

Brief

Get a job

Get a Post Graduate place

Start a Business

Attendance

TUTORS GIVE: 4 hours contact time per week
BE HERE FOR ALL OF IT

STUDENTS GIVE: 13 more hours per week
BE IN THE STUDIO AS MUCH
AS YOU CAN

Learning Outcomes

- LO1: Appraise professional skills and knowledge for design or related industries
- LO2: Appraise the role, contribution and impact of designers and design practice within a creative economy.
- LO3: Create visual narratives for layout solutions in a portfolio design that demonstrate high levels of skill and communication of professional intent
- LO4: Create outline costing plans and pitching strategies for self-employment or idea development
- LO5: Develop visual and verbal presentation skills for self-promotion and professional networking.

Initial Deliverables

- 1. C.V.
- 2.Job/Masters Application
- 3.Portfolio

Final Deliverables

- Retail

 - 1.PDF file 300mm wide by 310mm tall in the Foyer shop format including QR code link to Etsy page (or similar) selling your product
 - 2. 400mm wide product image at least 300DPI
 - 3. 80 x 80 mm profile head shot at least 300DPI
 - 4. Business Model Canvas
 - 5. Patent or Design Registration application
 - 6. Costed Bill of Materials
 - 7. Business Card (Physical Hand In)
 - 8. Packaged Product Suitable for Retail Display (Physical Hand In)
 - 9. 1 minute elevator pitch (Degree Show/New Designers)
- Big Ideas

 - 1. Crowdfunder/Idea bank pitch video
 - 2. 400mm wide product image
 - 3. 80 x 80 mm profile head shot at least 300DPI
 - 4. Business Model Canvas
 - 5. Patent or Design Registration application
 - 6. 1 minute elevator pitch (Degree Show/New Designers)
 - 7. Business Card (Physical Hand In)
 - 8. One confirmed attendee at Napier Degree Show
 - 9. One confirmed attendee at London event
- Talent

 - 1. 80 x 80 mm profile head shot at least 300DPI
 - 2. Business Model You
 - 3. Agreed individual deliverable for events (food, drink etc.)
 - 4. Link to online presence (webpage/social media/professional network/online portfolio)
 - 5. Business Card (Physical Hand in)
 - 6. 1 minute elevator pitch (Degree Show/New Designers)
 - 7. Two confirmed attendees at Napier Degree Show
 - 8. Two confirmed attendees at London event

Assessment Criteria

All Deliverables should be uploaded to Moodle unless otherwise specified

HAND IN ON TIME
5 minutes late - CAPPED @ 40%
5 days late - CAPPED @ 0%

NEVER PLAGIARISE
All your ORIGINAL work
(Do not pass of others ideas as your own)

- Punctual
- Organised
- Engaged
- Careful
- Objective “Kill your darlings”
Stephen King



- Research and plan your path post graduation



- Show creative pursuit of post graduation plan







- Respond to feedback to develop the pursuit of your post graduation plan



- Give Professional Presentation of yourself and your work



‘The most effective way to do it, is to do it.’
Amelia Earhart

| | MON | TUE | WED | THUR 16/01/2020 | FRI |
|---|-----|-----|-----|---|-----|
|  RESEARCH | 1 | | | No Class - Major Project Assessment Prep | |
| | 2 | | | No Class - Major Project Assessment | |
| | 3 | | | 10am CVs and Cover Letters Louisa Henderson 2pm Kirsty McKain / Adam Johnstone | |
|  CONCEPT | 4 | | | 10am Job and post grad applications Lousia Henderson 11am Claire Bee - Degree Show Employer Engagement 1pm Ben Polhill 2pm Matthew Elliot / Alex Groza | |
| | 5 | | | 10am Knowing Yourself and Others Maureen Andrew 11:30am Clive Gee & Anna Dickens - Degree Show / New Designers 2pm Jack Lennie / Ross O'Reilly | |
| | 6 | | | 10am Future Thinking Maureen Andrew 2pm Rachel Lenihan 4pm Bethany Frank | |
|  DEVELOP | 7 | | | 9am Submission Initial Deliverables B25/Moodle 10-12 Intro to BRT, Business Model Canvas, Value Proposition, What's your why? Setting goals BRT B32 2pm Peter Webster | |
| | 8 | | | 10-12 Pitching workshop E17 2pm Alumni Speaker TBC | |
| | 9 | | | 10 -12 Sales – getting the correct people to the degree show, Marketing (products) – social media, brand 2pm Hannah Wood | |
|  PRESENT | 10 | | | CAROUSEL WEEK - Ruth Out 11-1 Business Basics, accounting, company structure, How to be a freelancer, IP, pricing E17 2pm Alumni Speaker TBC | |
| | 11 | | | 11-1 Personal Branding, selling yourself, guest speaker, investment A55 | |
| | 12 | | | 11am Pitching competition E17 2pm Alumni Speaker | |
| | 13 | | | No Class | |
| | 14 | | | No Class | |
| | 15 | | | 10am Submission Final Deliverables Moodle / B23 1 minute pitches B23 - starting at 10.30am | |