

MODULE DESCRIPTOR

TITLE	Professional Development
MODULE CODE	CPL603
LEVEL	6
CREDITS	20
FACULTY	ACES
DEPARTMENT	Sheffield College – Department of Media and Humanities / Sheffield Hallam University – Department of Art and Design
SUBJECT GROUP	Creative Practice
MODULE LEADER	Tbc
DATE OF APPROVAL	Tbc

MODULE AIM

This module develops and enhances the skills needed to become a reflective practitioner, defining, recording and logging your potential career trajectory within a professional and/or industrial context in the broad range of convergent creative arts practice. Simultaneously, its rigorous academic requirements will allow you to practice and develop your presentational skills for a variety of audiences with a view to employment, education and continuous professional development.

MODULE LEARNING OUTCOMES

LO	Learning Outcome
1	Investigate and synthesise concepts of professional practice with regard to one's own professional development and chosen pathway.
2	Critically reflect upon and evaluate current professional practice, roles, responsibilities and related issues, manage your own roles and responsibilities with regard to working independently or as part of a team, in a professional design, photographic or media environment.
3	Develop and deploy an ability to comprehensively record and evaluate your personal and professional skills development.
4	Prepare for your creative industry career options and the key issues that underlie the gaining of employment within the creative industries, including economic, cultural and ethical concepts.

INDICATIVE CONTENT

You will propose and plan a course of action that informs your intended career trajectory, researching and recording professional opportunities within your creative field, with the guidance of guest lecturers, employers, and other careers specialists. Identifying and reflecting upon your personal professional progress, you will prepare

and present your work at regular intervals to staff and peers. You will articulate a well-informed critical and analytical relationship between existing media examples, potential audiences and your own work, demonstrating an enhanced understanding of your creative practice. Although it is not an assessed requirement for the module, students are strongly encouraged to seek and take up any opportunities for internships, work experience or WBL. Tutors have extensive experience in advising, preparing and assisting students in this process and you will be supported throughout the process on an individual basis, as required.

Students could produce a portfolio of work or work-related material demonstrating their growing understanding of the industry's requirements based upon direct experience, feedback from relevant/prospective employers and stakeholders, informing and enhancing their personal and professional growth. This could comprise a show-reel, design exhibition, website or digital portfolio, submitted in combination with a reflective account of their chosen career's requirements which may take the form of a written report, a video commentary, blog or similar suitable submission.

LEARNING, TEACHING AND ASSESSMENT STRATEGY AND METHODS

You will be supported in your learning, to achieve the above outcomes, in the following ways:

- Regular seminars, individual and group tutorials with a flexible approach to directed and independent learning which will accommodate individual and group aims.
- The overall approach in the module is enquiry-based learning.
- Industrial experience gained through experience in a professional environment or context.
- Have access to databases of professional contacts, employers, organisations, studios, computers, IT and resources.

ASSESSMENT DESCRIPTION

Students will compile a portfolio of work demonstrating awareness of the inter-relationship between the creative arts industry and their prospective professional career pathway. They will reflect critically upon the requirements of the industry and their intended career. A written brief

will be provided for all assignments clearly setting out the aims & objectives and specifying the outcomes for assessment required for the piece of work.

ASSESSMENT PATTERN - TASK INFORMATION (STANDARD ASSESSMENT MODEL)

Task No.*	Description of Assessment Task	Task Weighting %	Word Count or Exam Duration**	Sub-tasks Y/N⁺	IMR[^] Y/N	Final Task Y/N
1	Proposal, research, personal and professional development portfolio	70%	3000 words equiv	N	N	N
2	Reflective professional evaluation	30%	1000 words equiv	N	N	Y

FEEDBACK TO STUDENTS

You will receive feedback on your performance in the following ways:

- Feedback is given in individual tutorials.
- During the module, staff will work closely with you providing verbal and written formative feedback on your Professional development tasks, through the proposal process.
- Regular verbal formative feedback will be given at critiques, both from staff and your peers.
- Summative written feedback will be given on submission of both tasks.

LEARNING RESOURCES FOR THIS MODULE

Your individual career trajectory and development projects will determine your specific needs, but resources will include the Moodle VLE, detailed on-line reading lists, IT facilities and the relevant studio access. Tutors, visiting specialists and relevant industry practitioners from your chosen pathway will provide additional support. Some general recommended resources include:

Armstrong, H. (2009) *Graphic Design Theory: Readings from the Field*. New York: Princeton Architectural Press.

Goslett, D. (1984) *The Professional Practice of Design*. 3rd edition. London: Batsford.

Lupton, E. (2010) *Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students*. 2nd edition. New York: Princeton Architectural Press.

Rampley, M. (2005) *Exploring Visual Culture: Definitions, Concepts, Contexts*.
Edinburgh: Edinburgh University Press.

Zettl, H. (2013) *Sight, Sound, Motion: Applied Media Aesthetics*. London: Wadsworth.

Journals:

Digital Arts

International Journal of Design

Computer Arts Magazine

Websites:

<http://www.dandad.org>

<https://www.linkedin.com>

<https://www.hyperisland.com>

<https://www.behance.net>

www.creativeskillset.org

www.prospects.co.uk

MODULE STUDY HOURS (KEY INFORMATION SET)

Module Study Hours - Breakdown of Hours by Type		
Scheduled Learning and Teaching Activity type*	Hours by type	KIS category
Lecture	10	Scheduled L&T
Seminar		Scheduled L&T
Tutorial		Scheduled L&T
Project supervision	10	Scheduled L&T
Demonstration		Scheduled L&T
Practical classes and workshops	20	Scheduled L&T
Supervised time in studio/workshop	30	Scheduled L&T
Fieldwork		Scheduled L&T
External visits		Scheduled L&T
Scheduled Learning and Teaching Activities sub-total	70	
Guided Independent Study	130	Independent
Placement (Not SW year - see KIS definitions)		Placement
Work-based Learning (see KIS definitions)		Placement
Year Abroad (see KIS definitions)		Placement
Total Number of Study Hours (based on 10 hours per credit)	200	