I hope you had a good summer and…

WELCOME BACK

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- You have completed two years of your degree/MDes.
- You should be good at typography.
- You should be good at layout and structure.
- You should know your way around the basic design applications.
- If you don't, you have some catching up to do.
- This shit is about to get VERY real VERY fast!

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- This year all boils down to the choices you make.
- Choices about your work.
- Choices about how you manage your time.
- Choices about your future.
- Try to make more good choices than bad.
- We will help you where we can.

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"I am not a product of my circumstances. I am a product of my decisions."

Stephen Covey

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Your final year breakdown.

- **Graduate Portfolio (60 Credits)** - This is your core area of study consisting of personal projects and external projects. Spans Semester 1 & 2.
- **Independent Inquiry (Dissertation) (20 Credits)** – Don't underestimate how much time and headspace this will take. Get organised and have a plan as this will be done and dusted by Christmas.

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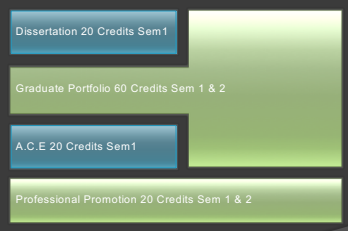
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Your final year breakdown.

- **Professional Promotion (20 Credits)** – How to prep for the transition from Uni into employment. Semester 1 & 2.
- **Advanced Creative Enquiry (20 Credits)** – Additional technology learning. Semester 1.
- Total Credits for your final year = 120 credits.

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Award Classifications.

- Your year average will be calculated based on the best 100 credits. (Modules greater than 20 credits must be included). This means that your worst 20 credit mark will not be included in your year average mark. **All modules must be attempted and PASSED. I strongly advise that you give all modules 100% effort!**
- Your final degree classification will be calculated in one of two ways.

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Award Classifications.

- Method 1: 1/3 Level 5 average plus 2/3 level 6 average.
- Method 2: Level 6 average only.
- You will automatically be awarded which ever method generates the highest mark.
  This is a good thing!

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Are you feeling stressed yet?

Don't panic. You may not have done this before but we have. Trust in our experience and we will help you through the ups and downs.

Take it one step at a time, break it down into more manageable chunks.

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"You don't try to build a wall,
you don't set out to build a wall, you don't say
I'm going to build the biggest, greatest wall that has ever been built.

You say, I'm going to place this brick as perfectly as a brick can be placed. You do that every single day and soon you have a wall."

Will Smith

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INTRODUCTION

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- This module is designed to help prepare you for the world outside of university.
- It covers essential techniques and strategies that will enable you to succeed in the workplace.
- It enables your individual talents to be identified and directly targeted.

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- Formal classes will introduce each subject area.
- These will normally be followed by an exercise or partial assignment.
- The goal is to bring an air of professionalism to your port folio and organisational skills.

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Where did the idea for this module come from?

- Potential employers who felt that something was missing from the graduate skill set.
- Ex students who felt that they should have been given more advice and help in the step from UNI to work.

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Some quotes from ex students.

- "You'll appreciate what you learn in Professional Promotion when you leave uni. Taxes actually are a thing. I know right, WTF!" *Nathan Griffiths*
- "Selling yourself and knowing a few of the tricks definitely helped." *Chris Barrs*
- "If I only had a week to tell them what it is really like." *Chris Ullmer*

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Some quotes from ex students.

- "Firstly I'd like to say that Professional Practice really came into perspective when I started working, so many topics you talked about came into play and it's been so helpful, I can't thank you enough! I know I missed a couple, but I still go back to your PowerPoint slides that I've saved onto my Mac." *Ashleigh Chivers*
- "Professional Practice help me a lot personally. I think it gave me an edge compared to other graphic design students and designers currently in the industry. I feel I was more prepared for the world of work after leaving uni and the transition into the 9 to 5 has been easy." *Katie Jones*

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Some quotes from ex students.

- "Don't bullshit… a professional will smell it a mile off!" *Colin Higgins*
- "Now I'm in work I wonder where all that 'free-time' has gone." *Lee Stinton*
- "What to say?.. Simply this… pay attention or you are really screwed!" *Helen Richards*

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Some quotes from ex students.

- "I thought you'd be pleased to know the course worked!" *Gareth Winter*
- "Just thought to send a quick email to say I've got a job in Luton! Thank you for all your help not just the tasks but over the last 3 years." *Naomi Urch*
- "Definitely do research about the companies before you go to interview, and have questions in your head that you can ask" *Amelia Hardwick*

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Some quotes from ex students.

- "It's going really well, just had Devon life and Cornwall life back from the printers along with pure weddings which I did a load of stuff for. It's good to see my designs in an actual magazine ha ha!" *Josh Stevens*
- "Our recruitment office are stressing that knowing about the real world of an agency is really important (i.e time management!)." *Anna Jehan*

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Some quotes from ex students.

- "Swansea College of Art helped prepare me for the working world of Graphics" *Christie Doyle*
- "My most important takeaway from the course was the preparation they give you to seamlessly enter the real world of design. Entering a large company didn't seem so daunting." *Anna Jehan*

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Some quotes from ex students.

- "Treat the 3rd year like a job and be organised. See everything as a opportunity as some of these will come when you least expect them. But lastly be persistent in everything you do and never give up." *Ben Twomey*
- "Had to knock up a 3 page spread about Bang & Olufson. Then he gave me a 'i didn't tell you this but you've got the job'." *Griff*

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Some quotes from ex students.

- "I found the Professional Practice lessons really helpful when I went for an interview after uni. I think making that little book at the end was a great idea and is really helpful. I'll definitely be looking back at it when going for future interviews" *Steph Carver*
- "There's so many good things to come after uni, don't stress. EVERYTHING works out in the end." *Nathan Griffiths*

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Meet some of your advisors.



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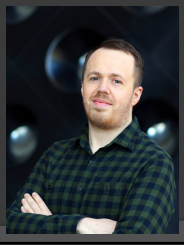
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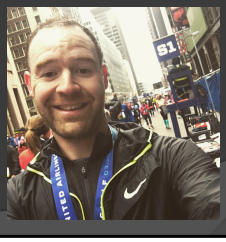


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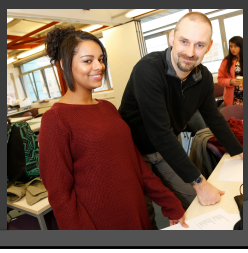




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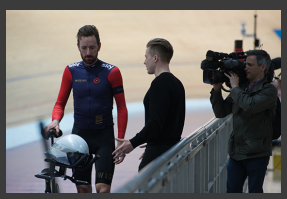
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So what do employers say.

- "Students are so naïve that they frequently undersell themselves" *Mike Martin (Oxford Illustrators – Publishing)*
- "We often have to spend a lot of time helping these people, colleges should do better." *Chris Carpenter (Director, Stills Design Group)*

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So what do employers say.

- "We rarely take on students, they don't communicate their skills." *Tony Ridler (Ridler Webster Design)*
- "You seem to do a good job of it there, we have taken on quite a few of your ex students. One as a direct result of this class." *Simon Toft (Managing Director, IMEX Design Group)*

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So what do employers say.

- "High quality level on a majority of work. Good to see the future of Graphic Design." *Alex (FST Design Agency)*
- "Highly polished quality of work. Some students work is higher than many more experienced designers working in London." *Jim Marshall (Creative Director, Tagword Design)*

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So what do employers say.

- "The team at Swansea have established a course that finely balances pure design fundamentals and the potential to bring that design talent to life in the commercial world. At Sky, we regularly see graduates from the Graphic Design course who demonstrate design of a high caliber, along with a diverse skill set. We've had great success in recruiting graduates into roles across brand campaigns, broadcast graphics and digital design."
(*Roland West | Sky Creative News Design*)

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Some thoughts on employers.

- You will have to convince them of your worth. Show them what you are made of, what you can do.
- You must be keen to succeed and motivated to do well.
- Be prepared, be organised and get into a work mentality. Treat the 3rd year as a 9 to 5 Job.

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Some thoughts on employers.

- PP will test you and make you think about opportunities and consider the employer's point of view.
- Professionalism starts now! Use this year to polish the skills that will transform you into employable, reliable designers.
- Develop your soft skills.

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What do you have to do?

- Start to produce the professional paperwork that will support your external projects (timesheets, costing, expenses).
- Develop your own identity and start thinking about your personal website.
- Produce a 'Get a Job' survival pack containing notes and exercises from Professional Promotion lectures.

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Some survival pack examples.



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Some survival pack examples.



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Some survival pack examples.



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Professional Promotion lectures will give you advice on…

- How to value your work and Tax considerations.
- Job hunting techniques.
- Job applications.
- Presentation techniques.
- Personal time management.

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Professional Promotion lectures will give you advice on…

- Professional briefing / contractual agreement.
- Freelancing considerations.
- Professional port folios.
- Interview techniques.

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What about jobs?

- UK Creative Industries is currently worth £101.5 Billion per year and is growing.
- That's about £10 million per hour!
- And accounts for 2 million jobs and a further 1 million support jobs.

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What about jobs?

- 1 in 12 new jobs in the UK are in creative industries.
- Types of work are: advertising and marketing, architecture, crafts, product design, graphic design, fashion design, film, TV, video, radio, photography, IT, software and computer services, publishing, museums, galleries and libraries, music, performing and visual arts. (Stats from gov.uk website Jan 2018)
- There is plenty of opportunity, so find something that you are passionate about and enjoy what you do.

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Your First Task...

- What is your first ideal job?
- What do you want to be doing?
- What should/could it lead to?
- How will you go about getting it?
- Write it up for your survival guide.

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The Cold Hard Truth.

- By mid May 2020 (about 8 months from now) all your work will have been handed in for assessment.
- There is a good chance that you will be applying for some of the same jobs.
- Those jobs that are available will be highly contested.

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The Cold Hard Truth. (All is not Lost)

- It is up to ***you*** what you want to do for the next 8 months, but I would suggest focusing on your degree.
- You all have the ability otherwise you would not be sat in this room.
- We are here to help you but you must be prepared to help your selves as well.

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Handy Hints.

- Plan and Structure your time. Organise your week into times of study, work and socialising...but get the balance right.
- Set yourself deadlines for your projects.
- Attend your tutorials and bring your work/ideas with you.

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Don't dream it.

Be it!

Frankenfurter, RHPS

