

- Social media harnessing considering ethics, values, diversity, inclusion, intercultural awareness and responsible stewardship.
- Understand cultural and linguistic expression when developing written content for web or social media.
- The hypothetical or actual set up of a creativity-led enterprise, e.g. a Pop-Up shop, a textile studio, an online presence including a website/social media.
- Basic principles of marketing, market research, customer, and competitor profiling, estimating market size, creating marketing material etc.
- Develop effective communication strategies through online or printed material.
- Develop oral presentation skills for future working.
- Succinctly and professionally present project ideas to peer group and participate in constructive feedback.
- Embrace teamwork by troubleshooting and problem solving.

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
Portfolio	• Digital Portfolio - Portfolio will reflect the workshops and processes covered. • Technical logbook/File/Journal	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADDA5029
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Module Title	Future Ready Toolkit	
Classification	Reading List entry	Electronic*
Essential	Lewrick, M (2020) <i>The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable Innovation Methods (Design Thinking Series,)</i> Wiley	☐
Essential	Gauntlett, D (2018) <i>Making is Connecting: The social power of creativity, from craft and knitting to digital everything</i> , Polity	☐
Essential	Ellen MacArthur Foundation Publishing (2021) <i>Circular Design for Fashion</i> , Ellen MacArthur Foundation Publishing	☐
Essential	Buster, B (2018) <i>Do Story: How to Tell Your Story so the World Listens: 5</i> , Do Books	☐
Essential	Werner, L (2021) <i>Brand Yourself: A no-nonsense brand toolkit for small businesses</i> , Practical Inspiration Publishing	☐
Further	Braungart, M and McDonough, W (2009) <i>Cradle to Cradle. Remaking the Way We Make Things</i> , Vintage	☐
Further	Drake, T (2020) <i>Do Agile: Futureproof your mind. Stay grounded: 25</i> , Do Books	☐
Further	Shayler, M (2017) <i>Do Disrupt: Change the Status Quo or Become it: 4</i> , Do Books	☐
Further	Otter, J (2020) <i>Do Make: The Power Of Your Own Two Hands.: 26</i> , Do Books	☐
Further	Shayler, M (2020) <i>Do Present: How to Give a Talk and Be Heard: 24</i> , Do Books	☐
Further	Thackara, J (2017) <i>How to Thrive in the Next Economy: Designing Tomorrow's World Today</i> , Thames and Hudson Ltd	☐
Further	Posner, H (2015) <i>Marketing Fashion, Second edition: Strategy, Branding and Promotion</i> , Laurence King Publishing	☐
Further	Pecotich, B (2017) <i>Solve Problems That Matter: Design, Build & Launch Your Social Enterprise</i> , Dynamic4 Pty Ltd	☐
Further	Kennedy, J (2021) <i>LAUNCH INTO INTERIOR DESIGN: a beginner's guide to the industry</i> Kennedy Literary Agency	☐
Further	Werner, L (2020) <i>Hype Yourself: A no-nonsense PR toolkit for small businesses</i> , Practical Inspiration Publishing	☐
Further	Dib, A (2018) <i>1-Page Marketing Plan: Get New Customers, Make More Money, And Stand out From The Crowd</i> , Page Two	☐
Further	Biesenbach, R (2018) <i>Unleash the Power of Storytelling: Win Hearts, Change Minds, Get Results</i> , Eastlawn Media	☐
Further	Minney, S (2017) <i>Slave to Fashion</i> , New Internationalist	☐

Module Code	ADDA5024
Title	Image Making 2 – Drawing for a Live Brief
Date	05/05/2021
Level	5
Credits	10
Pre-Requisites	None

AIM(S)

- To expand upon the visual qualities and primary research skills initiated at level 4, through an increasingly analytical approach. Students are expected to interpret ideas, themes and trends from a position of increased visual awareness, and vantage point of a professional collaboration.

LEARNING OUTCOMES

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

- Present evidence that demonstrates the ability to generate ideas independently and/or collaboratively in response to set briefs.
- Demonstrate proficiency in observation, investigation, enquiry, visualisation and/or making, with the ability to evaluate critically the appropriateness of different approaches to solving problems set by collaborative project partners/live briefs/clients.

INDICATIVE CONTENT

- Consolidation of observational skills as an academic tool
- Trend analysis
- Exploratory drawing processes for design
- Textile industry appropriate paint techniques – gouache, inks, open mesh print
- Digital drawing
- Drawing through Printed Textiles, Print Making
- Drawing with hard materials; wire, clay, enamel
- Development of critical skills in visualisation techniques
- Advanced exploration of visual qualities i.e. line, tone, colour, texture, shape.
- Consolidation of research and application skills in relation to a chosen subject
- Formulate critique as an evaluation of processes