

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.

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).

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: (All criteria are equally weighted)**.

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

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the two generic assessment criteria overleaf.

4 Practical Skills (*Marks Available: 50 out of 100*)

At level 6, you should be able to apply the methods and techniques that you have learned to review, consolidate, extend and apply your knowledge and understanding, and to initiate and carry out projects. You will deploy accurately established techniques of analysis and enquiry relevant to the discipline, and apply them in complex and unpredictable contexts, to devise and sustain arguments and/or to solve problems. You should be able to frame appropriate questions to achieve a solution - or identify a range of solutions. You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations and/or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context or circumstances, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts, some of which may be innovative and creative. This is likely to involve, for instance, the use of real world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Guidance specific to this assessment:

Show evidence of your design, visualising & 3D skills in a portfolio of work.

5 Transferable Skills for Life and Professional Practice (*Marks Available: 50 out of 100*)

Your work must provide evidence of the qualities and transferable skills necessary for graduate-level employment requiring the exercise of initiative and personal responsibility and decision-making in complex and unpredictable circumstances. This includes demonstrating: the learning ability for professional development to advance existing skills and acquire new competences of a professional nature that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment:

Professionalism & organisation of your exhibition & digital/online identity.

STUDENT SELF EVALUATION FORM (UG)

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Student Name:		Student P Number:	
Programme:	BA/MDes Automotive & Transport Design		
Module:	Professional Promotion		
Module Code:	M6X01246	Contribution to Module:	70 %
Assignment Title:	CW2 - Professional Portfolio & Exhibition		

Generic Assessment Criteria	% of Overall Mark	Level of Achievement – In Percentages %													
		Fail	MF	3 rd Satisfactory			2:2 Good			2:1 Very Good			1 st Exceptional		
		0-29%	30-39%	40-43%	44-46%	47-49%	50-53%	54-56%	57-59%	60-63%	64-66%	67-69%	70-79%	80-89%	90-100 %
1. Engagement with Literature Skills	0%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2. Knowledge and Understanding Skills	0%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3. Cognitive and Intellectual Skills	0%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4. Practical Application Skills	50%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
5. Transferable Skills for life and Prof Prac.	50%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Please comment on areas in which you feel that you have performed well:

Please comment on areas that you feel you need to develop:

Student Signature:

Date:

GENERIC ASSESSMENT CRITERIA

Level 6

In accordance with the Framework for Higher Education Qualifications, at the end of Level 6 students should have coherent and detailed knowledge and a systematic understanding of their subject area, at least some of which is informed by the latest research and/or advanced scholarship within the discipline. They will be able to accurately deploy established techniques of analysis and enquiry within a discipline, using their conceptual understanding to devise and sustain arguments and/or to solve problems. They should be aware of the uncertainty, ambiguity and limits of knowledge. They should be able to critically evaluate evidence, arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions. They will apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects. They will have the ability to manage their own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline). They will demonstrate the qualities and transferable skills necessary for employment requiring: the exercise of initiative and personal responsibility; decision-making in complex and unpredictable contexts; the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Level 6	FAIL	MARGINAL FAIL	SATISFACTORY (3 rd / Pass)	GOOD (2.2 / Pass)	VERY GOOD (2.1 / Merit)	EXCELLENT (1 st / Distinction)	EXCEPTIONAL (1 st / Distinction)
Category	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
4. Practical skills (Apply/deploy accurately established tools and techniques; initiate and carry out projects; formulate solutions to solve problems in complex and unpredictable contexts.)	Limited or no use of methods, materials, tools and/or techniques. Little or no appreciation of the context of the application. Limited understanding of the application of theory to practice or making appropriate links between the two. Very weak problem-solving skills in complex	Rudimentary application of methods, materials, tools and/or techniques but without consideration and competence. Flawed appreciation of the context of the application. Weak understanding of the application of theory to practice, with only occasional evidence of making	An adequate awareness and mostly appropriate application of well-established methods, materials, tools and/or techniques. Basic appreciation of the context of the application. Theoretical knowledge and understanding applied in practice, but not always making	A good and appropriate application of standard methods, materials, tools and/or techniques. Clear appreciation of the context of the application. Mainly consistent, accurate and logical application of theory to practice, making appropriate links between the two. Can identify problems and	A very good application of a range of methods, materials, tools and/or techniques. Very good consideration of the context of the application, with perceptive insights. Can identify problems and propose appropriate solutions in complex and unpredictable contexts.	An advanced application of a range of methods, materials, tools and/or techniques. The context of the application is well considered, and insightful. Application and deployment extend beyond established conventions. Can identify complex problems and propose excellent solutions. Innovation and creativity evident.	Exceptional levels of application and deployment skills in unpredictable, practical contexts, drawing skilfully on the latest research within the discipline. Can identify complex problems and propose sophisticated solutions. Assimilation and development of cutting edge processes and techniques.

Level 6	FAIL	MARGINAL FAIL	SATISFACTORY (3 rd / Pass)	GOOD (2.2 / Pass)	VERY GOOD (2.1 / Merit)	EXCELLENT (1 st / Distinction)	EXCEPTIONAL (1 st / Distinction)
Category	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
	and unpredictable contexts.	appropriate links between the two. Weak problem-solving skills in complex and unpredictable contexts.	logical links between the two. Can identify problems and propose basic solutions in complex and unpredictable contexts without fully appreciating the complexity.	propose mostly appropriate solutions in complex and unpredictable contexts.	Evidence of some innovation and creativity.		
5. Transferable skills for life and professional practice (Exercise of initiative and personal responsibility; professional development; initiate and complete tasks and procedures: individually and/or collaboratively; use appropriate media to communicate effectively; fluency of expression; clarity and effectiveness in presentation and organisation.)	Communication medium is inappropriate or misapplied. Work is poorly structured, disorganised and/or confusingly expressed. Very weak use of language and/or very inappropriate style. Little or no evidence of autonomy (or collaboration, where relevant) in the completion of tasks. Little or no evidence of the skills required in graduate employment.	Communication medium is poorly designed and/or not suitable for the audience. Work is poorly presented in a disjointed manner. It is loosely, and at times incoherently, structured, with information and ideas often poorly expressed. Weak use of language and/or inappropriate style. Weak independent initiative (or collaboration, if relevant). Limited evidence of the skills required in graduate employment.	Can communicate in a suitable medium but with some room for improvement. Mostly ordered presentation and structure in which relevant ideas / concepts are reasonably expressed. Work may lack coherence in places. Can work as part of a team, but with limited involvement in group activities. Demonstrates the basic skills required in graduate employment, with some areas of minor weakness.	Can communicate effectively in a suitable format, but may have minor errors. Mostly coherent, organised work, in a suitable structure and is for the most part clearly expressed. Can work effectively independently and/or as part of a team, with clear contribution to group activities. Demonstrates the skills required in graduate employment, with some areas of strength and some of minor weakness.	Can communicate well, confidently and consistently in a suitable format. Work is coherent, fluent, well-structured and organised. Can work very well autonomously and/or as part of a team, with very good contribution to group activities. Demonstrates very good graduate employment skills, with just occasional minor weakness.	Can communicate professionally confidently and consistently in a suitable format. Work is coherent, very fluent and is presented professionally. Can work autonomously with initiative. Where relevant can work professionally within a team, showing leadership skills as appropriate, managing conflict and meeting obligations. Demonstrates excellent graduate employment skills and an appetite for further development.	Can communicate with an exceptionally high level of professionalism. Work is exceptionally coherent, very fluent and is presented professionally. Can work exceptionally well and professionally within a team, showing advanced leadership skills. Demonstrates exceptional graduate employment skills and an appetite for further development.

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