

BA (Hons) Graphic Design Yr. 3

Module Title:	Professional Development Planning
Module Code:	BAGD02H
Level:	6
Credits:	30
Overall Teaching and Learning hours:	300 hours

Module Description:

Acquiring the skills, expertise and experience you need to be a practicing artist or designer is key to your future success. As well as the subject specific skills and experience you acquire, promoting yourself, seeking out and creating opportunities, working as part of a team, being adaptable, flexible and so on are all skills and attributes that contribute to achieving that goal. However, to secure or create employment for you, or to establish a professional practice, those skills also need to be augmented by the ability to engage in the reflective planning of your professional development goals in relation to your interests and practice.

It is that planning and the presentation of your work that are the subject of this module.

Although this aspect of your studies is delivered and assessed as a separate module, it is important to consider it as an integral part of your development as a creative practitioner. Many of the skills and attributes required for employability and professional practice that are mentioned above are in fact transferable skills that are regularly employed as you pursue and develop your studio work, and this module is intended to help you develop, adapt and apply those skills as you prepare for graduation and your place in the wider world. They should be equally valuable whether you intend to apply your creativity and ideas to a for-profit creative enterprise or for broader community, social or environmental purposes.

You will be required to carry out in-depth contextual research based on personal and professional interests in order to develop and consider different ways in which you can pursue your career aims. This may typically involve creating an online presence via blogs and social media, establishing a relationship with a professional mentor as part of planning for your future practice and employment, or exploring how you can develop ideas, opportunities and networks in order to be a successful creative professional.

Indicative Content:

- Introduction to module aims and objectives
 - Discussion on module language, learning outcomes and the reflective, planning and evaluative process that supports an aspiration to achieve a certain goal.
 - Employability and Enterprise – Preparing for life or the skills to get a job?
 - The role of a Mentor
 - Blogs, Social Media and Effective Networking.
 - Models of engagement – Individual / Collaborative; Opportunities sought / created
 - Preparing for Self / Employment – Practicalities and Planning
 - Having a vision; strategies and graduation plans; managing finances; funding streams
 - Sharing progress / sharing good practice
 - Individual Tutorials / Progress Reviews
 - Student Presentations
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Module Specifications: UCC School of Art

Learning and Teaching Methods:

This module will be delivered through the following teaching and learning methods:

- Tutor and Student Presentations.
- Group and personal visits to relevant exhibitions and events.
- Professional Development Workshops.
- Individual and group tutorials and critiques, with staff and peer groups.
- Guided and self-directed research and contextual study.
- Reflective evaluation of your own development.

Specific Learning Resources:

Seminar Rooms/ Lecture Theatre/ VLE (Moodle) / LRC

Module Learning Outcomes

Subject Specific Learning Outcomes

On successful completion of this module you will be able to:

LO 1	Identify professional development goals, directions and priorities.
LO 2	Propose coherent plans for continuing professional development.
LO 3	Undertake appropriate professional development planning activities.
LO 4	Effectively present professional Development plans and the rationale behind choices and decisions.
LO 5	Apply professional standards of preparation and presentation to the exhibiting or presentation of your work, including any relevant ethical considerations and appropriate Health and Safety practice.

Assessment Title or element	Weighting (%)
AV Presentation, to include: <ul style="list-style-type: none">• Identified professional development goals and priorities• Post-graduation professional development plans and their rationale.• Outline of professional development planning activities undertaken.	20%
Illustrated Blog, to include evidence of: <ul style="list-style-type: none">• A CV and working biography with personal statement.• The identification and rationale for professional development goals and priorities.• Coherent planning for continuing professional development.• Recording and evidence of professional development planning activities.• Evidence of how any social networking platforms have been employed.• Evidence of independently targeted mentors, internships, employment opportunities, graduate training schemes, case studies, trade shows and exhibitions.	40%
Exhibition Presentation <ul style="list-style-type: none">• A professionally presented and ambitious display of refined art or design work based on a synthesis between the selected ideas, media, materials, processes and forms.• Relevant H&S and Risk Assessment documents.	40%