



Unit Title	Live Projects
FHEQ Level	5
Unit Code	ABD18204
Credit Value	30 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	75	Independent Study	70
Supervised access to resources	0	Preparation for Assessment	100
		Unsupervised Access to Resources	55
Total			300

Unit Description

This unit kick starts the process of locating your creativity in relation to current practice within the fields of advertising and branding. It will help you navigate the contemporary employment landscape by providing the opportunity for you to gain first hand professional experience. You will be exposed the challenges of working on real projects and with real clients, both of which will help you develop the discipline and professionalism that you will need to establish a sustainable career after you graduate. You will work as part of a team and be required to reflect on this process to improve your ability to work effectively within this environment. You will pitch your ideas in front of a client and learn to explain your intention in a way that engages and clarifies. You will also learn how to recognise creative restrictions and deliver a project ‘on brief’ and to deadline.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- Opportunities to gain first hand professional experience.
- Strategies for team working and professional planning.
- Communication skills in relation to pitching and client presentation.
- Work effectively with a client and within professional constraints.
- Professional skills with relevant software.

Unit Aims

- Locate your work in relation to the current practice within the fields of advertising & branding.
- Develop professional skills with relevant software.
- Learn to plan professionally and deliver work to deadline.
- Develop professional skills in relation to client presentation and pitching.
- Work effectively within a team
- Recognise and work within creative restrictions.

Unit Learning Outcomes

LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 6 Critical and creative mindsets

Analyse conceptions of diverse practice and use this to inform a course of action

Related Principle: ORIGINATE

LO 7 Employability

Demonstrate professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

LO 8 Professional Identity

Investigate specific professional contexts to situate your own practice

Related Principle: CULTIVATE

Learning and Teaching Methods

In Level 05, directed learning is facilitated alongside increasingly self-directed activity. Directed activity includes workshop tasks, lectures and problem solving exercises in the studio. Critique, group discussion and tutorial provide opportunities for directed analysis, examination, exploration and evaluation. Students are expected to challenge established ideas through semi directed experimentation and informed speculation. They will develop an independent viewpoint through the synthesis of independent discovery and guidance provided by staff. Students will work independently, and as part of a team to engage in activities defined by external practitioners and professionals. They receive feedback on their work during critiques, tutorials and group discussion. Feedback will be coordinated by a tutor and students may be required to present to industry practitioners and professionals. Peer review and feedback continue to be a valuable tool in our assessment strategy and team-working will facilitate additional opportunities for this to happen. Formal feedback against learning outcomes and assessment is provided at the midpoint of the unit,

alongside formative guidance. At the end of the unit summative assessment will take place in response to the submission of specified assessment evidence.

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
<ul style="list-style-type: none"> ● Practical outcomes produced in response to professional briefs. 	100% (all work marked holistically)
<ul style="list-style-type: none"> ● Research & reference material, tests, prototypes, proofs, refinements, organised and presented in an appropriate format. ● Personal log of contribution to team. 	

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- Locate your work in relation to the current practice within the fields of digital design and advertising. **(LO6, LO8)**
- Demonstrate professional skills with relevant software. **(LO4)**
- Evidence of professional planning and delivery work of work to deadline. **(LO7)**
- Demonstrate professional skills in relation to client presentation and pitching. **(LO7)**
- Evidence of effective team-working **(LO7)**
- Ability to work within creative restrictions. **(LO7, LO8)**

Essential Reading List

1. Barez-Brown, C (2011). SHINE: How To Survive And Thrive At Work. London: Penguin.
2. DeRosa, Darleen M. and Lepsinger, Richard. (2010) Virtual Team Success: A Practical Guide for Working and Leading from a Distance, Jossey-Bass: A Wiley Imprint
3. Steel, Jon. (2006) Perfect Pitch: The Art of Selling Ideas and Winning New Business, Adweek Books John Wiley & Sons

***Additional reading matter and reference points will be specified within the individual project briefs that make up this Unit**