

Module code: MOD002683	Version: 2 Date Amended: 05/Jul/2011
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1. Module Title
Professional and Entrepreneurial Portfolio

2a. Module Leader
Dominic Chapman

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities and Social Sciences

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module allows students to demonstrate their ability to create a professional quality artefact in a relevant aspect of their area of study. Based on the idea of creating a creative arts 'show reel' the final work will demonstrate attainment in technical, professional and market knowledge. In this module students are required to take on a quasi-professional role in the development of a substantial piece of work which will include research, specification, design, documentation, development and evaluation. A key element is for students to evaluate their skill set, and, if necessary, specify and undertake a learning programme to gain the skills they need. As far as possible students will use real world market and commercial requirements to guide the development process from initial idea to the final deliverable. Weekly seminars will be used to guide and monitor progress with the emphasis on supporting appropriate learning activities rather than delivering content. Lectures on particular technologies relevant to student project topics may be covered as well as generic issues such as legal, professional and project management. The module will provide an opportunity to develop new skills or take existing knowledge further within a supportive framework. This might include the creation of a website, desktop application or complete game, either individually or as part of a small team. The assessment of the module is based on the research, justification, process, documentation, implementation and evaluation of an agreed artefact. This will be measured by three deliverables - the initial research / feasibility plan; an account of the project process, specification, design, implementation, skills development and professional issues; the finished artefact and presentation. Where group work is specified the contribution of each individual will be assessed separately. A professional and real world approach is encouraged and work can be undertaken for third party clients and practitioners of the industry.

6b. Outline Content

- Matching aspirations to skills by looking at the skills and experience required to occupy various roles in application development teams in different market sectors.
- Research skills for trends in job markets and technology.
- Project management and client relationships; negotiating requirements, presentation of work in progress and assimilation of feedback; respecting client requirements and reconciling with independent assessments of professional quality; professional responsibilities to end users.
- The management, control and operation of a development methodology for an extended project; importance of change control and documentation.
- Assembling appropriate toolsets for the project; acquisition of skills on an 'as needed' basis; efficient organisation of workflow.
- Professional and legal issues relevant to a large software project - data protection, IPR, computer misuse and security.
- Testing and evaluation of a complex product; the importance of client and user involvement in the testing and evaluation process. Use of prototyping methodologies to control the implementation of client- and user-derived improvements.

6c. Key Texts/Literature

The reading list to support this module is available at: <http://readinglists.anglia.ac.uk/modules/mod002683>

6d. Specialist Learning Resources

Access to digital still cameras and video cameras, application and game development software and computers suitable for demanding graphical applications.

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Research technical and market trends and specify the development of a product development plan to meet the requirements of a market sector or client.
2	Knowledge and Understanding	Adapt standard development methodologies to the requirements of a particular product and document development steps to a professional standard.
3	Knowledge and Understanding	Analyse and evaluate potential tools and techniques required in the development of a specific software product. Plan, execute and critically evaluate the necessary personal development to acquire those tools and techniques.
4	Intellectual, practical, affective and transferrable skills	Manage a significant project, negotiating the requirements for a substantial software product and developing this product to a satisfactory completion.
5	Intellectual, practical, affective and transferrable skills	Design and develop a software product to a professional standard, utilising appropriate and up-to-date technologies and techniques.
6	Intellectual, practical, affective and transferrable skills	Evaluate the success of the product with respect to potential or actual end users and how this reflects their needs and aspirations in the form and content of that product.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2019/0	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-6	Lectures 12 x 1hr
Other teacher managed learning	36	1-6	Computing Laboratory 36 x 1hr Overall methodology of project, documentation standards
Student managed learning	252	1-6	Research & development for project and presentation. Self-managed consultancy, design and implementation process
TOTAL:	300		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1	20 (%)	Fine Grade	30 (%)

Initial research and outline plan 1000 words

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	2-6	80 (%)	Fine Grade	30 (%)

Account of skills and product development process, its evaluation and presentation (2000 words) with Artefact or product (equiv 3000 words).

In order to pass this module, students are required to achieve an overall mark of 40%.

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment of as specified above**
- (b) pass any pass/fail elements**