

Module specification

When printed this becomes an uncontrolled document. Please access the **Module Directory** for the most up to date version by clicking on the following link: [Module directory](#)

Module Code	ART730
Module Title	Practice and Entrepreneurship
Level	7
Credit value	60
Faculty	FACE
HECoS Code	101361
Cost Code	QAAA

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MA Creative Professional Practitioner	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	43 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	20 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	63 hrs
Placement / work based learning	0 hrs
Guided independent study	537 hrs
Module duration (total hours)	600 hrs

For office use only	
Initial approval date	Sept 2024
With effect from date	Sept 2024
Date and details of revision	
Version number	1

Module aims

- Develop and refine reflective and critical skills required for professional practice.
- Advance skills and application of creative practice within the professional sphere.
- Create and develop entrepreneurship skills in relation to specialist practice.
- 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	Advance and evaluate knowledge and understanding of creative entrepreneurship skills, relevant to exhibition and specialised practice.
6	Critically reflect and analyse your first year of professional practice including future direction.

Assessment

Indicative Assessment Tasks:

Studio practice is required to show the application of skills and intelligence through a subject discipline resulting in an output/s. The output must be evidence based (artefacts or images, designs, video, performance, installation etc.) and documented through its development from inception, influences and a record of outputs.

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.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	2, 3, 4, 5	Coursework	70%
2	1,6	Written Assignment	30%

Derogations

None

Learning and Teaching Strategies

The student will engage with a self-directed programme of study supported by the introductory module seminar, workshops about learning plans, group tutorials, student and tutor-led seminars and critiques.

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



The practical work will also be seen in three stages of development; preliminary development, practical development and exhibition stage. Formative guidance will be available from the academic staff at assessment points and in the development of learning contracts.

Indicative Syllabus Outline

The student will be expected to develop and refine 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:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

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

Tvede, L. and Faurholt, M. (2018), *Entrepreneur: building your business from start to success*. 1st edition. West Sussex: John Wiley & Sons.

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.

Journals and web resources

Aesthetica Magazine: <https://aestheticamagazine.com/>

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

Artist Newsletter: <https://www.a-n.co.uk/>

Arts Council England: <https://www.artscouncil.org.uk/>

Arts Council of Wales: <https://arts.wales/>

Art Jewellery Forum (AJF): <http://www.artjewelryforum.org>

Association for Contemporary Jewellers: <https://acj.org.uk/>

Axis Web: <https://axisweb.org/>

British Craft Directory: <https://britishcraftdirectory.co.uk/>

Contemporary British Silversmith: <https://contemporarybritishsilversmiths.org/>

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

Craft Potters Association: <https://www.craftpotters.com/>

Craft Research: <https://www.intellectbooks.com/craft-research>

Creative Entrepreneurs: <https://creativeentrepreneurs.co/>

Design Council: <https://www.designcouncil.org.uk/>

Engage: <https://engage.org/>

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

Great Northern Contemporary Craft Fair (GNCCF): <http://www.greatnorthernevents.co.uk/>

Heritage Crafts: <https://www.heritagecrafts.org.uk/>

New Designers: <https://www.newdesigners.com/>

Ornament Magazine: <https://www.ornamentmagazine.org/>

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

The New Craftsmen: <https://www.thenewcraftsmen.com/>