

# Design Enterprise Studio

Portfolio Brief

---

## **Final Submission:**

Blackboard. Thursday 28th March 2024| 13:59

---

---

Module: Design Enterprise Studio (UFCFKQ-30-3)

Teaching Block 1 & 2: 2<sup>nd</sup> October 2023 – May 2024

Task: Portfolio

Weighting: 100% of module coursework (complete portfolio)

---

Contact Time: 3 hrs per week

Coursework preparation: 4.8 hrs per week

Reading and learning course material: 3 hrs per week

---

Module teaching email: [mic.palmer@uwe.ac.uk](mailto:mic.palmer@uwe.ac.uk)

---

## Assignment Overview

The Design Enterprise Studio is a project-based module. As you engage with a client brief over the year you will be building a portfolio. This showcases not only your client work, but also evidences your project management skills and your emerging industry profile.

Your portfolio may contain evidence of new skills or of skills learned previously on the course but now applied at a more industry-relevant level. You will need to follow professional and ethical guidelines in your engagement with others and for group tasks provide evidence of your individual contribution.

---

### Portfolio Deliverables and weighting:

**Employability section** (pdfs and URLs) **25%**

**Showcase of final project output** (ppt, brochure or video) **15%**

**Written professional summary** (2000 words .pdf) **15%**

**Professional documentation** (pdfs and URLs) **45%**

### Important dates:



## About the Design Enterprise Studio

In this module, students will work on a project with a client, create a showcase and reflect on the process. Additionally, they will develop their professional profile (resume, online portfolio, business card etc).

Each student will need to engage in a client project and will be supported in this by tutorial sessions with the module team. Projects will be introduced by the clients and students are invited to state their preferences.

**Client projects may typically sit within the following areas:**

- Web design & web development projects
- Media production projects
- Coding projects
- Web Application Prototyping
- Information visualization projects
- Mini games / gamification strategies
- Social media strategy planning and branding
- Business proposals/ Business consultancy

Whilst students are invited to log their preferences for working on specific client briefs or for working together, the module team will ultimately make decisions about groups or individuals working on a brief to provide each student with a fair and manageable workload.

Project clients are usually invited by the module team, but there is also an opportunity for students to identify their own client(s) and brief(s) at the beginning of the module, subject to approval by the module team.

## Portfolio Content:

Please note: exact details of each portfolio item will be introduced and discussed in class.

### **Employability section 25%:**

This section must contain the following elements:

- Learning contract (pdf)
- CV (pdf)
- Pricing strategy for your professional services (pdf)
- LinkedIn profile: active, main sections complete, with established professional links and evidence of some professional social media activity (e.g. online profiles, posts, responses to posts, group memberships, meet-ups etc)
- Professional online presence (e.g. up to date portfolio with latest project work)
- Blog entry for [www.designenterprisestudio.com](http://www.designenterprisestudio.com)

### **Written professional summary 15%**

Once the client work is done, your summary (2000 word .pdf) should reflect on your professional experiences gained over the year and professional developments made.

Please include where appropriate:

- examples of having taken responsibility for professional tasks that contributed successfully to a group effort
- examples of situations where you worked according to professional and ethical guidelines
- team management and/or self-management techniques that you applied successfully during various project stages.

### **Showcase of final project output 15%**

This is to demonstrate your ability to deliver a high-quality end-of-project documentation to a client. It could take the form of a PowerPoint pdf, a brochure, a website or perhaps a recorded video. In any case we need to see:

- Your client's vision, mission and values for the project
- the projects' key deliverables and how you provided them
- your professional management of all project stages
- a persuasive presentation of the quality of your completed work

### **Professional documentation 45%**

The main body of your Design Enterprise Studio portfolio will consist of project documentation materials (pdfs, URLs). We are looking for evidence that you can plan and deliver realistic, financially viable, accessible, and market-informed products or services, following industry guidelines. Materials may include:

- Infographics, diagrams, lists, Gantt charts, minutes of meetings with stakeholders, summaries of user research, sketches, design or technical prototypes, production planning, scripts, storyboards, screenshots of editing windows, evaluation of coding libraries, coding hierarchies, flow charts, organizational planning, group roles and responsibilities, technical planning documents, and so forth.

- NOTE: Please submit **well-chosen examples**, not a truckload of mixed-quality items. Each item you submit should be saying something positive about you as a creative professional.

## Marking Guidance

Submissions will receive an overall mark out of 100 based on the following criteria:

Criterion	< 40	40 - 49	50-59	60-69	70+
Quality of employability section  25%	Sections incomplete, ill-considered content, hurried or unfinished execution. Erroneous statements about professional work.	Sections part-completed but entries show considerable gaps, missing depth and detail. Ill-considered content, hurried execution.	Section entries complete and demonstrate the application of some effort but may still contain minor errors, omissions, or inadequate formatting.	Section entries demonstrate the application of thought and effort. Documents are presentable with clear and convincing content.	Professional look and feel to all section entries, good content presented in a contemporary layout.
Criterion	< 40	40 - 49	50-59	60-69	70+
Quality of written professional summary  15%	Statement incomplete or not supported by evidence. content seems arbitrary or vague. Professional context not presented. Ethical or professional misconduct.	The statement is complete but limited in depth or clarity. Only vague connections to professional practice are made. May contain filler material and unsupported claims.	Fairly well written statement, although occasionally lacking clarity or depth. Some useful attempts made to include relevant examples from professional practice contexts.	Detailed, well discussed statement. Relevant professional examples included. Key strengths and skills of the student come to the fore.	Exceptionally well written statement. well-chosen professional examples clearly communicate the strengths and skills of this student.
Criterion	< 40	40 - 49	50-59	60-69	70+

Quality of showcase 15%	Communication of key message failed. Client requirements were not responded to. key information is missing. Quality of formatting and delivery is poor or inadequate.	Hardly a "showcase". Communication of key message remains poor or confused, any project achievements are not highlighted. Delivery format lacks attention to detail. Technical flaws.	Successful showcase, but communication is not easy to follow, questions remain. Project achievements are not highlighted sufficiently. Minor errors in formatting.	Good showcase. Communication is clear, easy to follow. Project achievements are communicated but not always convincingly.	Professional level showcase. Communication is clear, easy to understand. Project achievements convincingly communicated. Impressive and memorable.
<b>Criterion</b>	<b>&lt; 40</b>	<b>40 - 49</b>	<b>50-59</b>	<b>60-69</b>	<b>70+</b>
Quality of professional documentation 45%	Section incomplete or filled with irrelevant materials. Illegible scans of handwritten notes. Lack of clarity of overall direction. No evidence of professional or ethical conduct. No clear evidence of involvement in module activities.	The section may contain a welter of unordered materials, without clear signposting. Some relevant documents can be found amongst poorly presented notes. Not much sense of planning, project management or professional direction.	Section completed and ordered suitably but over- or under-representation of materials. Repetitive evidence of similar skills, showing lack of versatility. Professional direction not fully clear.	The documentation section is well organized and presents insightful evidence of involvement in a range of professional activities. Professional direction mostly clear.	Well organized, insightful presentation of involvement in relevant professional activities. Entries are suitably annotated. The professional responsibilities adopted throughout the project work become very clear. Clear direction of professional direction.

## Informal Feedback:

Verbal feedback on work in progress will be available in some of the scheduled Design Enterprise Studio teaching sessions.

## Study Support:

The following links provide detailed information on study skill provision and UWE academic policy. In submitting your final submission for examination you agree that you have read the following guides linked to below:

- Digital Media BSc Learning Policy:
- UWE Study skills: <http://goo.gl/NalwD5>
- UWE Word count policy: <http://goo.gl/Qe8kbq>
- UWE Referencing policy (UWE Harvard): <http://goo.gl/Iu3S3L>

- UWE Plagiarism policy: <http://goo.gl/vAHWOp>
- UWE Academic appeal process: <http://goo.gl/Tf1nv3>

## Plagiarism Advice:

The usual university strictures about plagiarism apply to this assignment. It is good practice in academic writing to reference correctly the work of others that you may draw upon for your own. Please help us to clearly distinguish your original efforts by so doing.

If you use code from other sites, the sources must be referenced in your Bibliography. If you use any other site(s) as a source of ideas for your site, you must reference the source. If you copy code and/or ideas from another student's work, or even if you are helped by another student, you must reference/acknowledge the source.

- UWE Plagiarism policy: <http://goo.gl/vAHWOp>