

Module specification

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Module code	ARD625
Module title	Creative Futures: Professional Practice
Level	6
Credit value	20
Faculty	FAST
HECoS Code	100079 – Business Studies
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) Animation	Core
BA (Hons) Graphic Design	Core
BA (Hons) Illustration	Core
BA (Hons) Comics	Core
BA (Hons) Fine Art	Core
BA (Hons) Photography and Film	Core
BA (Hons) Product Design	Core
BA (Hons) Performing Arts	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	24 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	24 hrs
Placement / work-based learning	0 hrs
Guided independent study	176 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	14/01/2019

For office use only	
With effect from date	01/09/2019
Date and details of revision	16/05/2022 Reapproved as part of revalidation of UG Design Suite 02/04/2026 Removal from BA (Hons) Media Production from Sept 26 (CMAP)
Version number	5

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 a subject specialism.
2	Critically review and evaluate collected information relevant to a chosen career path.
3	Establish clear communication and professional standards of conduct in dealing with clients, audiences, and consumers.
4	Present work in a professional manner with due regard to cost and the manufacturing or production process.

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.

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. 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	1,2,3,4	Coursework	100%

Derogations

N/A

Learning and Teaching Strategies

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.

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

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:

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

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.

Essential Reads

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

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

Kleon, A. (2014), *Show your work! 10 Things nobody told you about getting discovered*. NY: Workman Publishing

Davis, D. (2016), *Creative Strategy and The Business of Design*. Cincinnati: Adams Media Corporation.

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*. 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/>

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>

Employability skills – the Glyndŵr Graduate

Each module and programme are 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