

FALMOUTH

DOCUMENT CONTROL & APPROVAL

Issue	Amendment Detail	Name	Date Approved
0.1	Templates added to the submission library	QAE	30/05/2018
0.X	Academic Director Approval and submission to QAE		
1.0	QAE Approval		

Module Guide

Module name: Professional Practice and Enterprise

Module code: GAM340

Credit weighting: 20

Module leader: Gareth Lewis

2019-2020

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Aims & Learning Outcomes:

Module Aim

To enable students to advance and consolidate knowledge and understanding of the enterprise and employment context of the digital games industry through guidance and mentoring on how to participate in the game development enterprise culture and how to set up a game start-up company

Summary Module Description

In this module you advance and consolidate your knowledge and understanding of the enterprise and employment context of the games industry. You receive guidance and mentoring on how to participate in the game development enterprise culture and setting up a games company. You will obtain guidance on individual career aspirations as well as obtaining CV/Portfolio advice. Enterprise-focused guidance includes protecting IP, tailoring a business plan and building networks, as well as guidance in the different types of funding available and on financial liability and management. In addition to guidance from staff, you are assigned an appropriate industry mentor who will share their experience of working in the industry with you. You are required to write a report, which reflects critically upon the communication you exchange with your professional mentor and exploring the enterprise possibilities that arise over the course, as well as the creation of promotional materials.

Learning Outcomes

At the end of the module, you will be able to ...		
LO #	LO name	e.g. Level 4 LO
1	PRACTICE	Construct quality assets using industry-standard workflows in the specialism.
2	IMPLEMENT	Produce assets in correspondence with relevant methodological practice.
6	REFLECT	Plan your post-graduation pathway, with reference to how you will overcome obstacles, and how you will build a personal brand that highlights your professional attributes.

Project Brief(s):

Project 1 title:	Professional Practice Report
Project Tutors:	Route Tutor Design: Terry Greer Art: Phoebe Herring & Jon Pledge Animation: Richard Milligan Programming: Gareth Lewis Audio: Pete Shepherd Writing: Hannah Wood
Start date:	Semester I
Deadlines:	Please logon at MyFalmouth for a personalised submission schedule.
Project Brief:	
<p>The goal of this assignment is to create professional portfolio materials</p> <ul style="list-style-type: none">- What 'portfolio materials' means is different to each discipline; your route tutor will give you some advice- Portfolios exist to showcase your work, so you will need to create something that will have a highly positive effect on your pre- and post-graduation job searching.- Your portfolio piece should sit conceptually within your promotional pieces (assignment 2).	
Assessment:	
<p>The detailed assignment brief can be found at: https://github.com/Falmouth-Games-Academy/ba-assignment-briefs/raw/2019-20/GAM340/1/2019-20-gam340-assignment-1-brief.pdf</p>	

Project 2 title:	Promotional Materials
Project Tutors:	Route Tutor Design: Terry Greer Art: Phoebe Herring & Jon Pledge Animation: Richard Milligan Programming: Gareth Lewis Audio: Pete Shepherd Writing: Hannah Wood
Start date:	Semester I
Deadlines:	Please logon at MyFalmouth for a personalised submission schedule.
Project Brief:	
For this assessment you will create a series of promotional materials that will aid you in your graduate job-hunting activities.	
Assessment:	
The detailed assignment brief can be found at: https://github.com/Falmouth-Games-Academy/ba-assignment-briefs/raw/2019-20/GAM340/2/2019-20-gam340-assignment-2-brief.pdf	

Road Map

	Type	Week	Description
	Introductory Lecture	1	GAM340 Module Introduction (1100-1200) Intro lecture (1hr) (Gareth & others) -The 'new & improved' module, what we've done over the summer and why -What you are going to spend the next 12 weeks doing -How the assignments will work & what you need to do in order to excel at them -How the lectures and workshops will work
	Weekly Lecture	2-5 7-9	2hr00 (1100-1300) 2- Graduate destinations? 3- Creating meaningful portfolios 4- Building and honing your skills 5- How to network 7- The recruitment process? 8- Creating effective resumes 9- Freelancing & entrepreneurship
	Supervised Studio Practice	2-12	Professional Practice workshop
	Visiting Speaker	3,5,7,9	2hr00 Guest Lecture
	Peer Review Seminar	9	2hr00 peer review session
	Assessed Showcase Tutorial	13	3hr00 viva

Learning methods and terms:

1	Lecture	<p>A presentation or talk on a particular topic.</p> <p>Lectures may follow the traditional model with a member of staff presenting ideas and facts to a group, or may involve other methodologies such as film screenings and discussions.</p> <p>Lectures may involve large audiences or smaller groups, as required by the topic.</p> <p>Take notes and/or record lectures so you can refer back to the information later. Many lectures will have an accompanying presentation which will be made available on the learning space.</p>
2	Seminar	<p>A discussion or classroom session focusing on a particular topic or project.</p> <p>Seminars are sessions that provide the opportunity for students to engage in discussion of a particular topic and/or to explore it in more detail than might be covered in a lecture. A typical model would involve a guided, tutor-led discussion in a small group.</p>
3	Technical workshop	<p>A session involving the development and practical application of a particular skill or technique.</p> <p>Practical workshops will consist of induction or training in technical equipment, production processes, or software. Take notes and/or record workshops so you can refer back to the information later. The skills learnt are critical to the effective delivery of assessment elements and you are expected to work on and develop these skills in your guided independent study time.</p>
4	Tutorial	<p>Tutorials will be held with individual students or small groups. You are able to discuss specific aspects of the module and receive feedback and advice on the assessment elements. Take notes and/or record tutorials so you can refer back to the discussion later. Reflect on the feedback and consider how to implement advice and suggestions to drive your project forward.</p>
6	Formative assessment	<p>Formative assessment occurs throughout the module. You will receive ongoing critical feedback on your work through process discussions, side-coaching or tutorials. Reflect on the feedback and consider how to implement advice and suggestions to drive your project forward. Focus on improving in areas where you need to strengthen your response to the learning outcomes.</p>
7	Summative assessment	<p>Summative assessment occurs at the end of the module. You will receive critical verbal or written feedback on your work and an assessment band grade. Reflect on the feedback and consider how to implement advice and</p>

		suggestions to improve in the next module. Focus on developing the areas where you need to strengthen your response to the learning outcomes.
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Learning resources:

<u>Learning Space</u>	All module information, lecture presentations, useful links, and other critical documentation will be available for you to download from the module learning space page. The learning space will also be used to upload digital submissions and interactive activities such as forums.
Module resource list (hyperlink tbc)	All recommended reading and published resources for the module will be available to view on the Talis Aspire resource list. Essential reading will be indicated at the top of the list.
<u>One Stop Search</u>	An excellent tool for academic research.
<u>Electronic resources</u>	Access to a wide range of digital content, many of which through subscriptions paid for by the university. Resources include business, trends and trade directories; material databases; e-books; newspaper articles; etc.
<u>Study Hub</u>	Support across a wide range of academic skills, including time management; research skills; referencing; reading and note making; academic writing; etc.

Professionalism:

Attendance

Attending all your timetabled sessions is one of the best ways to help you succeed in this module. In accordance with the Student Charter, you are expected to arrive on time and take an active part in all your timetabled sessions. If you are unable to attend a session for a valid reason (e.g. illness), please contact your Module Leader.

Health and Safety

Please make sure you are fully aware of all health and safety rules and protocols relating to your studio practice, including inductions. You can find the course health and safety rules and workshop protocols on the Learning Space on the course homepage:

<http://learningspace.falmouth.ac.uk/course/view.php?id=417§ion=1>

Intellectual Property

Please make sure you are fully cognisant of Intellectual Property law as it affects your work.

Refer to second year teaching and handouts on the Learning Space here :

<http://learningspace.falmouth.ac.uk/course/view.php?id=449§ion=7>

and to the government's Intellectual Property Office publications, e.g.

<https://www.gov.uk/topic/intellectual-property/copyright>

and <http://www.ipo.gov.uk/blogs/iptutor/creative-copyright-part-1/>.