

LEVEL 6 ASSESSMENT SPECIFICATION

Module Code	ADAD6002
Title	Professional Promotion
Date	22/03/2019
Level	6
Credits	20
Pre-Requisites	

AIM(S)

- To prepare students for a successful engagement with the creative industries or external audiences through promoting professionalism, self-confidence, and collaborative strategies.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Identify professional practice strategies and respond to the needs of a range of commissioning clients.
- Apply resourcefulness and enterprise to sustain their work, test market viability, develop a personal profile, and/or seek employment.
- Display the ability to work with peers, whilst also undertaking an individual role, in the planning, promoting and execution of a graduate exhibition or performance.

INDICATIVE CONTENT

- **Brand and Visual Identity** – developing and refining a personal and professional brand. Developing an effective contemporary visual identity. Intellectual Property Rights.
- **Communication and Collaboration Skills** – digital and personal communication, presentation skills, CV & professional communication techniques, personal presentation and teamworking.
- **Promotional Strategies** – developing strategies for the production of promotional material (e.g. through social media, networking events, PR).

- **Commercial Skills** – the operation of the art, design and media industries. Setting up a small business or operating on a self-employed basis and understanding the industry protocols of professional practice.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24
Independent learning	152	76
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Discipline specific portfolio	Equivalent to 5,000 words	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100
Practical	
TOTAL	100%

READING LIST

- **Essential Reading:** It is expected that the majority will contain no more than 7 items; however, there will be instances where no more than 2 items is appropriate. The absolute maximum number of items to be included as essential on a reading list is up to 15 items.
- **Further Reading:** The absolute maximum number of items to be included as further reading on a reading list is up to 25 items, plus digitised chapters / articles as appropriate and within Copyright Licensing Agency (CLA) guidelines.

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Classification	Reading List entry	Electronic*
Essential	Dependent upon discipline specific requirements	☐
Essential		☐
Essential		☐
Further	www.hmrc.gov.uk/selfemployed	☒
Further	www.ahrc.ac.uk/	☒
Further	www.artswales.org.uk/	☒
Further	http://www.ipo.gov.uk/	☒
Further	http://www.bigideaswales.com	☒
Further	http://www.own-it.org/	☒
Further	http://www.nesta.org.uk	☒