

ADAD6002

Professional Promotion



MODULE HANDBOOK

2019-2020

(ADAD6002) Level 6 Professional Promotion

OVERVIEW

You will be working in small production teams drawn creating ideas, determining roles, formulating proposals and offering creative promotional strategies in response to industry briefs whilst working with leading practitioners from across Europe during the first part of the assignment. You will learn to generate effective promotional material to support the pitching of various product concepts, which will be both directly (i.e. self promotion/promoting you own ideas) and indirectly (i.e. developing your specialisms) relevant to your future career pathway.

HIGHLIGHTS

Professional engagement opportunities with leading practitioners drawn from across Europe.

The opportunity to develop and test creative ideas for professional promotion.

To work in teams in an intensely creative environment.

Finding out where your strengths/specialisms lie.

MODULE OUTLINE

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.

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

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

ASSIGNMENT OUTLINE Practical 100%)

You are required to submit a digital portfolio of material demonstrating a range of promotional strategies (8-10 minutes). You may undertake more than one promotion campaign, subject to approval by lecturing staff. Your portfolio should include analysis and reflection upon the promotional strategies undertaken.

The purpose of this assignment is to help you prepare for an effective engagement with the creative industries or external audiences through promoting professionalism, self-confidence, and collaborative strategies.

There will be two stages to the Assignment:

For the first part (two weeks) of the assignment, you will be documenting the Level 5 Professional Practices event as they work towards their pitches in teams.

The time for the remaining part of the assignment, you will be required to build up a portfolio of promotional work that should explore the theme of “*Paranormal Wales*” in some way. The resulting promotional materials can be for ideas you generate for ‘episodic’ productions that could be drama, documentary, factual entertainment, comedy, horror or other genres agreed with the lecturing staff.

Credits for film work should include the logo/credit for WIFA Diversity Manifesto (available on Moodle).

Work should be submitted and files labelled in accordance with the Film & TV Submission Guidelines (see document on Moodle).

FEEDBACK

Feedback Date 20 days after the date of assessment

Feedback is an essential part of all education and training programmes. It helps learners to maximise their potential at different stages of training, raise their awareness of strengths and areas for improvement, and identify actions to be taken to improve performance. Feedback can be seen as informal (for example in day-to-day encounters between teachers and students or trainees, between peers or between colleagues) or formal (for example as part of written or clinical assessment). However, there is no sharp dividing line between assessment and teaching in the area of giving feedback on learning. Feedback is part of the overall dialogue or interaction between teacher and learner, not a one-way communication.

During your studies you will therefore receive feedback in many ways, including the following:

- Dialogue between lecturers and students in formal classes.
- Direct questions and responses from teachers inside and outside formal classes.
- Email correspondence between teachers and students.
- Interactions between students and teachers using the module message board on Moodle.
- Informal comments and responses to pitches and presentations in classes.
- Comments and annotations added to written submissions, such as essays and reflective journals.
- Formal written feedback in response to assignments recorded on the summative
- Assessment module feedback forms.
- You will have an opportunity to discuss your feedback with your tutor.
- Feedback will be returned on assessed work within 20 working days of submission.

MODULE TIMETABLE

Stage One – Filming Faculty Professional Practice Event

As part of your portfolio submission you have been invited to film and document the Faculty-wide Level 5 Professional Practice event to produce marketing and promotional materials for the event that will be showcased on the HEAH Erasmus website.

This will take place between Wednesday 25th September and Tuesday 1st October. So you will be required to be present at the event with your production team who have been assigned to one of the four groups participating in the Level L5 event.

Below is a breakdown of the Level 5 event for your information.

Day One

10.00-10.30	Introduction to module & assessment requirements
10.30-11.30	Icebreaking and forming teams
11.30-12.00	Workshop on Personal Values and Motivation
12.00-12.30	Presentation of videos
12.30-13.00	Selection of challenge/ teams of approx. 5-6

LUNCH

14:00-16.00	Workshop: Developing project ideas
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Day Two

10.00-13.00	Overseeing session One Marketing, communication & social media. Overseeing session Two How to pitch - Performance tips - body language/overcoming nerves
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14.00-16.00	Work on pitch and project planning, supported by mentors
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Day Three

10.00-13.00	Project Planning: Intro to the Creative Canvas Tool
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14.00-16.00	Project Planning with mentor support
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Day Four

10.00-13.00	Overseeing sessions Funding Enterprise Types e.g. self-employed/ social enterprise/ CIC/ Ltd. Intellectual Property Budgeting - the basics of costing your work / time
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14.00-15.00	Bookable tutorials with mentors
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15.00 - 16.00	Re-cap and 'check-up' in preparation for final day
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Day Five

10.00-12.30	Finalise pitch working within teams supported by mentors Bookable filming session with L6 Film students, for students to film pitch if they wish
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LUNCH

1.30 - 3.30	Live pitch sessions – academic and industry panel to assess / give feedback
3.30 – 4.00	Closing sessions with clear instructions for assessment submission

Stage Two – Paranormal Wales

After Stage One is completed, you will then spend the rest of Block One focusing on the Paranormal Wales project, developing various forms of promotional materials to further develop your Professional Promotion Portfolio.

MODULE EVALUATION

At the end of this module, you will be asked to complete a module evaluation form. Please refer to the anticipated learning outcomes when making your evaluation.

MODULE RESOURCES

Reading List:

Module Code	ADAD6002	
Module Title	Professional Promotion	
Classification	Reading List entry	Electronic*
Essential	Dependent upon discipline specific requirements	☐
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	☒