

READING LIST

Essential

Barrow, Colin, Barrow, Paul and Brown, Robert. (2015) The business plan workbook – 8th ed. Business enterprise guides: Kogan Page

Martin, Roger. *The design of business: why design thinking is the next competitive advantage* (Boston: Harvard Business School Press, 2009)

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

Stokes, David R. (2017) Small Business management - 7th ed. Continuum

Wilkins, Lee and Christians, Clifford G. (eds) (2008) Handbook of Media Ethics. Routledge, 1st ed. Electronically available at www.routledgehandbooks.com

Background

Barrow, C. Brown, R. and Clarke, L. (2003) Business Enterprise Handbook, Revised ed. Kogan Page

Barrow, Colin. (2006) Financial management for the small business - 6th ed. Kogan Page

Blackwell, Edward. (2008) How to prepare a business plan - 5th ed. Kogan Page

Burns, Paul. (2016) Entrepreneurship and small business, 4th ed. Palgrave Macmillan

Deakins, David and Freel, Mark.(2012) Entrepreneurship and small firms – 6th ed. McGraw-Hill Education

Mornement, Caroline. [edited by] (2011) Second steps: a guide to setting up a business in the craft world, 4th ed. BCF

Shaughnessy, A. (2010) How to be a Graphic Designer without losing your soul, 2nd ed. London, Lawrence King Publishing

Taylor, Fig. (2013) How to Create a Portfolio and Get Hired; A Guide for Designers and Illustrators, 2nd ed. Laurence King Publishing

Brazell, D and Davies, J. Becoming a Successful Illustrator, 2nd ed. Bloomsbury Visual Arts

Williams, TS. (2010) The Graphic Designer's Guide to Pricing, Estimating, and Budgeting, 3rd ed. Allworth Press

Airey, David (2012) Work for Money, Design for Love: Answers to the Most Frequently Asked Questions About Starting and Running a Successful Design Business. New Riders

Hegarty, J. (2011) Hegarty on Advertising: Turning Intelligence into Magic. Thames and Hudson Ltd.

Ogilvy, D. (2007) Ogilvy on Advertising. Prion Books Ltd.

Useful Websites

- www.ipo.gov.uk
- www.hmrc.gov.uk
- www.businesswales.gov.wales
- www.dacs.org.uk

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| 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



ADGD5004
LEVEL 5 20
Credits

- BA(Hons) MDes Graphic Design
- BA(Hons) MDes Illustration
- BA(Hons) MDes Advertising and Brand Design

SUSTAINABILITY, ENTERPRISE AND ENTREPRENEURSHIP
Ian Simmons

Semester 1
Wednesday 10.00am - 12.30pm
03.10.18 to 16.01.19

Teaching hours	Independent learning hours
48	152

MODULE AIMS

To introduce 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.

LEARNING OUTCOMES

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). Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- 1. Initiate, contextualize, define and develop either a business idea or project proposal for external funding.
- 2. Identify, define and enter dialogue and share knowledge on issues of sustainability.
- 3. Work with different disciplines and specialism to enter dialogue on interconnected issues.

INDICATIVE CONTENT

- Effective communication strategies.
- Business planning.
- Sustainable materials.
- Ethics and Corporate Social Responsibility.
- IPR.
- Budgeting.
- Sustainable development in the context of Enterprise and Entrepreneurship.
- Presentation skills.

ASSESSMENT CRITERIA

Assessment Component 1 Coursework:	Activity type	Percentage
Project Report/Visual Diary - 75%	Written	-
Assessment Component 2 Practical:	Coursework	100%
Presentation plan – 25%	Practical	-
	TOTAL	100%

Detailed assessment criteria will be found on the reverse of each 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

Guidelines are set, which requires the student to investigate the potential of Visual Communication as an agent of change, protest or enlightenment, rather than its widely implicit role in commerce. This project builds upon technical skills, idea generation and visual connectedness nurtured in year 1, but necessitates a deeper research and thought process that questions their own aspirations and future possibilities. Initial and ongoing lectures lead into the brief, and individual advice is given regarding the breakdown of the workload. Ongoing weekly feedback – individually and in small groups - leads to a final assessment point.

WEEK BY WEEK SCHEDULE

	Date	Content	Time	Room
1	26.09.18	Year 1 Induction week. No taught session.		
2	03.10.18	Introduction.	10am	LT1
3	10.10.18	Working in the design industry.	10am	LT1
4	17.10.18	Pricing work.	10am	LT1
5	24.10.18	Market research.	10am	LT1
6	31.10.18	Intellectual property	10am	LT1
7	07.11.18	Negotiating, getting work and keeping clients.	10am	LT1
8	14.11.18	Design your future conference.	10am	LT1
9	21.11.18	Convince your audience: your concept - taking it forward.	10am	LT1
10	28.11.18	The more I’ve learnt the more I need to know.	10am	LT1
11	05.12.18	Communicating your findings.	10am	LT1
12	12.12.18	Hand in and presentation tips.	10am	LT1
		CHRISTMAS BREAK - 17th December to 7th January	-	-
13	09.01.19	Presentations - Venture 1 teams.	10am	LT1
14	16.01.19	Presentations - Venture 2 teams.	10am	LT1
15	23.01.19	Marking and Assessments.	-	-

SUMMATIVE DEADLINES

Business Plan Hand in: 12th December 2018, Presentations: 9th & 16th January 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 completing the GA1 form available through the university website and student portal.

If you intend applying for extenuating circumstances it is important that you apply 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.