Liverpool John Moores University

Title: PROFESSIONAL PRACTICE
Status: Definitive
Code: **6501IM** (111197)
Version Start Date: 01-08-2011

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

Team		Leader
Stuart Borthwick	emplid	Y

Academic Level: FHEQ6 **Credit Value:** 36.00 **Total Delivered Hours:** 108.00

Total Learning Hours: 360 **Private Study:** 252

Delivery Options
Course typically offered: Semester 1

Component	Contact Hours
Lecture	6.000
Tutorial	6.000
Workshop	96.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Statement of Intent 500 words	10.0	
Reflection	AS2	Research File	20.0	
Report	AS3	Practical	40.0	
Presentation	AS4	Presentation	10.0	
Reflection	AS5	Evaluation 1000 words	20.0	

Aims

1. To develop and design a solution to an interactive media brief
2. To apply appropriate methodologies in order to address various creative and technical issues
3. To develop the students project management skills

4. To understand the limitations of commercial interactive media projects (i.e. time, resources)

Learning Outcomes

After completing the module the student should be able to:

1. Identify own area of expertise and identify other skills in learning required to realise the brief
2. Analyse material for copyright and contextual sensitivity
3. Work professionally and keep records of project development, client meetings and communications
4. Produce a working prototype in consultation with your "client's" requirements
5. Manage digital media projects effectively and document this in an evaluation

Learning Outcomes of Assessments

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

Statement of Intent 500 words	1	3			
Research File	1	2	3	4	5
Practical	1	3			
Presentation	4				
Evaluation 1000 words	5				

Outline Syllabus

In this module, students must be in a position to identify and define their subject specialism, and have a range of strategies to research, investigate and develop appropriate responses. It may help to analyse the project in the following terms:

Studio organisation/preparation
Time management
Visual research
Contextual research
The generation of ideas(creative thinking)
Technical competencies
Innovative use of software applications

In addition, this module provides an opportunity for students to develop an awareness of professional working practices, including a basic understanding of the various forms of intellectual property rights (copyright, patent, and trademark) within their chosen area of specialism.

The project must be supported by evidence of visual and contextual research and

include a written statement that outlines the nature of the project and tracks its development.

Learning Activities

The main learning strategy is essentially learner-centred and will include discussions with tutors, professional practitioners, clients and the development team. Open dialogue and critical reflection will make this a positive learning experience.

The teaching team approaches the project brief as a professional assignment for the student and responds to the students work and initiatives in a professional manner, establishing a client/practitioner relationship and providing tutorial support in specialised techniques.

The contextual research will be individually tailored to student interests.

References

Course Material	Book
Author	England, E. & Finney, A.
Publishing Year	2007
Title	Managing Interactive Media
Subtitle	Project Management for Web and Digital Media
Edition	4th Ed.
Publisher	Addison Wesley
ISBN	

Course Material	Book
Author	Fogg, B.J.
Publishing Year	2003
Title	Persuasive technology
Subtitle	Using computers to change what we think and do
Edition	
Publisher	San Fransisco: Morgan Kaufmann
ISBN	

Course Material	Book
Author	Papanek, V.
Publishing Year	1985
Title	Design for the Real World
Subtitle	Human Ecology and Social Change
Edition	2nd Rev. Ed.
Publisher	Thames & Hudson Ltd
ISBN	

Course Material	Book
Author	Ramroth, W.
Publishing Year	2006
Title	Project Management for Design Professionals
Subtitle	
Edition	
Publisher	Kaplan Business
ISBN	

Notes

Students will be asked to develop a solution to a real world Interactive Media brief. Students will focus their creative and technical skills in the field of Interactive Media in order to address the 'brief' which will form part of their professional portfolio. They will need to work professionally, demonstrating effective project management skills including, time management, problem-solving, team-work, resources and intellectual property issues.