

Short Title:	Professional Practice APPROVED
Full Title:	Professional Practice
Module Code:	DMED H3022
ECTS credits:	5
NFQ Level:	7
Module Delivered in	2 programme(s)
Module Contributor:	Hugh McCabe
Module Description:	The purpose of this module is to provide students with an in-depth understanding of digital media as a professional practice. The module will prepare students for working in the digital media industry and facilitate the creation of a professional portfolio of work.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Identify fully the different roles, contracts of engagement and working patterns in the digital media industry 2. Describe commonly used work flows and processes and the use of professional briefs 3. Create and present a personal portfolio framework for collating college coursework 4. Describe and analyze current issues and trends within the digital media industry from a variety of perspectives 5. Effectively communicate their own skill-set and attributes and identify their future aspirations with respect to their own professional practice. 6. Demonstrate experience of communicating and engaging with professionals from the digital media industry. 	

Module Content & Assessment

Indicative Content
<p>Working in Digital Media Emphasis on fieldtrips, guest speakers, and workshops. Digital Media industries in Ireland. Types of services offered. Range of clients. Production lifecycle and effective workflow processes. Range of professional roles and contracts of employment</p>
<p>Professional Brief Structure of professional brief. Samples and variations on format. Essential skills in interpreting and querying content</p>
<p>Freelancing Issues involved in freelancing. Legal and financial considerations. Finding work. Networking. Different modes of working.</p>
<p>Portfolio Development Role of portfolio in digital media industry. Portfolio examples: style, format and content. Analysis and critique of sample portfolios. Development of individual coursework portfolio.</p>
<p>Digital Media Context Current issues and trends in the digital media industry. Analysis and critique of economic, social and ethical considerations.</p>

Indicative Assessment Breakdown	%
Course Work Assessment %	100.00%

Course Work Assessment %				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Reflective Journal	Students are required to write weekly reflective journal entries based on weekly guest speakers from the digital media industry.	1,2,4,5,6	40.00	n/a
Portfolio	Students are required to produce a professional quality portfolio showcasing their work.	3	20.00	n/a
Project	Students are required to create a video interview with a professional from the digital media industry.	1,6	20.00	n/a
Project	Students must create a personal profile consisting of a CV and a LinkedIn profile.	5	20.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement
<p>Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i></p>

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time	
Frequency	Indicative Average Weekly Learner Workload
Every Week	30.00
Every Week	30.00
Every Week	40.00

Resources
<i>Recommended Book Resources</i>
<p>Robert Rowe, Gary Will, Harold Linton 2008, <i>Graphic Design Portfolio Strategies for Print and Digital Media</i></p> <p>Nancy Lyons 2012, <i>Interactive Project Management: Pixels, People, and Process (Voices That Matter)</i></p> <p>Paul Miller, Elizabeth Marsh 2014, <i>The Digital Renaissance of Work</i></p>
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<p>Internet based resource: <i>Digital Media Awards</i> http://www.digitalmedia.ie</p> <p>Internet based resource: <i>Golden Spider Awards</i> http://www.goldenspiders.ie</p> <p>Internet based resource: <i>'Skills Ireland'</i>, www.skillsireland.ie</p> <p>Internet based resource: <i>Forfas</i>, www.forfas.ie</p>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DDME8_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	5	Mandatory
BN_DDME8_7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	5	Mandatory