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|---------------------|---|
| <b>Unit Title</b>   | <b>Career Planning and Professional Development</b> |
| <b>FHEQ Level</b>   | Level 6   |
| <b>Unit Code</b>    | FPR18303  |
| <b>Credit Value</b> | 30 Credits  |
| <b>Unit Type</b>    | Subject   |

| Learning Hours                 |    |                                  |            |
|--------------------------------|----|----------------------------------|------------|
| Staff – Student Contact Hours  |    | Independent Study Hours          |            |
| Classes                        | 25 | Independent Study                | 80         |
| Supervised access to resources | 35 | Preparation for Assessment       | 40         |
|                                |    | Unsupervised Access to Resources | 120        |
| <b>Total</b>                   |    |                                  | <b>300</b> |

## Unit Description

The unit will be comprised of three main component parts:

The first part of the unit will involve students working to a set of professional brand guidelines to propose a stand design appropriate to a major fashion promotional event. Students will be required to work to strict commercial and financial budget restrictions and will be required to consider issues of sustainability, practicality and build/de-rig feasibility.

The section part of the unit will involve the development and creation of a personal branded career pack. This should be well researched in line with own aspirations and market sectors. The output will require students to utilise the full range of personal branding skills learned in levels 4 and 5. Proposals will include a range of personal promotional materials in a range of media.

The final part of the unit will include the design and build of a personal promotional website fit for the current and future trajectory of the fashion promotion industry. This will include a range of responses to live industry briefs and international competitions.

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

- Exhibition/event research
- Stand design proposal using creative media
- Concept board and materials exploration
- Commercial feasibility and budget planning
- Career Planning Research
- Market Sector Evaluation
- Multi media proposal pack
- Website Design and navigational study
- Competition briefs and responses

### Unit Aims

- Consolidate knowledge and skills gained throughout the course to produce an exit portfolio.
- Identify suitable career opportunities and develop entrepreneurial attributes in relation to own work and brand identity.
- Develop a Professional Identity / Brand which will act as a suitable launch pad into the Industry
- Consolidate ability to research and respond to live industry briefs

### 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**

**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 transferrable 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**

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

**Assessment methods and tasks**

*Brief description of assessment methods*

| <b>Assessment tasks</b>       | <b>Weighting (%) (one grade or multi-grade unit)</b> |
|-------------------------------|--|
| <b>Portfolio of evidence:</b> | 100%   |
| Design Proposal               |  |
| Career Research Pack          |  |
| Website                       |  |

### 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.*

Demonstration of sophisticated level of synthesis and evaluation of a wide range of sources (LO1, LO2)

Application of range technical skills in visual communication (LO4)

Critical understanding of end user, audience and relevant consumer typologies (LO5)

Deep knowledge and understanding of fashion sectors, challenges, practices and management solutions relevant to your own end industry (LO4, LO5)

Sophisticated application of design thinking to produce innovative solutions (LO2, LO3, LO6)

Demonstration of application of sophisticated professional engagement/collaborative working (LO7, LO8)

### Essential Reading list

1. Branagan, Alison. (2011). The Essential Guide to Business for Artists and Designers. Bloomsbury Publishing Plc.
2. Munz-Jones, Neil. (2012). The Reluctant Networker: Giving You the Tools and Confidence to Give Networking a Go. Hot Hive Books.
3. NESTA (Editor). (2011). Launch Your Own Successful Creative Business: Creative Enterprise Toolkit. NESTA Publishing.
4. Purkiss, John & Royston-Lee, David. (2012). Brand You: Turn Your Unique Talents into a Winning Formula. Financial Times Guides.
5. Sinofzik, Anna (2015) Start Me Up! : New Branding For Businesses Die Gestalten Verlag

<http://www.fashioninganethicalindustry.org>

<http://www.firstview.com>

<http://www.wgsn-edu.com/edu/>

[www.pausemag.co.uk](http://www.pausemag.co.uk)

<http://www.style.com>

<https://www.lsnglobal.com/>