

Liverpool John Moores University

Title: WORK BASED LEARNING
Status: Definitive
Code: **5500DA** (115368)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Stockport College

Team	Leader
Jon Moorhouse	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 60.00
Total Learning Hours: 120
Private Study: 60

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Practical	54.000
Tutorial	3.000
Workshop	3.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Reflection	AS2	Journal / Context file	25.0	
Report	AS1	Practical projects	75.0	

Aims

1. To understand relevance of coursework by contextualizing study and applying learning within a workplace.
2. To learn and adopt work based knowledge and skills.
3. To develop communication skills.
4. To enhance the learners portfolio, experience and curriculum vitae.
5. To prepare learners for employment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate the personal and professional skills to operate effectively within a work place
- 2 Apply learning to produce effective design or advertising work in the workplace.
- 3 Demonstrate new knowledge, understanding and skills gained in the workplace.
- 4 Support the aims of an organization or business.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Journal/Context File	1		
Practical projects	2	3	4

Outline Syllabus

The work-based learning (WBL) module is carried out within an a design or advertising agency or business producing work that is relevant to the learners professional development and their module choices in level 5. For example if a learner is undertaking optional modules in Brand Identity and Advertising then the work-based learning should relate to one of these areas. A learner can if they wish seek more than one work-based learning experience but they should spend no less than 9 days over a minimum of 2 weeks in at least one workplace.

Learners are initially required to identify and note suitable agencies and businesses that they would like to approach. This includes agencies with whom a formal arrangement has been agreed in advance by course tutors. This process and all following activities (including reflection upon the process) should be recorded in the journal.

Workshops are delivered for teaching letter and CV writing and including the production of e-portfolios and interview skills to support the application for work-experience.

A formal interview should be attended prior to the learner undertaking the work experience with the employer outlining the role and for the learner to ask questions about the nature of the role and their responsibilities. Both the employer and the learner have the opportunity at this point to offer and agree a contract respectively. Learners should attend the workplace at agreed times and undertake a range of work that should include: simple production tasks using techniques that can be easily learned and carried out; creative work on one or more design briefs. Creative work can be a real project that is live at the time of work or one that has been set by a client and tutor at an earlier date. Deadlines should be set that reflect both the skills and speed of the learner and realistic timescales in the workplace.

A daily log of activity is recorded in the journal and progress with tasks recorded. The learner produces a written commentary and a simple marking and comments system is used by the mentor to offer feedback and advice in de-briefing sessions.

If the learner is working with a range of team members they are encouraged to seek

feedback from more than one person.

The learner should be able to demonstrate the ability to make notes and respond to feedback through the journal and provide evidence of practical work in the portfolio. The learner presents final creative work to the employer or a work place mentor and should make evaluative comments in the journal about the practical work and the presentation itself. This can be done both in the workplace and also within a college organized event.

At the end of the process learners will be required to update their cv and they are encouraged where possible to maintain an ongoing relationship with the employer.

Learning Activities

Research into relevant local businesses and employers.

Maintain a diary or log of activity that includes feedback and personal reflection.

Make an application for work-experience and attend a portfolio interview.

Work effectively as a member of a design or advertising team.

Q&A with team members in the workplace.

Work on a range of simple production tasks using software skills.

Produce design ideas for a real design brief

Present design ideas to industry peers.

References

Course Material	Book
Author	Klanten, R.
Publishing Year	2007
Title	The Little Know-it-all
Subtitle	Common Sense for Designers
Edition	
Publisher	Berlin: Die Gestalten Verlag
ISBN	

Course Material	Book
Author	Pipes, A.
Publishing Year	2005
Title	Production for Graphic Designers
Subtitle	
Edition	
Publisher	London: Laurence King Publishing
ISBN	

Course Material	Book
Author	Shaughnessy, A.
Publishing Year	2005
Title	How to Be a Graphic Designer, Without Losing Your Soul

Subtitle	
Edition	
Publisher	New York: Princeton Architectural Press
ISBN	

Notes

This programme is validated by LJMU and delivered by a partner college under the University's regulations. Requests for further details about this module should be directed to the module leader, who will be a member of staff of the partner college.