Module Proforma

Approved, 2022.01

Summary Information

Module Code	7505CD
Formal Module Title	Specialist Negotiated Project
Owning School	Liverpool Screen School
Career	Postgraduate Taught
Credits	60
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Hatana El-Jarn	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
ISDC - Kochi

Learning Methods

Learning Method Type	Hours
Lecture	60
Tutorial	36
Workshop	24

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	36 Weeks

Aims and Outcomes

Aims	1. Work in a commercial, ethical and professional manner; 2. Develop further your communication and interpersonal skills; 3. Develop advanced project management skills; 4. Work in a commercial context; 5. Respond to an end user; and 6. Interact and communicate with related professionals and specialist operatives.

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Employ and operate specialist industry standard digital technologies and applications.
MLO2	Evidence a creative praxis informed by research and reflection that is subsequently developed as a viable commercial project.
MLO3	Manage a design project from inception through production to delivery and follow up evaluation, displaying a high degree of professional practice and reflective learning
MLO4	Determine by self-reflection, research and discussion the next stage in your professional career and develop an aligned Continuing Professional Development Plan.

Module Content

Outline Syllabus
The project will see you develop further your creative and skills competences, increase your understanding by deeper ongoing practical research and advance your professional practice capabilities. Throughout the project you will integrate your prior design and business learning with your technical competences in a specialist field of visual communication to develop an original and innovative output with a measurable outcome. You will undertake a process of continual self-reflection to substantiate your initial research in the previous module and negotiate the production process. You will develop your initial concepts to a proto-type stage which will be subject to peer review and critique. Following this you will finalise your development and project management plan, identifying specific resources and technical assistance required to deliver your major project. In addition, you will develop a business case scenario identifying further possible opportunities for partnership and collaboration. In implementing your final solution, you will employ integrated technologies, multidisciplinary approaches to deliver creative and innovative solutions that stretch the boundaries of the visual communication field in which you have chosen to conduct your studies. Together with your final output you will produce a strategy and business plan to illustrate how the output and the means to achieve it are integrated into a specific business model comprising a substantial piece of work from inception to outcome and underpinned by relevant research, critical reflection and professional preparation and practice. Your artefact will be presented for assessment together with a written dissertation in which all of the stages of the project are discussed and analysed setting out the context of the project, how you approached the project, how you delivered the final artefact and finally your reflection as to the outcome. Your reflection will require a SWOT analysis and evaluation of your own competences and a plan for your further career development (CPD) as practiced by professional designers.

Module Overview

Additional Information
This module will be the culmination of your postgraduate learning experience and will allow you to bring that experience together in the form of a major final project which you have already identified, conducted research and developed a co-design proposal.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Dissertation	Dissertation	70	0	MLO1, MLO2, MLO3
Reflection	Reflection	30	0	MLO4