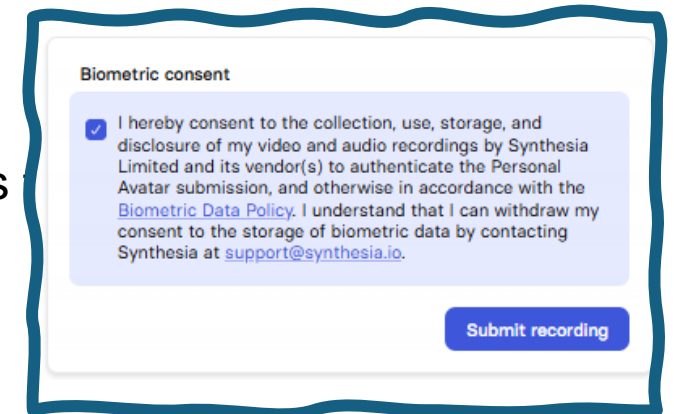
I noticed the Biometric consent was a new addition, which is interesting because my critical research project investigated areas around misuse of personal avatars promote disinformation.

The avatar was ready the next day.

I am happy with this avatar and personal likeness and feel the expressions are natural and the voice has improved, not my own, but clearly spoken, a negative is the voice can be monotone and sound monotonous at times.



Susan Young (2)

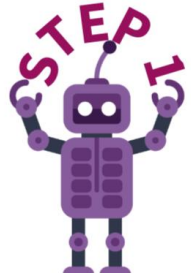


How can this be used?

This avatar has a human likeness and can be used in multiple learning formats as previously mentioned.

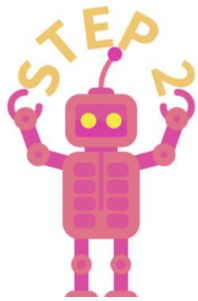
To support ESOL learners, I have created a welcome video and then translated into three languages, Polish, Punjabi & Urdu.

There are 5 steps to create a video and setup translations.

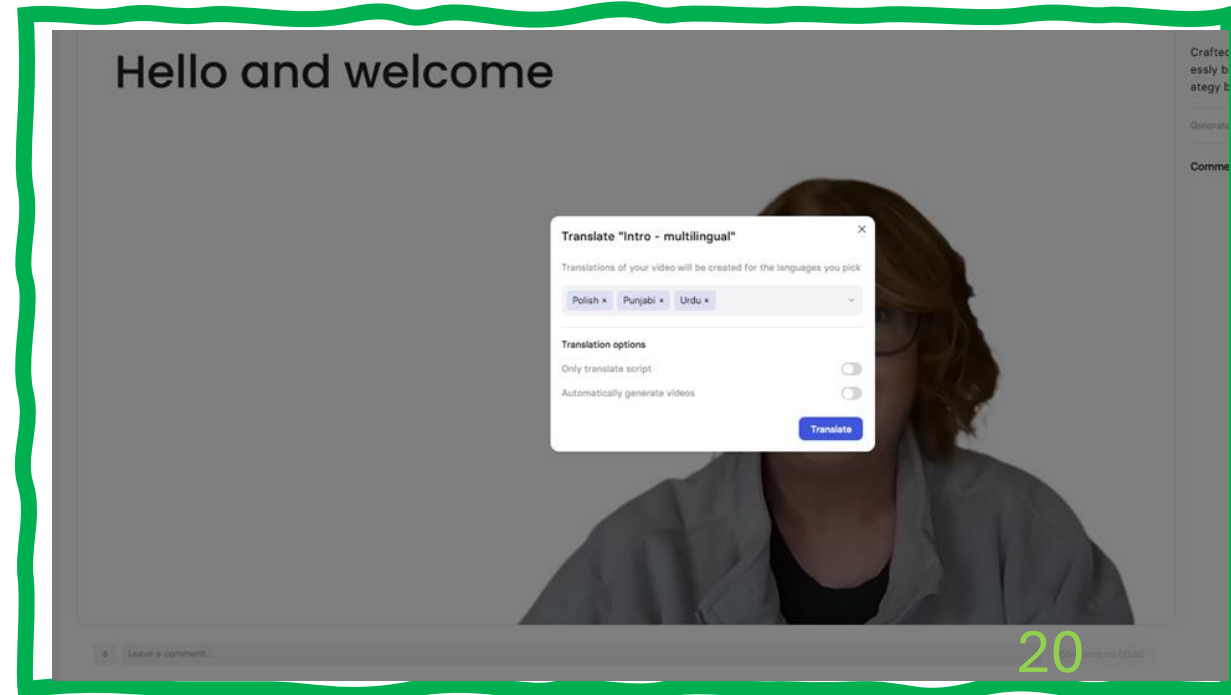


Create and publish a video in English – video link below

<https://share.synthesia.io/0391a9f1-b9f0-429b-809e-71f3e5e447e9?language=en>

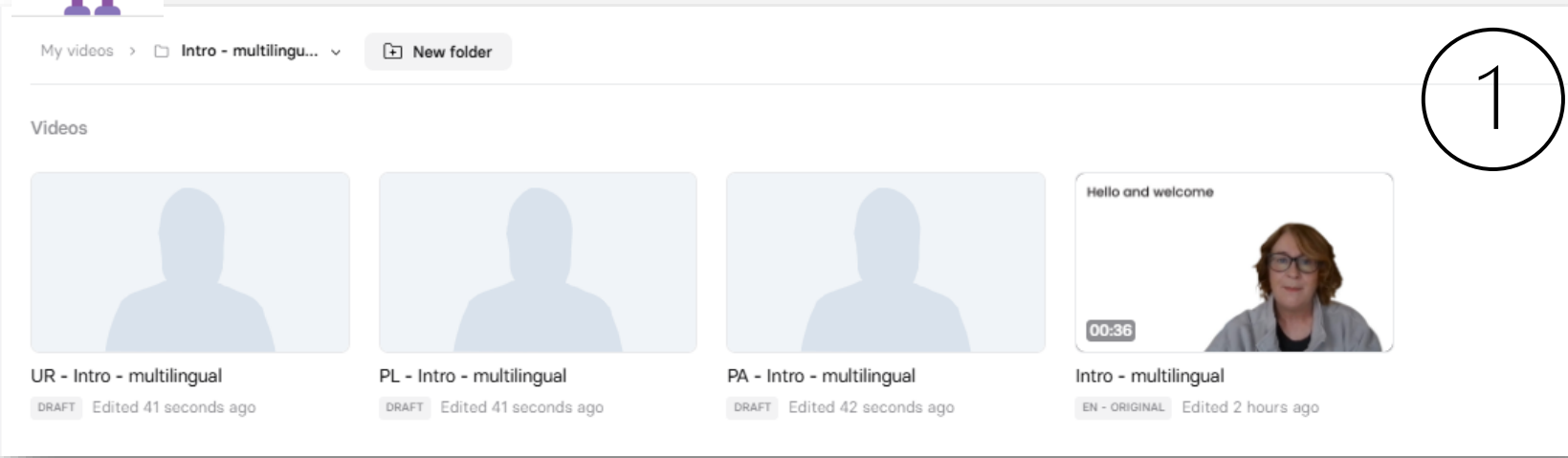


This screenshot shows how to select 1 request for 3 translations before pressing translate

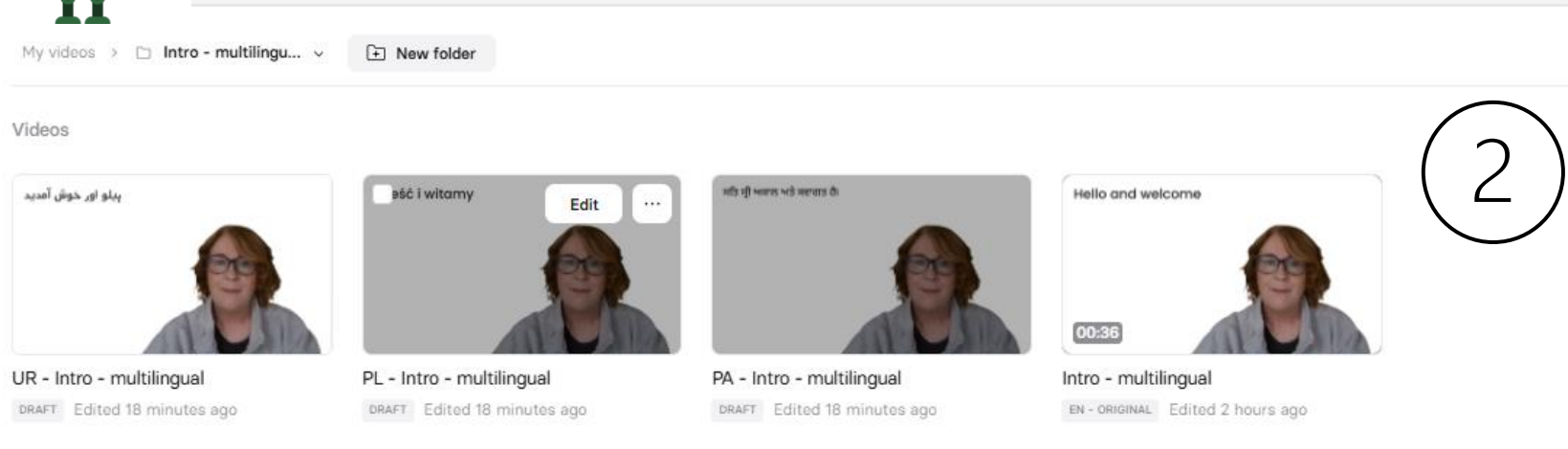




Screenshot 1 shows how Synthesia is processing the multilingual AI video translation into three languages and automatically creates a folder.



Screenshot 2 shows that all translations are completed, and this process took 18 minutes.





All translations from English are complete with captions, click on the links below to see and hear how interesting the different welcome video's are:

Polish

<https://share.synthesia.io/0391a9f1-b9f0-429b-809e-71f3e5e447e9?language=pl>



Punjabi

<https://share.synthesia.io/0391a9f1-b9f0-429b-809e-71f3e5e447e9?language=pa>



Urdu

<https://share.synthesia.io/0391a9f1-b9f0-429b-809e-71f3e5e447e9?language=ur>



Task 3 Evaluation

Project Overview and Development

The project aim to create a welcoming AI Avatar video for ESOL learners, first in English and then translated into Polish, Punjabi, and Urdu using Synthesia's built-in translation function was successful. The goal was to provide a warm, inclusive introduction for learners facing language barriers.

To make the avatar feel approachable and relatable, I chose a casual outfit to create a friendly, personal connection. However, creating the best version of my avatar took time and several attempts. The software's updates helped improve background removal, voice quality, and avatar expressions, but there were challenges along the way.

My first avatar didn't work as expected, it lacked the option to remove the background, making it unsuitable for professional use. The second attempt I was positioned incorrectly and had issues with posture and clothing, which made it feel less polished. By the third recording, I had learned from these experiences, I adjusted my posture, ensured I was at the correct eye level with the camera, and chose a smarter outfit to create a more professional yet welcoming casual presence. Although the technical process of creating an avatar is quickly generated overnight, balancing this project with my work commitments meant it took me four months and three different versions to achieve my best likeness.

One of Synthesia's recent updates was to introduce a declaration regarding biometric data usage, requiring users to confirm their understanding of how their information would be processed. This was particularly reassuring, as my critical research had highlighted the importance of data protection and safeguarding against deepfakes and misinformation. It was reassuring that Synthesia implement this declaration to reinforce the significance of ethical AI use, ensuring transparency and user consent before submitting personal videos. 23

Bringing the Project to Life

Creating this portfolio has been a journey of both technical skill-building and personal growth. I have developed my ability to use digital tools effectively but also increased confidence in my creative designs. From the initial ideas to the final output, I have experimented, refined, and sometimes started again, but each challenge has taught me something valuable. I recognised there is a gap in the market for engaging welcoming videos that can be translated to help ESOL learners to feel welcome in a new environment and was able to involve Polish and Indian colleagues that confirmed the accuracy of the translation, and they offered their continued support for the project. I logged their feedback in the Excel document below, and this gave me the reassurance and confidence to continue with the idea.

A	B	C	D	E	F	G	
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10-Mar-25	ESOL student welcome	Successful	English Translation to Polish	Low	Completed	Good translation and captions	

One of the biggest lessons learnt was how to balance creativity with functionality. While I wanted each piece to be visually engaging, I also had to ensure accessibility, and effectiveness, especially as the project designed for ESOL learners so, it was important to keep the introduction short and simple. This process deepened my understanding of digital design principles and reinforced the importance of user experience in everything I create.

ESOL learner feedback

Once the proposal is agreed by senior management, a starting point is to use the welcome AI videos as an introduction to the corporate induction.

It is important to gather insights of user experience, and the plan is for the induction team to arrange informal discussions, to collect feedback from ESOL learners regarding their perceptions of AI-driven welcome.

The following are recommended predefined questions about the AI video:

1. What did you like about the video?
2. What did you dislike about the AI video?
3. What improvements would you like to see?

The findings will inform future decisions of the design, content and growth for potential to use AI Generative software across the wider trust for translation.

Skill Development

Throughout this project, I've seen a noticeable improvement in my technical proficiency, particularly in working with AI video tools, refining avatar creation, and integrating software updates into my workflow. My ability to problem-solve also improved, early setbacks, like issues with avatar posture or background removal, reinforced the need for me to adapt and refine my approach.

Beyond the technical side, my storytelling skills have grown. I've realised that effective digital content isn't just about looking good; it's about conveying meaning and emotion in a way that resonates with the audience. This mindset shift helped me create more engaging and impactful work.

Potential Challenges

One of the challenges that may be faced moving forward is to secure continuous funding or procurement approval for Synthesia. As an advanced tool, it comes with a high cost. My initial license was purchased as a trial to explore whether the software meets our needs and added real value. Looking ahead, finance may require us to go through a formal tender process and obtain three quotes from different providers before renewing the license. While I fully understand and respect the need for a clear and fair procurement process to justify spending, it can be time-consuming and may delay the continuation of the project. If this situation arises, I plan to keep the momentum going by sharing the positive outcomes from the videos we've already created and downloaded. I'll stay engaged with interested colleagues and stakeholders by explaining the steps involved in procurement and keeping them informed of any updates or expected timescales. During this period, I'll continue working closely with subject matter experts to develop new scripts and ideas, ensuring we're ready to move forward as soon as we can.

How Can This Resource Be Used?

This resource is designed to be flexible and easily integrated into various learning and communication channels. Here are some effective ways to use it:

Embedding into a PowerPoint presentation

If you're delivering a training session, workshop, or presentation, you can seamlessly embed the video within your slides. This allows you to present the content as part of a larger discussion, reinforcing key learning points and keeping your audience engaged.

Adding to a Learning Management System (LMS)

Uploading the resource to your LMS ensures learners can access it whenever it suits their schedule. This is particularly useful for shift workers or those who prefer self-paced learning. Hosting the video centrally also makes it easy to revisit when needed.

Sharing via email with a video link

For quick and convenient access, the video link can be included in an email. This allows recipients to watch it at their convenience, whether they are working remotely, or on the go, or catching up on training materials between tasks.

Embedding in an e-learning module

If you're developing interactive online courses, the AI video can be integrated into an e-learning module alongside quizzes, discussion points, or activities to enhance engagement and reinforce learning.

Sharing through internal communication channels

Platforms like Microsoft Teams, or intranet, can host AI videos that allows for easy access and encourages discussion among colleagues.

Using in face-to-face or virtual training sessions

The video can be played during live training sessions, either in person or online, to introduce a topic, spark discussion, or illustrate key concepts in an engaging way.

Hosting on a company knowledge hub or resource library

Adding the video to a shared knowledge hub, intranet, or resource library ensures that it remains available for ongoing reference, helping to support continuous learning across the organisation.

By using these different approaches, you can ensure the resource reaches the right people at the right time, making learning more accessible, engaging, and effective.

Commercial Value and Future Potential

This project has shown how AI Avatar software, like Synthesia, can offer a smart, scalable solution to real workplace challenges, particularly around inclusivity, communication, and resource efficiency.

By creating multilingual welcome videos for ESOL learners, I've demonstrated how we can use technology to remove language barriers, improve learner confidence, and offer a warmer, more accessible experience from day one.

From a commercial perspective, this approach:

- Reduces the need for in-person translators, saving time and costs
- Delivers content quickly, with translated videos ready in under 20 minutes
- Scales easily across departments, from onboarding to wellbeing and compliance training
- Aligns with ethical and data protection standards, including biometric consent
- Encourages innovation and collaboration by involving colleagues in testing and feedback
- Supports organisational strategy by promoting inclusive, digital-first learning

Moving forward, there's potential to expand this work into wider areas such as staff development, functional skills bootcamps, and even inter-organisational collaboration. With the right support and resources, this could evolve into a long-term, cost-effective solution that positions us as leaders in accessible, AI-driven learning.

Conclusion

This project lays the groundwork for a scalable, organisation-wide strategy for multilingual learning. It has proven successful and now serves as a showcase for what is possible, not just within our team, but wider across the Trust and with other NHS partner organisations.

There is real potential to extend its commercial value beyond our internal use. By offering training workshops, we could empower others to create high quality AI avatar content, sharing hints and tips, templates and best practices. This collaborative approach would help to save time, reduce training costs, and upskill teams more efficiently.

The final outputs are of a professional standard and ready to use in the workplace. With the avatars already created and the ability to translate content quickly and accurately, this resource can be adapted for group sessions or personalised support, especially for ESOL learners.

It also offers a cost-effective alternative to hiring translators, making it both a practical and inclusive solution for delivering multi-lingual content.

This project has reinforced my ability to persevere through challenges and refine my creative process. I've learned that skill development often involves trial and error, recognising when to step back and rethink and retry an approach. On a personal level, I've gained confidence not just in my technical skills but in my ability to be innovate, adapt, and critically think about the ethical implications of my work.

The experience has also deepened my appreciation for emerging AI tools and their potential in education and digital design. Looking ahead, I feel more equipped to take on future projects with a sharper eye for detail, a stronger creative instinct, and a mindset that embraces both experimentation and continuous learning.

Learning Outcomes, Knowledge, Skills and Behaviours

Learning Outcomes	Evidence
<p>LO1 Realise a developmental portfolio which addresses vocational and commercial opportunities.</p>	<p>This project demonstrates a developmental portfolio by addressing vocational opportunities through the creation of a resource for ESOL learners, offering language support through translation. The potential for expanding this project to support a wider group or individual needs creates commercial opportunities for broader implementation. By sharing knowledge and offering training, this resource could be extended to the wider trust or other NHS organisations, enhancing its impact and commercial viability.</p>
<p>LO2 Realise work that has a commercial, economic or social purpose at a professional level.</p>	<p>This project provides a professional resource to potential address language barriers for ESOL learners, translating a welcome in English to Polish, Punjabi and Urdu.</p>
<p>LO3 Demonstrate a range of personal, professional and technical skills in the development of their final portfolio.</p>	<p>In this portfolio, screenshots demonstrate my learning and development of skills until I achieved the best AI Avatar likeness. I have described challenges and learning from trial and error.</p>
<p>LO4 Critically evaluate the execution and outcomes of their practice through analysing the context and purpose of their work.</p>	<p>I have critically evaluated this project and highlighted improvements and suggestions to create a resource to be used in the wider Trust and other NHS organisations.</p>

Knowledge	Evidence
<p>K3 How to produce and maintain a portfolio of creative digital work.</p>	<p>This portfolio evidences the engaging content by including images and design features to generate interest.</p>
<p>K12 The fundamentals of different digital platform applications including the principles of mobile first design; including when it is, and isn't, relevant, and for multiple responsive breakpoints.</p>	<p>I have used Figma shown in slide 16 to provide a workflow to breakdown the different stages of design. Synthesia provides layout designs for mobiles, tablets and desktops in one type of output.</p>
<p>K14 Contemporary methodologies such as agile and open innovation and how to apply them.</p>	<p>In this example, I tested an idea by using Synthesia to create a welcome video and translated it into three different languages. This resource helps ESOL learners feel more included by providing content in their native language. Since the software delivers quick results, it can also support individual learners or groups by translating challenging areas, helping to overcome language barriers.</p>

Skills	Evidence
<p>S10 Keep abreast of industry developments, creative trends and innovations, knowing what's emerging, and when and when to act to make cost effective use of new and emerging tools and technologies.</p>	<p>Keeping updated with industry developments and creative trends is shown in the research, as AI Avatar technology in education, is a new innovative concept. The investment into this technology, highlights a proactive approach to staying in the forefront of emerging tools, with a focus on sharing this innovative idea with the wider trust to make cost-effective use of modern technologies.</p>
<p>S11 Input into market/user research and UX briefs and work with their outputs.</p>	<p>This project aligns with user research insights by demonstrating how AI-generated videos can support ESOL learners. By providing a welcome video in their native language, it enhances user experience and accessibility, addressing a key need identified in market and UX research.</p>
<p>S18 Be able to plan and undertake own development and life-long learning to keep abreast of emerging technologies and techniques to review how these are best.</p>	<p>The digital design degree has provided the learning to keep abreast of emerging technologies and offered the opportunity of space and support to practice skills with new software before integrating into the workplace and sharing learning with colleagues.</p>

Behaviours

B2
A strong work ethic and commitment to meet the standards required.

Evidence

This is reflected in the presentation format, showcasing a strong work ethic and a commitment to meeting required standards while adhering to ethical procedures.