

Module Specification

Module Summary Information

1	Module Title	Contextual & Professional Practice
2	Module Credits	40
3	Module Level	7
4	Module Code	VIS7045

5	Module Overview
<p><u>Rationale / indicative content</u></p> <p>This module develops deeper analytical and evaluative skills, promoting critical awareness within your specialism, and advancing your professional relationships through engagement with externally generated professional briefs (Competition or Live), OR self-directed negotiated proposals or brief(s).</p> <p>You will be required to demonstrate self-direction and levels of originality in the investigation and solving of problems, and to act independently in planning and implementing tasks at a professional level. This will require decision making in complex and unpredictable situations.</p> <p>You may develop an online presence (in the most appropriate form for your specialism) and you will be required to demonstrate initiative, personal responsibility and the independent learning ability required for continuing professional development.</p> <p>Your study will be supported by regular individual and group tutorials, and peer interaction. You will be required to demonstrate effective self-direction and originality, and independence in problem solving, enterprise, and innovation, in order to achieve advanced proficiency and innovation within your specialist practice.</p> <p><u>Learning, Teaching and Assessment Strategy</u></p> <p>This module is led by specialist module tutors and includes: reading directed extracts from primary and secondary sources/texts, group discussion, one to one tutorial support and where appropriate to your study, student led seminar presentations and briefing meetings.</p> <p>Learning and Teaching Methods may include: Briefings, Seminars, Independent Learning, Diagnostic, Individual and Group Tutorials, Library Research/ Resources.</p> <p>With regard to Formative Appraisal within the Visual Communication Masters Programme there is an opportunity for on-going formative appraisal to take place via diagnostic, one to one tutorial support and where appropriate group tutorial situations. This supports you in the development of your reflective skills as well as preparing you for the formal Summative Assessment at the end of the module.</p>	

6	Indicative Content
<p>The module will consist of a combination of lectures, group and individual tutorials. As part of the module there will be a number of sessions that address questions of Professional Practice and The analysis of Contemporary Practice.</p>	

7		Module Learning Outcomes
On successful completion of the module, students will be able to:		
	1	Demonstrate that you have identified, researched and critically analysed existing visual practices to establish relevant professional and technological contexts of your specialism.
	2	Demonstrate and evidence skills in relation to online activity, and the generation of a live network of external associates.
	3	Apply and exercise initiative, personal responsibility, effective independent and/ or collaborative learning through your engagement with professional briefs or self-directed negotiated briefs within your specialism.
	4	Select and critically evaluate a series of visual concepts, to make evident your awareness of visual notation, design methodologies and production values appropriate to your specialism.

8		Module Assessment		
Learning Outcome				
		Coursework	Exam	In-Person
1-4		x		

9		Breakdown Learning and Teaching Activities	
Learning Activities		Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		72	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		248	
Private Study (PS) includes preparation for exams		80	
Total Study Hours:		400	