

Unit Title	Promote – Portfolio 2
FHEQ Level	Level 6
Unit Code	GRA18304
Credit Value	15 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	35
Supervised access to resources	0	Preparation for Assessment	30
		Unsupervised Access to Resources	55
Total			300

Unit Description

The “Promote – Portfolio 2” unit gives the students the option to collaboratively propose a negotiated professional practice project or select a competition brief that shows consideration for the students’ aspirations of their future practice. The focus of this unit is on the promotion and showcase of a student’s transferable and adaptable skills whilst working in small teams. A brief would need to be well framed, researched and distributed. The students will be expected to show a sensitivity towards the positioning of their work in an employability context.

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

/ National and International student competition brief(s)
 / Collaborative and team working
 / Managing professional relationships and the collective design process
 / Professional proposals of graphic design strategies and approaches.

Unit Aims

Critical engagement with contemporary graphic design practice
 Collaboratively responding to professional briefs and deadlines;

Extending the graduate portfolio

Comprehensive submission of a design proposal and resolution

Unit Learning Outcomes

LO 3 Development/Prototyping Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process.

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.

LO 8 Professional Identity Align your professional identity as a practitioner with a viable career context.

Learning and Teaching Methods

This unit will be delivered and could use a combination of: Briefings, Lectures, Project work, Workshops, Group work, VLE activities, Individual Presentations and critiques, Self-directed independent study and Other including. Peer learning activities, group discussion, guest speakers

Assessment methods and tasks

More detailed assessment tasks will be specified in the brief

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
100% Practical work – Process Book (including visual and written documentation of the research and design process) and presentation of final outcome(s).	This unit is assessed holistically (100% of the unit).

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.

IAC 1: Shows an enquiry into potential pathways that result in professional graphic design solutions, as well as being informed by a systematic understanding of the principles of the creative design process (LO1).

IAC 2: Shows evidence of effectively employing professional and technical skills, including the ability to manage time and work towards a professional brief, and communicate effectively (LO7).

IAC 3: Shows evidence of aligning your creative identity as a practitioner within a creative practice and graphic design context (LO8).

Essential Reading list

1. Barton G. (2016) Don't Get a Job... Make a Job: How to make it as a creative graduate, Laurence King
2. Beirut M (2017) Now You See it and Other Essays on Design, Princeton Architectural Press
3. Hyndman S. (2016) Why Fonts Matter, Virgin Books
4. Kelley D. (2015) Creative Confidence: Unleashing the Creative Potential within Us All, Harper Collins
5. Sendpoints (2017) Deluxe Foil Stamping, Embossing And Debossing In Print Design, Sendpoints
6. Van Halem H. (2017) Sketch Cahier 3, Buitenkant