Liverpool John Moores University

Title:	PROFESSIONALISM AND PORTFOLIO
Status:	Definitive
Code:	6011PD (110058)
Version Start Date:	01-08-2011
Owning School/Faculty:	Liverpool School of Art & Design
Teaching School/Faculty:	Liverpool School of Art & Design

Team	Leader
Jon Spruce	Y

Academic Level:	FHEQ6	Credit Value:	12.00	Total Delivered Hours:	30.00
Total Learning Hours:	120	Private Study:	90		

Delivery Options

Course typically offered: Semester 1

Component Contact Hours	
Lecture	5.000
Practical	20.000
Seminar	5.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework: by the submission of coursework and supporting materials as outlined in the module handbook.	100.0	

Aims

To encourage self awareness in professional promotion.

To introduce a variety of possible design/creative career choices.

To raise awareness of students best professional options.

To introduce professional CV, interview, application format in various related areas. To use the communication and presentation skills developed in previous modules to present work in a professional, competent and attractive manner.

Learning Outcomes

After completing the module the student should be able to:

- 1 Present themselves and display their work in an appropriate professional manner.
- 2 Choose rationally from and apply for professional employment options.
- 3 Identify and promote their design and employability strengths.
- 4 Edit and assemble a portfolio or disply of their work appropriate to an interview.

Learning Outcomes of Assessments

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

ESSAY 1 2 3 4

Outline Syllabus

Lectures will be presented addressing the salient issues and a number of seminars, tutorials and workshops will provide opportunities to improve techniques for presenting work and for gaining and attending employment interviews.

Learning Activities

Students will study the issues surrounding application and interview for employment as it relates to their preferred career routes. Students will become aware of matters of self presentation and promotion techniques for formal employment applications. Students will resolve the issues surrounding the assembly and presentation of their work to its best advantage.

Students will investigate the protocols surrounding the preparation of a design brief, the calculation of fees and general principles of professional practice.

References

Course Material	Book
Author	POWELL, D.
Publishing Year	1990
Title	Presentation Techniques
Subtitle	A Guide to Drawing and Presenting Design Ideas
Edition	
Publisher	MacDonald
ISBN	

A major theme of the final year of the programme is the students' preparation for the world of employment. This module serves to awaken students to the issues surrounding the transition to that world whether their chosen career route is to be as a staff designer with an established employer or as a self-employed designer of their own products.