



Graduate Attributes Case Study:

Professional Perspectives in the Creative Industries FRTV Year 3 module

The continuous and rapid change in the creative industries demands **adaptable** and **resilient** graduates. The Professional Perspectives module aims to prepare students in year three for entry into the creative industries by developing awareness of key skills in presentation, pitching, funding applications, CV writing, managing online identity, team working and in helping students to draw upon the strengths of their practical and theoretical work in their other modules.

The module brings students into contact with industry professionals who will set project briefs and offer feedback on their work with the aim of enhancing their employability.

As part of the module, students are required to build their online presence through a LinkedIn account. They receive expert advice on how to maintain a professional outlook in managing their social media identity and being **digitally literate**.

The first assessment in the module demands a sector analysis of a company the students might realistically gain work experience, internships or freelance work in and this entails a thorough investigation of the company's ethos as part of a globalised economy. Depending on company's scale their corporate social responsibility strategy is researched. The sector analysis requires an informed understanding of how the company fits within the globalised network of the creative industries and enables the students to answer the fundamental question: is this the kind company I would like to work for?

Following this, students work in groups to develop and pitch ideas in response to briefs set by members of the Industry Advisory Panel. This work demands **innovation**, critical and creative thinking and a capacity to defend their own ideas within a group work setting and if necessary challenge assumptions. The module culminates in the groups presenting an assessed pitch to a panel which comprises industry experts and members of the Career Development team who focus on employability aspects. The group pitches enhance **effective communication**, group work, self-confidence and self-assurance amongst the students.

The title of the module incorporates the idea of being **professional** and this ensures a modelling of behaviour, for example, full attendance at lectures, clear notification if lectures are missed and an ethos that supports professional courtesy for visiting industry experts, alumni and peers. The practical activities develop an understanding of group dynamics and an ability to make complex decisions as a team. As the students are taking these attributes with them in to the world of work they recognise that being professional is a life-long learning process.



Sam Espensen, member of Industry Advisory Panel and MD of PR company Conversation Creation, guest speaker for Professional Perspectives