1. KentVision Code and title of the module

DESG5003 Design Agency

## Division and School/Department or partner institution which will be responsible for management of the module

## Arts & Humanities (KSAP)

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

30 Credits (15 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

Spring Term

## Prerequisite and co-requisite modules and/or any module restrictions

None

## The course(s) of study to which the module contributes

Compulsory to the following courses:

## BA (Hons) Graphic Design

BA (Hons) Spatial and Interior Design

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Demonstrate a systematic understanding of key aspects of design as a commercial activity that is outwardly facing, and the critical concerns that surround visibility within this context;

8.2 Demonstrate sufficient knowledge and understanding to enable them to comment appropriately upon the commercial and contexts of design, and in particular contemporary dynamics, concepts and processes associated with employment;

8.3 Develop an individual portfolio of appropriate design materials reflecting current practice within the creative industries, using appropriate presentation methods, vocabulary and commercial conventions;

8.4 Demonstrate an understanding of the role and impact of intellectual property (IP) within professional design practice

8.5 Evaluate their participation in a group, understand the component parts of a live design project and their interrelation, how to create a timeline and how to evaluate and monitor progress of a project.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Manage and navigate information sources (both electronic and printed)

9.2 Synthesise information from a number of sources including relevant professional reports, in order to gain a coherent understanding of design and design management processes

9.3 Illustrate an understanding of team structures and working methods, and the formal processes of maintaining these structures

9.4 Communicate effectively and well, using a range of communication skills

9.5 Evidence the use of numbers by ensuring the accuracy and relevance of numerical information including budget calculations.

1. **A synopsis of the curriculum**

This module focuses on embedding employability within a design curriculum in a seamless and meaningful way within the context of students’ future working environments. Students will identify their own strengths and talents, form their own creative agencies and pitch for work to selected live brief clients. The aim of this module is to evaluate critically and develop a focused understanding of the commercial concerns of the creative business sector and to show their own work in a public space. The role of freelance, self-employed creative, the financial demands placed upon designers and the expectations of employers will be explored. It is anticipated that students will understand the changing creative job market and be well placed to make appropriate careers decisions accordingly. Several external talks and visits will focus on design jobs within the design sector and will provide a useful contact network for future internships and work experience.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 252

Contact Hours: 48

Total: 300

1. **Assessment methods**
   1. Main assessment methods

100% Portfolio

13.2 Reassessment methods

Like for like

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Seminars | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| Tutorials | **x** | **x** | **x** |  | **x** |  |  |  | **x** | **x** |
| Workshops | **x** |  | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| Portfolio | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

The module will deliver key skills that can be utilised by students regardless of national context. It also situates students’ coursework within the broader context of international business and management studies and practices

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
| 13/12/21 | Major | September 2022 | 1,8,10,12,13,14,16 |  |
|  |  |  |  |  |