

MODULE DESCRIPTOR

Module Title

Professional Design Studies

Reference	AA3507	Version	3
Created	February 2017	SCQF Level	SCQF 9
Approved	August 2012	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

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 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 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).

Module 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.

Indicative Student Workload	Full Time	Part Time
Contact Hours	35	N/A
Non-Contact Hours	115	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	80%	Outcomes Assessed:	1, 2, 3
Description:	Submission of a reflective essay and CV.				

Component 2

Type:	Practical Exam	Weighting:	20%	Outcomes Assessed:	4
Description:	Oral and visual (Pecha Kucha) presentation.				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

In order to pass the module you need to achieve an overall grade D or above.

Module Grade	Minimum Requirements to achieve Module Grade:
A	An A in C1 and an A, B or C in C2.
B	An A in C1 and a D in C2, or a B in C1 and an A, B, C or D in C2, or a C in C1 and an A in C2.
C	A C in C1 and a B, C or D in C2, or a D in C1 and an A or B in C2.
D	A D in C1 and a C or D in C2.
E	An F in C1 and an A or B in C2, or an E in C1 and an A, B, C, D or E in C2., or an E in C2 and an A, B, C or D in C1, or an F in C2 and an A or B in C1.
F	An F in C1 and a C, D, E or F in C2, or an F in C2 and a C, D or E in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None, in addition to course entry requirements.
Corequisites for module	None.
Precluded Modules	None.

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.

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.
- 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.