**Liverpool** John Moores University

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|---|---|
| Title: | Personal and Professional Practice 3 |
| Status: | Definitive |
| Code: | **6003PD**   (117757) |
| Version Start Date: | 01-08-2012 |

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

| Team | emplid | Leader |
|---|---|---|
| Jeanette Tunstall | | Y |
| Jon Spruce | | |
| Sarah Moriarty | | |
| Martin Gee | | |
| Stephen Bowe | | |

| 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 | Portfolio | 70.0 | |
| Presentation | AS2 | Presentation | 30.0 | |

**Aims**

*1: To use the communication and presentation skills developed in previous modules*

*to present work to high professional standards.*
*2: To provide the opportunity to define personal objectives aligned to career aspirations*
*3: To develop students ability to produce self-promotional materials and engage in promotional activities*
*4: To allow students to direct and manage their own learning*

## 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 defining 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, including specialist computing software workshops*
– *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, seminars 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.

**References**

| Course Material | Book |
|---|---|
| Author | Bruce, M. and Bessant, J. |
| Publishing Year | 2002 |
| Title | Design in Business |
| Subtitle | |
| Edition | |
| Publisher | Prentice Hall, New Jersey |
| ISBN | |

| Course Material | Book |
|---|---|
| Author | Goslett, D. |
| Publishing Year | 1994 |
| Title | The Professional Practice of Design |
| Subtitle | |
| Edition | |
| Publisher | Batsford, London |
| ISBN | |

| Course Material | Book |
|---|---|
| Author | Linton, I. |
| Publishing Year | 1987 |
| Title | The Business of Design |
| Subtitle | |
| Edition | |
| Publisher | Van Nostrand Reinhold, London |
| ISBN | |

| Course Material | Book |
|---|---|
| Author | Oakley, M. |
| Publishing Year | 1984 |
| Title | Managing Product Design |
| Subtitle | |
| Edition | |
| Publisher | Weidenfield and Nicolson, London |
| ISBN | |

| Course Material | Book |
|---|---|
| Author | Ulrich, K. and Eppinger, S. |
| Publishing Year | 2000 |
| Title | Product Design and Development |
| Subtitle | |
| Edition | |
| Publisher | McGraw-Hill Education, New York |
| ISBN | |

| Course Material | Book |
|---|---|
| **Author** | Maylor, H. |
| **Publishing Year** | 2003 |
| **Title** | Project Management |
| **Subtitle** | |
| **Edition** | |
| **Publisher** | Prentice Hall, London |
| **ISBN** | |

| Course Material | Book |
|---|---|
| **Author** | Kotler, P. |
| **Publishing Year** | 2000 |
| **Title** | Marketing Management |
| **Subtitle** | |
| **Edition** | |
| **Publisher** | Prentice Hall, London |
| **ISBN** | |

| Course Material | Journal / Article |
|---|---|
| **Author** | |
| **Publishing Year** | 2006 |
| **Title** | A Handbook for Students, Academics and Professional Development |
| **Subtitle** | |
| **Edition** | 2nd ed |
| **Publisher** | Jenny Moon Learning Journals |
| **ISBN** | |

| Course Material | Book |
|---|---|
| **Author** | Roskes, B. |
| **Publishing Year** | 2005 |
| **Title** | Sketch up V.5 |
| **Subtitle** | |
| **Edition** | |
| **Publisher** | |
| **ISBN** | |

| Course Material | Book |
|---|---|
| **Author** | Hornung, D. |
| **Publishing Year** | 2004 |
| **Title** | Colour, A Workshop for Artists and Designers |
| **Subtitle** | |
| **Edition** | |
| **Publisher** | Laurence King Publishing, London |
| **ISBN** | |

| Course Material | Book |
|---|---|
| Author | Kelley, T. |
| Publishing Year | 2008 |
| Title | The Ten Faces of Innovation |
| Subtitle | |
| Edition | |
| Publisher | Profile Books |
| ISBN | |

| Course Material | Book |
|---|---|
| Author | Lidwell, W. |
| Publishing Year | 2008 |
| Title | Deconstructing Product Design |
| Subtitle | |
| Edition | |
| Publisher | Rockport Publishing, Massachusetts |
| ISBN | |

| Course Material | Book |
|---|---|
| Author | |
| Publishing Year | 2007 |
| Title | 11 Lessons |
| Subtitle | Managing Design in Eleven Global Brands |
| Edition | |
| Publisher | The Design Council, London |
| ISBN | |

| Course Material | Book |
|---|---|
| Author | Best, K |
| Publishing Year | 2009 |
| Title | The Fundamentals of Design Management |
| Subtitle | |
| Edition | |
| Publisher | AVA Publishing, Lausanne |
| ISBN | |

**Notes**

This module supports students in their final year of study. Critically, it focuses attention on defining personal objectives. 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.