

Module Descriptor

Module Summary Information		
A	Module Title	Experiencing the Creative Industries
B	Module Code:	DES203
C	Credits:	20
D	Level:	5
E	Pre-Requisites:	None
F	Co-Requisites:	None
G	Faculty:	Arts & Creative Industries
H	Module Leader:	Mark Rogerson
I	Other Teaching Staff:	A range of staff on campus or with partners
J	HECoS Code:	101276 work placement experience (personal learning)

K	Content Synopsis - Web version
	<p>Use your CareerEDGE results to identify areas where you need to boost your confidence and understanding of the world of work, and with tutor support, build that understanding.</p> <p>Learn essential job search skills including: identifying employers; tailoring your CV and application for each job; understanding the shortlisting process; branding and promoting yourself; interview techniques, presenting your work in its best light;</p> <p>Experience a short work placement with an employer, or other experience of working in the creative industries such as: a live job; a Hothouse project (the department's live jobs unit); a competition brief; a creative hub placement; a collaboration with students from other subject areas, or any other means that allows you genuine experience of working in the creative industries.</p> <p>Prepare yourself for industry with a portfolio/showreel that demonstrates your creative abilities and prepares you to move towards Stage 3 and professional practice.</p> <p>Build your online presence as a creative using CreateBritain.com and understand how social media can effectively become a shop window for your skills.</p> <p>Learn the importance of building a professional network and gain studio insights through agency visits, collaborations or creative lives talks.</p> <p>Experience the requirements of working with real clients on 'live' briefs, whether found through your own networks, or through HotHouse or the Creative Industries Hub.</p>

	<p>Become familiar with the requirements and skills associated with working in industry, helping you shape your creative practice and presence in Stage 3 and beyond, or preparing you for a placement year if you choose to take that option.</p>
L	Module Content
	<p>The learning outcomes will be developed within the module through a range of tutor and peer supported activities such as:</p> <p>CareerEDGE survey Reflecting on the results of the survey, work with tutors to identify personalised actions, knowledge and skills specific to you, that are needed to develop your skills and confidence in those areas.</p> <p>Job Search Lectures, demonstrations and role-play activities to better understand how employers really choose a shortlist of candidates to invite to interview, and what happens at interview.</p> <p>Research, Portfolio and Creative Identity Develop your skills in ideas generation, learn how to develop concepts through the process of Design Thinking, and applied research.</p> <p>Reflecting upon your creative output and intended career direction, begin to construct a professional portfolio/ showreel/ collection etc. that can be presented to industry for critique and potentially win you a placement.</p> <p>Design your own professional creative ident that can be used in job applications or to help build your online presence. Your specialist tutors will advise on what works best in your own specialism, with both portfolios and creative idents.</p> <p>Professional Engagement Document (PED) The PED both guides, and presents your ability to reflect on your intended career direction; potential employers; how you are able to network and engage with the industry; reflect on your own skills (strengths and areas for development) and how they fit with your intended career; as well as all the University support available (Futures, SuPA, Internships, Digital Incubator, Enterprise Place, etc)</p> <p>Creative Lives and CreateBritain.com Industry visits, portfolio surgeries, attending Creative Lives talks, and building a developing online presence for your work - initially through CreateBritain.com, will also form the basis of your introduction to networking.</p> <p>Work Placement or Experience As part of this module, you will organise a short (minimum 34 hours) work period to experience the creative industries. This could be a work placement with an employer, or a live job, a competition entry, collaborative working with students from other disciplines, etc.</p> <p>Your work experience should give you an insight into how practicing your profession in the real world, actually works. Whether you are being briefed by your employer, or by a fellow student, or a client for a live job or from a competition brief, you will experience the pressure of somebody else relying on you to produce good quality work by a deadline. You may experience how employers and clients feedback their thoughts on your work and how it may</p>

	<p>need to be amended to suit requirements, with the associated time pressures. You may have the opportunity to reflect on how time is charged for in a professional environment, and how much your own time is worth. You will write a short reflective evaluation of your experience.</p> <p>With tutor support, you may also look at the rigours and benefits of the annual student competitions that may include D&AD, Creative Conscience and others. Tutors will advise and help prepare you for entering competitions.</p>
M	Module Learning Outcomes
	By the end of this module successful students will be able to do the following:
1	Examine and apply appropriate strategies, media, skills, tools and methodology to develop creative, technical and conceptual practice, either independently and/or collaboratively, that understands opportunities for self- development.
2	Understand and apply appropriate research and analysis skills in order to demonstrate how your developing practice is positively influenced by research; and explain how it drives a methodology that can explore academic and professional practice; for benefit within broader contexts.
3	Analyse and describe your professional and digital skills, and demonstrate an understanding of how to act on and apply personal, academic and career development actions, both within and outside of the subject area.

N	Teaching and Learning Methods								
1.	Scheduled learning and teaching activities: this includes: <ul style="list-style-type: none"> a. Lectures b. Seminars, tutorials (including on-line tutorials) c. Project supervision d. Demonstrations, practical classes, workshops: demonstrating or developing a practical skill. This includes idea generation, layout, basic copywriting, software techniques, etc. e. Formative feedback f. One-to-one or small group sessions g. Role-play / simulation exercises to better understand certain situations h. Industry Work Experience and subsequent reflective evaluation 								
2.	Independent study: guided learning which is not directly supervised: all the study activity which is not covered above, including: <ul style="list-style-type: none"> a. Private study b. Research c. On-line work in your own time d. Library-based work e. Preparation of/for formative assessment 								
	<table border="1"> <thead> <tr> <th>Scheduled Activities</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures. Seminars. Tutorials. Peer Group Reviews. Workshops. Roleplay. Supervised Studio Time.</td> <td>48</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Independent Study</td> <td></td> </tr> </tbody> </table>	Scheduled Activities	Hours	Lectures. Seminars. Tutorials. Peer Group Reviews. Workshops. Roleplay. Supervised Studio Time.	48			Independent Study	
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Independent Study									

	Self Directed Study. Library based Research. Experimentation and Development of Creative Projects. Studio development time. Visual and Factual Research.	118 hours maximum *	
	Placement / Live Brief	34 hours minimum *	
	Total Hours	200	

O	Assessment Methods
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Portfolio of Work (100%)

For assessment, you will submit a portfolio of work consisting of:

1. A reflective evaluation report of 750-1000 words about the knowledge and skills gained from your Work Placement or Experiencing the Creative Industries
2. A Professional Engagement Document (PED) summarising your engagement with industry. This may include:
 - PED: List of potential clients/employers (and contacts made)
 - PED: Diary of activities showing how you have engaged with industry (industry events attended, clubs or associations you have joined, contacts you have made, competitions entered, portfolio surgeries, additional experience & volunteering)
 - PED: Online presence (website, blog, social media, networking)
 - PED: Portfolio and Ident Building
 - Careers: Market/Jobs analysis – careers awareness
 - Careers: CareerEDGE, Futures (etc), SuPA, Internships, Digital Incubator, Enterprise Place
 - Careers/PED: Skills Audit (identifying strengths, areas for development)
3. Personal ident, creative portfolio and online presence, plus the associated research work

#	Title	Exam Length or Word length	Central or Local Exam	%	Summary	Module Mark
1	Portfolio of Work (evaluative report, PED and creative portfolio, ident, online presence)	750-1000 word report		100	Will test learning outcomes 1, 2 and 3	
Overall Mark				100		
Are there Programme Specific regulations that are applicable to this module?						No
If Yes please give details:						N/A

Are programme Specific regulations applicable on every programme that the module is delivered on If No please give details: https://my.sunderland.ac.uk/display/AQH/Academic+Regulations	
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P	Reading List
	Williams K., (2020), <i>Reflective Writing (Pocket Study Skills)</i> , 2nd ed. Red Globe Press
	Fanthome C., (2004), <i>Work Placements - A Survival Guide for Students</i> , Red Globe Press

Q	Programmes using the module as Core/Option:
i	BA (Hons) Graphic Design (Core)
ii	BA (Hons) Illustration & Design (Core)
iii	BA (Hons) Fashion Design & Promotion (Core)
iv	BA (Hons) Animation and Games Art (Core)

R	Module Delivery
i	On-Campus Yes
ii	Off-Campus Yes
iii	Distance Learning No
iv	Apprenticeship No
v	Available for incoming Study Abroad students No
vi	Professional Accreditation: No <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

S. Version Control

Module Descriptors are checked annually and updated when changes are made to the Module.

Version No		Date	Details of change	Author
V1	Document created	5/3/2021	New module	G.Mitchell, K. Nevens, N. Lewis
V2	Document changed	15/3/2021	Amended assessments and all content descriptions	G. Singh