



Unit Title	Portfolio, Promotion, Professionalism
FHEQ Level	Year 3
Unit Code	USE18305
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	50
Supervised access to resources		Preparation for Assessment	50
		Unsupervised Access to Resources	20
Total			150

Unit Description

Every graduating student needs a record of their accomplishments and achievements that they can show off to potential employers, current and future colleagues, and perhaps even investors if the entrepreneurial spirit strikes them so. (Advocate Principle)

This unit exists to give you the opportunity to improve upon and critically re-work, skillfully document, and then systematically organise previous coursework into a professional digital portfolio. (Cultivate 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

- Introducing a range of formats for presentation and demonstration of work
- Techniques and tools for visually documenting project work
- Licensing code and assets for public dissemination
- Compilation and copywriting skills
- Business start-up and freelance activities such as tax, finance, and legal frameworks
- Presentation skills for pitching work and applying for jobs in a variety of settings

Unit Aims

Provide you with an opportunity to develop their own identity as a designer through production of a professional portfolio of their work alongside branding and self-promotional elements

Understand the appropriate application of contemporary self-promotional tools such as print and web-based portfolios, youtube channels, tumblr blogs, twitter accounts, open source code repositories and social networking

Understand how to document previous and current design work to a professional standard.

Gain experience presenting about oneself in a professional manner

Gain knowledge of entrepreneurial attributes and behaviour appropriate to an early-career designer

Unit Learning Outcomes

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

Assessment methods and tasks

More detailed assessment tasks will be specified in the brief.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
<ul style="list-style-type: none">● A presented portfolio of work with supporting physical and digital material detailing project research, process and development.	Unit assessed holistically (100% of 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.

<ul style="list-style-type: none">● Show a development of identity through production of a professional portfolio (L05, L07)
<ul style="list-style-type: none">● Show evidence of branding and self-promotional elements (L05, L08)
<ul style="list-style-type: none">● Evidence application of contemporary self-promotional tools (L05, L07, L08)
<ul style="list-style-type: none">● Provide evidence of ability to document work to a professional standard (L05, L07)
<ul style="list-style-type: none">● Show ability to present self in a professional manner (L07, L08)
<ul style="list-style-type: none">● Show knowledge of entrepreneurial attributes and behaviour appropriate to an early-career designer (L07, L08)

Essential Reading List

1. Clazie, Ian (2010) *Creating your digital portfolio: The Essential Guide to Showcasing your Design Work Online*, Cincinnati, Ohio: HOW Books.
2. McCarthy: Steven J (2013) *The Designer as Author, Producer, Activist, Entrepreneur, Curator & Collaborator: New Models for Communicating*, Amsterdam: BIS
3. Spencer, William Burks (2014) *Breaking In: Over 130 Advertising Insiders Reveal how to Build a Portfolio that will get you Hired*
4. Wang, Shaoqiang (2015) *My Graphic DNA: Portfolio Design & Self Promotion*, Norwich: Promopress
5. Welsh, Craig (2013) *Design/ Portfolio: A Seductive Collection of Alluring Portfolio and Self-Promotion Design*, Beverley, MA: Rockport.