

<b>Unit Title</b>	Industry Collaboration
<b>FHEQ Level</b>	Level 6
<b>Unit Code</b>	ABD18302
<b>Credit Value</b>	15 Credits
<b>Unit Type</b>	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	60
Supervised access to resources	0	Preparation for Assessment	10
		Unsupervised Access to Resources	50
<b>Total</b>			<b>150</b>

### Unit Description

At the beginning of your final year, you have the opportunity to gain a further understanding of the Advertising and Branding industry and locate what you do in relation to current practice. You will work alongside an industry practitioner, studio, agency, in house design team or start up, on a project devised to examine or respond to a key area of their practice. This project could be created collaboratively or set by them, but it will enable you to exchange ideas and develop your professional experience. You will develop prototypes, pitch your ideas and get external feedback on what you produce. All of this will give you a valuable opportunity to further develop your professional network and build relationships that will support your career beyond graduation.

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.
- Collaborative working and professional planning.
- Informed speculative making
- Investigation of potential design futures
- Communication skills in relation to pitching and client presentation.
- Work effectively with a client and within professional constraints.

- Professional skills with relevant software.
- Networking and professional relationship building.

### Unit Aims

- To locate what you do in relation to the current practice Branding and Advertising.
- To create speculative prototypes that investigate the potential future direction of Advertising and Branding.
- To gain professional insight into specific areas of industry practice.
- To refine professional skills in relation to client presentation and pitching.
- To learn to collaborate, build and maintain professional relationships.
- To recognise and work within creative restrictions & produce work to deadline.

### Unit Learning Outcomes

#### LO 3 Development/Prototyping

Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process.

**Related Principle: INTEGRATE**

#### LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

**Related Principle: ADVOCATE**

#### LO 7 Employability

Effectively employ 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

Align your professional identity as a practitioner with a viable career context.

**Related Principle: CULTIVATE**

### Learning and Teaching Methods

In Level 06, students engage in a self-directed critical, contextual and practical examination of the course aims and are provided with opportunities to present their work externally. They develop their own assignments independently with tutorial guidance and exchange ideas with industry professionals. A synthesis of self-initiated discovery will inform an increasingly personalized approach within a developing understanding of the parameters of professional practice. Feedback is increasingly provided within tutorial and students will make more use of peer led discussion and critique. In Level 6 students are increasingly

encouraged to present their work to industry practitioners and professionals. Formal feedback against learning outcomes 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"> <li>• A portfolio of practical outcomes</li> </ul>	100% (all work marked holistically)
<ul style="list-style-type: none"> <li>• Reflective blog</li> </ul>	

### 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.*

- Demonstrate an ability to locate what you do in relation to the current practice Digital Design and Advertising. **(LO3, LO8)**
- Evidence of speculative prototyping to investigate the potential future direction of Digital Design and Advertising. **(LO3, LO8)**
- Evidence of professional insight into specific areas of industry practice **(LO7)**
- Demonstrate professional skills in relation to client presentation and pitching. **(LO5)**
- Evidence of effective collaboration and building professional relationships. **(LO7)**
- Demonstrate recognition of creative restrictions & production of work to deadline. **(LO7)**

### Essential Reading list

**\*The nature of this unit means that reading matter and reference points will be specified according to the individual project briefs that make up the Unit**