

Course Title	PLACEMENT				
Course Code	CVC400				
Course Type	Visual Communication Elective				
Level	Bachelor				
Year / Semester	Year 4 th / Semester 7 th or 8 th				
Teacher's Name	Anna Merry/Hourig Torossian				
ECTS	6	Lectures / week	-	Laboratories / week	-
Course Purpose	<p>The course aims to:</p> <ul style="list-style-type: none"> • Introduce students to real life working environments, aiming to expand practical skills and knowledge of professional art and design related practice. • Allows students to be placed within dedicated working environments with a focus on individual design specialisations. • Encourage students to apply university knowledge to practical work situations. This allows for the development of the creative process from the class room setting to the professional environment. • Develop students' work ethics and communication skills, both visually and orally whilst building effective interpersonal relationships. • Provide students with work experience, giving an opportunity to increase references and enhance future employment opportunities and collaborations. 				
Learning Outcomes	<p>Upon completion of the course, students should be able:</p> <ul style="list-style-type: none"> • To gain knowledge of professional art and design practice within specialized real life working environments. • To apply design awareness gained through theoretical context to practical work situations. • To develop work ethics, communication skills and effective interpersonal relationships. • To further work experience and references in order to enhance future employment opportunities. 				
Prerequisites	None		Corequisites	None	
Course Content	Students enrolled in this course will be given the opportunity to experience their area of art and design specialization within a specific work placement and familiarize themselves with professional environments and be prepared to perform tasks assigned to them. They will be given the capacity to undertake design projects of their speciality and propose personal ideas and solutions, using the logistical infrastructure in their field. Students will be able to acquire further experience and knowledge in various creative				

processes. Active participation is fostered in the weekly organization, coordination and execution in the work space that hosts each individual student. Furthermore, communication with customers is examined and presentation methods and cooperative skills necessary to carry out design assignments are practiced, for example within craft and manufacturing industries, print shops, carpenters, workshops, etc. Students are able to research and cost materials as well as gain practice in budgeting implementation of a proposal. The importance of performing assignments within specific timetables is highlighted while students come in contact with real-life project demands and the actual needs and capabilities of customers.

Process and Implementation:

The Course coordinator and the university Labour Market Liaison Officer introduces students to the course and course requirements through an initial meeting.

Students are then assigned to a company or organization, which has been identified as appropriate to their skill set, allowing them to experience design activities in a professional setting. In the case where specific projects are agreed with the company or organization, project briefing will take place. Furthermore students will be asked to meet professional standards outlined by the organization to which they are assigned.

The overall progress of the student will be supervised and monitored by an academic leader to whom the Placement subject: (CVC400) will be allocated to, as well as the university Labour Market Liaison Officer.

During the following weeks students will be required to complete a total of approximately 150 working and university contact hours.

Throughout the duration of the work placement students will receive visits by the university Labour Market Liaison Officer in order to monitor their performance and role within the working environment. Furthermore the subject academic leader will hold regular university contact hours per student and exchange feedback on their performance, professionalism, skill set and assigned projects during the duration of the placement.

Students must provide written and visual evidence of their work in the form of a daily or weekly log and final assessment report. They will also require a letter compiled by the organization stating the duties and progress they have obtained. Students will be given the opportunity to present the practical creative outcome of their placement to faculty members during a final assessment arranged by the department.

Final Outcome:

Students are expected to undertake and complete tasks assigned as part of their placement. They are required to:

1. Document and record their activities in a daily/weekly learning-log.
2. Attend on site visits and meetings with the University Labour Market Liaison Officer.
3. Attend meetings and tutorials with the Course academic leader/Instructor.
4. Produce a final assessment report/visual results.
5. Respond creatively and produce visual results in relation to specific project/s or assigned tasks (Portfolio Presentation)

	Additional feedback will be provided by the company/ organisation outlining student performance.
Teaching Methodology	<ul style="list-style-type: none"> - Course introduction and project briefing -whenever is applicable - Advisory guidance on tutorial basis - Monitoring/evaluation by subject leader/tutor during personal tutorials
Bibliography	N/A
Assessment	<ul style="list-style-type: none"> • Work Placement Review 50% • Student Evaluation Report 20% • Academic Supervisor Placement Review 20% • Final Assessment 10% <p><u>Note:</u> The assessment criteria for Interim/Final Critiques and the Final Assessment are: Design Intelligence 40%, Research and Methodology 20%, Experimentation and Analysis 20%, Time management and Presentation 20%</p>
Language	English