

School / Faculty: Faculty of Education and Arts

Course Title: PROFESSIONAL PRACTICE AND MARKETING 2

Course ID: VAPPM5002

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	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	✓	■	■

Learning Outcomes:

Knowledge:

- K1.** Evaluate and effectively utilise a research methodology appropriate to the student’s discipline
- K2.** Examine key theoretical and historical traditions relevant to the discipline
- K3.** Examine the relationship between the student’s own research and the field
- K4.** Explore and examine the potentiality of learnt knowledge.

Skills:

- S1.** Apply learnt knowledge and experience to a real life environment
- S2.** Communicate effectively with clients and professionals from various creative backgrounds
- S3.** Produce a professional portfolio to assist in gaining employment in related industries
- S4.** Respond to conceptual experimentation, design procedures, media and processes in digital and conventional graphic design, multimedia, packaging, advertising, and environmental design.

Application of knowledge and skills:

- A1.** Apply advanced skills in time management
- A2.** Apply independent and collaborative problem solving skills
- A3.** Apply refined skills in creative arts methodologies

Course Outline (Higher Education)

VAPPM5002 PROFESSIONAL PRACTICE AND MARKETING 2

A4. Apply advanced skills in the exhibition and presentation of creative work.

Course Content:

Students will study and be instructed in:

Topics may include:

- Photography for New Media
- Arts Law
- Marketing Principles and how they relate to a cottage industry
- IT capabilities and their relationship to the commercial global network
- A range of specific projects will be undertaken that will address some of the aforementioned issues
- Weekly consultations with the Professional Practice lecturers will monitor and guide ongoing investigations.

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.	High
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.	Medium

Learning Task and Assessment:

Course Outline (Higher Education)

VAPPM5002 PROFESSIONAL PRACTICE AND MARKETING 2

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K2, K3, K4, S4, A1, A3, A4	Photography skills for social media.	Presentation	5-10%
K1, K3, K4, S1, S2, S3, S4, A1, A3, A4	Analysis of Contemporary Trends and styles in the Global Art and Design world.	2000 word essay	30-40%
K2, K3, K4, S1, S2, S3, S4, A3, A2, A1	Digital Portfolio that documents the semesters development.	Presented in hard and digital copy	60-70%

Adopted Reference Style:

Chicago