S8: Brief and work with third parties such as photographers, model makers, agencies and data professionals

Overview of Experience

While I haven't worked directly with traditional third parties such as photographers or model makers, I have collaborated with external platforms and digital agencies in a way that reflects modern third-party workflows, particularly through my ongoing work with **Synthesia**, an AI avatar video production platform.

Working with Synthesia as a Third-Party Provider

In developing e-learning content for healthcare apprentices, I have worked extensively with Synthesia to integrate AI-generated avatars into my training materials. As part of this process, I effectively acted as both client and creative lead, selecting avatar styles, providing scripts, reviewing output, and offering feedback on representation and voice tone.

I also used the platform's evolving features to influence avatar choices. I made recommendations around the importance of **diverse representation**, such as including **younger male avatars** and **individuals with visible disabilities**, so that learners could better relate to the content being delivered. Synthesia's recent introduction of custom avatar creation has expanded this further, offering greater flexibility to **tailor AI presenters to reflect the actual audience**, which is essential in inclusive training design.

Briefing and Communication Skills

In working with Synthesia, I honed the ability to **write clear briefs**, specifying tone, pronunciation, pacing, and visual layout. I also worked within the platform's constraints, balancing creative needs with technical possibilities, and often revised content based on output previews, similar to the iterative feedback loop you'd expect when working with photographers or production agencies.

Additionally, when designing my own business materials (e.g. Groove with Sooze), I considered working with freelance designers or content specialists, demonstrating my ability to engage third parties when a project requires expertise outside my own.

Application in Practice

My ability to brief, evaluate, and collaborate with external platforms like Synthesia is a valuable real-world skill. It reflects how many creative professionals now work with digital agencies, platforms, and AI-driven tools rather than traditional model makers or photographers. This skill will continue to evolve as AI and digital production become even more embedded in creative workflows.

In future, I plan to explore further collaboration with voiceover artists, AI script editors, or even data professionals when designing learning content tailored to specific user behaviours or feedback analytics.

Evidence by Academic Year

Year	Focus Areas	Third Parties / Platforms Engaged	Key Projects
Year 5	Exploring third-party digital content creation tools	Synthesia (AI avatars), Adobe Stock (licensed assets)	UX200 – UX/UI Design, IMM200 – Immersive Media
Year 6	Collaboration with AI platforms for inclusive content design	Synthesia (custom avatars), social media design tools	PRP300 – Personal Research Project, CRP300 – Critical Research Project