Module Specification

Design Enterprise Studio

Version: 2023-24, v2.0, 23 Mar 2023

Contents

Part 1: Information

Module title: Design Enterprise Studio

Module code: UFCFKQ-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: School for Higher and Professional Education

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 Digital Media 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 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.

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

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

Part 3: Teaching and learning methods

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.

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

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 204 hours

Face-to-face learning = 96 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ufcfkq-30-3.html

Part 4: Assessment

Assessment strategy: At the end of the module students will submit a professional portfolio, showcasing the projects they have contributed to, 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 demonstrating 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 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, Gantt charts, minutes of meetings, summaries of research etc. (estimated wordcount ~3500 words)

Resit: students must resubmit a revised portfolio.

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 in, 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 in, 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:

Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2020-21

Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2019-20