

Liverpool John Moores University

Title: Professional Practice and Promotion
Status: Definitive
Code: **6002SD** (119302)
Version Start Date: 01-08-2014

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

Team	Leader
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Jeanette Tunstall	
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Academic Level: FHEQ6 **Credit Value:** 24.00 **Total Delivered Hours:** 72.00

Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	4.000
Practical	28.000
Seminar	6.000
Tutorial	4.000
Workshop	30.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1		70.0	
Presentation	AS2		30.0	

Aims

This module aims to provide students with the opportunity to further define personal and professional objectives aligned to career aspirations, develop presentation skills

to high professional standard and produce self-promotional materials.

Learning Outcomes

After completing the module the student should be able to:

- 1 1. Use appropriate communication skills and techniques in the presentation of work to standards appropriate to contemporary professional design practice.
- 2 2. Demonstrate the ability to apply critical evaluation and reflective practice in designing personal objectives that support career aspirations.
- 3 3. Demonstrate the application of time, project and resources management within the context of a self directed promotional activity.
- 4 4. Demonstrate the ability to direct and manage their own learning.

Learning Outcomes of Assessments

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

Portfolio	1	3	4
Presentation	2		

Outline Syllabus

Personal Development Planning
Professional practice skills
Career planning and defining personal goals
Critical evaluation of self
Reflective practice
CV and Portfolio production
Decision making
Project Management

Learning Activities

This module will be delivered through a series of lectures, seminar and skills workshop exercises that support the module learning strategy. The module will be further supported by the use of personal tutorials, engaging students in critical reflective practice assisting in personal development and progression.

Notes

This module supports students in their final year of study. Critically, it focuses attention on defining personal and professional aspirations, supporting the production of World of Work statements. Students are required to produce a self directed portfolio of work, demonstrating skills, knowledge and understanding via the

use of appropriate professional techniques. Students are encouraged throughout their final year of study to develop an engagement with industry, thus providing further understanding of issues effecting professional design practice. Critical engagement in contemporary design issues and the negotiation of project management within the programme of study will demonstrate students' ability to direct and manage their own learning.