Liverpool John Moores University

Title: WORK RELATED LEARNING

Status: Definitive

Code: **5503GD** (116058)

Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design

Teaching School/Faculty: St Helens College

Team	emplid	Leader
Carole Potter		Υ

Academic Credit Total

Level: FHEQ5 Value: 24.00 Delivered 96.00

Hours:

Total Private

Learning 240 Study: 144

Hours:

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	5.000
Off Site	10.000
Practical	51.000
Seminar	10.000
Tutorial	20.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfoliio	100.0	

Aims

To offer students the opportunity to undertake a work or studio based learning opportunity.

To engage career interests within the creative industry.

To provide the opportunity for reflective practice.

Learning Outcomes

After completing the module the student should be able to:

- 1 Using a blog, document & evaluate progress, constraints and expectations.
- 2 Evaluate his/her experience in terms of their academic work and their chosen career path and be able to have a better understanding of employment opportunities.
- 3 Demonstrate working in a supervised but self directed and independent manner.

Learning Outcomes of Assessments

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

Portfolio 1 2 3

Outline Syllabus

Tutorial guidance in planning the placement, preparation of portfolio and presentation.

Tutor evaluative feedback from placement visits made.

Guidance from WBL mentor.

One to one guidance on updating Personal Development Plan.

Learning Activities

This is a self-directed module with tutorial guidance as required. This module will begin with initial lectures and seminars. It is a mandatory work placement or self managed client brief or equivalent, in an appropriate role in a design based company or organisation. The Assessment of this module is 100% portfolio comprising of BLOG, PDP file, learner agreement and critical report.

References

Course Material	Book
Author	Benun, L.
Publishing Year	2008
Title	The Designer's Guide to Marketing and Pricing
Subtitle	How to Win Clients and What to Charge Them
Edition	
Publisher	How Design Books
ISBN	1600610080

Course Material	Book
Author	Taylor, S.

Publishing Year	2005
Title	Model Business Letters, E-mails and Other Business
	Documents
Subtitle	
Edition	6th (2 Sep 2003)
Publisher	Prentice Hall
ISBN	0273675249

Course Material	Book
Author	Goldfarb, R.
Publishing Year	2002
Title	A Business Guide for Graphic Designers
Subtitle	
Edition	
Publisher	Allworth Press
ISBN	1581152051

Course Material	Book
Author	Rowe, R., Will, G. & Linton, H.
Publishing Year	2009
Title	Graphic Design Portfolio Strategies for Print and Digital
	Media
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	0136140319

Course Material	Book
Author	Keller, M.
Publishing Year	2010
Title	Design Matters
Subtitle	Portfolios 01: An Essential Primer for Today's Competitive Market
Edition	
Publisher	Rockport Publishers
ISBN	1592536026

Notes

This module aims to further understanding of creative industries. Students will undertake a a work placement or appropriate work related experience. Using a blog students will document their performance and produce a report analysing their experience, performance and skills.