



Module Specification

Design Enterprise Studio

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Part 1: Information

Module title: Design Enterprise Studio

Module code: UFCE3D-45-3

Level: Level 6

For implementation from: 2024-25

UWE credit rating: 45

ECTS credit rating: 22.5

College: College of Arts, Technology and Environment

School: CATE School of Computing and Creative Technologies

Partner institutions: None

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module focuses on increasing students' employability skills in Creative Technologies and is delivered as a graduate design studio.

Features: Not applicable

Educational aims: The aim of this module is to prepare students for a successful start in graduate employment in the creative technologies sector, by offering them valuable experience in working with external stakeholders as part of a design studio.

This involves students working on creative technologies projects in a professional capacity; from defining client requirements, roles and deliverables, to managing iterative project development and handover of deliverables.

Outline syllabus: Roles and Workflow in Creative Technologies:

Client requirements

Market and User Research, USP

Forecasting and production planning

Building demonstration prototypes

Managing a team and subcontracting

Branding and marketing

Understanding Professional Products and Services

Competitive marketplace

Spotting future trends

Business Planning and Fund Raising

Personal development planning

Self-promotion

Project management

Basic types of companies and self-employment

Understanding cost, pricing and taxation

Investment in digital media resources

Legal frameworks (GDPR, IP, Copyright)

Design Guidelines

Part 3: Teaching and learning methods

Teaching and learning methods: In this module, students form teams to work on industry-relevant opportunities, which will require students to research, design/develop or evaluate products, services or experiences in the field of Creative Technologies.

Student teams are encouraged to lead the communication with their external stakeholders and manage the process of engagement. Support will be offered by providing a mentor to students as well as a staff coach for each project team, which in some cases may include a site visit or distance learning support.

In addition to the opportunities provided in the studio, students can also seek out relevant part-time work experience(s) of their own, or access opportunities promoted via the University in association with creative technology employers. The scale and location of such activities and its representation in the portfolio needs to be negotiated and agreed between student, employer and module team early on.

Module content will be delivered by staff and students in training sessions, which will be scheduled as and when required depending on the stage of the projects. Students will be encouraged to conduct self-directed research into relevant topics and to disseminate their learning within their project team.

Student teams are expected to maintain regular contact with their internal and external stakeholders and ask for feedback on work in progress. Additionally, a couple of formal feedback opportunities with clients and employers will be organised for all project teams.

At the end of the module students will submit a professional portfolio, detailing the project(s) they contributed to and in which capacity. Depending on availability of opportunities, students may spend all of their efforts on one substantial project or spread their involvement across a number of smaller projects. This will allow them to either develop a 'specialist' portfolio by repeating a particular role in different professional contexts, or a more 'generic' portfolio by taking on more than one role within a project.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Plan, implement and evaluate suitable strategies for managing a project in the creative technologies sector.

MO2 Communicate with project stake holders, coaches and team members in a professional and constructive manner; adhering to ethical and professional guidelines during these communication or production stages.

MO3 Analyse past professional experiences to formulate a personal development plan for graduation and beyond

MO4 Summarise in writing a technological, methodological or business trend, challenge or opportunity in the creative technologies sector

Hours to be allocated: 450

Contact hours:

Independent study/self-guided study = 306 hours

Face-to-face learning = 144 hours

Total = 450

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/lists/9D4F5500-305F-6F40-CCA6-2691CB071117.html) via the following link <https://uwe.rl.talis.com/lists/9D4F5500-305F-6F40-CCA6-2691CB071117.html>

Part 4: Assessment

Assessment strategy: At the end of the module students will submit a professional portfolio, showcasing the project(s) they have contributed to; and outlining in which capacity.

The portfolio's focus is on demonstrating employability skills and professional conduct in an industry-relevant context. Therefore the portfolio should contain a list of projects the student was involved, and final output(s) achieved. Furthermore, a reflective summary of the student's approach to professional conduct, referring to appropriate industry guidelines and processes, as well as evidence appropriate to the nature of the project(s). The latter may be submitted in form of sketches, prototypes, graphs, diagrams, lists, gant charts, minutes of meetings, summaries of research etc. (estimated word count ~3500 words)

Via the portfolio, students need to evidence that they took responsibility for tasks that contributed to a group effort, and demonstrate their professional and ethical conduct when engaging with external stakeholders.

Moreover, the portfolio needs to demonstrate successful application of ethical and professional guidelines that apply to design and development projects, services or experiences in an area of creative technologies.

The portfolio should also evidence personal and professional developments, such as setting goals and targets, summarising skills and competencies, reflecting on new technical skills acquired or technical skills learned previously on the course but now applied in a more professional context.

Assessment tasks:

Portfolio (First Sit)

Description: Individual portfolio demonstrating professional involvement in project production phases over the duration of the module.

The portfolio should contain a list of projects the student was involved, and final outputs achieved. It should also contain a reflective summary of the student's approach to professional conduct, referring to appropriate industry guidelines and processes, as well as further evidence appropriate to the nature of the project(s) in form of sketches, prototypes, graphs, diagrams, lists, gant charts, minutes of meetings, summaries of research etc. (estimated wordcount ~3500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Individual portfolio demonstrating professional involvement in project production phases over the duration of the module.

The portfolio should contain a list of projects the student was involved, and final outputs achieved. It should also contain a reflective summary of the student's approach to professional conduct, referring to appropriate industry guidelines and processes, as well as further evidence appropriate to the nature of the project(s) in form of sketches, prototypes, graphs, diagrams, lists, gant charts, minutes of meetings, summaries of research etc. (estimated wordcount ~3500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study: