

Graduate Futures Framework

Integrating Graduate Attributes & Professional Development in the Curriculum

Level 4		
Autumn Term	Spring Term	Summer
Professional Development I <ul style="list-style-type: none"> • Intro to Career planning • Self reflection – interests, values • Skills evaluation and awareness of Graduate Attributes • What employers look for- transferable & technical skills • How to make most of 1st year to develop skills and experience – goal setting • How and where to research career options 	Building your Professional Profile <ul style="list-style-type: none"> • Adapting your CV for different opportunities • Developing your introductory professional profile on social – what is your platform’s purpose? • Professionalism on platforms; separating personal and business account.... how their output can help their pathway • Adapting Communication style to your audience 	
Positive Collaboration - Team roles, Communicating effectively and managing conflict (session to be run in preparation for group work)		
	First Steps into Industry (Spring / Summer term) <ul style="list-style-type: none"> • Identifying opportunities for First years: Trainee programs, runner roles, schemes, shadowing • Thinking ahead: Researching for internships to apply to for next year (especially if they want to do a sandwich year placement) • Making opportunities for themselves e.g. outside of course • Collaboration can you connect with small scale industry 	
Indicative Course Activities		
Group work on projects with preparation for working in teams • Inspirational external speakers • Recent graduates talking about how they got into their career and how they make a living • Group research and presentations on potential career areas • Student vlog, blog, exhibition related to potential career areas • Collaborative projects and competitions.		
Graduate Attributes		
Opportunities to develop and identify and reflect on graduate attributes throughout L4		
Specialist technical skills Aesthetic skills Cultural awareness Critical Thinking Resilience Adaptability Confidence Problem solving Inclusive of diversity Global citizenship Ethical Digital and Visual literacy Project Management Professionalism Communication & Interaction		

Level 5		
Autumn Term	Spring	Summer
<p>Professional Development II</p> <ul style="list-style-type: none"> • Gaining more clarity on Direction as a creative, exploring identity • Understanding different working styles: portfolio career / freelance / full time employed • Identifying skills looked for employers / Reflection on and matching your skills • Decision making and goal setting • Opportunity awareness: Labour Market Information (LMI) - Understanding of different areas of industry – <p>Connecting with Industry</p> <ul style="list-style-type: none"> • Job hunting and approaching Industry for internships/ work experience – Awareness of deadlines for Internships/placements (Oct- Jan) • Professionalism in approaches • Evidencing and articulating your skills & experience in applications • Strategic job hunting: Proactive vs reactive, Hidden job market... • Building your network and identifying opportunities 	<p>Building your Professional brand</p> <ul style="list-style-type: none"> • Considering your aesthetics on social platforms.. consistency for all things you are putting out there eg logo, style and feel. • Communicating your “USP” on social – Branding • Introduction to portfolio online & Portfolio sites eg. Behance, Dots etc if relevant. • Evidencing your skills & Experience in profiles & CVs.... <p>Signposting to AUB Futures Freelancing Workshops</p> <p>Professional Collaboration</p> <p>Team roles Managing conflict Communicating effectively</p>	
<p>Positive Collaboration (if not done in L4) Team roles, Communicating effectively, Managing conflict, commercial awareness</p>		
<p>Indicative Course Activities</p> <p>Live briefs with employers / projects with an introduction to working in teams and professional etiquette when dealing with industry professionals. Follow up with reflection on transferable skills developed through the brief (careers team could support)** •Networking events across courses and with employers • Collaborative projects across courses • Competitions •Industry research and Informational interviews- organise interview with practitioner • Placements and work experience opportunities</p>		
<p>Graduate Attributes</p> <p>Opportunities to develop and identify and reflect on graduate attributes throughout L5</p> <p>Specialist technical skills Aesthetic skills Cultural awareness Critical Thinking Resilience Adaptability Confidence Problem solving Inclusive of diversity Global citizenship Ethical Digital and Visual literacy Project Management Professionalism Communication & Interaction</p>		

Level 6		
Autumn	Spring	Summer
<p>Professional Development III</p> <ul style="list-style-type: none"> To explore the final stages of career preparation ready for graduation To reflect on self and where you are at with your career management Building resilience and developing confidence whilst approaching industry To set goals for moving forwards Signposting – Opportunity Awareness – Grad Schemes / Traineeships e.g. BBC / Screen Skills etc. 	<p>Connecting with Industry</p> <ul style="list-style-type: none"> Online / physical Portfolio Job hunting Networking skills Speculative approach <p>Personal Branding: Elevate!</p> <ul style="list-style-type: none"> Final Major Project on CV and portfolios Audience map out who it's for Updating their personal brand online and off Wellness check in Mental health -social media <p>Freelance/ start up support</p> <ul style="list-style-type: none"> Intro to tax Time management Charging for your time Developing confidence Promoting your work <p>Signposting to AUB Futures Freelancing Workshops</p>	<p>Transitioning into work</p> <p>Negotiation of pay</p> <p>Confidence and resilience</p> <p>Managing expectations</p> <p>Interview / talking about work</p> <p>Portfolio Reviews</p>
Indicative Course Activities		
Professional Branding • Portfolio reviews with industry • Mock interviews • Live briefs (with reflective element) • Industry networking opportunities • Company talks (collaboration with AUB Futures) Self employment support		
Graduate Attributes		
Opportunities to develop and identify and reflect on graduate attributes throughout L6		
Specialist technical skills Aesthetic skills Cultural awareness Critical Thinking Resilience Adaptability Confidence Problem solving Inclusive of diversity Global citizenship Ethical Digital and Visual literacy Project Management Professionalism Communication & Interaction		