

Session: 2023/24

Last modified: 08/02/24

University of the West of Scotland

Module Descriptor

Title of Module: Presentation & Promotion

Code: DAAD10003	SCQF Level: 10 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Coordinator:	Chris 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/dissemination 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

Face-To-Face	Blended	Fully Online	HybridC	HybridO	Work-based Learning
	✓				

Face-To-Face

Term used to describe the traditional classroom environment where the students and the lecturer meet synchronously in the same room for the whole provision.

Blended

A mode of delivery of a module or a programme that involves online and face-to-face delivery of learning, teaching and assessment activities, student support and feedback. A programme may be considered "blended" if it includes a combination of face-to-face, online and blended modules. If an online programme has any compulsory face-to-face and campus elements it must be described as blended with clearly articulated delivery information to manage student expectations

Fully Online

Instruction that is solely delivered by web-based or internet-based technologies. This term is used to describe the previously used terms distance learning and e learning.

HybridC

Online with mandatory face-to-face learning on Campus

HybridO

Online with optional face-to-face learning on Campus

Work-based Learning

Learning activities where the main location for the learning experience is in the workplace.

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
	✓					

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1	Term 2	Term 3
✓		

Learning Outcomes: (maximum of 5 statements)

On successful completion of this module the student will be able to:

- 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)	<p>SCQF Level 10.</p> <p>Show a critical understanding of the artist's or designer's relationship with audiences, clients, markets, users, consumers, and/or participants.</p> <p>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</p>

Practice: Applied Knowledge and Understanding	SCQF Level 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 Level 10. Critically identify personal strengths and needs in relation to the given tasks
Communication, ICT and Numeracy Skills	SCQF Level 10. Make formal presentations of ideas and work to audiences in a range of situations.
Autonomy, Accountability and Working with others	SCQF Level 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.

Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code: DAAD09010 DAAD09011 FILM10003	Module Title: Creative Interventions Moving Image & Time-based Art Motion Graphics - Film & TV
	Other:	or equivalent
Co-requisites	Module Code:	Module Title:

* Indicates that module descriptor is not published.

Learning and Teaching	
Face to face, studio, lab and field trips.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Normally totaling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	23
Tutorial/Synchronous Support Activity	23
Practice Based Learning	14
Independent Study	140
	200 Hours Total

****Indicative Resources: (eg. Core text, journals, internet access)**

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)

Engagement Requirements

In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time. Please refer to the Academic Engagement Procedure at the following link: [Academic engagement procedure](#)

Supplemental Information

Programme Board	Arts & Media
Assessment Results (Pass/Fail)	No
Subject Panel	Arts & Media
Moderator	Blane Savage
External Examiner	Dr Gina Wall
Accreditation Details	
Version Number	2.07

Assessment: (also refer to Assessment Outcomes Grids below)

Research and Development Work - 50%

Final Presentation of portfolio or exhibition - 50%

(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 Handbook.)

Assessment Outcome Grids (Footnote A.)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Workbook/ Laboratory notebook/ Diary/ Training log/ Learning log	✓	✓	✓			50	12

Component 2							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Presentation			✓	✓	✓	50	18
Combined Total for All Components						100%	30 hours

Footnotes

- A. Referred to within Assessment Section above.
- B. Identified in the Learning Outcome Section above.

Note(s):

1. More than one assessment method can be used to assess individual learning outcomes.
2. Schools are responsible for determining student contact hours. Please refer to University Policy on contact hours (extract contained within section 10 of the Module Descriptor guidance note).
This will normally be variable across Schools, dependent on Programmes &/or Professional requirements.

Equality and Diversity

Aligned with the overall commitment to equality and diversity stated in the Programme Specifications, the module supports equality of opportunity for students from all backgrounds and with different learning needs. Using Moodle, learning materials will be presented electronically in formats that allow flexible access and manipulation of content. The module complies with University regulations and guidance on inclusive learning and teaching practice. Specialist assistive equipment, support provision and adjustment to assessment practice will be made in accordance with UWS policy and regulations. The University's Equality, Diversity and Human Rights Policy can be accessed at the following link: <http://www.uws.ac.uk/equality/>

Our partners are fully committed to the principles and practice of inclusiveness and our modules are designed to be accessible to all. Where this module is delivered overseas, local equivalent support for students and appropriate legislation applies.

UWS Equality and Diversity Policy

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)