# Project Brief

## Project Title

"Working and Developing your skills as a freelancer in the CMP Industry: AV Guide (Ppt)
Role Play Seek and Maintain Work (Integrated with Unit_75 Task 3 (See U75 Brief))"

## Tutors / Assessors

Shaun O’Shea

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<table>
<thead>
<tr>
<th>Unit number &amp; Unit Title</th>
<th>Grading criteria addressed by Project</th>
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<tbody>
<tr>
<td>Unit No: 14</td>
<td>P1</td>
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<tr>
<td>Unit code: F/600/6698</td>
<td>M1</td>
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<tr>
<td>Unit Title: Working Freelance in the Creative Media Sector</td>
<td>D1</td>
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<thead>
<tr>
<th>Date set</th>
<th>Duration of Project</th>
<th>Submission date</th>
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<tbody>
<tr>
<td>31/10/11</td>
<td>2 Weeks</td>
<td>21/11/11</td>
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## Aims

This unit will deliver a series of taught sessions and projects that will enable students:

- To understand the nature and role of freelance work within the creative media sector
- To develop skills in planning and self critical analysis
- To analyse the legal and financial aspects of freelancing in the CMP Industry
- To gain experience in maintaining workflow and professional development.
Learning outcomes

- Understand freelance working in the creative media sector
- Understand contractual obligations and financial issues in freelance work in the creative media sector
- Be able to plan for professional development and skills maintenance as a freelance worker in the creative media sector
- Be able to develop a strategy to maintain workflow in a chosen freelance specialism in the creative media sector.

Project overview

There have been significant developments in the creative media sector over the last few decades.

To some degree these have occurred as a consequence of technological developments and wider changes in media ownership, deregulation and shifting patterns of work. Skillset’s strategic plan 2005-08 reports how key emerging technologies will influence changes in all audio-visual industries including wireless technologies, next generation gaming consoles and mobile technologies.

These varied trends and developments have had a notable impact on the work of freelancers. On the one hand, the new organisational structures of media companies have created more opportunities for those looking to work on a freelance basis. On the other, these opportunities are counterbalanced by changes to the conditions of work for those who have had to undertake freelance contracts where they once had a fulltime permanent job within the sector, and also by the large numbers of new media graduates seeking work.

This unit covers the role of freelancing as a whole without specific reference to a particular industry or media specialism, and presents the role of freelancer with all its possibilities and limitations, including the need to maintain safe working practices.

In the unit learners will gain an understanding of the nature and role of freelance work within the creative media sector. They will consider the contractual obligations and financial issues involved. Learners will also understand that one of the major requirements of being freelance is to maintain workflow and skills.

The unit therefore covers the need for professional development, membership of professional organisations and feedback on work undertaken.

Breakdown of Tasks & Grading criteria

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Grading criteria addressed by each Task</th>
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<tbody>
<tr>
<td>Curriculum Development Session/s Task A (Week One)</td>
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<tr>
<td>Using the Library Resource Area, Investigate Human-Computer Interfaces, in relation to the following:</td>
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<tr>
<td>• Identify the different industries within the CMP (Creative Media Production) sector?</td>
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<tr>
<td>• What SPECIALIST fields and resources are required for each?</td>
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<tr>
<td>• Define and identify the rationale behind the need to be reliable and professional when working as a freelancer?</td>
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<tr>
<td>• Compare the types of contract available to a freelancer, what reasons might there be for their respective pros and cons.</td>
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<td>• Define and Identify a case study example of an ‘Intellectual Property’</td>
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<tr>
<td>• Make a list of your own skills as they relate to your chosen specialism, you should attempt to;</td>
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<tr>
<td>• map own current skills to the specialism</td>
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<tr>
<td>• map intended career pathway</td>
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<tr>
<td>• assess and analyse own professional development needs relating to skills</td>
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</tbody>
</table>
base and pathway

- undertake self-assessment and analysis, write an evaluation. *(TASK 4)*
- Identify and record opportunities for freelance work from potentially suitable opportunities within the previously identifies CMP sector
- Development of self-marketing techniques
- Generating ideas for self-marketing tools.
- Begin your own illustrated glossary of key terminology for this unit?

By investigating these questions Students will create an individual research pack to be used in future lecture/seminar sessions)

Curriculum Research Session/s Task B (Week Two) Deadline Wednesday 16th November 2011, 5pm

- You are required to submit your initial designs for marketing materials and GUI Design Dossier/Portfolio. Also you will at the first Interview/Tutorial Role Play even be given a choice of Contract types (submit your signed mock contract as agreed with the client (Shaun) (See Task 3)

  **This will be checked and feedback given**

  !! Please take care to flatten and or optimise for upload any files BEFORE uploading to moodle, there is a 5mb maximum. !!

Make sure you use your Blogs effectively to support your workbook evidence and evaluation/annotation evidence throughout the process.

**Task 1 – Working as a Freelancer (Ppt Pt1)**

Using appropriate layout and design software (MS PowerPoint) learners will produce an visual guide (ppt) dealing with the role of a Freelancer in their chosen specialism (see CDEV Task A).

Visual Guide will cover:

- the chosen specialism
- the types of work undertaken within that specialism
- the resources needed within that specialism
- the types of contract and contracting processes
- tax, health and safety and other legal obligations
- the importance of professionalism.

These are some initial suggestions however it is expected your own research is bound to throw up more topics, which can be discussed in group seminars or one to one tutorials with your tutor/s then subsequently used in your article/s.

**Task 2 – Professional Development and Skills Maintenance (Ppt Pt2)**

Using appropriate layout and design software (MS PowerPoint)

Learners will continue to produce an audio visual guide (ppt) dealing with the professional development and maintenance of skills when working as a Freelancer in their chosen specialism (see CDEV Task A).

Guide will cover:

- mapping of your own current skills to the specialism you chose
- map intended career pathway (Including HE/Prof Dev Study Options/opportunities (Those learners looking to continue studies at HE level should use this task to identify their HE establishment preferences in anticipation of their UCAS application)
• analyse own professional development needs relating to skills base and pathway
• how to self-assess and analyse your own work/products
• how to maintain workflow
• how to develop self-marketing techniques
• ideas for self-marketing tools

These are some initial suggestions however it is expected your own research is bound to throw up more topics, which can be discussed in group seminars or one to one tutorials with your tutor/s then subsequently used in your article/s.

In BOTH tasks make sure you use appropriate and subject specific terminology relevant to the unit/course. Employ case studies and real world examples to back up your points.

Task 3 – Seeking and obtaining work (GUI Design Portfolio)

Learners are already in the process of designing and creating a basic gateway GUI using Scaleform and Adobe Flash supported in the UDK for a standard Unreal Tournament game level. (See Unit 75 HCI’s Task 3)

As support to this practical work Learners should document their design process as if playing the role of a Freelancer providing work on a limited time contract for a Fictitious games Development Co (HatMan Productions).

To this end there will be Role Play type tutorials set up as mock Design Interviews with the tutor acting as Producer/Art Director looking for a GUI/Front End design. At the first of these Interviews a contract choice will be required by the Learner, (when this is made a signed and agreed Mock contract will need to be submitted via Moodle link during the second week.

In addition as part of your evaluation (see Task 4) you MUST evaluate the pros and cons of the contracts offered and provide justification as to why you chose to sign the contract you did.

This should involve the production of a GUI Design Portfolio/Dossier including:

• Preparation of a strategy for maintaining workflow (after this Role Play contract comes to an end)
• Creation of personal marketing materials (If you already have a Logo or Design ID from a previous Unit of study you may use it again here)
  ▶ business card
  ▶ website
  ▶ CV
  ▶ electronic portfolio
• Identify job potential searches and relevant job hunting practices
• Gain, reflect on and record feedback from client/peer group on both GUI design and your marketing materials

Task 4 – Unit Evaluation

Learners should critically evaluate (800 words min) their response and process/journey for the execution of academic and practical work for this unit of study.

Evaluation Writing Guide:
An evaluation is an academic essay and as such follows the same basic structure of other academic essays i.e.:
  • introduction
There is a difference in the content and style when writing an evaluation, however, as you are not being asked to formulate an argument, so much as present an assessment. This influences the construct because you need to follow through the evaluation with greater objectivity and need not take so firm a stance as you would in the average academic essay when writing an evaluation.

The introduction to an evaluation should provide an overview rather than a thesis statement. You would give some brief indication of the contents of each topic/text to be evaluated together with an indication of the methodology that you intend to adopt during the writing of your evaluation. End your introduction with a sentence that links to the opening paragraph of the main body of the evaluation.

The main body of your evaluation should be a series of linked paragraphs each one dealing with a different aspect of the evaluation whilst remaining connected to the central theme. It is a good idea at the planning stage of writing your evaluation to give each of the paragraphs of the main body a working subtitle which you may or may not choose to include in your final evaluation. This is particularly useful because you will find the collation of your thoughts and evidence more precisely defined if you work in this way.

Remember that it is really important when writing your evaluation that you cite your evidence in the required style. (Harvard or parenthetical. Word 2007 uses the APA setting from the ‘References Tab’)

You Can extend your activities and achievement through:

1. A wider approach to Research in the area of Freelance work and skills development for the CMP (games) design industry
2. Extension of study skills and note taking techniques to further improve your critical analysis, planning and contextual appreciation, mind maps use of VLE and other pedagogical (learning) software
3. Produce complex and highly realised task outcomes by utilising professional techniques and practices, demonstrated by evidence and documentation.
4. Demonstrate an advanced ability to communicate through academic discourse and discussions (both in seminar lecture and written or presented situations)
5. Production of sophisticated evaluative texts (PPT, FLASH, Video Capture etc) and considered integration with a production blog/diary for the current unit.
6. Identification of opportunities for further study and annotated or noted down approaches for the extension of gained skills or knowledge which could be useful on future units (ie Identification of further ‘bespoke’ avenues of skills progression and personal development in a chosen specialist area, eg Concept Artist (Future Tech actual Product Design, which could bridge into marketing and design for merchandising etc)

XBOX LAN leads, Multiple monitors, PC's AV projector, UDK, Scaleform, Flash, Adobe Suite, LRC, Nintendo, Wii XBOX live connection, PS3's

Contracts, Skillset, Role Playing Scenarios, Copyright, Branding, Self Promotion, Networking, Social Media Integration, Reputation and Previous Work, Portfolios, Unreal Development Kit (UDK), Flash, Actionscript 2.0, Frames Per Second (FPS), xml, html, Resolution, 1080i, 1080p

Indicative reading for learners
Textbooks
Evidence to be produced for Project

Task 1 – Working as a Freelancer (PPT Pt1)

It is expected for you to generate (at least) 5 pages of sound (fully annotated) research in sketchbook/blog form in order to back up your work for this task (tutors will be looking for this at regular tutorials). This should include:

- Documented/annotated progress for your Audio Visual Guide (PPT) (Part 1)
- Detailed version of the PPT Guide showing all annotations and research notes and considerations.
- Slideshow (Lite) Version of the PPT guide for presentation purposes
- List of images and references and their sources

Task 2 - Professional Development and Skills Maintenance (PPT Pt2)
It is expected for you to generate (at least) 5 pages of sound (fully annotated) research in sketchbook/blog form in order to back up your work for this task (tutors will be looking for this at regular tutorials) This should include:

- Documented/annotated progress for your Audio Visual Guide (Ppt)(Part 2)
- Detailed version of the PPT Guide showing all annotations and research notes and considerations.
- Slideshow (Lite) Version of the PPT guide for presentation purposes
- List of images and references and their sources

Task 3 - Seeking and obtaining work (GUI Design Portfolio)

It is expected for you to generate (at least) 5 pages of sound (fully annotated) research in sketchbook/blog form in order to back up your work for this task (tutors will be looking for this at regular tutorials) This should include:

- Notes and planning (for GUI design Dossier/Portfolio) based on your research
- Mock ups and prototype versions using Flash and UDK/Kismet
- Annotated screen grabs/video capture of software and techniques used
- Marketing Materials and GUI Design Dossier Rough Draft/Initial Ideas (C/Dev TASK B uploaded through moodle link)
- Final presentation piece and GUI Design Dossier (Including Justification of charges and breakdown of hours/fixed term contract agreement (Mock Up)

Task 4 Evaluation

- 800 Word referenced Self Evaluation of your experience of working as a freelancer on the GUI design Prototype (See Model VLE resources for Support)
- Strategy for preservation of workflow and skills development in your chosen specialism. (Action Plan document based on research info and concusions drawn from all Tasks onm this unit.

Date of submission – 21/11/11

ALL WORK TO BE HANDEDED IN AT THE VA OFFICE GROUND FLOOR YORK BUILDING BY 3:30pm

!! IMPORTANT !!

(Please make sure you sign the submission sheet and get a receipt from the staff, if you do not follow this procedure you have NOT officially submitted your work by deadline and are subject to an instant non submission review tutorial with the course leader, which could seriously affect your ongoing participation through the course.

/LLN opportunities

Various tasks and activities to address differentiation regarding literacy, glossaries and word games to reinforce vocational terminology. Brief written to address a range of skills allowing learners through differentiated tasks, to gain levels of expertise at various levels from Pass to Distinction. Additional support through TSA (where appropriate) who have access to Moodle and Unit material for preparation and support in key areas of the Unit programme.

<table>
<thead>
<tr>
<th>ECM opportunities</th>
<th>Being healthy</th>
<th>Staying safe</th>
<th>Enjoy and achieve</th>
<th>Making a positive contribution</th>
<th>Achieving economic well-being</th>
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<tbody>
<tr>
<td>Highlight which ECM outcomes the brief addresses?</td>
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<tr>
<td><strong>Unit 14: Working Freelance in the Creative Media Sector</strong></td>
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<tr>
<td><strong>To achieve a pass grade the evidence must show that the learner is able to:</strong></td>
<td><strong>To achieve a merit grade the evidence must show that, in addition to the pass criteria, the learner is able to:</strong></td>
<td><strong>To achieve a distinction grade the evidence must show that, in addition to the pass and merit criteria, the learner is able to:</strong></td>
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<tr>
<td><strong>P1:</strong> describe the nature of freelance work in the creative media sector [IE]</td>
<td><strong>M1:</strong> explain the nature of freelance work in the creative media sector with reference to detailed illustrative examples</td>
<td><strong>D1:</strong> critically consider the nature of freelance work in the creative media sector with supporting arguments and fully elucidated examples</td>
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<td><strong>P2:</strong> describe contractual obligations and financial issues relevant to freelance work in the creative media sector [IE]</td>
<td><strong>M2:</strong> explain contractual obligations and financial issues relevant to freelance work in the creative media sector with reference to detailed illustrative examples</td>
<td><strong>D2:</strong> critically consider contractual obligations and financial issues relevant to freelance work in the creative media sector with supporting arguments and fully elucidated examples</td>
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<td><strong>P3:</strong> prepare a professional development and skills maintenance plan for a freelance worker in the creative media sector with some assistance [RL]</td>
<td><strong>M3:</strong> competently prepare a professional development and skills maintenance plan for a freelance worker in the creative media sector with only occasional assistance</td>
<td><strong>D3:</strong> prepare to a quality that reflects near-professional standards a professional development and skills maintenance plan for a freelance worker in the creative media sector working independently to professional expectations</td>
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<tr>
<td><strong>P4</strong> prepare a strategy to maintain workflow in a chosen freelance specialism in the creative media sector with some assistance. [CT]</td>
<td><strong>M4</strong> carefully and competently prepare a strategy to maintain workflow in a chosen freelance specialism in the creative media sector with only occasional assistance.</td>
<td><strong>D4</strong> prepare to a quality that reflects near-professional standards a strategy to maintain workflow in a chosen freelance specialism in the creative media sector working independently to professional expectations.</td>
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