

Industries Portfolio 2

Module Information

2022.01, Approved

Summary Information

Module Code	5030MEDIA
Formal Module Title	Industries Portfolio 2
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	33

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To develop an understanding of business processes, employment and finance in the creative industries. To grasp the importance of industry landscape awareness for successful career development. To communicate professionally using creative technologies in response to a brief. Develop short-, mid- and long-term career planning mindset.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Identify employment opportunities including fulltime, freelance and start-ups
MLO2	2	Understand the financial drivers within creative businesses and organisations.
MLO3	3	Make connections between ideas, resources and needs that have the potential to add value for others and/or yourself

Module Content

Outline Syllabus	Students will be introduced to the various agencies, tools, and considerations for success in the creative industries, including: Unique student opportunities – Placements, Internships. Showreels & “Brand You” Digital Citizenship – What will HR find when they search you online? Screenskills, BFI, RTS – Networking, training, bursaries, and festivals. Bectu, Production base – Trade Unions Graduate Apprenticeships – BBC, C4 etc. Indie vs Major – Local vs global. Freelancing – Early career handling of tax and rates of pay. Start-ups – Identify funding pockets and opportunities in this area. LJMU’s Centre for Entrepreneurship
Module Overview	
Additional Information	This module will equip students with an understanding of the skills and knowledge required to start their own creative business as a potential option. It will also discuss the pros and cons of freelancing vs fulltime employment and how best to position themselves for both. Getting the most out of your degree is also a core module thread. Before Easter, the L6 “Industry 3” module options should be introduced. We strongly encourage students to take a placement between level five and six.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Group Portfolio	70	0	MLO1, MLO2
Reflection	Personal Reflection	30	0	MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Camilla Affleck	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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