

Module Outline

Part 1- as validated

1.	Title	DU1BAFTF6D / DU1BAFTP6D / DU1BAADF6D /DU1BAADP6D / DU1BAFAF6D / DU1BAFAP6D / DU1BAPHF6D / DU1BAPHP6D Professional Development Planning
2.	Level *	6
3.	Credits	20
4.	Indicative Student Study Hours	42 hours lectures and Seminars; 158 hours independent study
5.	Core (must take and pass), Compulsory (must take) or Optional	Compulsory

** Foundation Level=3 Degree Year 1 = 4 Degree Year 2 = 5 Degree Year 3 = 6 PG (Masters) = 7*

5. Brief Description of Module (purpose, principal aims and objectives)

Background

Art and Design students need to develop their understanding of the cultural context of their practice and produce their work in relation to audiences, clients or markets if they are to make an effective contribution to our material and visual culture. Part of that process includes developing the skills, knowledge and awareness that will equip them for continuing personal development and professional practice once they have graduated. As well as equipping them to enter employment or practice in their particular field of expertise those skills, together with their abilities in creative problem solving and divergent thinking, will also support them in other forms of employment, which is an important consideration, as graduates often find work in areas of practice unrelated to their discipline. Overall, this means that students of art and design are well equipped to work in a variety of ways that make a significant contribution to society.

Purpose

The purpose of this is for students to prepare for pursuing their professional goals and aspirations by engaging in research and planning.

Principal aims and objectives

For students to:

- Apply their research skills to identify personal professional development goals and develop coherent plans for their continuing professional development.
- For students to have the skills, knowledge and confidence to go on to pursue their goals and aspirations

6. Learning Outcomes - On successful completion of this module a student will be able to:*(Add more lines if required)*

1.	Effectively research and identify personal professional development goals, directions and priorities.
2.	Develop coherent plans for their continuing professional development.
3.	Undertake appropriate professional development planning activities.
4.	Apply a range of skills to effectively communicate to an audience through appropriate forms of verbal and non-verbal communication.

7. Assessment**Pass on aggregate or Pass all components***(modules can only be pass all components if this is a PSRB requirement)***Aggregate****Summary of Assessment Plan**

	Type	% Weighting	Anonymous Yes / No	Word Count/ Exam Length	Learning Outcomes Coverage	Comments
1.	A/V Presentation	100%	No	25 mins	1 to 4	

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

Submissions for assessment will be in the form of a live audio-visual presentation to a group of peers

Audio-visual Presentation: A 25-minute presentation, supported by relevant visual material on the student's research, identification and rationale in relation to their post-graduation professional development goals and priorities. This should include evidence of, coherent planning for continuing professional development; professional development planning activities undertaken (such as evidence of how networking platforms have been employed, independently targeted mentors, internships, employment opportunities, graduate training schemes, case studies, involvement in exhibitions or presentations of their work and so on).

8. Summary of Pre and / or Co Requisite Requirements

n/a

9. For use on following programmes**ZU1BAPHF03 BA (Hons) Photography FT Year 3****ZU1BAPHP06 BA (Hons) Photography PT Stage 6**

1.	Module Leader	Pathway specific programme leader
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2.	Indicative Content	<p>This module will be delivered through a combination of lectures, seminars, workshops, tutorials and study visits.</p> <p>Students will be required to engage in reflective planning and documenting of professional development goals in relation to their personal interests and practice and although this is delivered and assessed as a separate module, students are encouraged to consider it as an integral part of their development as a creative practitioner.</p> <p>Students will carry out in-depth contextual research based on personal and professional interests in order to develop and consider different ways in which they can pursue career aims. This may typically involve creating an online presence via blogs and social media, establishing a relationship with a professional mentor, or exploring the development of ideas, opportunities and networks in order to be a successful creative professional.</p> <p>Many of the skills and attributes required for employability and professional practice are transferable skills that are equally valuable whether a student intends, for example, to apply them to a for-profit creative enterprise or for broader community, social or environmental purposes. This module is intended to help students identify, adapt and apply those skills as they prepare for graduation and their place in the wider world.</p> <p>Outcomes for this module are evidenced through written submissions, blogs and oral presentation.</p>
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3. Delivery Method *(please tick appropriate box)*

Classroom Based	Supported Open Learning	Distance Learning	E-Learning	Work Based Learning	Other (specify)
Yes					

*If the Delivery Method is **Classroom Based** please complete the following table:*

Activity	Activity (lecture, seminar, tutorial, workshop)	Activity Duration - Hrs	Comments	Learning Outcomes
1	Seminar/Group work	3 Hr	Introduction to the module and related course requirements. Making a career plan, producing a detailed SWOT analysis report on your chosen area of the photography industry.	1-4

2	Seminar/Group work	3 Hr	Planning a schedule of events and networking opportunities. (e.g. PhotoMeet, Monthly Portfolio Reviews at The Photographers Gallery, photo festivals and group shows) Revisit on-line forms of self –promotion.	1-3
3	Seminar/Group work	3 Hr	Portfolio presentation, submitting work to competitions, seeking work experience, writing a new C.V. and a personal/biographical statement.	1-3
4	Seminar/Group work	3 Hr	Applying for commissions and funding, writing a funding proposal, creating and presenting a budget.	1-3
5	Seminar/Group work	3 Hr	Managing/hiring studio space, costing jobs and hiring personnel, estimates and charges for different photographic services, working as a freelancer, selling to stock libraries.	1-3
6	Seminar/Group work	3 Hr	Exhibiting and systems for mounting, framing and presenting work, considerations of scale and curating for a specific space, Review primary research from exhibition visits.	1-3
7	Seminar/Group work	3 Hr	Producing self-promotional material for exhibitions (e.g. catalogue images, postcards, business cards, material for social media).	1-3
8	Seminar/Group work	3 Hr	Sharing and critiquing promotional material produced.	1-3
9	Tutorials	3 Hr	Preparing for PDP presentations, Individual tutorials.	1-4
10	Tutorials	3 Hr	Preparing for PDP presentations, Individual tutorials.	1-4
11	Seminar/Group work	3 Hr	Group feedback and short presentations/review of material on networking platforms.	1-3
12	Seminar/Group work	3 Hr	Review of preparation for external exhibition (finalising curation, installation methods, labelling, artist statements and any promotional material).	1-3
13	Seminar/ Tutorials	3 Hr	Discussion on final prep for presentations and individual support.	1-4
14	Presentations	3 Hr	Assessed Student Presentations.	1-4
	Total Hours	42		
If delivery method is <i>not</i> classroom based state lecturer hours to support delivery				

4. Learning Resources

To include contextualised Reading List.

Physical Resources:

Seminar room

Reading List:

Battenfield, J *The Artist's Guide: How to Make a Living Doing What You Love* (Boston, Ma: Da Capo Press, 2009)

Branagan, A (2012) *The Essential Guide to Business for Artists and Designers* (London: Bloomsbury, 2012),

Corner, L; *The Code of Practice, for the Visual Arts, for Artists* (London: AN Publishing, 2003)

Currier, D. and Volk, L. *No Plastic Sleeves*. (Burlington, MA: Focal Press/Elsevier, 2010)

Ferguson, Greenberg, & Nairne., eds. *Thinking About Exhibitions*, (London: Routledge, 1996)

Read, S. *Exhibiting photography*. (New York: Focal Press, 2014)

Websites

www.a-n.co.uk

<http://www.bjp->

[online.com/tag/graduates/](http://www.bjp-online.com/tag/graduates/)

<http://dataware.the->

[aop.org/jobshop.aspx](http://dataware.the-aop.org/jobshop.aspx)

<https://www.nuj.org.uk/>

www.pwc.com/uk/careers

www.push.co.uk

www.nusonline.co.uk

www.unofficial-guides.com

www.slc.co.uk

<http://ccskills.org.uk/careers/jobs>

www.newdesigners.com

www.guardian.co.uk

<http://jobadvice.guardian.co.uk>

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

www.bjtc.org.uk

www.journalismjobs.com

www.mandy.com

www.bfi.org.uk