

COURSE CONTENT

Course Code	DD4006
Course Title	Design Art Interdisciplinary Seminar
Pre-requisites	Study Year 4
No of AUs	3
Contact Hours	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.

Assessment (includes both continuous and summative assessment)

This is a Pass/Fail course with the final outcome determined by your pathway supervisor/s with moderation by the pathway coordinator and ADM Academic Chair.

To achieve Participation (20%) students must participate on all three assessments.

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Continuous Assessment <ul style="list-style-type: none"> Industry Immersion Presentation 	1,4,5	--	20	Individual

Assignment 1: Internship Report & Presentation	1,2,3,4	--	20	Individual
Assignment 2: Professional Creative 20% Portfolio 20%	1,2,3,4		40	Individual
Continuous Assessment: Participation	5	--	20	Individual
Total			100%	

Reading and References

1. Barton, Gemma. *Don't get a job, make a job: how to make it as a creative graduate*. Laurence King Publishing, 2016.
2. Top 10 Best Books For Interview Questions and Answers and Tips
<http://blogaboutjobs.com/top-10-best-books-interview-questions-and-answers>
3. An Introduction to Copyright Law in Singapore
<https://www.guidemesingapore.com/business-guides/managing-business/trademark-registration/an-introduction-to-copyright-law-in-singapore>
4. An Introduction to Copyright Law in Singapore
<https://www.smeportal.sg/content/smeportal/en/bizguides/legal/2015/an-introduction-to-copyright-law-in-singapore.html>

Other references will be provided on commencement of course.

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from

the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	Course LO	Readings/ Activities
1	Introduction to Course.	1	Overview of the course - Introduction to employment in the design industry
2	Industry Guest Lecture – Local and Global Creative Industries Guest speaker/s from design policy makers in private or governmental bodies to share up-to-date 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.	4,5	Industry Guest Lecture Followed by Q&A discussion.
3	Internship Presentations Presentations of student experience of their industry placement internship. Reflection on how this has informed pathway decisions. Response to questions and discussion.	1,2,3, 4,5	Student Presentations Accompanied by discussion and Q&A.

4	<p>Industry Guest Lecture – Intellectual Property Guest speaker/s will share about the basis of intellectual property and how to professionally protect oneself and one’s creative works in the design industry.</p>	4,5	<p>Industry Guest Lecture Tutorial: To explore and expand upon the topics of the guest speakers. Discussion, critique and debate to examine the implications of the topics.</p>
5	<p>Internship Presentations Presentations of student experience of their industry placement internship. Reflection on how this has informed pathway decisions. Response to questions and discussion.</p>	1,2,3, 4,5	<p>Student Presentations Accompanied by discussion and Q&A. Submission of Assignment 1: Internship Report</p>
6	<p>Industry Guest Lecture – Self-employment / Entrepreneurship Guest speaker/s who are self-employed, own a company or are entrepreneurs or freelancers will speak about their insights, challenges and experiences in practicing design.</p>	1,4,5	<p>Industry Guest Lecture Tutorial: To explore and expand upon the topics of the guest speakers. Discussion, critique and debate to examine the implications of the topics.</p>
7	<p>Field trip or Industry Immersion Engagement in the community with the design industry, either as a field trip, or through the attendance of an industry immersion event.</p>	1,2,3, 4,5	<p>Out-of-class activity</p>
8	<p>Industry Guest Lecture – Academic Pathway Guest speaker/s from academia will discuss 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.</p>	1,4,5	<p>Industry Guest Lecture Tutorial: To explore and expand upon the topics of the guest speakers. Discussion, critique and debate to examine the implications of the topics.</p>
9	<p>Field trip or Industry Immersion Presentations Presentations of student experience of their field trip or Industry Immersion event. They will reflect on how it has informed their pathway decisions and respond to questions and discussion.</p>	1,2,3, 4,5	<p>Student Presentations Accompanied by discussion and Q&A.</p>

10	<p>Industry Guest Lecture – Preparation for employment Guest speaker 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.</p>	1,2,4,5	<p>Industry Guest Lecture Tutorial: Discussion of Career Action Plan. Introduction of Assignment 2: Professional Creative Portfolio</p>
11	<p>Applying for a job Practice interviews, writing applications, preparing a CV, or creating a personal CV promotional website.</p>	1,2,3,4,5	<p>Workshop activity. Individual feedback sessions</p>
12	<p>Q&A An open tutorial to address questions and topics that have arisen throughout the course specific to individuals.</p>	1,2,3,4,5	<p>Informal workshop Q&A Individual feedback sessions</p>
13	<p>Final Submission Final individual feedback sessions</p>	1,2,3,4,5	<p>Submission of Assignment 1: Career Action Plan</p>