

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Industry Practice	<b>Level:</b>	5	<b>Credit Value:</b>	20
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<b>Module code:</b>	ARDF217	<b>Is this a new module?</b> Yes	<b>Code of module being replaced:</b>	
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<b>Cost Centre:</b>	GAAA	<b>JACS3 code:</b>	
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<b>Semester (s) in which to be offered:</b>	2	<b>With effect from:</b>	September 16
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<b>School:</b>	Creative Arts	<b>Module Leader:</b>	Jane Parry
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Scheduled learning and teaching hours	60 hrs
Guided independent study	140 hrs
Placement	<a href="#">Click here to enter hours.</a> hrs
<b>Module duration (total hours)</b>	200 hrs

<b>Programme(s) in which to be offered</b>	Core	Option
FdA Art and Design	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only	
Initial approval June 16	
APSC approval of modification <i>Enter date of approval</i>	Version 1
Have any derogations received SQC approval?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

**Module Aims**

This module extends opportunities for the students to liaise with professional bodies and external organisations within their chosen pathway. They will be able to explore industry practice producing client related work in a relevant area in line with their career aspirations.

- To initiate and develop a good working relationship with intended clients or markets.
- To target information specific to those aspiring to market their work as professional practitioners.
- To equip the student with realistic experience of industry practice for a commissioning body or external organisation.
- To extend business and professional practice and develop qualities essential for successful performance in professional working life.
- To secure industry experiences within a creative industry setting.

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Develop and manage an individual programme of work through chosen assignments.	KS9	
		KS3	
2	Formulate solutions in dialogue with peers, tutors, clients and others.	KS2	
		KS3	
3	Demonstrate professional practice within chosen discipline.	KS8	
		KS4	
		KS1	

4	Recognise, analyse and solve design and production problems.	KS3	
5	Extend knowledge and understanding of legal and ethical frameworks in place within art/design discipline.	KS7	
		KS6	
6	Document, contextualise and evaluate industry practice experiences.	KS5	
		KS4	
Transferable/key skills and other attributes			
<ul style="list-style-type: none"> <li>Argue alternative approaches and access viability of design solutions.</li> <li>Evaluate own and other's work with justification.</li> <li>Use technical skills with variety of media and be able to apply them creatively.</li> <li>Make effective use of IT.</li> </ul>			

**Derogations**

None

**Assessment:**

Students will be required to produce documentary evidence of appropriate visual research and design which includes industrial liaison meetings, negotiated development of proposals, production notes and evaluative reports alongside their final solutions to assignments. They will be assessed on their ability to analyse, evaluate and synthesise the requirements of the module and much will be based on the students' professional dialogue, interpersonal skills and codes of ethics. Contributions made in group discussion, seminars and critiques will also be taken into account when assessing student performance and learning in this module. Professional bodies will participate in the critical evaluation of the students' progress during and on completion of their work experience.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-6	Coursework	100%		

**Learning and Teaching Strategies:**

Students will be introduced to assignments through key lectures relating to forming links with the creative industry that will be delivered by specialist staff.

Students will also be required to undertake an industry led brief or enter a current art or design competition.

Students will be encouraged to identify potential work experience opportunities and approach relevant creative industries. Staff links to external agencies will be recommended and students will receive specialist advice and guidance.

Students will be expected to work autonomously on this module as well as attend taught sessions. They are expected to manage their time and workload and organise and classify the material they gather. Group tutorials will be available to indicate, analyse and evaluate exemplary files or databases and promote good practice and methodical approach in their compilation.

**Syllabus outline:**

Students will be extending their professional skills through practice and industrial experience within their chosen pathway. They will undertake live briefs provided by industry. There will be a strong emphasis on maintaining good designer/client relations throughout the module. The student will be expected to produce design solutions and use appropriate digital media in answer to given briefs and will be expected to document all their work, including where appropriate, stages of production through to final piece and concluding with an evaluative journal as the module nears completion.

**Indicative Content:**

A professional practice journal will evidence all supporting research and investigation of their engagement with the design industry including visits to industry, design exhibitions and festivals. It will not only evaluate their professional practice, but their personal development plans for future employment.

**Bibliography:**

**Other indicative reading**

Roberts, L. (2006) An Introduction to Ethics in Graphic Design, AVA Publishing, Best, K. (2007) Design Management, AVA Publishing, Burke, M. (2008) The Principles Of Successful Freelancing, Sitepoint, Collingwood Victoria, Foote, C.S. (1997) The Business Side of Creativity: The Complete Guide for Running a Graphic Design or Communications Business, W. W. Norton & Co., London, Boothroyd, A (2012) Setting up a Successful Jewellery Business, A & C Black  
Shaughnessy, A. (2005) How to be a graphic designer without losing your soul, Laurence King Publishers, London,  
Shaughnessy, A., Brook, T. (2009) Studio culture: The secret life of the Graphic Design Studio, Laurence King Publishers, London,  
Thurlow, C. (2008) Making Short Films: The Complete Guide from Script to Screen,

Berg Publishers Ltd, Oxford,

Williams, T.S. (2001) The Graphic Designer's Guide to Pricing, Estimating and Budgeting, Allworth Press, New York,

**Websites:**

AN [http://www.an.co.uk/knowledge\\_bank](http://www.an.co.uk/knowledge_bank)

Axis <http://www.axisweb.org/>

Arts Council <http://www.artscouncil.org.uk>

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Crafts Council <http://www.craftscouncil.org.uk/> Design Trust

<http://www.thedesigntrust.co.uk> Axis

<http://www.axisweb.org/>

Arts Council <http://www.artscouncil.org.uk/>

Design Week <http://www.designweek.co.uk/>

Engage

<http://www.engage.org/home/index.aspx>

Paying Artists

<http://www.payingartists.org.uk/>

Work makes work <http://workmakesworks.tumblr.com/>

<http://jobs.nma.co.uk/>

<http://www.mandy.com>

<http://www.newdesignpartners.com/Home/Default.aspx>

[http://designobserver.coroflot.com/public/jobs\\_browse.aspx](http://designobserver.coroflot.com/public/jobs_browse.aspx)

<http://www.ycnonline.com/features/type/3>

<http://www.bbc.co.uk/filmnetwork/filmmaking/guide/>

<http://motionographer.com/jobs/>

<http://www.designcouncil.org.uk/>

<http://www.edge-online.com/jobs>

<http://creativecommons.org>

<http://www.commart.com/>

<http://www.designweek.co.uk/Home/Default.aspx>

<http://www.designobserver.com/>

AN <http://www.a->

[n.co.uk/knowledge\\_bank](http://www.an.co.uk/knowledge_bank) Artquest

<http://www.artquest.org.uk/>

Axis <http://www.axisweb.org/>

Arts Council <http://www.artscouncil.org.uk/>

Engage

<http://www.engage.org/home/index.aspx>

Tate Channel [http://www.tate.org.uk/context-comment/audio-](http://www.tate.org.uk/context-comment/audio-video)

[video](http://www.payingartists.org.uk/) Paying Artists <http://www.payingartists.org.uk/>

Work makes work <http://workmakesworks.tumblr.com/>

<http://blog.eyemagazine.com/>

<http://www.dandad.org/>