



Unit Title	Self-Promotion and Professional Practice
FHEQ Level	Level 6
Unit Code	ILC18304
Credit Value	30
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent Study	115
Supervised access to resources		Preparation for Assessment	10
		Unsupervised Access to Resources	115
Total			300

Unit Description

In this unit you will consider your aspirations for your future practice. The focus of this unit is on the promotion and showcase of your transferable and adaptable skills, and the creation and implementation of a self promotional strategy. (Cultivate Principle) The briefs you tackle will need to be well researched and competently delivered. You will be expected to show an understanding towards the positioning of your work in an employability context. This unit will enable you to build a professional ‘portfolio’ including your website, mail outs and products, as well as outcomes of previous units. (Advocate Principle)

You will be developing and establishing your knowledge of intellectual property rights, accounting and pricing. Throughout projects in this unit there will be collaborative opportunities, through commissions and networking. (Collaborate Principle)

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

- Design and production of self-promotional material
- Professional standard website/portfolio
- Collaborative and team working
- Managing professional relationships and commissions
- Transferable skills

- Professional business skills, freelance, commissions

Unit Aims

- Critical engagement with contemporary illustration practice
- Collaboratively responding to professional briefs and deadlines;
- Establishing and extending a graduate portfolio
- Comprehensive presentation of Illustration responses to commissions, briefs.
- Knowledge of Intellectual property rights, accounting and pricing of work.

Unit Learning Outcomes

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 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

LO 8 Professional Identity

Align your professional identity as a practitioner with a viable career context.

Related Principle: CULTIVATE

Learning and Teaching Methods

This unit will be delivered using a combination of briefing lectures, workshops, small group seminars, tutorials, group presentation and critiques, individual presentations and critiques, self directed study, peer learning, client feedback, guest speakers.

Assessment methods and tasks

Assessment tasks	Weighting (%) (<i>one grade or multi-grade unit</i>)
Online portfolio, which could include; Production of self promotional material,	100%

Presentation of commissioned illustration/competition briefs	
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Indicative Assessment Criteria

- Synthesis of a systematic working knowledge, production skills, selection, application and understanding of illustration processes, materials and methods that inform creative and academic practice (LO4).
- Evidence of the ability to communicate illustration outcomes creatively and professionally, in a visual form. Shows evidence of audience-focused methods of presentation of the purpose of the work (LO5).
- Evidence of effectively employing professional and technical skills, including the ability to manage time and work towards a professional brief, and communicate effectively (LO7).
- Evidence of aligning your creative identity as a practitioner within a creative practice and illustration context . working knowledge of IP, pricing and accounting(LO8).

LO 4,5,7,8

Essential Reading list

1. Brazell, Derek (2018) *Becoming a Successful Illustrator*, London: Bloomsbury
1. Farrelly, Liz & Triggs, Olivia (2010) *For Love and Money: New Illustration*, London: Laurence King
2. Fig, Taylor (2012) *How to Create a Portfolio and get Hired: A Guide for Graphic Designers and Illustrators*, London: Laurence King
3. Lemay, Normand & Sastrawinata-Lemay, Griselda (2015) *100 Tuesday Tips*, Torrance, CA: Stuart Ng Books
4. Moross, Kate (2014) *Make Your own Luck: A DIY Attitude to Graphic Design and Illustration*, Munich: Prestel
1. Noble, Ian (2003) *Commercial Illustration: Mixing Traditional Approaches and New Techniques*, Mies: Rotovision