

Liverpool John Moores University

Title: PROFESSIONAL PRACTICE
Status: Definitive
Code: **6502GD** (116112)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: St Helens College

Team	Leader
Carole Potter	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 96.00
Total Learning Hours: 240
Private Study: 144

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	15.000
Off Site	6.000
Practical	60.000
Tutorial	10.000
Workshop	5.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Assignment	40.0	
Report	AS2	Assignment	40.0	
Presentation	AS3	Presentation	20.0	

Aims

*To promote independent professional design practice
Further develop a network of industry contacts which will aid professional practice
Extend knowledge of the market place to further professional development*

Learning Outcomes

After completing the module the student should be able to:

- 1 Display a critical and methodical approach to organising and developing ideas through the use of a visual research journal
- 2 Synthesis and audit documentation that underpins a business plan
- 3 Formulate and present a brand identity and business plan for a creative industry
- 4 Implement career oriented research skills

Learning Outcomes of Assessments

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

Assignment	1
Assignment	2 3
Presentation	4

Outline Syllabus

Students will develop a deeper understanding of commercial opportunities within the graphic design industry through independent research supported by a scheduled series of lectures and seminars by teaching staff and invited external practitioners and speakers. Activities will include identifying sources of finance and funding opportunities and the assimilation, analysis and implementation of business planning advice and the development of a business plan for a new business start up. This research and development will be supported by the development and creation of an identity and related visual materials to promote a selected creative industry.

Learning Activities

This module will include lectures, tutorials, seminars, workshops and gallery visits.

References

Course Material	Book
Author	Foote, C.S.
Publishing Year	2004
Title	The Creative Business Guide to Running a Graphic Design Business
Subtitle	
Edition	
Publisher	W. W. Norton & Co

ISBN	10: 0393731499
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Course Material	Book
Author	Shaughnessy, A.
Publishing Year	2005
Title	How to be a Graphic Designer, Without Losing Your Soul
Subtitle	
Edition	
Publisher	Laurence King
ISBN	10: 0956207103

Course Material	Book
Author	McCormack
Publishing Year	2006
Title	Designers are Wankers
Subtitle	
Edition	2nd Ed
Publisher	About Face
ISBN	10: 0955096812

Course Material	Book
Author	Shaughnessy, A. & Brook, T.
Publishing Year	0
Title	Studio Culture
Subtitle	The secret life of the graphic design studio
Edition	
Publisher	Unit Editions
ISBN	10: 0956207103

Notes

Students will develop a deeper understanding of commercial opportunities within the creative industries and linked to their career aspirations. Activities will include identifying sources of finance and funding opportunities and the assimilation, analysis and implementation of business planning advice and the development of a business plan for a new business start up. This research and development will be supported by the development and creation of an identity and related visual materials to promote a selected creative industry.