

Module Handbook



Photography in the Arts | Photojournalism & Documentary

Photography

Marketing and Self Promotion

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MODULE DESCRIPTION

This module is designed to encourage the development of skills for the work place through a series of lectures, seminars, workshops, guest lectures, study visits to Arts Council revenue funded galleries and artist run spaces, which will introduce you to the concepts, principles and practices of the professional artworld. Students are required to expand their knowledge around marketing, self-promotion and entrepreneurship through understanding these key points: Operation of the art, design and media industries, self-promotion and social media, Production of promotional material, Negotiation with external bodies and be able to manage a presentation and exhibition environment.

AIMS

To raise the awareness of the requirements of independently sourced commissioning clients.

To enable the individual to exhibit or present work in a professional manner and interact effectively with peers within a collaborative environment.

LEARNING OUTCOMES

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

1. Identify and respond to the needs of a range of commissioning clients.
2. Employ resourcefulness and enterprise in sustaining their work, test market viability and/or seek employment.
3. Display the ability to work with peers undertaking an individual role in the planning and

ASSESSMENT DESCRIPTION

The aim of this module is to raise awareness of the importance of professionalism with regard to marketing and self-promotion, knowledge of art and design industries, uses of social media and websites, production of promotional material, negotiation with external bodies as well as managing presentations. As part of this module, you will take part in an interview with a prospective client. You are required to produce a PDF promotional portfolio (on InDesign) to send to galleries, agents, picture editors etc. alongside a professional up-to-date website and social media presence.

The promotional material you produce should be relevant to your practice and presented in an interview conducted with an industry professional at the end of this module.

There are THREE components to this task

1. Promotional PDF Portfolio

This PDF should be produced on Adobe InDesign and include, contact information and link to website URL, Artist Statement, CV and Portfolio of Work.

2. A Professional Website and Social Media Presence.

Your website is a key tool in marketing your practice. The website should pay careful attention to how your chosen website design functions on desktop, laptop, tablet and mobile devices.

3. External Liaison File

This document should provide a self-reflective and informative overview of your external contact/professional engagement over the last year.

You should include a table of contents, brief descriptions of each project, a self-evaluation and any client evaluations/references.

You should also include any relevant visuals and research for each project undertaken.

The document should be submitted as a pdf.

These previous components will be assessed in a summative assessment in the form of a Portfolio Review/ Interview with an industry professional.

SUBMISSION INFORMATION

FORMATIVE ASSESSMENT

Mock interview:

28th January, 2019

You are required to bring a work in progress PDF Portfolio to this mock interview. Times and location will be sent to you in advance of this meeting.

SUMMATIVE ASSESSMENT

Submission of all components of this module:

20th May 2019

Interview with industry professional:

Date TBC - May 2019

Feedback:

Week ending 7th June 2019

SEMESTER ONE SCHEME OF WORK

All sessions will start at 13.30 on Mondays unless stated otherwise (see below)

Week One

Monday 1st October

Introduction to Module

Week Two

Friday 12th October

Developing and designing workshops – Meet at Glynn Vivian.

Week Three

Monday 15th October

Review of workshop proposals

Week Four

Monday 22nd October

David Edwards Guest Lecture (rescheduled Friday 16th Feb)

Week Five

Monday 29th October

Teresa Cisneros Guest Lecture

Week Six

Monday 5th November

Social media and web presence

Week Seven

Monday 12th November 14.30 – 15.30

Elevator Pitch/ Networking Event w/ Fine Art Students

Week Eight

Monday 19th November Indesign w/ Tim Stokes

Week Nine

Monday 26th November

Week Ten

Monday 3rd December – adobe prem w/ Tim

Week Eleven

Monday 10th December

Tutorials

READING LIST

Reading List for Semester One

Essential

Brabham, D. Crowd Sourcing, (California: MIT, 2013)

Molthan-Hill, P. The Business Student's Guide to Sustainable

Management: Principles and Practice, (Sheffield: Greenleaf publishing 2014)

Parish, D. T-Shirts and Suits: A guide to the business of creativity,
(Liverpool: Merseyside ACME, 2006)

Tresca, S. Kickstarter UK Handbook, (London: Seashore Press, 2014)

Recommended

Blythe, J. Essentials of Marketing, (5th edition), (London: Blythe Pearson, 2012)

Stokes D. Entrepreneurship Paperback use pre formatted date that complies with legal
requirement from media matrix, (London: Lrng Business Press, 2010)

Stokes, D & Wilson, N. Small Business Management and Entrepreneurship, (6th
edition), (London: Lrng Business Press, 2010)

Journals

Journal of Brand Management (Palgrave and Macmillan)

Journal of Small Business Management (Wiley)

Journal of Entrepreneurship (Sage)

Journal of Innovation and Entrepreneurship (Springer)

Art Monthly

Artist's News Letter

Art in America

Frieze

Websites

www.kickstarter.com

www.weebly.com

www.designcouncil.org.uk

www.creativepublic.com

www.artresources.co.uk

www.artswales.org.uk

www.artscouncil.org.uk

www.designcouncil.org.uk

www.artangel.org.uk

www.g39.org/warp/website.cg

www.tate.org.uk

www.engage.org/engage-cymru

www.engage.org

www.g39.org

www.chapter.org

www.artesmundi.org

www.missiongallery.co.uk

www.glynnvivian.com

www.elysiumgallery.com

www.arnolfini.org.uk

www.spikeisland.org.uk

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

4. Practical Skills

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:

- *Refine your practical skills with software techniques relevant to the task*
- *Ensure you use appropriate presentation forms in consolidating your portfolio of work.*
- *Organise information into a coherent framework which identify and clearly communicates the ideas you are exploring within your work.*

5. Transferable Skills for Life and Professional Practice

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:

- Present your work professionally, applying attention to the contexts appropriate for each component of assessment.
- Communicate your ideas into a coherent and consistent style with due consideration to the audience.
- Evidence transferable skills necessary for graduate-level employment