

LEVEL 6 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA/MDes Automotive & Transport Design		
Module:	Professional Promotion		
Module code:	M6X01246	Contribution to Overall Module Assessment (%):	CW2 - 70%
Lecturer:	Paul Morrow	Internal Verifier:	Sergio Fontanarosa
Assignment Title:	Professional Portfolio & Exhibition	Word count (or equivalent):	(14 credits) 3 Elements
Submission deadline:	7-10.05.19 – Exhibition Set-up 13.05.19 - Digital Hand-in 17.05.19 - At Your Public Exhibition	Return date of provisional marks & written feedback:	10.06.19
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): 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. Demonstrate a critical understanding of their professional identity and present confidently a communication strategy that includes a portfolio of work and a variety of appropriate digital channels.
2. Demonstrate understanding of professional practice in relation to the levels of protection and steps required to exploit their intellectual property.

TASK DESCRIPTION

Design, create and disseminate a fully practicable portfolio through which you can fully and effectively demonstrate your professional skills, talents and individuality.

You should focus on this as part of your individual professional development to build a portfolio to use, for example, at your Private View & at the New Designers exhibition in July, 2019, for self-marketing other promotional activities and as you build up to your degree show, interviews and other important events. Where appropriate (project specific), students should include specific strategies related to protecting and exploiting their intellectual property.

Coursework: Professional Portfolio & Exhibition

1. The student will produce a Professional Portfolio, (Including CVs' & Business Cards) of work using an appropriate blend of traditional and new media communication channels.
2. In addition, and running in parallel with this, as a group you are to initiate and fully develop all necessary strategies to organise, build and exhibit your work at the 2019 degree show and its private view.

At this level, you are required to initiate and develop your own definition of a 'portfolio'; how its meanings relate to you is key to the successful completion of this module.

Deliverables:

- Set up and quality of your exhibition stand.
- Printed version of your Personal/Professional Portfolio, CV, Business Card & any other promotional initiative you feel appropriate.
- A Digital Copy of the above: A PDF Portfolio, CV & Business Card. If you have online resource/website containing your promo video, CV and Portfolio, just hand-in a digital CV containing your contact info and hyperlink.

Create a File & Name it: **M6X01246-PP_CW2_2019 – Surname, First Initial**. Place all your digital submissions into this file. Must be loaded on the PC provided (or emailed to me the CV only) by date and time below.

Assessment Criteria:

The Professional Portfolio & Exhibition will be assessed in relation to the specified deliverables as follows: - LO1 & LO2 using the common assessment & **marking criteria 4 & 5:**

- 4 - Practical Skills (50%)** – *Show evidence of your design, visualising & 3D skills in a portfolio of work*
- 5 - Transferable Skills for Life and Professional Practice (50%)** - *Professionalism & organisation of your exhibition & digital/online identity.*

Deadlines:

May 7th to 10th 2019 Exhibition set-up

4:00pm May 13th 2019 Digital submission on PC provided

11:00am May 17th 2019: Physical work, Assembled for your Private View Exhibition (tbc).

Feedback: During the week beginning 10.06.19

Additional Information:

Fund Raising:

As a group, you are to initiate and build ways to fund raise for your degree show, this might be through crowd funding, fundraising events or specific, targeted campaigning, individual donations or any other practicable means. A small hit squad normally works by asking for donations from year 1 & 2 students on your course (come to me for a register) plus donations from yourselves. This money is used to provide drinks and snacks for the private view and any additional resources to promote your show & sometimes to pay for a venue. 3 Volunteers required to plan this.

NewDesigners:

Based on the output of your exhibition a handful of you will be selected to exhibit at New Designers 2019, (3rd – 6th July) in London – which is good way to promote yourselves and see how good you are compared to your competitors. Individuals invited to exhibit will be required to pay a nominal contribution and other necessary costs, some specific materials such as printing and promotional output, and other costs such as travel and accommodation.

Planning the Exhibition:

Although you are all responsible to plan and build your own exhibition (including making and painting your plinths). 3 Volunteers will be required to coordinate and plan the show & get the invites out – working with staff and communicating with your year group.

Exhibition set-up will commence on Tue 7th May and must be complete in preparation for the Major project hand-in on Mon 13th of May