



Module Specification

Professional Practice: Work Experience, Seeking, Doing, Reflecting

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Part 1: Information

Module title: Professional Practice: Work Experience, Seeking, Doing, Reflecting

Module code: UADB5N-15-2

Level: Level 5

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Arnolfini

Field: Design

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: This module enables students to broaden their knowledge and understanding of professional contexts within the fashion and creative industries; how they operate and where employment or other commercial opportunities exist.

Outline syllabus: During the module, students are encouraged to begin to articulate their own strengths and interests within their subject and to link these to the skills and attributes required by specific professional roles and business models. This is intended to support students in identifying their own personal direction.

Students are also introduced to the principles of enterprise via teaching activities and UWE Careers & Enterprise and supported in exploring business start ups and freelance careers.

Students are introduced to the principles of self-promotion and start to develop professional assets such as C. V. s and Cover Letters to support their applications for work experience and employment. Students also start to design and plan an online presence. These elements are presented for assessment in the Branded Career Pack.

Students will be fully supported in preparing for work experience and employment, support may include for instance, portfolio preparation, mock interviews and visits by agencies and industry experts.

Part 3: Teaching and learning methods

Teaching and learning methods: Lectures and seminars underpin the learning process by delivering information and setting out issues to be considered. These offer examples and critiques of existing professional practice, business models, entrepreneurial skills and related subjects.

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 case studies 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 enterprise development, 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.

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 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.

The indicative contact time for this module is 36 hours and students can expect an average of 1.5 hours weekly contact. Contact time with staff will take the form of a diverse series of activities including lectures and workshops, seminar and tutorials where appropriate. Content will be divided between practical business elements and formulating an approach to work experience and outward facing elements.

Module Learning outcomes:

MO1 Understand the range of roles, skills and attributes in their subject area and the opportunities within them

MO2 Analyse professional working environments through research and presentation of case studies

MO3 Analyse individual practice in relation to creative industries

MO4 Create self-promotional materials to professional standards

MO5 Demonstrate professional skills in communicating effectively

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: This module is assessed 100% via component A: A Professional Practice body of work which should include evidence of research, critical analysis, the development of self-promotional material, and a verbal group presentation. A more detailed breakdown of the content of the body of work required will be outlined in the module handbook.

Within the Body of work students are expected to present evidence of work which demonstrates engagement with the minimum number of contact hours for the module, as well as the minimum number of independent study.

Individual responses to set tasks and evidence of independent study time will form

part of the formative and summative assessment processes.

Feedback at formative and summative assessment points (verbal and/or in writing) provides students with a clear understanding of the level of their achievement, their progress and advice about how this can be improved.

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 regarded as positive learning tools and feedback from assessment offers students clear guidance with regard to future development. Assessment strategies support students understanding of their learning process and are designed to build on a proactive approach to learning. Self and peer evaluation constitute an important part of formative assessment.

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 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 practitioners.

Forms of assessment used as part of this module include:

Presentation and participation in seminars (formative)

Group and individual visual/verbal presentations (formative)

Peer and self-assessment (formative and summative)

Evaluative and reflective outcomes, including visual, verbal and written (formative and summative)

Assessment components:

Professional Practice Report - Component A (First Sit)

Description: 1. Research using a range of sources and relate this to personal and professional contexts

2. Analyse and articulate personal ambition within the subject

3. Represent themselves to an identified audience

4. Demonstrate professional and personal ambition

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Professional Practice Report - Component A (Resit)

Description: Professional Practice body of work, documentation of presentation material (e.g. powerpoint presentation with notes)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Fashion Communication [Sep][FT][Bower][3yrs] BA (Hons) 2020-21

Fashion Communication {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2019-20

Fashion Communication [Sep][PT][Bower][6yrs] BA (Hons) 2018-19