

## COURSE CONTENT

<b>Course Code</b>	DD4006
<b>Course Title</b>	Design Art Interdisciplinary Seminar
<b>Pre-requisites</b>	Study Year 4
<b>No of AUs</b>	3
<b>Contact Hours</b>	39 hours studio contact

### **Course Aims**

This professional development course will prepare you for a career in the design industry following graduation. You will benefit from the insights and experience of contemporary design professionals who will give guidance on essential topics such as industry current trends, intellectual property, entrepreneurship, alternative career pathways, career planning and portfolio preparation. You will take part in discussions and projects that will strengthen your readiness for a design professional life after graduation.

### **Intended Learning Outcomes (ILO)**

By the end of the course, you should be able to:

1. Describe the career pathways in your chosen design industry.
2. Create a professional creative portfolio that outlines specific career goals.
3. Apply key aspects of intellectual property that pertain to your chosen design industry.
4. Collaborate positively in career-building team projects.
5. Discuss, evaluate and contribute to the improvement of your peer's strategic design career plans.

### **Course Content**

In this course you will take part in the preparation for a professional career in your chosen design industry upon graduation. You will apply the advice of invited industry professionals in workshop teams as you plan a professional creative portfolio.

The general module of this course covered on Week 1, 2, 4, 6, 8, 10 focuses on topics that affect all design creative professionals:

**Overview of Local and Global Creative Industries:** To obtain valuable and up-to-date insights on both local and global creative industries from design policy makers and shapers. Governmental and creative industry experts will share their insights on the policies that shape and impact the creative industries, its economy and sustainability. They will discuss strategies, forecasts, trends and tangible goals of implementations within the country and the region.

**Intellectual property:** This topic will discuss the basis of intellectual property and how to professionally protect oneself and one's creative works in the design industry. It will cover the many real-world examples and case studies of intellectual property rights and laws.

**Self-employment/Entrepreneurship:** Self-employed professionals and entrepreneurs will speak about their insights, challenges and experiences to provide you with a better understanding of the practice. You will also discuss a range of self-employed forms, including freelancing, contract, small business, start-up, and the transition from solo designers to a company with employees. You will also discuss how self-employment can co-exist with being employed, and the times when this is not possible.

**Academic pathway:** In this topic you will gain knowledge on the alternative options of being a teacher or an academic. Discussions on the difference between primary, secondary and tertiary education will be covered and the process it will take to get there. Understanding when to start an academic pathway will also be considered.

**Preparation for Employment:** This topic will focus on the practical aspects of presenting and promoting oneself. Topics such as online representation, portfolio preparation, networking, applying for positions, interviewing, following up, and evaluating will be explored. Non-verbal communication techniques will also be discussed.

### **Workshops**

You will take part in area-specific workshops every altern that ensure direct relevance to your chosen design pathway. These workshops are designed to increase your familiarity, knowledge and confidence with your chosen profession, and to share this experience with your peers. In the internship report workshop, you will present and share your experiences as an intern with your class group and submit a report. You will also attend an event in your chosen industry area, give a presentation to the class. Both workshops are designed to provide value from the sharing and discussion of these student experiences and reflections.

### **Final Preparations and Exam**

The final weeks of the course are dedicated to ensuring that you are as prepared as possible for leaving the undergraduate course and moving on to the next phase of your professional life. Final preparations may vary across media areas and individuals. Typically, this may involve practice interviews, writing applications, preparing a CV, or creating a personal CV promotional website. A final submission will culminate the course.