



Wales Academy of Voice and Dramatic Arts
Academi Llais a Chelfyddydau Dramatig Cymru

LEVEL 6: ADPA6004

CREATIVE INDUSTRIES

20 CREDITS

Module Lead: Lee McCallion

Module Learning Outcomes

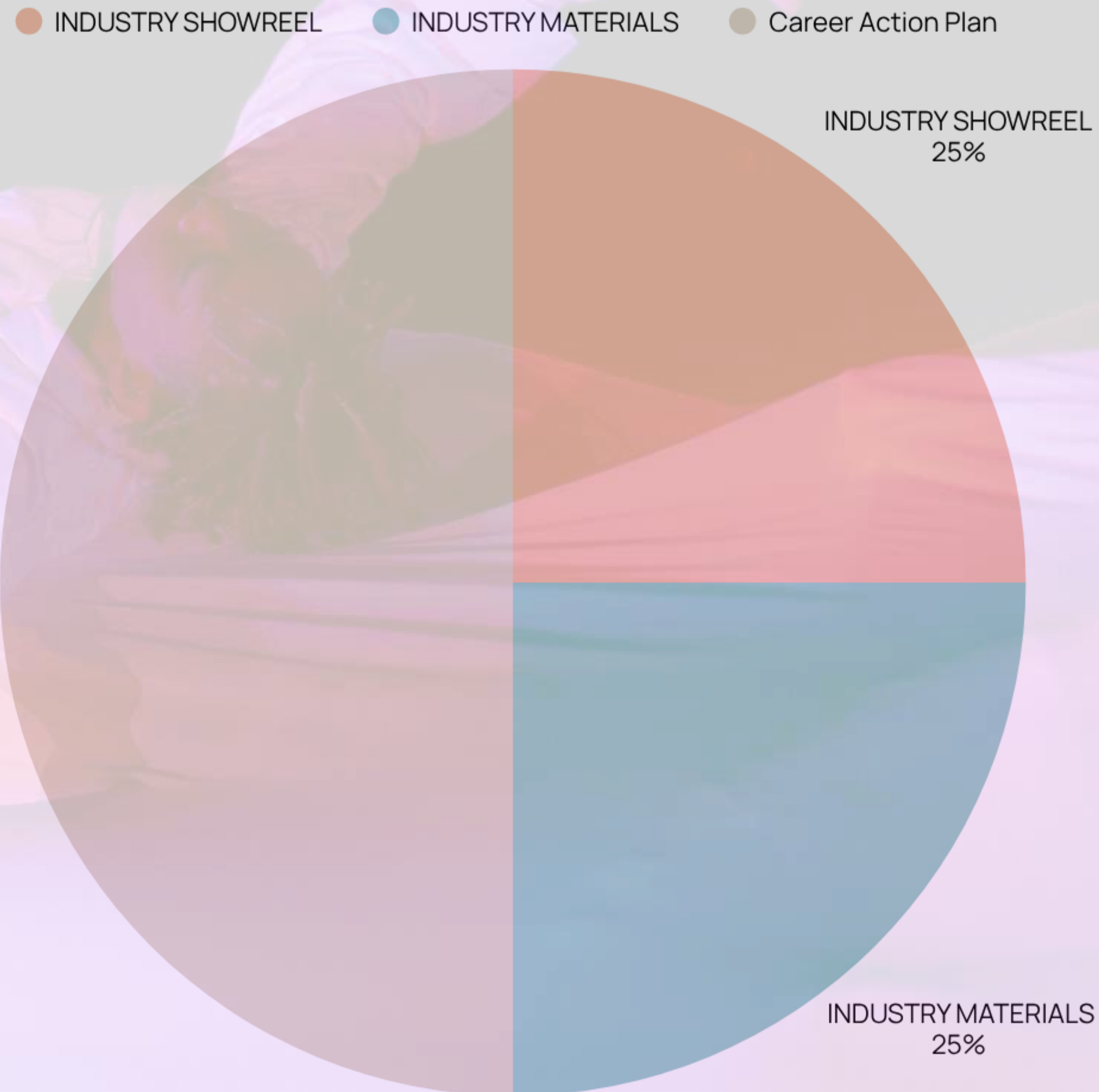
By completing this module, you will be able to:

- Showcase technical and creative skills to industry standards.
- Produce a professional portfolio for industry entry.
- Critically evaluate strengths and weaknesses.
- Demonstrate strategic career planning and self-awareness.

Lecturers & Specialist Areas

- Tap & Industry Acrobatics – Justin Sparkes
- Contemporary – Liam Wallace
- Hip Hop – Chris D
- Commercial – Jesses Thornton
- Commercial Contemporary – Yasmin Harcourt
- Theatre Jazz / Commercial Technique – Lee McCallion

Assessment Overview (100%)



Submission Deadlines

- Showreel Shoot → Week Commencing 8th December 2025
- Showreel & Written Submissions → 23rd January 2026
- Provisional Feedback & Marks → 20th February 2026

Submission Guidance

- Submit ONE PDF document containing all components:
- Professional CV
- Industry-standard headshot
- Full-length body shot
- 2,500-word Career Action Plan
- Showreel link (unlisted YouTube video, 2 minutes)
- Ensure the YouTube link is active and accessible
- All written work must follow UWTSD Harvard Referencing

Career Action Plan (50%) – Purpose

- Outline the steps and actions you are taking to advance your progress
- Support your presentation or business pitch
- Create a personal development plan or business plan
- Recognise and evaluate study, research, and work options
- Provide a realistic timeline for career development

Career Action Plan – Structure

Introduction

- Aims and objectives for your career/employability prospects
- Rationale and potential outcomes

Main Body

- Self-assessment (strengths/areas for development)
- Strategies for marketing/self-promotion
- Identification of gaps/problems to address
- Research into industry/organisations
- Clear actions, due dates, resources, and rationale

Conclusion

- Summary of aims and objectives
- Key reinforcements
- Closing statement

Using Tables in Your Action Plan

Tables can help structure your Action Plan clearly:

- SWOT Table – Strengths, Weaknesses, Opportunities, Threats
 - SMARTIE Goals Table – Specific, Measurable, Ambitious, Realistic, Time-bound, Inspired, Ethical/Emotional
 - Timeline Table – Short/medium/long-term actions, resources, risks, solutions
 - Industry Comparison Table – Agencies, organisations, entry requirements
- (Introduce each table with a short paragraph for essay flow.)

Using an Appendix

- The word count includes all tables, charts, and visuals placed in the main body of your Action Plan.
- To avoid exceeding the word count, you can place supporting material in an Appendix after your reference list.
- Appendices may include:
 - Extended tables or charts
 - Full survey/interview data
 - Extra visuals or research notes
- The Appendix is not formally marked, but it supports your main arguments.
- Always refer to your Appendix in the main text (e.g., “see Appendix A”).

The SMARTIE Framework

SMARTIE Goals

Specific (clear, what would it look like?)

Measurable (numbers, amounts)

Aligned (with your values)

Realistic / Right for you

Timed (when, milestones, timeline)

Inspired (exciting, level of commitment)

Ethical / Emotionally motivated (what feeling will it give you, is it a fit ethically)



Assessment Criteria Breakdown

Engagement with Literature Skills (10%)

- Assessed mainly through the Career Action Plan
- Use of credible, up-to-date sources (academic + industry)
- Correct Harvard referencing throughout

Knowledge & Understanding Skills (10%)

- Demonstrated in the Career Action Plan
- Understanding of industry context, roles, organisations, and pathways
- Ability to connect training with industry expectations

Cognitive & Intellectual Skills (10%)

- Evident in the Career Action Plan
- Critical thinking, evaluation, and justification of career choices
- Ability to analyse problems (e.g., market gaps, challenges) and propose solutions

Practical Application Skills (20%)

- Assessed through the Showreel and Industry Materials
- Professional presentation of technical skills on film
- Production of an industry-standard CV, headshot, and full-length shot

Transferable Skills for Life & Professional Practice (50%)

- Assessed across all three tasks
- Professionalism, organisation, clarity of communication
- Meeting deadlines, presenting materials to industry standards
- Employability readiness and ability to self-promote effectively

Moodle & Resources

- Moodle hosts:
- Module documents
- Assessment briefs
- Referencing handbooks
- AI in Assessment Guidance
- Career examples and templates
- Check Moodle regularly for updates and resources

Communication & Support

- Dedicated team group link

<https://teams.microsoft.com/l/channel/19%3A8c76928baceb43a8ba0e3aa1926f20fa%40thread.tacv2/Creative%20Industries?groupId=59c68367-8501-422e-9c2b-99846f26ac5f&tenantId=4e0f11f9-046e-4505-9cb8-db2152311e21&ngc=true>

Use for:

- Questions and clarifications
- Sharing resources
- Staying connected with lecturers and peers

Academic Integrity

- UWTSD Harvard Referencing is required throughout
- Generative AI permitted for research only
- Must include an AI Acknowledgement statement on the title page if used

Key Takeaways

- Action Plan = 50% weighting.
- Use SMARTIE to structure your goals.
- Submit as one PDF with a working showreel link.
- Stay professional and organised.
- Engage with Moodle and support networks.

A man with light brown hair, wearing a white button-down shirt, stands with his arms outstretched horizontally. His eyes are closed and his mouth is slightly open, as if he is singing or performing. The background is a solid light green color.

Any Questions?

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