Module Title:	Personal and Commercial Visualisation
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	2 programme(s)

Teaching & Learning Strategies:	The learner engages project planning process through use of strategies and tools to design practice, in a studio-based learning pedagogy. Teaching & learning strategies supports the learner gain a practical and applied understanding and application of the principles through: • tutorials, • facilitated seminars, • facilitated peer-to-peer discussion, • e-learning, • presentation, • self-directed independent learning.

Module Aim:	The aim of this module is to provide the learner with an understanding of the principles and practice of personal branding and online promotion through blogging. The learner will develop understanding of commercial aspects of marketing with particular emphasis on the importance of the role of marketing in product innovation and design. The learner will develop understanding of a marketing process for a new product and generate a digital marketing strategy and visual promotion.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	To demonstrate the ability to develop a professional brand profile, promotion material and social media presence with content delivery strategy
LO2	To demonstrate the ability to formulate and visually present a marketing strategy for a new product
LO3	To demonstrate the ability to develop a visual advertisement aligned with a promotional strategy
LO4	To demonstrate the ability to to produce a portfolio of work

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules

6858	INTL H3424	Industrial Design

Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content

Personal Brand
The learner is introduced to personal branding for understanding their skills and professional offering. The learner will utilise a SWOT analysis to determine their present position and future development areas. The learner will develop a personal brand profile including story, message and guiding attributes and apply these to their brand identity assets and promotional material using Adobe Illustrator.

Social Media
The learner will be introduced to social media platforms for professional promotion and profile development. The learner will learn different content approaches how to develop compelling narratives. The learner will develop a content posting strategy for topics, posts and stories

Marketing Strategy
The learner is introduced to marketing for commercial application to a new product offering linked to a design studio project. The learner will develop understanding of a marketing process including product positioning, market segmentation and targeting, promotions mix and pricing strategy to apply to

Commercial Digital Promotion
The learner will develop understanding of digital marketing approaches and promotion and apply these to a visual advertisement that aligns with the marketing mix and promotions strategy.

Infrastructure Resources
Design Studio – a dedicated space designed to allow for studio based learning. This space is specific to a particular learning group. While used to deliver studio based education the space is available to be used outside the time frame of the working day. It provides a safe learner driven, peer-reviewed environment, supported on a one-to-one basis. It supports the synthesis of parallel concurrent modular knowledge, skills and competency with prior learning & personal aesthetic judgement, to resolve specific design research question/s.

Computer Plotter Printer Resources
Learner requires access to studio and dedicated lab computers facilities. There should be access to printing and plotting facilities in order to complete projects. The studio must also be fitted with good quality projector, document visualiser and sound equipment for delivery of hybrid approaches. The computers should be a high specification capable of running creative design software.

Computer Software Resource
Adobe Creative Cloud Suite, including Illustrator, Photoshop, InDesign, Dimension etc.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Learner will present their brand profile, story and social media presence aligned to their visual style	1	20.00	Week 21
Portfolio	Submission of a portfolio showing content and development over the semester across the six key learning streams using the learner's visual presentation skills. This deliverable is linked to project outcomes from live projects and competitions and must contain effective presentation of exemplary work. Learner will demonstrate key skills through interim submissions that build towards their final portfolio submission for the semester linked to live projects 1,2 and a competition entry	1,2,3,4	80.00	Week 30

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Studio Based Learning	Every Week	3.00
Independent Learning	Every Week	6.00
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DHPDI_B	[Bachelor of Arts (Honours) in Product Design Innovation](#)	4	Mandatory
CW_DHIDE_D	[Bachelor of Arts in Design](#)	4	Mandatory