

LEVEL 5 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA Illustration, BA Graphic Design, BA Advertising and Brand Design.		
Module:	Sustainability, Enterprise and Entrepreneurship		
Module code:	ADGD5004	Contribution to Overall Module Assessment (%):	100%
Lecturer:	Ian Simmons, Martin Bush, Jon Williams, Harry Richmond, Donna Williams.	Internal Verifier:	Derek Bainton
Assignment Title:	Business Plan with Presentations and Green Graphic Book	Word count (or equivalent):	N/A
Submission deadline:	TASK 1 – IAN SIMMONS BUSINESS PLAN HAND IN 12/12/2018 Location: TBC PRESENTATIONS 09/01/2019 & 16/01/2019 Location: Lecture theatre one. <i>This is 50% of the module</i> TASK 2 – GREEN GRAPHIC BOOK Hand in of book with the report is at 12 noon on 10/01/19 Location: AC404 <i>This is 50% of the module</i>	Return date of provisional marks & written feedback:	Feedback no later than: TASK 1 BY 30/01/19 (20 Working Days) TASK 2 BY 08/02/19 (20 Working Days)
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): For this module, a portfolio of work with all supporting material and any digital files must be submitted before the summative deadline. Late submission of the assessment will result in a late penalty mark.		

	Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.

Module Learning Outcomes (from module syllabus)
1. Initiate, contextualize, define and develop either a business idea or project proposal for an external funding agency (e.g. bank, gallery, Arts Council of Regional Film Agency) including a clearly articulated range of enterprise skills required and marketing and indicative financial considerations.
2. Demonstrate effective key skills and team working ability, including planning, organisation, reflexive thinking, and decision-making, communication and group presentation/pitching skills.

TASK DESCRIPTION

The module introduces students to business practise in terms of sustainability, entrepreneurship and enterprise.

To identify different disciplines and specialisms and to enter into dialogue by making connections, sharing knowledge and collaborating on projects in selected emergent areas.

These skills are designed to help students learn about sustainable development issues and offer an opportunity to acquire a 'toolkit'(*) for responding to existing and emergent sustainability challenges that they may face professionally, and in their lives more generally. (*QAA Education for sustainable development 2013).

Task 1 - The Venture Plan and Pitch (Ian Simmons)

Whether you are starting a business, developing a project within an existing company or applying for a research grant, you will need to provide interesting, factual and convincing information about your work and objectives that is usually found in a Venture Plan.

Venture Plans are a fundamental part of any company's growth strategy, whether it is for the initial setting up stage or for later company or product development. They are used for raising funds, supporting bids for grant aid, to support collaborative working initiatives with other companies, to develop a product within a company or a personal product you want to pitch to your boss.

This assignment requires you to form groups of 4-6 members. Together you must generate or identify a product or service opportunity and produce a professional venture plan that describes how you intend to develop this opportunity. Your teams should reflect as broad a

range of skills as possible. This will enable groups to delegate tasks and share experiences that will maximise your team's effectiveness.

Each member should take a key role e.g. Operational Manager, Marketing Manager, Financial Manager/Company Secretary, Technical Manager, Creative Manager etc.

The Venture Plan should be for the first year of the business or project plan.

Innovation, initiative and entrepreneurial activity will be rewarded.

The presentation of the Plan creates an instant impression on the reader. Whatever your objectives are, it is essential to keep the reader interested in the material you present.

Make sure your layout is clear, with numbered pages and a full contents page. Utilise appendices for background information so that the main body remains clear and uncluttered.

For the purpose of the assignment and for your later reference in years to come, include a reference list, bibliography and acknowledge those people who have helped you. (Use the Harvard reference system)

One venture plan per group is to be handed in, but each student must also write a short report (maximum 1000 words) detailing their role in the group and outline the research they personally undertook. These reports can be included in the overall plan but make sure the student name is on each one.

You will be expected to be pro-active in your research.

Following the Christmas break each team will have 10 minutes to present their business idea to the class and an industry representative. The presentations will be spread over two weeks (9th January and 16th January) and each group will only attend the week they are presenting.

Task 2 – Green Graphics 20 page book (Donna Williams & Harry Richmond)

There are two parts required for this brief.

Part One is the Design of a 20 page Book 80%

Part Two is a Report about sustainable materials sourced for the project. 20%

Part One: The Design of a 20 page Book for Green Graphic Design

You are to research one subject for Green Graphic Design.

For example it could be one of the following renewable energy solutions and you could produce an information book for it. Consider Industrial and domestic solutions and projections, any pros and cons, government targets, research and development strategies, costs etc.

The renewable energy solutions that you can choose from are: Solar, Wind, Bioenergy, Hydropower, Ocean Energy/Tidal, Geothermal, Bioenergy, and Hydrogen Fuel Cells. More information on these can initially be found here:

<http://www.renewableenergyworld.com/index/tech.html>

Of course you may find a brand new renewable energy solution or an environmental solution that is not in the main domain of information.

You may pick an environmental challenge that you personally are involved with. This could also include Sustainability for the Self and Wellness. The subjects matter is open to your interpretation of Green Graphic Design.

Please make sure that there is plenty of available research to access to enable the book to contain relevant content for a 20 page book.

You will need to check in with the lecturer to approve your brief, just to make sure that you are on track.

The size of the book is your choice but must have a minimum of twenty pages. Consider how you plan to print and construct the pages for your book. Where possible, you are to produce all the visual content for the pages of your book. Written information is to be live copy and can be from existing data but must be referenced.

Examples will be shown in lectures

Part Two -The Written Report (no more than 500 words)

At the end of this project you will need to supply details in a short report.

This is to be a brief report on the materials and proposed print methods and finishing techniques that you plan to use for your book. Consider, paper, card, inks, finishing, binding etc. You can also aim for costs. But costs are not, at this present moment a requirement for this brief assessment. We are seeking innovation and depth in your research. What can you find new in sustainable design?

There will be more information in the handbook and informative lectures.

- Refer back to your notes and experience from last year, particularly the magazine project.
- Use style sheets and master pages to organise the pages and content of your book.
- Look at books and examine how these pages are constructed. Read up about current design.
- The work needs to be assembled in InDesign.
- Layout and how you manage your content will be critical to the success of your book.
- Keep a record of your references to include in your book.
- The number of pages your book has may impact on how your book is bound.
- You will need to organise your time. Plan backwards from the deadline and allocate time for printing, designing, idea development and research etc.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria overleaf.

1. Engagement with Literature Skills

(Task 1 - Marks Available: 30 out of 100) *Business Plan*

(Task 2 - Marks Available: 20 out of 100) *Green Graphic Book*

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set. You should provide evidence that you have accessed an appropriate *range* of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Task 1 - Guidance specific to this assessment: *Business Plan*

It is essential to demonstrate the breadth of the research you have undertaken, therefore for this assignment there must be clear evidence of engagement with material from many sources. You are required to display effective analysis by evaluating and interpreting your findings. For clarity the term 'literature' includes all sources of information whether they be written, visual or audible. Sources can include (but are not limited to) books, journals, textbooks, websites, articles, interviews, images, films, etc. There is however no requirement for referencing to follow academic conventions in this instance.

Task 2. - Guidance specific to this assessment: *Green Graphic Book*

Is there evidence of adequate depth of research and analysis of the issue of sustainable design in Graphic Design? Have you accumulated enough knowledge about your own chosen subject to enable you to make a challenging book design? Your analysis of the subject and the somewhat self-generated brief is also considered in this assessment component, as is any further research and analysis that becomes necessary as the project progresses.

2. Knowledge and Understanding Skills

(Task 1 - Marks Available: 15 out of 100) *Business Plan*

(Task 2 - Marks Available: 20 out of 100) *Green Graphic Book*

At level 5, you should be able to demonstrate: sound knowledge and critical understanding of the well-established concepts and principles of the subject area and the way in which those principles have developed; knowledge of the main methods of enquiry in the discipline. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding.

Task 1 - Guidance specific to this assessment: Business Plan

For assessment it is necessary for you to display your awareness and understanding of the core concepts and key theories around the subject. You should generate a broad and diverse range of ideas to demonstrate your conceptual development. You should illustrate your understanding by providing evidence of the insights you make throughout the creative process.

Task 2. - Guidance specific to this assessment: Green Graphic Book

A process of thumbnail sketches are required for the layout ideas. Progression of page layout and idea development. Have you considered a variety of potential outcomes before deciding upon a specific solution?

3. Cognitive and Intellectual Skills

(Task 1 - Marks Available: 15 out of 100) Business Plan

(Task 2 not applicable for Green Graphics Book)

You should be able to critically analyse information, and propose solutions to problems arising from that analysis, including the critical evaluation of the appropriateness of different approaches to solving problems. Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where? At what cost? At all times, you must provide justification/evidence for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts, with an understanding of the limits of knowledge, and how this influences analyses and interpretations. Sound, valid conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed.

Task 1 - Guidance specific to this assessment: Business Plan

For For this element of assessment, you need to show how you have independently negotiated your solutions through experimentation, originality and risk-taking, and evaluated your solutions through analysis and self-reflection. In order to be successful you should be creating links and implementing innovative, intelligent and effective concepts by using your own judgement and decision making which should be communicated clearly and effectively.

Task 2 - Guidance specific to this assessment: not applicable for Green Graphics Book

4. Practical Skills

(Task 1 - Marks Available: 10 out of 100)

(Task 2 - Marks Available: 40 out of 100)

At level 5, you should be able to use/deploy a range of established techniques within the discipline, and apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context. You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations and/or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts, some of which may be creative. This is likely to involve, for instance, the use of real world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Task 1 - Guidance specific to this assessment: Business Plan

This element requires you to evidence your practical skills in the development and completion of this module. These skills can be illustrated through the successful use and management of software and/or hardware, or through traditional craft-based autographic techniques such as drawing, modelling, printing, etc. These are assessed through the creation of imagery, typography, text, animation and digital content for the implementation of advertising and brand design messages.

Task 2. - Guidance specific to this assessment: Green Graphic Book

Correct use of design technologies such as Master Pages, Style Sheets, colour modes and file formats. Has the correct technology been used for the design outcome for the book?

Appropriateness of content and exploration of design solutions looking at papers, binding and print finishing techniques. How successful is your final outcome to the project? Is it an appropriate response for your target audience and the subject matter? Is there an appropriate volume of work, and has it been realized to a high standard?

5. Transferable Skills for Life and Professional Practice

(Task 1 - Marks Available: 30 out of 100)

(Task 2 - Marks Available: 20 out of 100)

Your work must provide evidence of the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making. This includes demonstrating: professional development to advance existing skills and acquire new competences that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Task 1 - Guidance specific to this assessment: Business Plan

Assessment is based on the demonstration of key attributes that display both a professional approach and evidence of transferable skills in completing this module. These can include (but are not limited to) problem solving, timekeeping, project management, teamwork, negotiation, initiative, engagement, entrepreneurship, good citizenship, social and ethical responsibility and presentation skills.

Task 2. - Guidance specific to this assessment: Green Graphic Book

This section relates to how effectively you have communicated your design over the duration of the whole project. Has there been regular, productive dialogue to progress your work? How well is the message communicated and is it clearly presented? How professional is the final submission. Examples will be shown in lectures to clearly state what we consider to be highly presented design submission.