Course Specification

BA (HONS)
CREATIVE DIRECTION



Arts University Bournemouth

About the Course Handbook

This Handbook provides you with basic information about your course. Through the approved course specification, it provides you with the aims and outcomes of your course and outlines the content and how this will be delivered.

The course is subject to a rigorous process of quality assurance and enhancement. This may result in changes to individual units as the course develops, to ensure that the relevance and quality of the course is upheld. You will be consulted by a member of the course team before any changes are made.

Information in this Handbook should be used in conjunction with the HE Assessment Regulations. It is your responsibility to ensure that you are aware of the regulations that apply to your course and you should refer to the regulations throughout your studies. If you have any questions, you should speak to your Programme Leader, or member of the course team. The Assessment Regulations can be located on the Induction section of Canvas, or https://aub.ac.uk/regulations

Important information about key policies which apply to your academic studies is available on the Induction section of Canvas. Please view this material on the Induction section of Canvas.

If you would like a copy of this Handbook in an alternative format, please contact equalities@aub.ac.uk.

ARTS UNIVERSITY BOURNEMOUTH

COURSE SPECIFICATION

The Course Specification provides a summary of the main features of the **BA (Hons) Creative Direction** course and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if they pass the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found in the unit descriptors.

Key Course Information	
Final Award	BA (Hons)
Course Title	Creative Direction
Award Title	BA (Hons) Creative Direction
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the School of	Arts, Media, and Creative Industries Management
Professional accreditation	None
Length of course / mode of study	3 years full-time or 4 years with 1 year placement option
Level of final award (in FHEQ)	Level 6
Subject benchmark statement	Exhibitions and experiences, Hospitality, Leisure, Sport & Tourism and Art & Design
UCAS code	W222
Language of study	English
External Examiner for course:	Tony Charalambous
Please note that it is not appropriate for students to contact external examiners directly	
Date of Validation	July 2023
Date of most recent review	2023
Date course specification written/revised	July 2023

Course Description

The BA (Hons) Creative Direction course will offer students a learning experience that draws upon the fields of creative thinking, design, marketing, and project management which will prepare students for a career in a range of exciting career paths as a creative.

On this course students will be introduced to design thinking, and problem solving by learning about the freedom of ideas. Students will learn innovative brainstorm techniques, capturing even the smallest of ideas that they will nurture and grow into solutions that have impact. Students will learn to listen, placing people at the very heart of their design projects, being empathetic and responding to their needs and aspirations. They will discover insights that lead them to develop innovate solutions to their problems. Students will gain confidence in the idea generation process, learning to trust themselves, their design team and their customers and users. Students will become adept at managing projects, people, and resources to deliver on time and on budget, surpassing expectations at every stage of the process. They will have an opportunity to engage in a range of hands-on projects,

collaborative exercises, and industry simulations, applying their learning in real-world contexts. Students will also have the opportunity to work with industry professionals, agencies, and clients, gaining valuable insights and building a professional network.

It is the blend of real-world experience, project management and design skill that makes studying at Arts University Bournemouth unique. At AUB we are a microcosm of the creative industries, a university wide creative team. This course will place students at the very heart of a creative team as they learn to express themselves, to design, develop and deliver as a Creative Director.

On completion of the course, students will be able to:

- Creatively respond to design briefs.
- Clearly set objectives and evaluate the impact of their work.
- Manage complex projects that are informed by a wide range of stakeholders.
- Manage multiple projects mirroring professional practice.
- Analyse evidence and develop ideas that are supported by sound conclusions.
- Think creatively, be agile and resilient.
- Understand existing and emerging technologies and the role that they play in developing creative solutions to problems.
- Be the person responsible for direction in the design, development, and delivery of creative projects.
- Hold a critical awareness of issues that impact the creative industries and society.

Throughout the course, students will collaborate and undertake different roles in the design, development, and delivery of creative projects; preparing them for a wide range of career options in the creative industries and beyond. Students will also be prepared for postgraduate study.

Distinctive features of the course

Design Centric: Studying Creative Direction at AUB is different because we develop management skills, and we place design principles at the very heart of our course.

Making an Impact: We make a difference with everything that we do, the work our students do is designed to have a positive impact on the communities that we all serve.

Being Inclusive: Everybody is welcome, neurodiversity is an asset, and everybody's cultural experiences are the foundations of our collective inspiration and the work that we produce.

Collaborating with Others: AUB is a microcosm of the creative industries, and the course is an enabler of collaboration across many other courses. Our projects are often multi-disciplinary, and students work with specialists across those disciplines.

Building Resilience: The learning experience is authentic. Assessments are typical tasks that students would be expected to complete in their future career including problem finding and developing and delivering solutions. Our graduates are confident, creative, have lots of relevant experience and are well prepared for their future careers.

Course Industry Patron Scheme: All courses at AUB are connected formally with an industry Patron, an industry practitioner or business that acts as a critical friend to the course and course team. Many courses work with several industry partners, but the more formal Industry Patron connection offers the opportunity to collaborate and maintain close relations with industry / business. This is a unique concept that ensures AUB courses are industry relevant and maintain current practices while providing further opportunities for students to engage with industry practitioners.

AUB Strategic vision

The BA (Hons) Creative Direction course is aligned with the university's strategic vision in several ways:

Innovative: The course responds to emerging trends and technologies which support the creative responses of the students. This also supports the university's aim to provide relevant and innovative courses that respond to the needs of the creative industries.

Collaborative: The course is designed to stimulate collaboration across different courses and schools within the university, including Communication Design and Strategy, Curation, Exhibition and Experience Design, Events Management and more. There is a unique culture of collaboration among AUB students.

Connected: The course is enriched by studying and developing creative projects that reflect the rich cultural diversity of our community. International students share their perspectives on ideation and solutions to problems which have values that everybody can recognise and embrace.

Passionate: Students and staff are motivated to study and create work that has a positive impact on the AUB community and the wider communities that engage with our work.

Optional Placement Year

The optional Placement Year offers students the opportunity to:

- Get under the skin of an **industry, organisation, and role** to assist them with making better-informed decisions about their future career prospects.
- Undertake a placement, which ensures students can take **personal responsibility** for tasks, duties, and projects within a real-world work setting.
- **Develop and recognise their own work ethic and powers of critical reflection**.
- Build **high-level transferable skills** and enhance professional competencies in the workplace.

The Placement Year will be recognised on the degree transcript. As students will remain a registered student for the duration of the Placement Year, they will retain access to all university support services. Students will be allocated a Placement Tutor who will maintain regular remote contact with them. Placements often lead to a permanent role on graduation, providing a greater chance of success for graduates of this course.

Course Aims

The BA (Hons) Creative Direction degree aims to provide students with a creatively focused learning experience, that supports their personal and collective growth in confidence as they develop into competent creatives and leaders of creative projects.

The course aims to develop student's skills in generating creative and complex design solutions that are innovative but realistic and viable for a specific market.

Students will explore project-based learning that enables them to acquire and develop awareness of the distinct phases of creative projects, such as ideation, market identification, storytelling, concept development, delivery, and postproduction evaluation.

The course aims to provide a holistic view of the creative industries, from multiple perspectives and theoretical standpoints, providing students with a range of insights and the transferable skills necessary to understand and emphasise the wider impact of their creative projects.

Students will have the opportunity to conduct extensive research on creative projects and the wider creative economy, explore their own ideas, and gain valuable insight into the creative industries, equipping them with a developed understanding of the sectors that our industry operates in both now and for the future.

Course Outcomes

This course enables students to demonstrate the appropriate subject knowledge and understanding, as well as intellectual and academic skills, practical subject skills, key skills and attributes, and professional and transferable skills.

The outcomes that students will have demonstrated upon completion of the BA (Hons) Creative Direction course, are as follows:

- A well-developed understanding of the role of imagination in creative development processes and an ability to generate ideas independently using both convergent and divergent thinking.
- An ability to source and assimilate relevant research material to support the creative development of solutions to defined complex problems.
- Make informed judgements, make decisions, and undertake critical analysis in the development and delivery of ideas and concepts.
- Communicate ideas in visual, oral, digital, and written forms that support the presentation of those ideas to a range of audiences, clients, markets, environments, users, consumers, and/or participants.
- Digital and visual literacy, demonstrating the use of a wide variety of visual languages and channels to articulate ideas and information to engage with audiences and customers.
- Professional skills such as resilience and flexibility, accepting and accommodating change and uncertainty whilst being resourceful, ethical, and entrepreneurial.
- The ability to collaborate with and lead co-workers and co-creators within professional environments, manage resources, meet deadlines, and understand the role and importance of intellectual property in the creative industries.
- Explain, communicate, interpret, and challenge theories and concepts which are used to understand the origin, purpose, meanings, and development of creative practice from a range of critical perspectives including cultural, economic, and social.
- Anticipate, mitigate against, and become a creative problem solver and leader.
- Work in inclusive, ethical, and sustainable ways in the development of creative projects within an international context.

Reference Points

- UK Quality Code for higher education, including:
- Subject Benchmark Statements:
    - Exhibitions and experiences, Hospitality, Leisure, Sport & Tourism
    - Art & Design
- Framework for Higher Education Qualifications (FHEQ)
- Embedding EDI in the Curriculum, A Programme Standard (AdvanceHE)

- AUB Regulatory Framework and Undergraduate Assessment Regulations

Learning, Teaching, and Assessment Strategies

The BA (Hons) Creative Direction course is taught through a blend of theoretical instruction, practical workshops, project based learning and independent study. It utilises a variety of methods, including lectures, workshops, and both studio-based and public facing practice. Emphasis is placed on hands-on learning, investigating theoretical concepts by developing live projects that stimulate a deep learning approach and provide opportunities for students to engage through a wide range of learning styles. Students will develop resilience and learn through constructive failure. Students will listen, verbalise, visualise, and engage in kinaesthetic learning via the workshops and the projects that they produce.

Industry-standard resources are used extensively to provide students with valuable, up-to-date technical skills. Regular feedback from tutors ensures continuous improvement, while guest lectures from industry professionals provide unique insights and specialist points of view. The course encourages self-directed study, fostering creativity and independent problem-solving skills.

Learning is through intellectual enquiry, research, and practice. The course outcomes are met by deploying a wide variety of teaching and learning methods supervised by members of the academic team, visiting tutors and support staff, practitioners, and consultants from industry. In consultation with the Course Leader, the wider course team are responsible for co-ordinating individual units of study, and for selecting appropriate methods of delivery in accordance with the subject matter and to provide the best student learning experience.

Importance is placed upon students acquiring the skills to be able to learn independently and to develop a critical awareness. This is facilitated through a variety of learning and teaching methods such as individual and group tutorials, group discussions, peer learning and assessment, project-based learning, lectures, workshops, seminars, study visits, demonstrations, skills-based workshops, educational visits, on-site learning, working with external clients, developing learning agreements and presenting both in groups and individually.

Theoretical, contextual, and authentic professional practices are embedded within all units. This integration dissolves the artificial barriers between these forms of engagement, allowing students to fully realise their potential and understand the rich relationship between theory, practice, and the wider context of their work.

The total study time allocated to each unit in the course incorporates a balance of formal teaching, tutorial support and independent learning. The course is structured progressively to provide increased opportunities for independent and scaffolded learning as students reach the later stages of the course. The promotion of independent learning reflects a student's anticipated maturity and allows them to direct their learning towards individual goals.

Formative assessment and feedback take place following both group and individual presentations of work in progress. This formative assessment approach is transparent and promotes the summative assessment as part of the learning within the unit of study. Students will learn not only from the feedback and discussion relating to their own work but also from that of their peers. This approach will enable students to understand more fully how their work is assessed against learning outcomes.

Learning and Teaching Methods

- **Demonstrations/Practical sessions** offer practical experience; students will be introduced to new and relevant skills that will enhance their practice.

- **Individual tutorials** provide an opportunity to discuss individual progress within a unit and the course in general. They are used to air specific issues raised through the work, provide critical observation, and recommend new directions and strategies.
- **Group tutorials** offer the opportunity for students to discuss their work, approach, and ideas regarding the unit with tutors, stakeholders, and their peers.
- **Workshops** include students in activities that develop their creative thinking, technical skills and develop their understanding of theoretical perspectives.
- **Project based learning** involves all students and forms the backbone of the course providing opportunities to develop the student's practice, effective people management, communication strategies and building resilience through self-awareness.
- **Individual and group presentations** offer students the opportunity to prepare and present to stakeholders and peers. This enables them to develop, practice, and improve presentation skills.
- **Lectures** are used as oral and visual presentations intended to present information in a formal context to a large group of students.
- **Seminars** are important opportunities for generating discussion. They explore issues related to practice in context, giving an opportunity for students to test and develop ideas guided by their tutor.
- **Independent study** encourages students to become self-directed autonomous learners, able to manage their time in relation to the unit of study. Each level has regular independent study periods.

There may also be occasions where digital delivery might be appropriate. Where this is the case, this might include on-line lectures, seminars, presentations, and one to one tutorials.

Assessment Methods

Written Assignments: These include both essays and reports that require students to explore Creative Direction theory, critical analysis, and evaluation. They will also provide evidence to support proposals.

Presentations: These include both individual and group presentations that allow students to present their ideas and proposals, receiving feedback that is both formative and summative.

Responding to the relevant benchmark statements, frameworks and standards assessments and learning outcomes reflect the additional complexity of each level. A range of formative and summative assessment methods are used including academic posters, reflective commentaries, critical essays, continual process review, industry audits, and project-based learning. Learning styles and in particular the project-based learning approach of the existing BA (Hons) Events Management has received positive feedback from students in NSS and from the External Examiner who commented in 2022 "It is commendable how ambitious, innovative and creative the students have been". The success of this model of learning has led to a similar approach being adopted for the development of this course.

Learning Agreements

Learning agreements are used as a mechanism to support students in defining their individual learning in the context of the course, each other, and individual units. The agreement provides an opportunity for students to indicate why and how they are going to fulfil aims and outcomes.

Independent Learning

Independent learning is integral to the Creative Direction course. Students need to be able to work independently both in a practical sense and in a research context. Opportunities to

develop independent learning increase incrementally throughout the course. This allows students to develop as confident individuals in the context of professional practice.

Visiting Tutors

Visiting tutors play a pivotal role in the Creative Direction course, as they bring diverse perspectives and unique skill sets, enriching the learning experience and fostering a deeper understanding of the standards and expectations of the creative industries. Industry professionals provide invaluable insights into creative roles, sharing their expertise and experiences. They conduct workshops, lectures, and participate in formative assessment and review of student work, offering constructive feedback from both an education and industry perspective. Their presence can also offer students the opportunity to network and learn about potential career paths, industry trends, and professional practices.

Educational Trips

Educational visits are organised by the course team. At least one visit to experience the work of a creative practitioner is offered during the academic year. Bournemouth's proximity to London enables students to easily arrange visits to cultural institutions in the capital to support their studies. Developing a critical understanding of the role of the creative and creative leaders is an essential part of student's development as professional practitioners.

Student Engagement

Students and staff co-design their learning whilst working through project-based learning. The course is built on foundations of collaboration both internally with students and courses at AUB but also with the wider community.

Assessment

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of student achievement, and also provides students with regular feedback on how their learning is developing.

For every unit of a course, we will inform students of what they are expected to learn; what they need to submit; how their work will be assessed; and the deadline for presenting work for assessment.

A minimum of one unit at Level 4 will be assessed on a pass/fail basis, with written feedback but no numerical grade. Details of this will be clearly expressed on the Unit Information Sheet. All other units will be given a percentage mark.

Students will receive a final mark for each unit in the form of a percentage, which will be recorded on a formal record of achievement (transcript). Each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are *2, *5 and *8 (e.g. 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each grade band.

All learning outcomes must be passed to successfully complete the unit.

On successful completion of an Honours degree course, students will be awarded a degree classification based on their unit marks. The final classification is determined using all unit marks at Levels 5 and 6.

If a student has joined Level 6 through either the Recognition of Prior Learning (RPL) route or having completed a Foundation Degree (FdA), the final classification is determined using only unit marks at Level 6.

For further information on assessment, progression, awards, and classifications, please visit https://aub.ac.uk/regulations

Course Structure

All students are registered for the award of BA (Hons); however, exit awards are available if a student leaves the course early, having successfully completed one or two levels. If students successfully complete a level of the course, they will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), students must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if a student leaves the University following successful completion of the first year of the course.

For the award of a Diploma of Higher Education (DipHE), students must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if a student leaves the University following successful completion of the second year of the course.

For the award of a BA (Hons) a student must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of the course.

A BA without Honours may be awarded if a student achieves 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Core Values and Skills

In developing courses, the University aims to create a curriculum that reflects its values and ethos. It should prepare students for the future not only in enabling them to have a successful career, but also empower students with the knowledge, skills and passion to have a positive impact on the world and be an agent for change. AUB has drawn from the United Nations Sustainable Development Goals (SDGs) (https://sdgs.un.org/goals) which have informed our values of Equality, Diversity and Inclusion as well as our Graduate Attributes.

Equity, Diversity, and Inclusion (EDI)

“We are better for our diversity. We are enriched by the depth of respect we have for each other and the strength of our relationships with our people, our places and the planet. Through our commitment to working with those who are different to us, or challenge us, we grow stronger together, creating new synergies, global connections and sustainable futures.” (AUB Strategy 2030)

As an organisation we have moral, social and legal obligations to fulfil in terms of EDI, and in doing so our commitment is to put EDI at the heart of every area of activity. It is not covered as a separate, stand-alone section, rather it forms an integral part of the curriculum, throughout your study here.

Graduate Attributes (GA)

Over recent years, there has been an increasing pace of change, technological, social, environmental. This has been further impacted by the world-wide pandemic effecting significant change in the global economy and the employment market.

In this context, the University has recognised the importance of developing AUB graduates who have the attributes to be able to build their career, adapting to different circumstances and embracing changes. A suite of attributes have been defined that we feel are particularly appropriate to the creative courses that we deliver and to AUB's core values; during your course, both curricular and extra-curricular activities will give you the opportunity to prepare for your working career.

The course will introduce students to topics which are integrated with the curriculum at every stage of learning. This will allow the student to structure their career development journey through levels 4-6 of the degree course and consider the following stages: Self Awareness, Opportunity Awareness, Decision Making and Transitioning into Work. These align to the AUB Career Readiness stages: Explore, Focus, Engage and Achieve.

In practice, this means that each unit of the course, at each Level, will include elements of career development and these will be shown explicitly in unit descriptors and outline syllabuses. Whilst students engage with these as they go through each unit, they will all come together in the final unit at each Level. Such an approach is designed to support students in the next steps they take after graduation, in whatever direction those may be, and is fundamental to degree studies.

Students will also have the option, between Level 5 (Year 2) and Level 6 (Year 3) of undertaking an extended period of work experience. The course team will be able to discuss this at the appropriate time.

Maintaining Health and Wellbeing

Throughout the course students are encouraged to reflect on their own health and wellbeing, and to develop themselves as a healthy creative practitioner. Students will consider how to develop study and work strategies and habits which maintain and promote their own wellbeing, and to manage their professional activities in a way which safeguards their mental and physical health.

Course staff have designed the course in order that, as far as is reasonably possible, health and wellbeing are promoted. Therefore, it is vital students maintain constructive communication with their colleagues and their staff throughout their time on this course.

Course Content

Each level operates within three terms over a period of thirty weeks. Each unit has its own aims, learning outcomes, assessment components and assessment criteria. The positive nature of progressive assessment is made clear throughout the experience. Units are self-contained but build upon previously acquired knowledge and skills. The assessment process summarises what has been achieved previously within the unit and identifies developmental strategies, enabling students to build a portfolio of knowledge, an ability to articulate their practice verbally and specific skills appropriate to the subject and their practice.

Level 4

The first year of the BA (Hons) Creative Direction degree is an introduction to study at higher education and provides students with the appropriate foundation skills of Creative Direction including ideation, design, planning, feasibility, responsibility, and evaluation. The course

provides students with some context and background knowledge of the impacts of creative projects. The first year will provide several opportunities for students to produce creative projects for a range of different users.

Developing a passion for research is a crucial skill in academic and professional life. After successfully completing their first year, students will also be comfortable debating purpose and meaning after gaining an understanding of the wider social context of creative projects.

Level 5

At level 5, students are challenged with additional complexity in the live project unit. The second-year live projects will respond to briefs provided by external stakeholders. This means that students have a client with expectations and with that comes responsibility. Effective client relationship management is one of the most important skills that students will acquire. To be successful, students will need to develop their people management and communication skills.

Students will also learn the skills required to research and launch a startup creative business. This will provide them with the confidence to communicate their business ideas to others and the ability to seek funding to get a startup off the ground.

The second year of the course also provides students with an opportunity to gain valuable experience in a working environment within the creative industries that reflects their career interests.

Level 6

The final year is designed to prepare students to enter the world of work or to undertake post graduate study. It will bring together all the learning from the previous two years which will support students in the design and development of a creative and complex project. The project will be expected to have high creative values and impact on the community. It will act as the centrepiece of their portfolio of work at graduation.

Students will also either research in-depth a topic that has become of personal interest to them and which may be relevant to their career path or embark on some consultancy work dealing with a real client and be challenged to deliver professional results.

The stories that students tell potential employers about their contribution and success in their final year of study will be an essential resource. This will further enable students to pursue their chosen career path on graduation.

Specialist resources:

- We provide all the resources that students will find in most creative businesses.
- Students will be able to work with equipment sourced specifically for their live projects, including lighting, sound, software, projection, staging and video production materials.
- We will also provide funding for their live projects so that students can produce work of a size and scale that looks and feels like a professional creative project.
- Their learning is supported by our fully resourced library
- We are a specialist arts university campus which means that there is a full range of workshops, equipment and technicians that can help students access everything that students need.

Course Units

	Unit title	Credit weighting
Level 4		
CIM408	Introduction to Creative Project Management	40 credits
CIM409	The Purpose, Meaning and Impact of Creative Projects	40 credits
CIM410	Project Lab	40 credits
Level 5		
CIM501	Client Brief	40 credits
CIM509	Career Planning	20 credits
CIM504	Creative Entrepreneurship and Business Planning	20 credits
CIM51A	UX Technologies and Applications	20 credits
CIM503	User Centred Design	20 credits
Level 6		
CIM615	Major Project Proposal	40 credits
CIM616	Major Project Production	60 credits
CIM617	Portfolio and Professional Practice	20 credits

Course Diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included.

<table>
<tr><td></td><td colspan="30">Level 4</td></tr>
<tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr>
<tr><td></td><td colspan="10">Autumn Term</td><td colspan="10">Spring Term</td><td colspan="10">Summer Term</td></tr>
<tr><td>Induction</td><td colspan="10">CIM408 Introduction to Creative Project Management (Shared)
(40 credits)
(Weeks 1-10)

Pass/fail unit</td><td colspan="10">CIM409 The Purpose, Meaning and Impact of Creative Projects (Shared)
(40 credits)
(Weeks 11-20)</td><td colspan="10">CIM410 Project Lab (Shared)
(40 credits)
(Weeks 21-30)</td></tr>
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Level 5																											
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Autumn Term										Spring Term										Summer Term									
	CIM501 Client Brief (Weeks 1-20) (40 credits)																			Assessment	CIM509 Career Planning (Weeks 21-30) (20 credits)									Assessment
	CIM504 Creative Entrepreneurship and Business Planning (Weeks 1-10) (20 credits)									Assessment	CIM51A UX Technologies and Applications (Weeks 11-20) (20 credits)									Assessment	CIM503 User Centred Design (Weeks 21-30) (20 credits)									Assessment

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<tr><td></td><td colspan="30">Level 6 CIM</td></tr>
<tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr>
<tr><td></td><td colspan="10">Autumn Term</td><td colspan="10">Spring Term</td><td colspan="10">Summer Term</td></tr>
<tr><td></td><td colspan="9">CIM615 Major Project Proposal
(Weeks 1 – 9)
(40 credits)</td><td colspan="21"></td></tr>
<tr><td></td><td colspan="10"></td><td colspan="10">CIM616 Major Project Production
(Weeks 10 – 21)
(60 credits)</td><td colspan="10"></td></tr>
<tr><td></td><td colspan="20"></td><td colspan="10">CIM617 Portfolio &
Professional Practice
(Weeks 21 – 27)
(20 credits)</td></tr>
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Image: Rachel Kolb | BA (Hons) Commercial Photography