

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

## This Version is No Longer Current

The latest version of this module is available [here](#)

### 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.

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

Submission of individual self - promotional portfolio.80%

## **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

## **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**

<i>Contact Hours</i>	Full Time
Assessment	5
Lecture/seminar/studio dialogue/tutorials	30
<i>Directed Study</i>	
Studio/project work carried out within studio and workshop environments	60
<i>Private Study</i>	
	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.