

School / Faculty: Faculty of Education and Arts

Course Title: PROFESSIONAL PRACTICE AND MARKETING 1

Course ID: VAPPM5001

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 100301

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Understand ideas and skills required for a mature and independent professional practice in the creative arts
- K2.** Explore and investigate the communication of culture through other forms of communication such as social media
- K3.** Successfully utilise combinations of media
- K4.** Recognise and evaluate current philosophical and theoretical concerns appropriate to contemporary design and culture more broadly
- K5.** Identify professional practice requirements and standards.

Skills:

- S1.** Utilise latest technologies, materials and processes
- S2.** Communicate effectively with potential clients and professionals
- S3.** Produce a professional portfolio to assist in realisation of a professional portfolio
- S4.** Respond to media and processes in digital and multimedia, advertising, and the global market.

Application of knowledge and skills:

Course Outline (Higher Education)

VAPPM5001 PROFESSIONAL PRACTICE AND MARKETING 1

- A1.** Apply advanced skills in time management
- A2.** Apply independent and collaborative problem solving skills
- A3.** Apply refined skills in creative arts methodologies
- A4.** Apply advanced skills in the exhibition and presentation of creative work.

Course Content:

Professional Practice and Marketing 1 is the first in a sequence of two courses devoted to the creation and utilisation of a range of skills that will aid and assist the successful promotion and development of a professional body of artwork suitable for a range of commercial realities.

Students will develop a deeper knowledge of marketing, networking, IT capabilities and their relationship to the commercial global network.

Values and Graduate Attributes:

Values:

- V1.** Be confident as a reflective arts practitioner and researcher
- V2.** Value constructive criticism and the interchange of ideas
- V3.** Appreciate the diversity of approaches and attitudes at work underpinning contemporary cultural developments
- V4.** Appreciate the value and role of comprehensive theoretical inquiry.

Graduate Attributes:

graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	Students acquire knowledge, competence and skills, both practical and theoretical, in a range of disciplines appropriate to contemporary art practice.	Medium
Critical, creative and enquiring learners	Students continue to refine and extend their competencies in their chosen art form which is then presented as an accompanying body of new creative and critical knowledge.	High
Capable, flexible and work ready	Students continue to develop self-reliance and self-motivation through solo studio activity. In order to pass the course, students spend extended time working independently on their creative research with minimal input from supervisors.	Medium
Responsible, ethical and engaged citizens	Students learn the practicalities of independent art production as an important preparation for professional activity once they have graduated from university. Students also engage in collegial discussions and provide critical peer review.	Low

Learning Task and Assessment:

Course Outline (Higher Education)

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Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K2, K3, K4, K5, S4, S5, A1, A2, A3, A4	Presentation on understanding Social Media.	Written and oral presentation	10-15%
K1, K3, K4, K5, S1, S2, S3, S4, A3, A4	Investigation of Contemporary Creative networks.	1000 word report	20-30%
K2, K3, K4, S1, S2, S3, S4, A3, A2	Digital Portfolio presented in hard and digital copy.	Digital Portfolio	60-70%

Adopted Reference Style:

Chicago