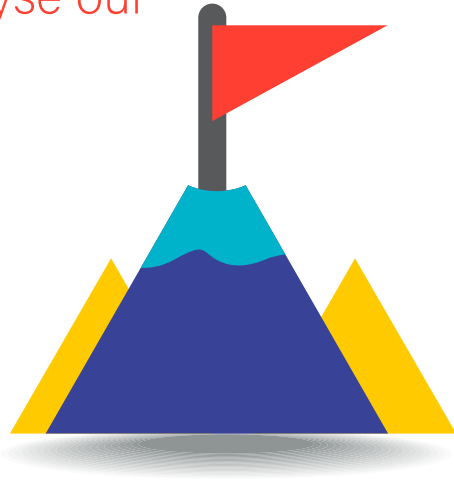


SWOT *analysis* art & design

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SWOT
analysis
art & design

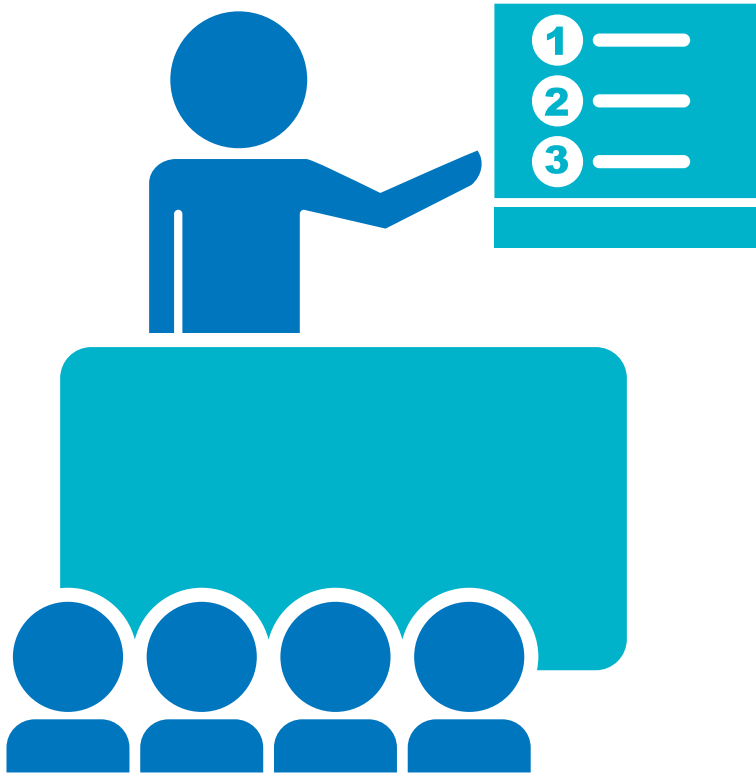
It is a technique applied in our context to self- assess and analyse our



**Strengths,
Weaknesses,
Opportunities,
Threats.**

Commonly used in supporting the development of strategies for improvement or professional development in areas as diverse as Finance, Science, Engineering..



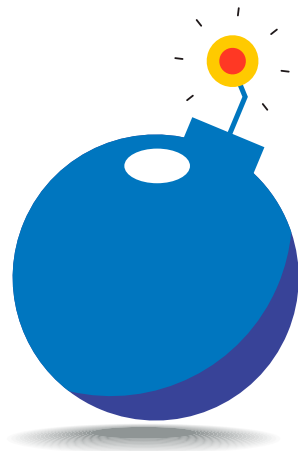


For example, if a student is looking to make progress in their project, a SWOT Analysis will provide a clearer picture of their current performance and ability. It will also give insight into issues that may arise in the future that could both boost or hinder their development and progress. The level of detail that this goes into depends on the amount of time and the kinds of discussions that take place to support the assessment practice.



The analysis of each area enables the consideration of multiple points. There aren't single or unique threats, but rather a range that are particular to an individual. There is also frequently some overlap between areas like Threats and Weaknesses. However, they differ significantly in terms of the time frame they include. Whereas Weaknesses covers the work to date, the Threats covers what can happen in the future.

The SWOT Analysis can be done at strategic times throughout the project. It is commonly used at the start of a project to help identify a strategic plan. It could also be applied to units that cover professional development or at critical points within a creative programme

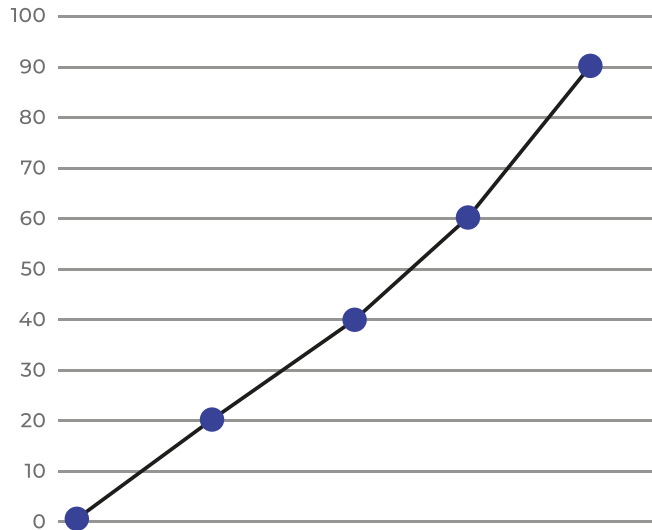


Media students will be very familiar with short time frames and considering the target audience or client requirements. Because the media student will have these at the start of a project, they will take precedence within the SWOT Analysis.

Essentially, they have something clear to aim towards. The Threats are then based around how they might not achieve those requirements. However, many art and design projects are not so rigid, with a more experimental and open approach. Because of this, they sometimes do not have such a clear awareness of what they need to achieve.

Some of the questions are also very broad and might not encourage students to consider the situation in depth.

Tasks



This may provoke students into reflecting on previous projects and how at a similar stage in the development they may have made mistakes. It may also mean that they consider new threats like how much final work will cost or how feasible it is to construct or make.

Do a holistic SWOT Analysis on yourself.

What would you think are your strengths so far?

What work has gone well and produced exciting experiments?

Do the same for your Weaknesses.

Look forward and discuss the potential Opportunities.

What would be really interesting to bring in or directions to take that would make your work more individual or distinctive?

Finally, discuss the main areas that are Threats.

You may consider points such as: time management, the need to meet the higher-level criteria, issues that you have seen materialise within your works etc.