Course Outline (Higher Education)

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:

<table>
<thead>
<tr>
<th>AQF Level of Program</th>
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<tbody>
<tr>
<td>5</td>
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<tr>
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<tr>
<td>Level</td>
</tr>
<tr>
<td>Introductory</td>
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<tr>
<td>Intermediate</td>
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<tr>
<td>Advanced</td>
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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
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**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.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Brief Description</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge, skills and competence</td>
<td>Students acquire knowledge, competence and skills, both practical and theoretical, in a range of disciplines appropriate to contemporary art practice.</td>
<td>Medium</td>
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<tr>
<td>Critical, creative and enquiring learners</td>
<td>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.</td>
<td>High</td>
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<tr>
<td>Capable, flexible and work ready</td>
<td>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.</td>
<td>High</td>
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<tr>
<td>Responsible, ethical and engaged citizens</td>
<td>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.</td>
<td>Medium</td>
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</table>

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

Chicago