

READING LIST

Essential

Stern, Simon. *The Illustrators Guide to Law and Business Practice* (Association of Illustrators 2008)

Bessant, J. Et al. *Innovation and Entrepreneurship* (2nd Edition). (Wiley 2011).

Barrow, Colin, Barrow, Paul and Brown, Robert. *The business plan workbook – 4th Ed* (Business enterprise guides: Kogan Page, 2001)

Bowstead, J, M. *A Guide to Preparing your Portfolio: Contemporary Solutions*. (A&C Black Ltd. 2011).

Parish, David. *T-Shirts and Suits: A guide to the business of creativity*, (Liverpool: Merseyside ACME, 2006 - Electronically available at www.merseysideacme.com)

Background

Wood, M. *The Marketing Plan Handbook (4 Edition)* (Prentice Hall 2010)

Abbott, Robert J. *Art and reality: the new standard reference guide and business plan for actively developing your career as an artist, - 2nd ed.* (Seven Locks Press, 1997)

Burns, Paul. *Entrepreneurship and small business*, (Palgrave Macmillan, 2001)

Caplin, Lee [edited by] *The Business of Art - 3rd ed.* (Prentice Hall, 1998)

Covello, Joseph A. and Hazelgren, Brian. *Your first business plan 4th ed.* (Sourcebooks, 2002)

Deakins, David and Freel, Mark. *Entrepreneurship and small firms - 3rd ed.* (McGraw-Hill Education, 2003) Farley, Rebecca. [edited by] *AN essentials - 1999*

Hadley, Daniel. *Boost your performance: writing your marketing action plan*, Welsh Assembly Government, 2004 (Scottish Arts Council, 2002)

Kogan, Helen. [edited by] *How to set up and run your own business - 16th ed.* (2000 Kogan Page)

Mornement, Caroline. [edited by] *Second steps: a guide to setting up a business in the craft world, [3rd ed.]*BCE, 2003 NESTA *Launch your own successful business*. (UK: NESTA, 2009 – available under a Creative Commons Licence) Paton, Rob. *Managing and measuring social enterprises*, (SAGE, 2003)

Shaughnessy, A. *How to be a Graphic Designer without losing your soul* (London, Lawrence King Publishing, 2005)

Taylor, Fig. [edited by] *Survive: the illustrators guide to a professional career*, (Association of Illustrators, c2001)

Useful Websites

www.a-n.co.uk	www.cultural-enterprise.com	www.flyingstartonline.com	www.princes-trust.org
www.artsadvice.com	www.dandad.org	www.metier.org.uk	www.shell-livewire.org
www.artswales.co.uk	www.thedesigntrust.co.uk	www.nacue.com	www.britfilms.com
www.craftscouncil.org.uk	www.engage.org	www.nesta.org	www.ukfilmcouncil.org
www.creativepeople.org.uk	www.ecca-london.org	www.own-it.org	www.filmagencywales.com



Swansea
College of Art
Founded 1853

Module Handbook 18/19



M6X01612
LEVEL 6
20 Credits

BA(Hons) MDes Illustration

MARKETING AND SELF PROMOTION

Ian Simmons

Semester 1 & 2

Monday 2.00pm - 4.00pm (Sem 1)
Wednesday 10.00 - 12.00am (Sem 2)

Teaching hours	Independent learning hours
48	152

MODULE AIMS

To raise the awareness of the requirements of independently sourced commissioning clients.

To enable the individual to exhibit or present work in a professional manner and interact effectively with peers within a collaborative environment.

LEARNING OUTCOMES

- Upon the successful completion of this module, the student should be able to demonstrate the ability to:
1. Identify and respond to the needs of a range of commissioning clients.
 2. Apply resourcefulness and enterprise to sustain their work, test, test market viability, and/or seek employment.
 3. Display the ability to work with peers, whilst also undertaking an individual role, in the planning, promoting and execution of a graduate exhibition of work.

INDICATIVE CONTENT

- Operation of the Art Design and Media industry
- Analysis of marketing intelligence
- Self-promotion and social media
- Production of promotional material
- Negotiation with external bodies
- Managing a presentation and exhibition environment

ASSESSMENT CRITERIA

Assessment Component 1 Coursework:	Activity type	Percentage
Project Report/Visual Diary - 100%	Coursework/Portfolio	100%
	TOTAL	100%

Exemplar

The portfolio could comprise; an evaluation research document/report, a marketing/viability plan, personal promotional material, exhibition/screening content, documentary evidence of personal contribution to a collective endeavour.

Detailed assessment criteria will be found on the reverse of the project brief.

Feedback

Feedback can be defined in two categories, formative and summative. Formative feedback can be given verbally or written and may take place in group critiques or one-to-one tutorials during the progression of the project and after its conclusion. Summative feedback will be given as written feedback at the end of a module. The Visual Communication Mid Sessional Exam Board takes place the 4th February 2016. The marks for this module will be submitted to this Board.

Feedback on project assessment will be given to the student within 20 working days of submission.

Please see the course handbook for details of the university policy on attendance and plagiarism.

DELIVERABLES

The portfolio could comprise; an evaluation research document/report, a marketing / viability plan, personal promotional material, exhibition/ screening content, documentary evidence of personal contribution to a collective endeavour.

WEEK BY WEEK SCHEDULE

	Date	Content Semester 1		Date	Content Semester 2
1	24.09.18	Induction week	16	30.01	Exhibition/Marketing progress
2	2.10	No Session	17	6.02	Exhibition/Marketing progress
3	9.10	No Session	18	13.02	Exhibition/Marketing progress
4	15.10	Module Introduction.	19	20.02	Exhibition/Marketing progress
5	22.10	Putting a Value on your work and time.	20	27.02	Exhibition/Marketing progress
6	29.10	Letters of Application and CV.	21	6.03	Exhibition/Marketing progress
7	5.11	Academic Portfolios.	22	13.03	Exhibition/Marketing progress
8	12.11	Interview Techniques.	23	20.03	Exhibition/Marketing progress
9	19.11	The Briefing Process.	24	27.03	Exhibition/Marketing progress
10	26.11	Galleries.	25	3.04	DIARY SUMMATIVE DEADLINE
11	3.12	Professional Contacts/Networks.	26	10.04	EASTER BREAK
12	10.12	Professionalism/Self Employment.	27		Exhibition build
					EXHIB SUMMATIVE DEADLINE
		CHRISTMAS BREAK	28		Exhibition Assessment
13	7.01.19	Report prep unsupervised study	29		Exhibition Assessment
14	14.01	Assessment no lecture	30		Exhibition Assessment
15	21.01	DESIGN WEEK			

SUMMATIVE DEADLINE 3rd APRIL 2019

Extenuating Circumstances

13.2.1 (1) A student who believes that his/her performance in, or ability to complete, an assessment has been adversely affected by extenuating circumstances, may request that those circumstances are taken into account by the university when determining the outcome of the assessment. You will need to do this by completeing the GA1 form available through the university website and student portal.

If you intend applying for extenuating circumstances it is important that you appply after the summative deadline and no later than 10 working days after the submission deadline. You will need evidence of your extenuating circumstances to be submitted with the GA1 form.

Late Submissions

- 7.5 (5) Late submission penalties must be applied to work that is not submitted by the published deadline as follows:
- (i) up to one week late: maximum mark of 40% for first attempts; 0% for reassessment. These penalties may be lifted only with the approval of the Extenuating Circumstances Panel.
- (6) Work cannot be accepted more than one week after the submission deadline and must be recorded as a non submission.