

<b>Unit Title</b>	Portfolio & Promotion
<b>FHEQ Level</b>	Level 6
<b>Unit Code</b>	DPR18304
<b>Credit Value</b>	15
<b>Unit Type</b>	Subject

<b>Learning Hours</b>			
<b>Staff – Student Contact Hours</b>		<b>Independent Study Hours</b>	
Classes	30	Independent Study	35
Supervised access to resources	0	Preparation for Assessment	30
		Unsupervised Access to Resources	55
<b>Total</b>			<b>150</b>

### Unit Description

Every graduating design student will benefit from a well presented record of their accomplishments and achievements that they can show off to potential employers, current and future colleagues, and perhaps even investors. This record should showcase the technical skills, creativity, research skills, and overall deep knowledge of designing products and services that they have learned on the course. (Cultivate)

By this point in your third year, you will have completed a number of interesting projects showcasing your acquired skills and knowledge, and possibly an equal number of unfinished or poorly documented pieces of work that still have showcase potential. This unit exists to give you the opportunity to improve upon and critically re-work, skilfully document, and then systematically organise that work into a professional portfolio for both print and digital media.

Since the idea of a traditional portfolio has been disrupted by digital media, this unit also requires you to explore other ways in which you will be making your mark in the design world. It will look at the volatile field of self-promotional tools such as web-based portfolios, Youtube channels, blogs, Twitter & Instagram accounts, press releases, and other social networking and digital tools. You will be asked to consider how to carefully shape and promote your own personal professional image based on your individual aims as a designer. (Originate, Advocate)

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 photo and video shooting, editing, and retouching
- Web development tools for designers
- Compilation and copywriting skills
- Presentation skills for pitching work and applying for jobs in a variety of settings

## Unit Aims

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

Understand the appropriate application of contemporary self-promotional tools such as print and web-based portfolios, social media, and media promotion

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

Gain experience presenting about yourself in a professional context.

## 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 8 Professional Identity

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

**Related Principle: CULTIVATE**

## Learning and Teaching Methods

Combination of:

Briefings

Lectures

Project work

Seminars

Workshops  
 Online activity  
 Individual Presentations and critiques  
 Self-directed independent study

## Assessment methods and tasks

*This unit is assessed holistically*

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Portfolio and project work could include: Website Portfolio CV Promotional plan and press releases Content for social networks	70%
Pitch presentation	30%

## 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.*

**Industry Awareness** Show a breadth and depth of understanding of the design industry and your (future) place within it (LO8)

**Professional Communication** Quality of verbal, written, visual or other communication. Clarity of purpose and sensitivity to audience needs (LO5)

**Technical competence** Skills to enable the execution of ideas appropriate to the medium (LO4)

## Essential Reading list

1. Airey, D. (2013). *Work for money, design for love*. [San Francisco]: New Riders.
2. Barton, G. (2016). *Don't Get a Job? Make a Job*. London: Laurence King Pub.
3. Behance.com. (2018). *Behance*. [online] Available at: <http://www.behance.com> [Accessed 10 Jan. 2018].
4. Keller, M. (2010). *Portfolios 01*. Beverly, Massachusetts: Rockport.
5. Lewis, K. (n.d.). *Graphic design for architects*.
6. Slade, C. (2016). *Creating a brand identity*. London: Laurence King Publishing.