

## Module specification

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Module code	ARD625
Module title	Creative Futures: Professional Practice
Level	6
Credit value	20
Faculty	FAST
Module Leader	Dan Berry
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
Guided independent study	160hrs

<b>Module duration (total hours)</b>	200 hrs
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<b>For office use only</b>	
Initial approval date	14/01/2019
With effect from date	01/09/2019
Date and details of revision	30/03/20 Reapproved as part of revalidation on BA (Hons)Fine Art and BA (Hons)Photography and Film
Version number	3

## Module aims

- To prepare students for professional careers beyond university
- To synthesise the student's creative skill with their business understanding.
- To provide a framework for the student to explore new skills, products and services in the context of the creative industries.
- Understanding market perspectives, recognising opportunities, developing professional networks and exercising clarity of communication.

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

1	Produce self-promotional material competently using appropriate solutions relevant to their subject specialism.
2	Critically review and evaluate collected information relevant to their ongoing career.
3	Establish clear communication and professional standards of conduct in dealing with clients, audiences and consumers.
4	Present art work in a professional manner with due regard to cost and the manufacturing or production process.

## Assessment

### Indicative Assessment Tasks:

Students will be expected to produce coursework that demonstrates their research, planning and ability to work in their chosen industry. This will include a professional practice research file into their chosen career path, a portfolio of work appropriate to their specialism, an exploration of the financial implications of the work they produce and evidence of other appropriate work. This other work to be submitted could include exhibitions, commissions, competitions, work experience and communication with industry.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-4	Coursework	100

## Derogations

None

## **Learning and Teaching Strategies**

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The core of this module will be delivered as a series of subject specific lectures, workshops and seminars. This is supported by a programme of visiting lectures and workshops. Assignments will be designed to challenge students to research their specialism and produce work that demonstrates their understanding. Tutorial guidance, group debate and student seminars will underpin the conceptual development and understanding of the student.

## **Indicative Syllabus Outline**

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The professional practice lectures will cover subjects including marketing for creative professionals, developing a portfolio, showing and selling work online, strategies for communicating with a client and putting in place a plan for their career after graduation.

## **Indicative Bibliography:**

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

### **Essential Reads**

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.

Branagan, A. (2014), *The Essential Guide to Business for Artists and Designers*. A&C Black.

Kleon, A. (2014), *Show your work!: Things nobody told you about getting discovered*. Algonquin

Books. 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* /. NewYork,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/>

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](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>

## **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