

# Marketing & Self Promotion

# BA (Hons) / MDes Graphic Design

# Module Handbook Level 6



**Swansea**  
**College of Art**  
Founded 1853



**Prifysgol Cymru**  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David

# Marketing & Self Promotion

Module Code: M6X01612

Module Credits: 20

Semester: 1 and 2

Module Coordinator: Gavin Kirby

Teaching Staff: Gavin Kirby / Donna Williams / Phil Thomas

Module Start Date: Monday 1st October 2018

Teaching Sessions: Varied, please see schedule for details

Module Duration: 30 weeks

Assessment Deadline: May 2019 date and time TBC

## Rationale

The content of this module has developed over the years as a direct response from the experiences of graduates working in creative industries. It has been designed to ease the transition from student to employed graduate by developing your professional skill sets.

The module is delivered via a series of formal intensive lectures throughout October and then a series of developmental workshops and group sessions throughout the rest of the year.

Although there are the three distinct areas within the module, Marketing, Self Promotion, and Exhibition the skills that they develop are all interlinked. You will learn how to organise and market yourself for the working world. You will develop a personal brand identity to promote yourself to prospective employers. As a group you will work together to plan and organise your end of year exhibition.

*You'll appreciate what you learn in MSP when you leave uni. Taxes actually are a thing. I know right, wtf.*

*There's so many good things to come after uni, don't stress. EVERYTHING works out in the end. (Nathan Griffiths - 2015 graduate)*

## Module 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. Apply resourcefulness and enterprise to sustain their work, test, test market viability, and/or seek employment.
3. Display the ability to work with peers, whilst also undertaking an individual role, in the planning, promoting and execution of a graduate exhibition of work.

## Indicative Content

- Operation of the Art Design and Media industry
- Analysis of marketing intelligence
- Self-promotion and social media
- Production of promotional material
- Negotiation with external bodies
- Managing a presentation and exhibition environment

## Assessment Criteria

Coursework: Assessment Component 1 – 100%  
Portfolio of work - This portfolio comprises of a body of work from projects set by staff  
The module starts with an intensive series of workshops designed to bring all the students up to standard of competence with current software and basic design and typography skills. Those skills are then applied to a project which requires communication across a range of print media.

## Formative Assessment

Formative assessment gives you feedback on the progress you are making during the module. It can indicate recommended action midway. It may include group critiques and an indicative mark.

## Summative Assessment

Summative assessment finalises what you have achieved at the end of the module by way of a final module percentage mark.

## Assessment Strategy

Your assessment is broken down into the following areas. A short description has been included for each area to show what will be considered within each section.

All assessment areas indicated carry a weighting % to be calculated into the final module mark.

### Engagement with Literature Skills: (Marks Available: 15 out of 100)

On this area you will be graded for the research on the 'The Survival Guide' - Your responses to the tasks that have been set.

### Knowledge and Understanding Skills (Not Applicable to this Assessment.)

### Cognitive and Intellectual Skills (Marks Available: 15 out of 100)

Survival Guide example: Your final finished survival pack, is it organised? Does it function as a usable pack? Look at the design of the pack and how it is constructed.

### Practical Skills

(Marks Available: 35 out of 100)

The use of professional design applications, processes and technologies to produce your project work. To complete your project work you may need to use several software applications, processes and technologies. Considerations should also be given to the method of the final outcome and the manner in which your work is to be presented.

Make sure that you have the correct use of Web Development and Print Based skills for the business cards. At assessment point we will check that your webpage is live and able to access the site.

For the Business cards, we will be looking at print based skills and a professional finish. Ask yourself if your personal logo competes in global market? Does your CV stand out?

Exhibition Poster :Does your idea for the promotion of the end of year exhibition show aim for the target audience?

Were you able to justify your Design idea when pitching to the group?

Have you shown your skills in Typography, layout design and use of colour, hierarchy of information.

The Professional A3 Portfolio. Is the professional A3 final portfolio organised to get a job? It is well managed and shows strong examples of work? Does it communicate what is needed for the employer

Exhibition Stand - How does your final exhibition stand look? Is it well thought out, balanced and professional?

### Transferable Skills for Life and Professional Practice (Marks Available: 35 out of 100)

Personal time management and project management. Have you been prepared to engage in the class room environment and that you are ready to learn. That you are able to show evidence of self directed study beyond the time tabled sessions of the module.

Professional attitude to your project work and your personal development. Engagement in 'self Promotion' workshops and how you have gained confidence in your roles.

How did you conduct yourself in your Role, working in a team, for the exhibition? What were the challenges and how did you overcome any adversity? What did you learn about yourself in a team?

#### Submission Information

Details of what is required for the submission of work for this module will be outlined in detail in the module design brief/briefs.

Late submission penalties must be applied to work that is not submitted by the published deadline. Work submitted up to 1 week late: maximum mark of 40% for first attempts; 0% for re-assessment

Late submission penalties may be lifted only with the approval of the Extenuating Circumstances Panel.

Work cannot be accepted more than 1 week after the submission deadline.



**Josh Stevens**  
Geographic Studios  
Queenstown, New Zealand



| Schedule  |                                    |                                                                                                   |
|-----------|------------------------------------|---------------------------------------------------------------------------------------------------|
| Lecture 1 | 1st October<br>3pm to 5pm          | Welcome back and Introduction to Marketing, Self Promotion and Exhibition.<br>Lecture Theatre 1   |
| Lecture 2 | 3rd October<br>10.30am to 12.30pm  | How to value your work and your time.<br>Lecture Theatre 2                                        |
| Lecture 3 | 8th October<br>3pm to 5pm          | Job hunting.<br>Lecture Theatre 1                                                                 |
| Lecture 4 | 10th October<br>10.30am to 12.30pm | Letters of application and CVs.<br>Lecture Theatre 2                                              |
| Lecture 5 | 15th October<br>3pm to 5pm         | Client Briefings.<br>Lecture Theatre 1                                                            |
| Lecture 6 | 17th October<br>10.30am to 12.30pm | Academic portfolio for assessment and professional portfolio for interviews.<br>Lecture Theatre 2 |
| Lecture 7 | 22nd October<br>3pm to 5pm         | Get ready for interviews.<br>Lecture Theatre 1                                                    |
| Lecture 8 | 24th October<br>10.30am to 12.30pm | Recap on MSP lectures and what happens next.<br>Lecture Theatre 2                                 |

There will be several [workshops](#) scheduled throughout the rest of the year that you will need to attend and take part in. The workshops are designed to help you to develop your personal ID and reflect upon your goals. We will also be arranging group sessions to look at the end of year exhibition so that you can plan and organise the event. [Dates and times TBC.](#)



Images from the New Designers 2017 - 18

### Attendance Policy

All students are required to attend all scheduled classes and tutorials and Faculties will record individual academic attendance on a weekly basis.

Contact points will be specified for each programme, taking into account the structure of the programme and the scheduled timetable. Disciplinary action will be taken for any sustained periods of unauthorised absence. Students who have a legitimate reason for unexpected absences (including the instance of illness or injury) must provide evidence to their Tutor, London Student Services or Faculty Office, as appropriate, immediately following their return, to ensure that it is noted as authorised leave.

Wherever possible, students should request permission through their Tutors, London Student Services or Faculty Office in advance of any absence, completing the appropriate forms to explain the circumstances that require this. Although short authorised absences are not normally counted against the student, these are taken into consideration in the annual review of each student's cumulative attendance (see below). Confirmation of authorised absence will be lodged on each student's record.

If a student does not provide any reasonable justification for periods of unauthorised absence, fails to respond to initial and/or final Attendance Warning Letters, and/or the required actions agreed at meetings with academic staff, and does not improve their attendance record, the Faculty will ask the Registry to withdraw the student.

Each student's cumulative attendance (%) will be reviewed during and at the end of each academic Term. The required level of attendance will be defined by the Faculty/campus taking into account the level of study, structure of the programme, and scheduled timetable. Initial and Final Warning letters will be issued for low levels of attendance to advise her/him that attendance is below the level expected by the University and that, if poor attendance continues, this may lead to the individual being withdrawn from the programme. Very low levels of attendance for an academic Term will lead to immediate withdrawal.

### Unfair Practice and Plagiarism

Plagiarism is passing off, or attempting to pass off, another's work as your own. It includes copying the words, ideas, images or research results of another without acknowledgement, whether those words etc. are published or unpublished. It is plagiarism, for example, to copy the work of another student, or a member of staff or a published article without crediting the author. The guidance that follows explains what is meant by plagiarism, describes the University's regulations for dealing with it, and provides help in avoiding it.

More information on plagiarism is available in the University Regulations: Student Guide (<http://www.uwtsd.ac.uk/academic-office/university-regulations-student-guide>).

### How to avoid plagiarism

The easiest way to avoid plagiarism is to have a good dialogue with your academic staff. This is done by regularly attending classes and discussing the progression and development of your work.

The golden rule is; 'if in doubt, provide references'. Consult your tutors if you have any problems, in particular with the method of citing books and articles, which may differ from subject to subject. There are no penalties for asking for advice and guidance; there are severe penalties for plagiarism!

More information on how to avoid plagiarism is available in the University Regulations: Student Guide (<http://www.uwtsd.ac.uk/academic-office/university-regulations-student-guide>).

### Extenuating Circumstances

A student who believes that his/her performance in or ability to complete an assessment has been adversely affected by extenuating circumstances may request that those circumstances are taken into account by the University when determining the outcome of the assessment. Requests for consideration of extenuating circumstances are considered by a cross-University Extenuating Circumstances Panel.

For the purposes of this regulation, extenuating circumstances refer to immobilising ill health at the time of assessment, bereavement of a close relative or friend shortly before assessment, or other similarly profound experience or difficulty that is outside the control of the student. In respect of students in employment,

significant pressures from employers may also be considered as extenuating circumstances, where it can be demonstrated that these have been substantially greater than normal at the time of assessment.

More information on how Extenuating Circumstances is available on the University website (<http://www.uwtsd.ac.uk/academic-office/procedures-for-academic-appeals-complaints-and-other-student-cases>).

# Welcome to the

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## Bibliography

Bessant, J. Et al (2011). Innovation and Entrepreneurship (2nd Edition). Wiley.

Clazie, I. (2010). Creating your digital portfolio: the essential guide to showcasing your design work online. Cincinnati, Ohio: How Books

Bowstead, J, M. (2011). A Guide to Preparing your Portfolio: Contemporary Solutions. A&C Black Ltd.

Wood, M. (2010). The Marketing Plan Handbook (4 Edition), Prentice Hall.

## Journals

Entrepreneurship & Regional Development

Frontiers of Entrepreneurship Research

Journal of Business Venturing

Journal of Small Business Management

## Websites

<http://www.ipo.gov.uk/>

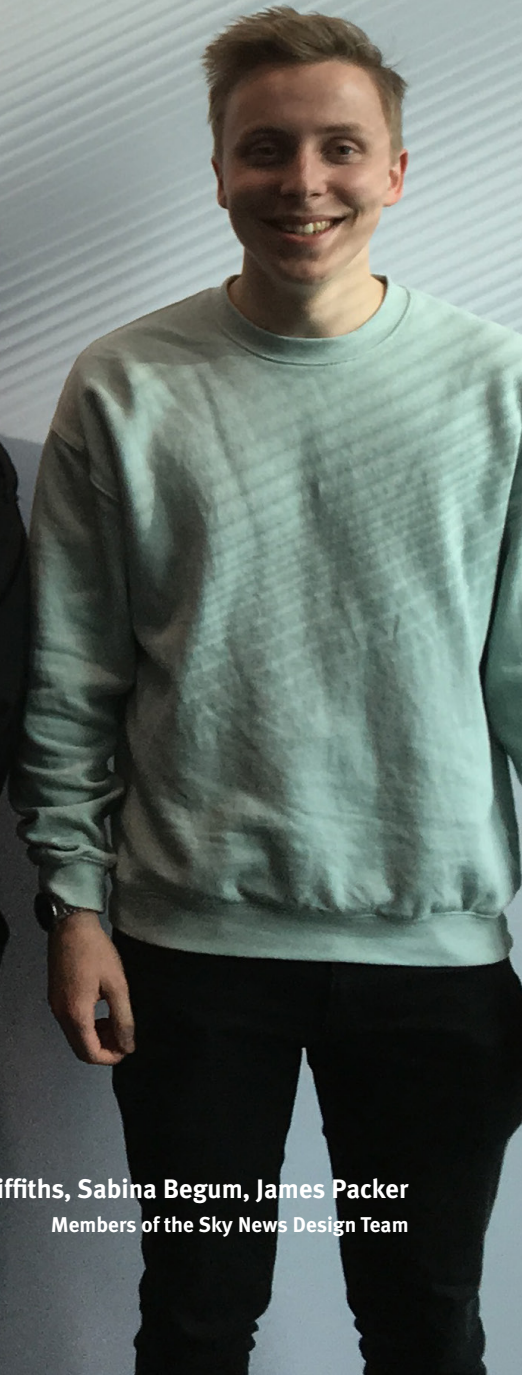
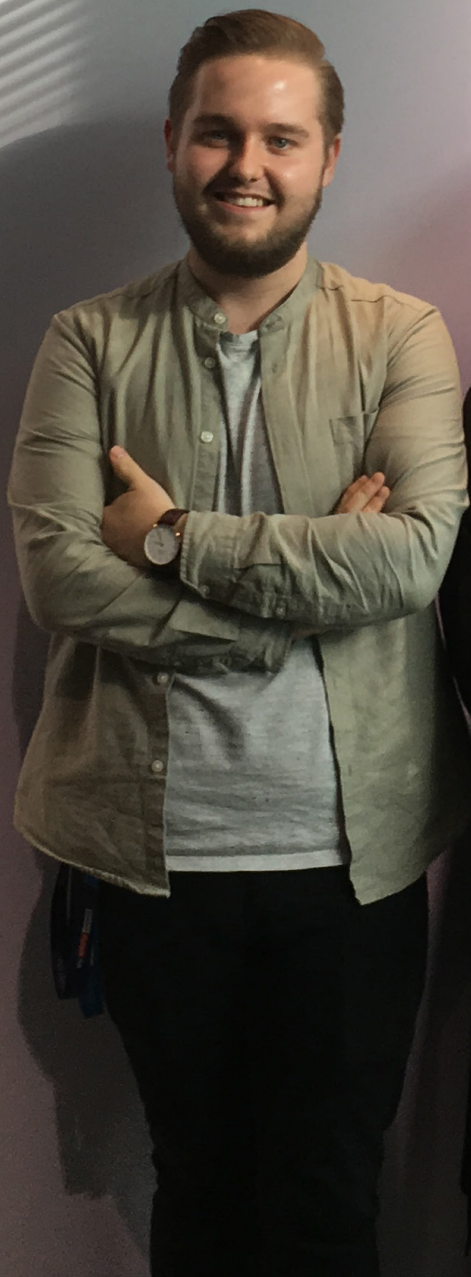
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**Nathan Griffiths, Sabina Begum, James Packer**  
Members of the Sky News Design Team

