

Unit Title	Professional Trajectories
FHEQ Level	Level 6
Unit Code	ABD18304
Credit Value	30 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent Study	180
Supervised access to resources	0	Preparation for Assessment	10
		Unsupervised Access to Resources	50
Total			300

Unit Description

This unit provides an opportunity for you to create and implement a practical strategy for post-graduation success. This will involve reviewing and evaluating the work you have produced during the course to help you orientate and locate yourself within the complexity of an evolving industry landscape. You will then create a plan for personal promotion and package what you do in a way that will engage and excite a professional audience. This is not just about portfolio creation or website building but rather an opportunity to strategically develop a range of tools, materials and projects that you can use to initiate a conversation with the industries you hope to enter. The aim is to connect with key people related to your areas of expertise and build relationships and networks that will help you sustain your practice in the years after 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

- Review and evaluation.
- Critical analysis of current industry practice models.
- Strategic adaptation and refining of previous work in relation to post graduation objectives.

- Communication and conversation with industry practitioners and potential post-graduation support networks.
- Portfolio building and packaging of projects using recognised communication tools.
- Self-directed research and examination of current industry practice.
- Examination of critical and theoretical frameworks within the contemporary context.

Unit Aims

- To engage in a critical analysis of current practice in order to identify and locate potential areas of opportunity.
- To speculate on the future of Advertising & Branding through informed research and experimentation.
- To develop a range of innovative strategies to ease the transition into professional practice.
- To establish platforms to effectively showcase creative work.
- To create opportunities to actively engage and build conversations with relevant industry professionals and build relationships and networks that will sustain your practice beyond graduation.
- To refine portfolio and create a coherent body of creative outcomes.

Unit Learning Outcomes

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 6 Critical and creative mindsets

Evaluate a range of critical approaches in order to form an independent position

Related Principle: ORIGINATE

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 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">Evaluation, Post-graduation plan & Self-promotion strategy (1000 words)	100% (all work marked holistically)
<ul style="list-style-type: none">A portfolio of practical outcomes	

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.

- Evidence of critical analysis of current practice in order to identify and locate potential areas of opportunity. **(LO6)**
- Evidence of informed research and experimentation to speculate on the future of digital design and advertising. **(LO6)**
- Demonstrate a range of innovative strategies to ease the transition into professional practice. **(LO6, LO8)**
- Demonstrate the use of platforms to effectively showcase creative work. **(LO5)**
- Evidence of engagement with relevant industry professionals to build relationships and networks that will sustain your practice beyond graduation. **(LO7)**
- Evidence of a coherent body of creative outcomes. **(LO5)**

Essential Reading List

- Gerritson, Miekke *Everyone is a Designer: Manifest for the Design Economy* Gingko press
- It's a Matter of Promotion, Victionary*. Gestalten Verlag

- Klanten, R., Brumnjak, B., Mischler, M *Introducing. Designs for Making a First Impression* Gestalten Verlag
- <https://lectureinprogress.com>
- <https://www.creativereview.co.uk>
- <https://www.designweek.co.uk>
- <https://www.campaignlive.co.uk/opinion>
- <http://intern-mag.com>
- <https://www.marketingweek.com>
- <https://www.fastcodesign.com>
- <https://techcrunch.com>

***Other reading matter and reference points will be specified as part of the evaluation and research within this unit.**