Module Title **Professional Design Studies** **Keywords** Self - promotion, presentation, enterprise, entrepreneurship, professional practice, design	Reference AA3507
	SCQF Level SCQF 9
	SCQF Points 15
	ECTS Points 7.5
	Created March 2012
	Approved August 2012
	Amended
	Version No. 1

This Version is No Longer Current

The latest version of this module is available

Prerequisites for Module

None, in addition to course entry requirements.

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

To provide the student with the ability to understand the principles of enterprise and entrepreneurship, project management skills and business/promotion within the

Mode of Delivery

The module is delivered through a series of lectures, seminars and studio based assignments. Key themes will be introduced and expanded by a series of guest speakers using appropriate audio/visual/multimedia materials and learning resources.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3
Component 2	4

context of design practice.
To provide the student with the ability to understand and apply these principles to their studio practice within the context of self - promotion and professional interaction.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1. Evaluate the relationship between their individual studio practice and an appropriate business context.
2. Establish a framework and strategy for self - promotion within an appropriate professional context.
3. Produce a portfolio of self - promotional materials which address the requirements of a range of formal business scenarios.
4. Present a portfolio of independent studio practice using appropriate audio and visual aids and presentation skills within a formal business scenario.

Indicative Module Content

The module introduces the key practical and theoretical aspects of

Oral and visual presentation of individual self promotional strategy.20%

Submission of individual self - promotional portfolio.80%

Indicative Bibliography

1. BARROW, C., BARROW, P. and BROWN, R., 2008. The Business Plan Workbook. 6th ed. London: Kogan Page.
2. BRANAGAN, A., 2011. The Essential Guide to Business for Artists and Designers. London: A & C Black.
3. BURNS, P., 2011. Entrepreneurship and Small Business. 3rd ed. Basingstoke: Palgrave Macmillan.
4. BROWN, C., 2010. Fashion & textiles: the essential careers guide. London: Laurence King Publishing Ltd.
5. TAYLOR, F., 2013. How to Create a Portfolio & Get Hired: A Guide for Graphic Designers & Illustrators. London: Laurence King Publishing Ltd.
6. BOOTHROYD, A., 2012. Setting Up a Successful Jewellery Business. London: Bloomsbury Publishing Plc.

enterprise and entrepreneurship, project management, business/promotional principles and career routes within a design context.
The module content will typically include:

Models of design practice
Employment opportunities and design graduate career patterns
Communication, self promotion and presentation
Business and finance
Portfolio presentation and interview techniques
Formal business communications (cv, application writing, personal statements)

Indicative Student Workload

Contact Hours	Full Time
Assessment	5
Lecture/seminar/studio dialogue/tutorials	30

Directed Study	
Studio/project work carried out within studio and workshop environments	60

Private Study	
	55

7. PRITCHARD, L., 2012. Setting Up A Successful Photography Business. London: Bloomsbury Publishing Plc.
8. NESTA, 2011. Launch your own Successful Creative Business: Creative Enterprise Toolkit. 3rd ed. NESTA.

Additional Notes

The Bibliography indicates core texts that are considered essential reading for this module. You will be guided to further sources of information relevant to this module through CampusMoodle. These may typically include web based materials, journals, video and presentations.