



Unit Title	Self-Directed Major Projects
FHEQ Level	Level 6
Unit Code	ABD18303
Credit Value	45 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	250
Supervised access to resources	0	Preparation for Assessment	10
		Unsupervised Access to Resources	100
Total			450

Unit Description

During this unit, you will generate a substantial proportion of the ‘portfolio’ that you will present professionally after graduation. You will have the opportunity to both personalise and professionalise your practice – understanding the parameters that industry practitioners work within, but negotiating these from the perspective of your own personal interests, skills and experience. You will engage in a critical, contextual and practical examination of ideas related to a subject that you will select. This subject does not necessarily need to relate specifically to Advertising and Branding, it could connect to culture, society, economics, science or politics but it must be substantial enough to support a sustained critical examination. Conclusions from your enquiry will provide the rationale for a series of personally devised projects that will allow you develop your personal creative identity and provide at least 3 portfolio outcomes. These projects can be externally set and facilitate an engagement with industry practice or be driven by more personal motives, but they must connect with your original area of critical enquiry.

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

- Critical and contextual research & enquiry.
- Self-directed investigation of key ideas and theories.

- Practical examination of contemporary practice within Branding and Advertising.
- Development of personal creative identity.
- Systematic evaluation of strengths and weaknesses.
- Prototyping, testing and speculative making.
- Creation of engaging narrative communication across a number of media channels.
- Identification & exploration of areas of personal interest.
- Target setting & strategic planning in relation to personal & professional development.
- Self-directed organisation and planning to deliver outcomes.
- Professional technical skills.

Unit Aims

- To critically question and examine current practice, within the fields of Branding and Advertising.
- To critically investigate related social, political, cultural, scientific or economic areas.
- To devise a coherent, intelligent and critically engaged project briefs.
- To systematically and incisively evaluate personal objectives in relation to strengths and weaknesses.
- To set realistic goals and plan towards effective project delivery.
- To create speculative prototypes that investigate the potential future direction of Branding and Advertising.

Unit Learning Outcomes

LO 1 Research/Inspiration

Select and evaluate information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

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 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

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

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 is provided 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"> ● At least 3 project briefs produced using template provided. ● A portfolio of practical outcomes. 	100% (all work marked holistically)
<ul style="list-style-type: none"> ● Research & reference material, tests, prototypes, proofs, refinements & other development material organised and presented in an appropriate format. 	

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.

<ul style="list-style-type: none"> ● Evidence of a critical examination of current practice within the field of digital design and advertising. (LO1, LO2)
<ul style="list-style-type: none"> ● Evidence of a critical investigation into related social, political, cultural, scientific or economic areas. (LO1, LO2)
<ul style="list-style-type: none"> ● Production of coherent, intelligent and critically engaged project briefs. (LO2)
<ul style="list-style-type: none"> ● Demonstrate systematic and incisive evaluation of personal objectives in relation to strengths and weaknesses. (LO2)
<ul style="list-style-type: none"> ● Demonstrate realistic goal setting and effective planning. (LO4)
<ul style="list-style-type: none"> ● Evidence of prototyping and speculative making. (LO2, LO3)
<ul style="list-style-type: none"> ● Evidence of professionally finished outcomes. (LO4, LO5)
<ul style="list-style-type: none"> ● Evidence of engaging narrative communication across a number of media channels. (LO4, LO5)

Essential Reading list

***The self-directed nature of this Unit means that reading matter and reference points will be identified by the student and specified according to the research requirements of the individual project briefs that make up the programme of study.**