Module Descriptor

Title	Presentation And Promotion		
Session	2026/27	**Status**	
Code	GRAM10001	**SCQF Level**	SCQF 10
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business & Creative Industries**		
Module Co-ordinator	Alison Clifford		

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 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 professional website and relevant content.

Students will be largely responsible for the preparation, management and display of their own professional website, 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

Website content design and production

Portfolio production and dissemination

Research into Business Start-Up

Presentation of Work

Module Delivery Method	On-Campus[1] ☒	Hybrid[2] ☐	Online[3] ☐	Work -Based Learning[4] ☐
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 website relevant to chosen creative practice.
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

[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

	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	SCQF 10 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** N/A	**Module Title** N/A
	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
Choose an item.	
Choose an item.	
Choose an item.	
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 attending and participating in all timetabled programme activities including on-campus and online teaching sessions, asynchronous online learning activities, placement, work-based elements, 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	TBC
External Examiner	Nikki Kane
Accreditation Details	

Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	**3**

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Research and Development Work - 50%
Assessment 2
Final presentation of website - 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**
Classwork – research and development	☒	☒	☒	☐	☐	50	1.5

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Presentation of website	☐	☐	☒	☒	☒	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**
Rewording to focus on website output	23 March 2026	Dr Aislinn White
LO4 reworded to focus on website relevant to creative practice	23 March 2026	Dr Aislinn White
