



MODULE SPECIFICATION

Part 1: Information			
Module Title	Design Enterprise Studio		
Module Code	UFCFKQ-30-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Environment & Technology	Field	Computer Science and Creative Technologies
Department	FET Dept of Computer Sci & Creative Tech		
Contributes towards			
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>This module focuses on increasing students' employability skills in Digital Media and is delivered as a graduate design studio.</p> <p>Educational Aims: The aim of this module is to prepare students for a successful start in graduate employment by replicating a design studio on campus. This involves students working on creative technologies projects in a professional capacity and includes defining client requirements, roles and deliverables, managing deployment and handover of the completed project.</p> <p>Outline Syllabus: Roles and Workflow in Digital Media: Client requirements Market and User Research, USP Forecasting and production planning Building demonstration prototypes Managing a team and subcontracting</p>

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Branding and marketing

Understanding Professional Products and Services
 Competitive marketplace
 Spotting future trends
 Business Planning and Fund Raising
 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

Teaching and Learning Methods: Students will form teams to work on a number of opportunities which will require them to design / develop products or services in the field of Creative Technologies.

At the end of the module students will submit a professional portfolio, detailing the projects they contributed to and in which capacity. Students can choose to spend all of their efforts on one substantial project or to spread their involvement across a number of smaller projects. Students can also choose whether they would like to develop a specialist portfolio by repeating a particular role, or a more generic portfolio by exploring different roles across a number of projects.

Support will be offered by providing a mentor to students and a coach for each project team. 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 project. Students will be encouraged to conduct self-directed research into relevant topics and to disseminate their learning within their project team.

Part 3: Assessment

At the end of the module students will submit a professional portfolio, showcasing the projects they have contributed to and outlining in which capacity. The portfolio's focus is on demonstrating employability skills and professional conduct.

In the portfolio, students will need to provide evidence of having taken responsibility for tasks that contributed to a group effort, as well as demonstrate their professional and ethical conduct throughout. Moreover, the portfolio needs to demonstrate successful application of ethical and professional guidelines that apply to design and development projects in the area of creative technologies. The portfolio should also contain evidence of new technical skills or of technical skills learned previously on the course but now applied at a more professional level.

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)

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	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

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			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)
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	<p>Individual portfolio demonstrating professional involvement in project production phases over the duration of the module.</p> <p>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)</p>

Part 4: Teaching and Learning Methods											
Learning Outcomes	On successful completion of this module students will be able to:										
	<table border="1"> <thead> <tr> <th colspan="2">Module Learning Outcomes</th> </tr> </thead> <tbody> <tr> <td>MO1</td> <td>Develop a professional portfolio containing one or more creative technologies projects which demonstrates understanding of realistic, financially viable, accessible and market-informed delivery of satisfactory products or services.</td> </tr> <tr> <td>MO2</td> <td>Communicate successfully with a range of stake holders as well as team members in a professional and constructive manner.</td> </tr> <tr> <td>MO3</td> <td>Demonstrate application of project management and self-management strategies throughout various project stages.</td> </tr> <tr> <td>MO4</td> <td>Demonstrate adherence to ethical and professional guidelines during all production stages.</td> </tr> </tbody> </table>	Module Learning Outcomes		MO1	Develop a professional portfolio containing one or more creative technologies projects which demonstrates understanding of realistic, financially viable, accessible and market-informed delivery of satisfactory products or services.	MO2	Communicate successfully with a range of stake holders as well as team members in a professional and constructive manner.	MO3	Demonstrate application of project management and self-management strategies throughout various project stages.	MO4	Demonstrate adherence to ethical and professional guidelines during all production stages.
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MO3	Demonstrate application of project management and self-management strategies throughout various project stages.										
MO4	Demonstrate adherence to ethical and professional guidelines during all production stages.										
Contact Hours	Contact Hours										
	Independent Study Hours:										
	<table border="1"> <tr> <td>Independent study/self-guided study</td> <td>204</td> </tr> </table>	Independent study/self-guided study	204								
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	Total Independent Study Hours:	204
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	96
	Total Scheduled Learning and Teaching Hours:	96
	Hours to be allocated	300
	Allocated Hours	300
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/lists/5477EEA8-1B44-1E6D-E3E3-768E240185B5.html</p>	