

Module Code:	ARD604
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Module Title:	Creative Futures 3
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Level:	6	Credit Value:	20
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Cost Centre(s):	GAF/A/GADC/ GAAA	JACS3 code:	W100/W200 W700
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Faculty:	Arts, Science and Technology	Module Leader:	Pauline Amphlett
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Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA(Hons)/MFA Fine Art	x	
BA(Hons)/MDes Photography and Film	x	
BSc (Hons) Live Sound	x	
BA (Hons) Sound Design	x	

Pre-requisites
N/A

Office use only

Initial approval: 01/05/2018

Version no:1

With effect from: 01/09/2019

Date and details of revision: March 19 APSC approved removal from various
Art & Design programmes

Version no:2

Module Aims

- To critically evaluate the importance of the artist/designer developing a good working relationship with his/her intended client/audience and market.
- To target information specific to those aspiring to market their work as professional practitioners.
- To instil good communication skills, realistic costing, professional presentation and quality documentation essential in professional practice.
- To equip the students with realistic client related experience or work for a commissioning body or external organisation.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
 KS2 Leadership, team working and networking skills
 KS3 Opportunity, creativity and problem solving skills
 KS4 Information technology skills and digital literacy
 KS5 Information management skills
 KS6 Research skills
 KS7 Intercultural and sustainability skills
 KS8 Career management skills
 KS9 Learning to learn (managing personal and professional development, self-management)
 KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Establish working relationships with clients or external organisations and maintain a professional working dialogue.	KS1	KS2
		KS5	KS6
		KS8	KS9
2	Present work proposals in a professional manner with due regard to cost and the manufacturing or production process.	KS1	KS2
		KS3	KS5
		KS8	KS9
3	Respond effectively under the pressure of deadlines.	KS1	KS2
		KS8	KS9
4	Critically review and evaluate information in a professional manner.	KS1	KS2
		KS3	KS4
		KS5	KS6
5	Produce self-promotional work competently using appropriate solutions, media and methods.	KS1	KS2
		KS3	KS4
		KS5	KS8
		KS9	

Transferable skills and other attributes

IT skills, information management and career management skills.

Derogations

N/A

Assessment:

Indicative Assessment Tasks:

Students will be required to produce evidence of appropriate research which includes statements of intent, production notes and evaluative reports that relate to the work undertaken for this module alongside their final solutions to the module. They will be assessed on their ability to analyse, evaluate and synthesise the requirements of the module in a professional development file alongside practical work. Students will be encouraged to engage in visits to industry, conferences and seminars, art and design exhibitions or festivals.

All work must be carried out and produced for assessment by set deadlines. Contributions made during group discussion, seminars and critiques will be taken into consideration when assessing student performance and learning as well as individual assessments at the end of the module.

Students will be assessed on their engagement with the art design and media industries, including; professional dialogue, interpersonal skills, development of proposals, professional/production online blogs and files, evaluative reports and final presentations. Where students have received industrial experience, a questionnaire pro-forma will be sent to professional bodies after completion of the student's visit for critical evaluation of their progress. Students will also be expected to write evaluations based on their engagement with industry. Their professional blogs or files will include personal development planning which uses extracted information and evaluation from ongoing reflective journals kept in association with their negotiated studies.

In assessing the learning outcomes, a variety of factors will be taken into account, these include:

- Research and analysis of a professional brief.
- Art and design development.
- Professional practice.
- Interpersonal and communication skills within a professional context.
- Liaison with industry and investigation of areas of employment.
- Reviews of exhibitions or festivals attended.
- Self-critical evaluation.
- Personal development planning.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1- 5	Coursework	100%	N/A	N/A

Learning and Teaching Strategies:

Students will establish an overview of current practice in their subject area, potential client work, or professional opportunities through visits, observation, research and external liaison. They will form a firm understanding of the professional requirements and will present their findings in a formal presentation where information can be delivered and group participants can debate other issues. Examples of acceptable and unacceptable practice are raised and scrutinised through a process of constructive analysis. Students will be required to consider the commercial constraints imposed in real life situations and show thorough understanding of the market place or field of creative practice, through a fully researched report or curatorial paper alongside their practical work.

Syllabus outline:

This module is designed to enable the student to liaise with professional bodies within specialised areas of the art design and media industries and where appropriate, work to professional standards on realistic briefs. It provides a framework for extending professional practice and can also include industrial experience in a relevant area relating to the students choice of programme.

Indicative Content:

Students will be extending their professional skills through practice and industrial experience relating to their choice of study. They will be encouraged to be proactive in researching and approaching clients with a view to undertaking live briefs. This may be undertaken on a team basis. There will be a strong emphasis on maintaining good artist/designer/client relations throughout the module. The student will be expected to produce solutions in answer to a given brief, or engage in live projects placing their work in a contemporary context. They will be expected to document all their work, including where appropriate, stages of production through to final piece and concluding with an evaluation report as the module nears completion.

A professional practice file or online blog will evidence all supporting research and investigation of their engagement with the art design and media industries including a focal creative futures week, visits to industry, art and design exhibitions and festivals. It will not only evaluate their professional practice, but their personal development plans for future employment or postgraduate study.

Types of assignments that art and design students will be engaged in are as follows: industry led briefs, national and international competitions, television or website work including self-promotion, exhibitions, relevant work experience, shadowing professionals, commissions, professional work for charities or local organisations and artist in residence schemes.

Indicative Bibliography:

Essential reading

All Programmes

The student will take responsibility for collecting and assimilating information relevant to their specialist activity. Tutorial guidance will be offered in this process. An emphasis on the reading of contemporary publications and periodicals will be encouraged.