Unit Title	Work Placement
FHEQ Level	Level 5
Unit Code	FAS18205
Credit Value	30
Unit Type	Subject

Learning Hours- *this is indicative only as students may undertake a study abroad experience that will change these hours significantly*

Staff – Student Contact Hours		Independent Study Hours	
Classes	40	Independent Study	95
Supervised access to resources	35	Preparation for Assessment	60
		Unsupervised Access to Resources	70
Total			**300**

Unit Description

The purpose of this unit is to expose students to contemporary professional practice in the creative industries and to work environment(s) similar to one in which a graduate in their discipline might be employed.

The unit allows students to undertake a unique work based experience to deepen their understanding of the industry. It also allows students to apply and place in context the knowledge and skills they have learnt on the earlier parts of the course.

Students are briefed on the process of securing a placement in the previous term and supported by the Careers and Employability Team in developing their CV as well as targeting potential host companies.

During the course of the placement, students will be required to develop a profile of the company and its products. If they do not attain a work placement they will undertake a series of industry related projects set through an alternative brief in line with a significant industry experience.

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

- CV writing
- Portfolio preparation
- Identifying placement opportunities and approaching employers
- Learning agreement between student, employer and Ravensbourne
- Industry and business awareness and professional working behaviours
- Interview and presentation skills
- Preparation of a reflective diary, blog or film
- Research and collating information for report

Unit Aims

To increase understanding of the nature of the industry sector and the competencies and attributes necessary to work successfully in that sector.

To inform the student's future specialisation and career paths.

To reflect on the work placement experience and critically evaluate what they have learnt in relation to the course outcomes.

To evaluate their host company through competitor and market analysis, review the product portfolio and examine how this could be extended.

To gain an appreciation of one's own professional practice in relation to an external industry or study abroad experience.

Unit Learning Outcomes

LO 5 Presentation/Storytelling for Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

ADVOCATE

LO 6 Critical and Creative Mindsets

Analyse conceptions of diverse practice and use this to inform a course of action.

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.

CULTIVATE

LO 8 Professional Identity

Investigate specific professional contexts to situate your own practice.

CULTIVATE

Learning and Teaching Methods

- Briefings
- Lectures
- Tutorials
- Online activity
- Group presentations and critiques
- Self-directed independent study

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks- Portfolio of evidence to include:	This unit is assessed holistically (100%) of the unit
- Industry /study abroad prep materials - Reflective report OR portfolio of projects undertaken overseas - Visual diary, blog or film - Presentation	100%

Indicative Assessment Criteria for Work Placement

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. More detailed assessment criteria will be specified in the brief.

1. Evaluation of the host company structure, lines of communication, workflow, and how the creative process works in relation to principles, practices, theories, concepts and management solutions learnt on the course , LO5, LO6)
2. Knowledge and Understanding of company's brand identity, target market and the end user (LO5)
3. Application of technical skills in effective visual communication (LO5)
4. Application of synthesis and evaluation in relation to your own performance on placement and future development plans (LO6, LO7, LO8)
5. Demonstration of professional and collaborative working while on placement through positive industry feedback (LO 7)

Essential Reading list

1. Davis Burns, L., Mullet K. and O'Bryant, N. (2011). *The Business of Fashion 4th Edition: Designing, Manufacturing and Marketing*. Fairchild Books.
2. Faerm, S. (2011). *Design your fashion portfolio.* A & C Black.
3. Finnan, S. (2011). *How to Prepare for a Career in Fashion*. Adelita.
4. Gehlhar, M. (2008). *The fashion designer survival guide: start and run your own fashion business.* Kaplan.

5. Granger, M. (2012). *Fashion: the industry and its careers.* Fairchild.
6. Meadows, T. (2012). *How to Set up & Run a Fashion Label*. Laurence King.
7. Swann, D. (2013). *The Ugly Truth: In The Fashion Industry & Tips for Survival*. CreateSpace Independent Publishing Platform.
8. Tungate, M. (2012). *Fashion Brands: Branding Style from Armani to Zara*. 3rd Edition. Kogan Page.
9. Yates, J. (2011). *The Fashion Careers Guidebook*. A & C Black Publishers.

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