

Unit Title	Portfolio / Personal Branding
FHEQ Level	UG 3 - FHEQ Level 6
Unit Code	MGR18305
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			150

Unit Description

This unit offers you the opportunity to develop and design a coherent presentation of your work and an appropriate personal branding. You will explore creating and designing a brand that is effective across a range of media, including website, professional blog, other online promotion and creating an effective showreel and relevant strategy for promoting your work.

Within this unit you will get feedback not only on work generated at college but also personal projects and commercial work and look at how to integrate these effectively as a coherent body of work.

The unit will include portfolio reviews from relevant industry professionals.

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

Creating a personal promotion for employability purposes

Creating a website

Professional blogging

Effective use of social media

Portfolio reviews
Showreel editing
Exhibitions and promotions

Unit Aims

To help students develop an awareness of their personal strengths and how best to present these

To develop skills in creating a personal cross media brand.

To examine the role of social media in promoting work

To examine and analyse the effectiveness of a range of promotional strategies

To explore a range of strategies for editing showreels and promotional videos

To explore a range of ideas for shows and events to promote students work

Unit Learning Outcomes

Level Six

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 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

Briefings

Lectures

Seminars

Professional portfolio reviews

Individual presentations and critiques

Self directed independent study

Personal blogs

Assessment methods and tasks

You will be assessed on the creativity, technical quality and appropriateness of your personal branding. You will be expected to produce and create a range of brand elements and also demonstrate a branding strategy across a range of media.

Although individual items of work included won't contribute to assessment the selection, ranking and ordering of material will be taken into account.

You will be required to present a brand proposal and strategy at formative assessment.

You will also be required to submit a project log containing research, development and personal reflection.

Assessment tasks	Weighting (%) <i>(one grade or multi-grade unit)</i>
Portfolio, showreel and personal branding	100%

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.

Has the student gained knowledge, through research and analysis, of the motion graphics industry and identified their career objectives LO8

Has the student created an effective, well-executed and appropriate personal brand, that works across a range of media, including a showreel or other moving image material? LO3, LO5, LO7

Has the student shown evidence of research, development of ideas and reflected on their learning on the unit? LO8

Learning outcomes: LO3, LO5, LO7, LO8

Essential Reading list

1. Adrian Shaughnessy (Author) (2010) How to be a Graphic Designer, Without Losing Your Soul, Laurence King
2. Craig Welsh (2013); Design/Portfolio: Self promotion at its best, Rockport

3. Janda, M (2013). Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should. San Francisco: New Riders.
4. Joey Korenman (Author) (2017) The Freelance Manifesto: A Field Guide for the Modern Motion Designer, Lioncrest Publishing
5. Patrick McNeil (2014): Web Designer's Idea Book, Volume 4: Inspiration from the best web design trends, themes and styles, How Design Books