



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Professional Practice and Work Experience in Graphic Design 2		
Module Code	UADAPK-15-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Arts Creative Industries & Education	Field	Design
Department	Art & Design		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

## Part 2: Description

**Educational Aims:** See learning outcomes.

**Outline Syllabus:** This module enables students to broaden their knowledge and understanding of their area of practice in relation to the professional context; how it operates and where employment or other commercial opportunities exist. Delivery is focused upon the development of research skills and the evaluation of information through specific activities such as presentations and case studies. The module is designed to contribute the development of students' contextual understanding of their discipline, delivered throughout the programme, and focus this towards identifying personal career aspirations and the opportunities offered, directly and indirectly, by the industry.

During the module, students are encouraged to begin to articulate their own interests within the range of disciplines encompassed by their subject and link these to the skills and attributes required by specific professional roles. This is intended to support students in identifying their own personal direction and allowing them to make an informed use of the choices open to them in the second half of the programme through links to long-term career goals,

Students will work in small groups of like-minded individuals who collaborate in generating the research and development of an illustrated case study. Each group makes a summative group presentation to their peers about their findings at an interim stage of the module.

Students work as individuals to develop methods of promoting themselves to their target employer/s. This includes the design and development of a CV, letter of introduction/personal statement and the design and planning of a personal on-line presence that could house an online portfolio in the future. These tasks are presented for assessment in the Professional Practice and Work Experience File along with notes on the summative group presentation and the individual student's role within that group.

The materials in the Professional Practice and Work Experience File will build on the materials students have initially developed at Level One. The Professional Practice and Work Experience File may be submitted as an online presence (i.e. blog or website)

#### Work Experience/Work Based Learning

During this module, students are required to engage with work experience. This could be made up of a placement, or number of shorter placements, or working on live briefs in a relevant area as set by the programme.

Students will produce a Professional Practice and Work Experience File that will:

research and critically analyse chosen aspects of contemporary professional practice and apply this knowledge to the evaluation of their own strengths and career aspirations.

recognise, explore and articulate the links between their work-based learning with their academic programme (and vice versa);

explore, identify and build on their skills, personal development and interests

develop a variety of transferable 'employability' skills and abilities such as time management, self presentation and reflection, research skills

The Professional Practice and Work Experience File will include:

a reflective report on engagement undertaken (1000 words)

notes on research undertaken to support the report

relevant images

**Teaching and Learning Methods:** Lectures and seminars underpin the learning process by delivering factual information and setting out issues to be considered. These offer examples and

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critiques of existing practice.

Visiting speakers are also invited to demonstrate examples of professional working practice.

Support for the development of methods for effective research is delivered through workshops involving the UWE Library, for example. Students are also supported in the research and development of the case study by guidelines that define a set of questions concerning the philosophy, creative and professional methodologies, and 'target market' of their example. The set questions encourage students to use a range of research methods to gather key information; this includes the requirement to engage in primary research through contact and interview with practitioners as well as secondary research methods. This activity is monitored and supported through group tutorials where the sharing of information is encouraged.

Workshops and lectures supporting professional development and practical presentation skills are also delivered throughout and are supported by the UWE Careers Development Unit. These workshops include such topics as: the nature and use of a CV; design for the web; organizing time and resources; how to organize and deliver a presentation.

UWE Careers is signposted again at this stage, in relation to recruitment fairs, individual support, etc. These and other initiatives are available within and across subject areas. Students are expected to make full use of these opportunities, and evidence engagement in their assessment submissions.

Group presentations allow the students to develop a range of key/transferable and professional skills. These include teamwork, negotiation and communication and the practical manipulative skills inherent in professional visual presentations.

The Professional Practice and Work Experience File, as introduced in Professional Practice 1 is also used in this module. The file will consist of evidence of the assignments, lectures, discussions and activities included in the module which students are required to respond to. It provides a place for students to collate and reflect on the material and ideas they are finding and being introduced to through the module.

Students can expect a total of 36 hours scheduled contact time for this module within the context of their other learning and teaching activities. This includes tutorials, group crits, lectures, seminars, site visits / field trips, studio-based sessions, inductions, workshops, field work, work-based learning or project supervision.

Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means. It can also take place in a work-based setting.

### Part 3: Assessment

Assessment strategies within the programme that this module contributes to reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements and to support the monitoring of progress by tutors and students. Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement

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with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include:

Presentation and participation in studio-critique

Poster presentation

Group and individual visual presentations

Group and individual verbal presentations

Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing

Group critiques

Peer and self-assessment

Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

First Sit Components	Final Assessment	Element weighting	Description
Professional Practice Report - Component A	✓	100 %	Professional Practice and Work Experience File, participation in Summative Presentation
Resit Components	Final Assessment	Element weighting	Description
Professional Practice Report - Component A	✓	100 %	Professional Practice and Work Experience File, Documentation of presentation material (e.g. powerpoint presentation with notes)

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<b>Part 4: Teaching and Learning Methods</b>																							
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;"><b>Module Learning Outcomes</b></th> <th style="text-align: left;"><b>Reference</b></th> </tr> </thead> <tbody> <tr> <td>Demonstrate understanding of a range of roles and activities involved in their subject area and the opportunities for employment within them</td> <td>MO1</td> </tr> <tr> <td>Identify the skills and attributes of those employed in a range of activities within their area of practice</td> <td>MO2</td> </tr> <tr> <td>Analyse the professional working practice of specific roles in their subject through the research, development and presentation of case studies</td> <td>MO3</td> </tr> <tr> <td>Evaluate the working practices of a practitioner, studio, or related professional activity and relate this knowledge to their own practice and career intentions</td> <td>MO4</td> </tr> <tr> <td>Analyse specific aspects of their own area of practice in relation to the broader contexts of contemporary creative industries</td> <td>MO5</td> </tr> <tr> <td>Formulate self-promotional materials and presentations to a professional standard</td> <td>MO6</td> </tr> <tr> <td>Demonstrate creative, enterprise and professional skills in communicating effectively with a target audience</td> <td>MO7</td> </tr> <tr> <td>Work collaboratively</td> <td>MO8</td> </tr> <tr> <td>Identify and apply communication skills and methods relevant to professional practice within a chosen discipline</td> <td>MO9</td> </tr> <tr> <td>Present themselves and their work in a manner that demonstrates understanding of professional requirements</td> <td>MO10</td> </tr> </tbody> </table>	<b>Module Learning Outcomes</b>	<b>Reference</b>	Demonstrate understanding of a range of roles and activities involved in their subject area and the opportunities for employment within them	MO1	Identify the skills and attributes of those employed in a range of activities within their area of practice	MO2	Analyse the professional working practice of specific roles in their subject through the research, development and presentation of case studies	MO3	Evaluate the working practices of a practitioner, studio, or related professional activity and relate this knowledge to their own practice and career intentions	MO4	Analyse specific aspects of their own area of practice in relation to the broader contexts of contemporary creative industries	MO5	Formulate self-promotional materials and presentations to a professional standard	MO6	Demonstrate creative, enterprise and professional skills in communicating effectively with a target audience	MO7	Work collaboratively	MO8	Identify and apply communication skills and methods relevant to professional practice within a chosen discipline	MO9	Present themselves and their work in a manner that demonstrates understanding of professional requirements	MO10
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Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p><a href="https://uwe.rl.talis.com/modules/uadapk-15-2.html">https://uwe.rl.talis.com/modules/uadapk-15-2.html</a></p>																						

**Part 5: Contributes Towards**

This module contributes towards the following programmes of study:

Graphic Design [Sep][FT][Arnolfini][3yrs] BA (Hons) 2019-20

Graphic Design [Sep][FT][Alexander][3yrs] BA (Hons) 2019-20

Graphic Design {Foundation} [Sep][FT][Arnolfini][4yrs] BA (Hons) 2018-19

Graphic Design [Sep][PT][Arnolfini][6yrs] BA (Hons) 2019-20