Module Descriptor

Title	Presentation And Promotion		
Session	2025/26	**Status**	
Code	GRAMI10001	**SCQF Level**	10
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	C Mackenzie		

Summary of Module

This module will equip the student with the practical and planning skills to enable them to promote, stage and implement the professional display, exhibition or distribution of their work to an audience, company or platform.

This will involve practical lectures, workshops, field trips and task-based exercises, resulting in the creation of a portfolio of work OR mounting of an exhibition to a professional standard.

Students will be largely responsible for the preparation, management and display of their works, although significant advice, input and guidance will be provided by Staff involved in delivery of the module.

In addition to the standard notional hours required to complete this module, there are an additional 4 hours devoted to personal development planning; this will allow the student to effectively engage with professional issues through field trips, reflective observation, critical appraisal and networking within their field of study.

Key Content/Scope Topics:

Self-Promotion and marketing Entrepreneurship

Portfolio production and dissemination Research into Business Start-Up

Presentation/production/installation of Final Strategies/works

Module Delivery Method	**On-Campus[1]**	**Hybrid[2]**	**Online[3]**	**Work -Based Learning[4]**
	☒	☐	☐	

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

				☐
Campuses for Module Delivery	☒ Ayr ☒ Dumfries	☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☒	Term 2	☐	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate critical knowledge and understanding of the structure of the creative and cultural industries and its characteristic models of employment.
L2	Participate responsibly in peer review and conduct critique of contemporary creative industries practice.
L3	Critically and effectively identify, plan, and understand strategies for an Art and Design exhibition or Portfolio.
L4	Demonstrate practical knowledge in implementing the production of an exhibition or portfolio of work.
L5	Create, deliver, and present original works to deadlines to a professional level.

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 10** Show a critical understanding of the artist's or designer's relationship with audiences, clients, markets, users, consumers, and/or participants. Understand the implications and potential for their discipline presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in art and design
Practice: Applied Knowledge and Understanding	**SCQF 10** Use a range of critical skills, manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination, such as galleries or online platforms. Develop ideas through to material outcomes, for example images, artefacts, products, systems and processes, or texts.
Generic Cognitive skills	**SCQF 10** Critically identify personal strengths and needs in relation to the given tasks
Communication, ICT and Numeracy Skills	**SCQF 10** Make formal presentations of ideas and work to audiences in a range of situations

Autonomy, Accountability and Working with Others	**Please select SCQF Level** Exercise autonomy and initiative. Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity. Apply resourcefulness and entrepreneurial skills to support their own practice, and/or the practice of others.

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours. Learning and teaching will take place on campus and with associated field trips as detailed in the module handbook and weekly schedule.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	36
Practice-based Learning	24
Independent Study	140
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: The British Council: www.educationuk.orgwww.educationuk.org/pls/hot_bc/page_pls_user_article?x=682120564912&y=0&a=0&d=1318 The National Society for Art and Design: www.nsead.org About.com; Planning an art exhibition: www.painting.about.com Self Promotion for Artists: www.artquest.org.uk The Royal Academy of Arts: www.royalacademy.org.uk/
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** Students on this module are required to attend timetabled classes and field trips as well as tutorial sessions and presentations as detailed in the module handbook.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Arts Media**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☒ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Arts and Media
Moderator	B Savage
External Examiner	N Kane
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	0.2

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Research and Development Work - 50%
Assessment 2
Final Presentation of portfolio or exhibition - 50%
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed.

(ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☒	☒	☒	☐	☐	50	1.5

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☒	☒	☒	50	1.5

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	3 hours

Change Control

What	**When**	**Who**