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Refer to guidance notes for completion of each section of the specification.

Module Code:	ARD716
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Module Title:	Practice and Entrepreneurship
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Level:	7	Credit Value:	60
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Cost Centre(s):	GAAA	JACS3 code:	W990/101361
		HECoS code:	

Faculty	FAST	Module Leader:	Cerys Alonso
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Scheduled learning and teaching hours	20 hrs
Placement tutor support	0hrs
Supervised learning eg practical classes, workshops	43 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total contact hours	63 hrs
Placement / work based learning	
Guided independent study	537 hrs
Module duration (total hours)	600 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
MA Professional Art Practitioner	✓	<input type="checkbox"/>

Pre-requisites
Successful Completion of part one.

Office use only	
Initial approval: 20/05/2020	Version no:1
With effect from: 01/09/2020	
Date and details of revision:	Version no:

Module Aims

- *Develop reflective and critical skills required for professional practice*
- *Extend skills and application of creative practice within the professional sphere*
- *Reward professional values and autonomous learning*

Module Learning Outcomes - at the end of this module, students will be able to

1	Demonstrate a high level of professionalism in effective planning, production and communication, Independently managing time to produce successful outcomes.
2	Analyse strategies developed to create artworks and extend skills both professionally and practically.
3	Extend and apply knowledge and understanding of professional practice in relation to the creative process.
4	Produce a substantial body of work that displays a mastery of technical, aesthetic and commercial properties appropriate to a professional practitioner.
5	Critically reflect and analyse their first year of professional practice including future direction.

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
<i>Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.</i>	
CORE ATTRIBUTES	
Engaged	I, A
Creative	I, A
Enterprising	I, A
Ethical	I
KEY ATTITUDES	
Commitment	I
Curiosity	I
Resilient	I
Confidence	I
Adaptability	I
PRACTICAL SKILLSETS	
Digital fluency	I, A
Organisation	I, A
Leadership and team working	I
Critical thinking	I, A

Emotional intelligence	I
Communication	I, A
Derogations	
N/A	

Assessment:			
Indicative Assessment Tasks: <i>Guidance: please ensure you add indicative word count and durations within the narrative body of this section</i>			
<p>Studio practice is required to show the application of skills and intelligence through a subject discipline resulting in an output. The output must be evidence based (artefacts or images, video, performance, installation etc.) and documented through its development from inception, influences and a record of outputs.</p> <p>The written report with an indicative word count of 5000, analyses the first year of professional practice including critical reflection on their creative output, professional progress and business planning. This should include reflection on their professional achievements and future direction of the business.</p>			
Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	2, 3, 4	Coursework	70%
2	1, 5	Report	30%

Learning and Teaching Strategies:
<p>The student will engage with a self-directed programme of study supported by the introductory module seminar, workshops about learning contracts, group tutorials, student and tutor-led seminars and critiques.</p> <p>The student will be expected to submit the written report over three stages of development, initial planning, draft submission and final submission. The supervisor will offer guidance and constructive criticism</p> <p>The practical work will also be seen in three stages of development; preliminary development, practical development and exhibition stage.</p> <p>Formative guidance will be available from the academic staff at assessment points and in the development of learning contracts.</p>

Syllabus outline:

The student will be expected to develop a body of practical work to consolidate experiences gathered in their subject discipline.

The student group will hear the proposals from one another and consider the proposal against the learning outcomes for this module.

A presentation will set out the requirements for the written report. Students will also look at managing time effectively through learning contracts and Gantt Charts.

The practical works will be made available for display and presented accordingly.

Indicative Bibliography:**Essential reading**

Seminega. IM. (2015) The Creative Entrepreneur. Fons & Porter

Other indicative reading

Pullen. H. (2014) Online Marketing for your Craft Business. David and Charles

Ilasco (2011) Craft, Inc. Revised Edition, Chronicle Books

Adnum, H. (2011) Crafters Guide to taking Great Photos. Search Press Ltd

Boothroyd, A. (2012), Setting Up a Successful Jewellery Business. A&C Black Publishers Ltd

AN http://www.a-n.co.uk/knowledge_bank

Axis <http://www.axisweb.org/>

Arts Council <http://www.artscouncil.org.uk/>

Crafts Council <http://www.craftscouncil.org.uk/>

Engage <http://www.engage.org/home/index.aspx>

The Design Trust <http://www.thedesigntrust.co.uk>

Anti Copying in Design <http://www.acid.uk.com>

<http://www.artjewelryforum.org>

<http://www.emeraldstreet.com/about-us>

https://www.facebook.com/ObjectStyle?ref=br_rs

<http://www.sightunseen.com>

<http://www.craftscouncil.org.uk/articles/the-here-and-now/>

<http://www.craftscouncil.org.uk/articles/the-first-decade-blog/>

<http://www.artjewelryforum.org>

<http://www.goldsmiths-centre.org>

<http://www.adorn-london.com>

<http://www.thenewcraftsmen.com/about/>

GNCCF: <http://www.greatnorthernevents.co.uk>

Top Drawer: <http://www.topdrawer.co.uk>

One year on: <http://www.newdesigners.com/oneyearon>
British Trade Craft Fair: <http://www.bctf.co.uk>

The Design Trust <http://www.thedesigntrust.co.uk>
Anti Copying in Design <http://www.acid.uk.com>
<http://www.artjewelryforum.org>
<http://www.emeraldstreet.com/about-us>
https://www.facebook.com/ObjectStyle?ref=br_rs
<http://www.sightunseen.com>
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One year on: <http://www.newdesigners.com/oneyearon>
British Trade Craft Fair: <http://www.bctf.co.uk>