

Short Title:	Professional Development APPROVED
Full Title:	Professional Development

Module Code:	PRFD H4000
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Credits:	4
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Field of Study:	Audio-visual techniques and media production
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Module Delivered in	1 programme(s)
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Reviewed By:	GLENN MEHTA
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Module Author:	Sinead McDonald
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Module Description:	The Professional Development module is designed to help students position themselves for future employability in their chosen field. The module aims to encourage increased self awareness, critical reflection, an understanding of the needs of industry and employers and the oral and writing competencies required in various professional contexts.
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Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Demonstrate an understanding of the media industry including new and emerging developments
LO2	Demonstrate an understanding of the media industry particularly in terms of current and future skills needs.
LO3	Construct an effective Professional Development Plan identifying a prospective career path, individual skill strengths and gaps and further activities that can contribute to future success.
LO4	Demonstrate the written and oral competencies required for effective proposals and presentations in professional environments
LO5	Explain how to achieve a successful transition to employment, postgraduate position or internship by demonstrating awareness of the behavioural norms of the interview process, curriculum vitae design, personal statement composition and postgraduate application

Module Content & Assessment

Course Work				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Continuous Assessment	Students may be required to produce a suite of examples of preparation for entering employment such as online biographies, personal statement, curriculum vitae, cover letter.	4,5	30.00	n/a
Project	Students may be required to prepare and film a group video highlighting key aspects of transition from college to postgraduate study or employment, including professional development plans, postgraduate study, interview skills and professional networking.	1,2,3,5	20.00	n/a
Presentation	Students may be required to prepare and undertake a group presentation highlighting key aspects of transition from college to postgraduate study or employment, including professional development plans, postgraduate study, interview skills and professional networking.	1,2,3,4,5	20.00	n/a
Essay	Students may be required to complete an essay demonstrating their understanding of key emerging industry trends in the production and dissemination of media.	1,2	30.00	n/a

No End of Module Formal Examination

TU Dublin – Tallaght Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	No Description	3.00	Every Week	3.00
Independent Learning Time	No Description	3.00	Every Week	3.00
Total Weekly Learner Workload				6.00
Total Weekly Contact Hours				3.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

Report from the Audiovisual Strategic Review Steering Group, 2011, *Creative Capital: Building Ireland's Creative Economy*
2011, *Creative Europe : Support Programme for Europe's Cultural and Creative Sectors*

Michael Stebleton, Michael Henle, Connie Harris 2014, *Hired!*, 4th edition Ed., Pearson/Prentice Hall Upper Saddle River, N.J.

Stella Cottrell 2015, *Skills for success*, 3rd edition Ed., Palgrave Macmillan Basingstoke

Required Article/Paper Resources

PriceWaterhouse Cooper 2017, *Entertainment and Media Trends, Strategy&*
<https://www.strategyand.pwc.com/trend/2017-entertainment-and-media-trends>

Price Waterhouse Cooper 2016, *Entertainment & Media Industry Trends, Strategy&*
<https://www.strategyand.pwc.com/trends/2016-entertainment-media-industry-trends>

European Commission 2017, *Contribution of the Creative Europe Programme to fostering Creativity and Skills Development in the Audiovisual Sector*
<https://ec.europa.eu/digital-single-market/en/news/contribution-creative-europe-programme-fostering-creativity-and-skills-development-audiovisual>

This module does not have any other resources

Module Delivered in

Programme Code	Programme	Semester	Delivery
TA_HAVAB_B	Bachelor of Arts (Honours) in Creative Digital Media	7	Mandatory