



Unit Title	PROFESSIONAL SKILLS
FHEQ Level	Level 6
Unit Code	EPP18301
Credit Value	15 Credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	25	Independent Study	30
Supervised access to resources	5	Preparation for Assessment	40
		Unsupervised Access to Resources	50
Total			150

Unit Description

Professionalism is highly valued in the workplace. The ability to communicate effectively, to present ideas, and negotiate are essential to working successfully in industry.

This unit builds on the Prep for Industry unit, and offers an opportunity to explore the client relationship first hand. The emphasis here is on the creative dialogue, setting deadlines, and managing a project through to completion.

You will also have an opportunity to evaluate your own skillset and consider future professional directions; building networks, and exploring the range of professional practice from employee to freelance to business start-ups.

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

- Managing client relationships
- The critical language of the profession
- Identifying and articulating the narrative structure of screen stories.
- Giving and taking critical feedback
- Professional models and the range of working environments
- Building networks
- Freelance and business start-up

Unit Aims

Ability to work creatively, productively and professionally on collaborative products

To develop professional skills in presentation, negotiation, and feedback, project management, and client handling.

To deliver work according to client schedule, brief and deadline

Professional directions and contexts

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

Learning and Teaching Methods

This unit will be delivered using a combination of:

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

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">• Personal performance review• Critical analysis / peer reviews• Individual presentation

Indicative Assessment Criteria

Evidence of creative and professional communication in the development of a post-produced product. (LO 5)

Evidence of evaluation and critical thinking in order to form an independent position (LO 6)

Evidence of deployment 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)

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.

Broadcast <https://www.broadcastnow.co.uk/> (accessed 1.2.2018)

UK Screen Alliance <http://www.ukscreenalliance.co.uk/> (accessed 1.2.2018)

Bectu <https://www.bectu.org.uk/home> (accessed 1.2.2018)

Creative Skillset <http://creativeskillset.org/> (accessed 1.2.2018)