



<b>Unit Title</b>	Advertising Client Folio Review
<b>FHEQ Level</b>	Six
<b>Unit Code</b>	ADGP21303
<b>Credit Value</b>	30
<b>Unit Type</b>	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	40	Independent Study	80
Supervised access to resources	20	Preparation for Assessment	40
		Unsupervised Access to Resources	120
<b>Total</b>			<b>300</b>

## Unit Description

This final unit asks you to create a folio that is a statement in terms of your own directions, concerns and ambitions within advertising photography. It will typically be the best edit from your personal work as well as curriculum or commissioned work produced during the duration of the course with the view that this is the definitive statement at this point in time regarding your abilities. You should consider trends and approaches in the advertising industry to best shape your message to the most appropriate audience and you may consider a more focussed and campaign driven approach as opposed to a more varied and image led response.

Your work will be critiqued by tutors and invited guests from the industry so this will give you some confidence in how best to develop appropriate skills in presentation and networking alongside clear and precise professional feedback that can be utilised to best prepare your entry in to the creative industries.

You will be expected to build your own brand profile and demonstrate a pro-active use of networking, social media and a professional online presence to augment your visual work.

This unit draws heavily on the Five Principles of the Mind-sets and Skill-sets Manifesto in that it is an opportunity to demonstrate a complete range of learning through a resolved portfolio of work and equally to reflect upon all experiences on the course as well as being proactive in how the individual can be seen as making an impact within the commercial photographic industries using their study option choice as a guide.

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 combine and evolve.

3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / Where enquiry informs creativity.

### Unit Indicative Content

- An awareness of creating a book of images that showcases abilities and potential to a professional audience.
- The ability to develop a series of strategies to present personal work and ambition to industry scrutiny based on current trends and practices.
- The introduction of industry professionals and commissioners as a review panel.
- The introduction of industry feedback and a methodology to apply this to future directions.
- The ability to network effectively with relevant industry professionals.
- The knowledge of professional affiliations and advocates open to students on the course on graduation.
- A clear demonstration of a strategy to move from education to industry.

### Unit Aims

To generate a folio or collection of images to an appropriate industry standard that define a personal position and ambition within the photographic industry at this point in time.

To provide a platform for a professional conversation with a panel of industry representatives based around the content of a personal book and career aspirations.

To apply practical, analytical and self-reflective skills to a range of materials, sources and outcomes with the view of distilling them into a definitive visual career statement.

To demonstrate a thorough understanding of the need to organise resources, manage workloads and meet set deadlines through effective time management

### Unit Learning Outcomes

#### LO2 COLLABORATE

- Inter-disciplinary Working
- Coproduction

Demonstrate ability to combine strategies that synthesise inter-disciplinary and trans-disciplinary working methods into personal practice.

Evidence aptitude to synthesise cooperative interactions and partnerships/teamwork in personal working methodologies.

#### LO3 INTEGRATE

- Communication & Presentation
- Networking
- Professional Practice

Demonstrate effective competence to employ coherent and aligned communication and presentation strategies in physical, written and oral forms.

Evidence ability to effectively synthesise academic development with industry interactions, practices and professional working models in order to facilitate disciplinary discovery and personal professional practice.

#### LO4 ADVOCATE

- Critical Reflection

- **Professional Identity**

Evidence ability to utilise Critical Reflection, to review, analyse, interpret and evaluate personal and professional development.

Identify a coherent working ethos that identifies consideration of social and ethically responsible working methods and how this aligns and supports personal professional practice.

## Learning and Teaching Methods

Lecture

Seminar

Tutorial

Guest Lecture

Independent study

Directed Study

Networking Events

Portfolio Review

Hybrid approaches to study that might include online and pre-recorded materials as well as in-class sessions that concentrate on acquiring practical skills and software/hardware integration as well as industry contact. This also might include a client folio review if the client was not based in the UK for example.

## Assessment methods and tasks

Brief description of assessment methods

- Formative Assessment: You will be given the opportunity for formative feedback/feedforward. This will be given midway through the unit or at an appropriate time.
- Summative assessment: Is the completion of the main unit tasks – typically a finished outcome together with associated research and reflective elements and the completion of a digital workbook and accompanying treatments or presentations.
- Presentations to tutors and/or peers are usually within a small group environment where at least two tutors are present. This is an oral examination that would look at the content and the delivery of your presentation.
- An industry focussed report.
- In some cases, digital files will be required to assess technical skill.

You will be notified of your grades within 3 weeks of the hand in date and feedback is usually via an audio file in which at least two tutors contribute to feedback and feedforward.

### Assessment tasks

**Weighting (%)** (*one grade or multi-grade unit*)

A commercially focussed folio of images that clearly showcases your best work.	100%
A critical paper (approx. 3000 words or visual equivalent) which is reflective in nature and discusses the process of analysis and review that has led to the creation of the final folio.	

### 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.*

- **The ability to critically evaluate a broad edit of images and related materials into a final resolved book of images relating to personal ambition. (LO3)**
- **The ability to demonstrate an understanding of industry expectations in terms of portfolio presentation and promotion relevant to personal ambition. (LO4)**
- **The ability to underpin the unit outcome through an advanced use of relevant visual and academic references. (LO2)**
- **The participation within a portfolio review event that will encourage debate and scrutiny around the unit outcomes. (LO4)**

### Essential Reading list

- 1 Lawson, C. (2014) *The Unnatural Networker: How Anyone Can Succeed at Networking*. London: Panoma Press.
- 2 Shotton, R (2018), *The Choice Factory...*, USA, Harriman House
- 3 Kemeny T (2018), *Junior*, NY: Powerhouse Books
- 4 Gil C, (2019), *The End of Marketing: Humanising your Brand...*, USA: Kogan Press
- 5 Cain S (2013), *Quiet: The Power of Introverts...* London: Penguin Books