

## Module specification

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Module code	ARD548
Module title	Creative Futures: Making a Living
Level	5
Credit value	20
Faculty	FAST
Module Leader	C. Alonso
HECoS Code	100075/100079/100059
Cost Code	GAFA/GADC/GAAA

## 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)/MDes Animation	Core
BA(Hons)/MDes Visual Effects	Core
BA(Hons)/MDes Game Art	Core
BA(Hons)/MDes Graphic Design	Core
BA(Hons)/MDes Surface Design	Core
BA(Hons)/MDes Illustration	Core
BA(Hons)/MDes Comics	Core
BA(Hons)/MDes Children's Books	Core
BA(Hons) Fine Art	Core
BA(Hons) Photography and Film	Core
BA(Hons) Media Production	Core

## Pre-requisites

None

## Breakdown of module hours

Type of Module hours	Amount
Learning and teaching hours	40 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
<b>Total active learning and teaching hours</b>	<b>40 hrs</b>
Placement / work based learning	0 hrs

Type of Module hours	Amount
Guided independent study	160 hrs
<b>Module duration (total hours)</b>	200 hrs

<b>For office use only</b>	
Initial approval date	14/01/2019
With effect from date	14/01/2019
Date and details of revision	30/03/20 reapproved as part of revalidation for BA(Hons) Fine Art/BA(Hons) Photography and Film 08/09/21 addition of BA (Hons) Media Production
Version number	4

## Module aims

- To further develop student's awareness of career opportunities and the professional life of working artists and designers.
- To inform the student 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 their current subject specific market and marketing methods through the compilation of a market research file and engaging in discussion and debate

## Assessment

### Indicative Assessment Tasks:

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 art work 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	1-4	Coursework	100

## Derogations

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None

## Learning and Teaching Strategies

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Students will be introduced to assignments through key 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.

## Indicative Syllabus Outline

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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.

### Indicative Content:

Students will be required to keep a professional online blog or 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:

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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 Davis, D. (2016) *Creative Strategy And The Business Of Design*.

Davis, R. & Tilley, A., (2016). *What They Didn't Teach You In Art School: what you need to know to survive as an artist*. London: Ilex Press.

### Other indicative reading

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

Huff, C. & Morris, C., (2016). *How To Sell Your Art Online: live a successful creative life on your own terms* /. New York, NY: Harper Design, an imprint of 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](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>

## **Employability skills – the Glyndŵr Graduate**

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Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

### **Core Attributes**

Engaged  
Enterprising  
Creative  
Ethical

### **Key Attitudes**

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Leadership and Team working  
Critical Thinking  
Emotional Intelligence  
Communication