

## Module Specification

### Module Summary Information

1	<b>Module Title</b>	Independent Final Project
2	<b>Module Credits</b>	60
3	<b>Module Level</b>	6
4	<b>Module Code</b>	FAS6129

5	<b>Module Overview</b>
<p>The Independent Final Project is an opportunity to focus on a specific area related to future career aspirations, and develop a piece of work that reflects this. It could include creating a magazine or digital publication, developing a branding concept, a brand extension opportunity or a communication strategy. This will be grounded in extensive research both primary and secondary, with industry insight, innovation and justification.</p> <p>The Independent Final Project is the consolidation of the skills accrued over the past two years of the course in a creative, coherent, visually fluent viable concept. Students will negotiate their own brief, in line with their career aspirations and personal strengths demonstrated in previous modules.</p>	

6	<b>Indicative Content</b>
<ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Visual communication</li> <li>• Justification and articulation of ideas</li> <li>• Time management and organisation</li> <li>• Commercial awareness</li> <li>• Identifying opportunities</li> <li>• Peer learning</li> </ul>	

7	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
	1 <b>Research</b> effectively using appropriate methods in relation to an investigative study considering primary, secondary and contextual sources.
	2 <b>Synthesise</b> academic, professional and practical insight to implement self-initiated output.
	3 <b>Collaborate</b> strategically with relevant industry professional mentors and interdisciplinary academic partners.
	4 <b>Create</b> a professionally presented range of original, creative and innovative work appropriate to your negotiated brief.

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

9	Breakdown Learning and Teaching Activities	
Learning Activities	Hours	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	72	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	408	
<b>Private Study (PS)</b> includes preparation for exams	120	
<b>Total Study Hours:</b>	600	