

Prifysgol Wreccsam Wrexham University

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 | ARD548 |
| Module title | Creative Futures: Making a Living |
| Level | 5 |
| Credit value | 20 |
| Faculty | FAST |
| HECoS Code | 100079 |
| Cost Code | GADC |

Programmes in which module to be offered

| Programme title | Is the module core or option for this programme |
|--|---|
| BA (Hons) Applied Art | Core |
| BA (Hons) Animation | Core |
| BA (Hons) Graphic Design | Core |
| BA (Hons) Illustration | Core |
| BA (Hons) Comics | Core |
| BA (Hons) Photography and Film (teach-out) | Core |
| BA (Hons) Photography | Core |
| BA (Hons) Media Production | Core |
| BA (Hons) Product Design | Core |

Pre-requisites

N/A

Breakdown of module hours

| | |
|--|----------------|
| Learning and teaching hours | 30 hrs |
| Placement tutor support | 0 hrs |
| Supervised learning e.g., practical classes, workshops | 0 hrs |
| Project supervision (level 6 projects and dissertation modules only) | 0 hrs |
| Total active learning and teaching hours | 30 hrs |
| Placement / work-based learning | 0 hrs |
| Guided independent study | 170 hrs |
| Module duration (total hours) | 200 hrs |

| | |
|------------------------------|---|
| For office use only | |
| Initial approval date | 14/01/2019 |
| With effect from date | September 2024 |
| Date and details of revision | 15/05/2024 reapproved as part of the Art Suite revalidation |
| Version number | 6 |

Module aims

To further develop student's awareness of career opportunities and the professional life of someone working in the Creative sector.

- To inform the students of the importance of communication, working relationship and the demands and expectations of the workplace or self-employment.
- To establish business systems related to design, production, and marketing.
- To develop professional standards of practice.

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

| | |
|---|---|
| 1 | Relate design/aesthetic considerations to market constraints and cost effective production methods. |
| 2 | Apply appropriate costing systems for work produced and present written and visual information in a professional practice file. |
| 3 | Record communication with clients and/or agencies, and any other collaborative work through written or audio-visual methods. |
| 4 | Demonstrate awareness of current subject specific market and marketing methods through the compilation of a market research file. |

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

The module will be assessed through the verbal and visual presentation of all course work. Assessment criteria will include quality of debate and investigation in market research, innovation, and production quality of finished artwork within market constraints, relevance, quality, and presentation of research file including evidence of costing, personal CV, effectiveness in communication with identified client and/or agencies, and efficiency of time management.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
|-------------------|-----------------------------|--------------------|---------------|
| 1 | All | Coursework | 100% |

Derogations

N/A

Learning and Teaching Strategies

Students will be introduced to assignments through lectures relating to working in their subject area that will be delivered by specialist staff. There will also be a central programme of teaching where students are introduced to business fundamentals and hear from external industry speakers.

This module will also follow the **ALF (Active Learning Framework)** guidelines, which will include alternative methods of assessment and a blended approach to delivery, with some theory and software sessions being delivered online (depending on requirements and student experience).

Indicative Syllabus Outline

This module extends the student's awareness and appreciation of professional practice, an understanding of the employment market and how they might function within it. Students will also be encouraged to undertake professionally led briefs and enter competitions as part of this module and will be looking at career opportunities, entrepreneurship and how they can promote themselves.

Students will be required to keep a professional development file that reviews and evaluates business and professional practice and their further investigations of artists, design practitioners and useful contacts in their chosen area of study. This will include information gathered from visits to art and design festivals, conferences and exhibitions, direct contact with industry and study trips. It will also contain the student's evaluations in the development of personal development planning. Professional development assignments will include industry led briefs or participation in art and design competitions.

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*. London: Octopus Publishing

Other indicative reading

Bhandari, H. D. and Melber, J., (2009), *Artwork: everything you need to know (and do) as you pursue your art career*. New York: Free Press.

Huff, C. and Morris, C., (2016), *How to Sell Your Art Online: live a successful creative life on your own terms*. New York, NY: HarperCollins Publishers.

Johnson, M., (2016), *Branding: in five and a half steps*. London: Thames and Hudson.

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/>

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

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