



Unit Title	PREP FOR INDUSTRY
FHEQ Level	Level 5
Unit Code	EPP18204
Credit Value	15 Credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	32.5	Independent Study	38
Supervised access to resources	5	Preparation for Assessment	27
		Unsupervised Access to Resources	47.5
Total			150

Unit Description

This unit examines the professional/commercial world of the Post House. The UK Post sector is regarded as one of the most creatively dynamic and successful in the world and is a key destination for many our graduates.

At the end of this term you will be encouraged to go on a work placement at a Post House. To prepare for this, the unit will deliver a diverse programme of lectures and activities that will help prepare you for work in this sector: CV writing, skills audit, sector research, networking skills, online presence, and showreels.

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

- Research tools and skills
- Market analysis and targeting
- Report writing – styles and formats
- Networking for professional development

Unit Aims

- Understanding of the specificities of the Post House business-to-business model.
- Develop employability skills: CV writing, self promotion, networking, presentation and negotiating skills
- Engage in the debate around the notion of ‘citizen practitioner’.

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Briefings
- Lectures
- Project work
- Workshops
- Debate
- Online activity
- Group presentations and critiques
- Self-directed independent study

Unit Learning Outcomes

LO 1 Research/Inspiration

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

Related Principle: ORIGINATE

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

Assessment methods and tasks

Assessment tasks	Weighting (%) <i>(one grade or multi-grade unit)</i>
Project Work	100% Tasks are likely to include: <ul style="list-style-type: none">• An individual presentation• Written report / supporting material• Creating an online profile / website

Indicative Assessment Criteria

Evidence of information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research (LO 1)

Evidence of ability to analyse conceptions of diverse professional practices and use this to inform a course of action (LO 6)

Evidence of adoption of 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 (LO 7)

Evidence of investigations professional post production contexts to situate your own practice (LO 8)

Essential Reading list

1. Duncan, K. (2014). *The Ideas Book: 50 Ways to Generate Ideas Visually*. London: LID Publishing.
2. Elijah, B. (2015). *The Productivity Habits: A Simple Approach to Become More Productive*. LID Publishing.
3. Hegarty, J. (2014). *Hegarty on Creativity: There Are No Rules*. 01 edition. London: Thames and Hudson Ltd.
4. Johnson, L. (2013). *Start It Up: Why Running Your Own Business Is Easier Than You Think*. Reprint edition. Place of publication not identified: Portfolio Penguin.
5. Moore, A. (2014). *Create Your Own Online Store (Using WordPress) in a Weekend*. UK ed. edition. Ilex Press.
6. Wiseman, R. (2015). *59 Seconds: Think a Little, Change a Lot*. Pan.

URL's

Broadcast <https://www.broadcastnow.co.uk/> (Accessed 1.3.2018)

UK Screen Alliance <http://www.ukscreenalliance.co.uk/> (Accessed 1.3.2018)

Televisual <http://www.televisual.com/> (Accessed 1.3.2018)

Bectu <https://www.bectu.org.uk/home> (Accessed 1.3.2018)

Creative Skillset <http://creativeskillset.org/> (Accessed 1.3.2018)

KFTV <http://www.kftv.com/blog> (Accessed 1.3.2018)

IMDB <http://www.imdb.com/> (Accessed 1.3.2018)