

HUDDERSFIELD UNIVERSITY - Dept Arts & Humanities

TMA1402: Creative Innovation and Entrepreneurship



Start Up Overview

OUTLINE

Working as a 'start up' group, over a period of time you will develop a new business. You will work across disciplines collectively to define and develop a 'client side' project.

You are working to a deadline, combined with a formative and summative assessment.

You will carry out a number of objectives, in line with the learning outcomes for the module. These are laid out below.

TIMETABLE

20 October - overview meeting at 10am with Simon Poulter

20 October - 17 November - project development, including an up date presentation

24 November - formative assessment

This is the 'work in progress' assessment, as you prepare for your final presentation as a group of your work and as individual portfolio makers.

1 December - summative assessment (group)

This is the marked assessment of your group presentation. Worth (40%) of the overall module mark. MS Teams

Assessment: Professor Alex Coles, Simon Poulter

16 December - summative assessment (individual)

This is the marked assessment deadline for your individual work. Worth (60%) of the overall module mark. Turned in via Brightspace.

Assessment: Professor Alex Coles, Simon Poulter

OBJECTIVES

1 Form a name for your 'start up' group (working together).

2 Establish a communications plan and system, to enable you to work together effectively.

3 Establish a blog of your own and publish up to 10 X 500 word posts during the project. This can include photographs, work in progress, documentation, drawings, technical processes etc.

4 Work to the given brief and develop the client side project. See brief below.

6 Produce a presentation (online) for slides and other media. This can use Powerpoint, Keynote and/or PDF. Develop this to two stages for:

- Formative assessment
- Summative assessment (marked towards your MA)

7 Develop your own practice and work within the project. Document this and your own development, via the blog.

8 Carry out all necessary research to support the project and annotate this within your blog.

9 Co-develop a repository for your shared work (G-drive or other)

10 Produce an evaluation of your work, after the summative assessment.

THE BRIEF

Your start up is commissioned to make a new public branding campaign for Huddersfield. As more people begin to return to outdoor life, after the lockdown periods, we need a campaign that shows what the town is like. It might include a number of elements:

- Place to visit
- Safe use of public space
- Heritage
- The textile industry
- New work by young and emerging creatives
- Overview of plans to make Huddersfield a creative town
- Photographs
- Interviews with people (local authority for example)
- Featuring the work of Temporary Contemporary
- The Market, both historic and future
- Idiosyncratic elements of the town
- Independent businesses
- Things for families
- What makes Huddersfield different or unique
- The university
- The landscape
- Creative industries (current and proposed)

This will require a research layer at the beginning. Make a repository for the research. Make a plan for the research. Delegate roles.

Some key elements for the presentation:

- A strapline for Huddersfield
- Use of design and colour
- Design across media (web, print etc)
- Typography
- New writing about the town
- Focus on pattern cutting and textiles (in the project)
- Evidence of iterative working, ie working through ideas
- Group process of making
- Individual making and folio development

APPROACH

The project needs a communications and action plan. You need to evidence your research in

your blogs. This can include other media. Think how your own skills and the group work can combine. For example, how could patterns of Huddersfield be applied to a campaign.

BLOGS

Blogs can be made using any of the current platforms. Examples are WordPress, WIX or Weebly.

The module assumes around 10 blog posts of 500 words (up to 5000 words).

Include:

- Research
- Interviews
- Observations
- Photographs
- Quotes
- Local authority documents
- Video
- Sound
- Drawings
- Your work in progress
- Your finished work
- External comparator information (ie compare Huddersifeld to Manchester)

A good way to approach this is to make notes during the lectures and follow up any useful research quickly.

ASSESSMENT INFORMATION

The assessment strategy

Assessment Tasks (9000 words or equivalent)

1:-40% Verbal group presentation (15-20 minutes/3500 words or equivalent)
(Learning Outcomes A, B, C).

2:-60% Research portfolio comprising coursework and project outcomes (e.g. website, exhibition, documentary film or app research) and written analysis and reflection of collaborative process (5500 words or equivalent)
(Learning Outcomes A, D E F) (final assessment)

Students will receive a group mark for the group presentation and an individual mark for their research portfolio. Students achieving a passing average for the module will pass regardless of any failed element of assessment.

Eligible for tutor reassessment
Not marked anonymously

Pass Marks, Grading and Classification Bands:

	Postgraduate modules	
	Post-2016 course entry	
Pass		50%
Refer		35-49%
	A	70% +
	B	60-69%
	C	50-59%
	R***	35-49%
	F***	0-49%
	Distinction	69.5%
	Merit	59.5%
	Pass	50%

ASSESSMENT DETAILS

It is important that you keep a copy of all of the work you submit for assessment. You are strongly advised to use the electronic storage system provided by the University, using the allocated space on the 'K' drive.

It is School policy that all assessed work must be submitted electronically via Turnitin, by 23:59 on the published date of submission. No hard copies should be submitted unless this is identified as a requirement in the Assessment Brief. Where hard copies are required, please ensure the work submitted is stapled in the top left hand corner, not submitted in folders or ring binders and your student ID number and name are clearly visible on the assessment.

Assessed work which is submitted late but within five working days of the agreed submission date will be accepted and the maximum mark available for that piece of assessment will be capped at the minimum pass mark. Please note that loss of data or printing error are not deemed to be acceptable reasons for the late submission of work.

This does not apply to the submission of assessed work relating to Tutor Reassessment, referral or deferral requirements but does apply to previously agreed extended or renegotiated deadlines. Work submitted later than this without an approved extension will receive a mark of 0%.

TUTOR REASSESSMENT

Tutor Reassessment (TR) is where a student is given a single opportunity to re-submit an eligible piece of work and for it to be remarked prior to the meeting of the Course Assessment Board. Tutor reassessment will only be offered if you submit a piece of work for the original assessment and achieve a mark within the specified referral range. The maximum mark for a successful Tutor Re-assessment will be capped at the minimum pass mark. An EC claim cannot be submitted for an assessment that has been offered as a Tutor Reassessment.

The full regulations for tutor reassessment can be found in [Section E](#) in the University's [Regulations for Awards \(taught courses\)](#).

As indicated in the start of this section above, the following piece(s) of assessment are eligible for tutor reassessment:

Element of assessment	Submission method	Submission date	Receipt issued	Date work and feedback returned
Verbal group presentation	In-class presentation	24/11/21	No	3 term time weeks after date of submission
	Turnitin	25/11/21	Yes	
Research portfolio	Turnitin	01/12/21	Yes	3 term time weeks after date of submission

Process for requesting an extension or submitting a claim for Extenuating Circumstances (ECs)

Deadlines for the submission of assessed work are strictly applied.

There are procedures in place for you to request a short extension to a deadline but this request has to be made no later than two working days after the published submission date. If you have difficulties such as a short term illness and need to request an extension or a claim for extenuating circumstances (ECs), you should submit a request via the MyHud. Please see our [Extenuating Circumstances procedure and forms](#) page for more information.

Late requests for extensions are not accepted and you run the risk of scoring the minimum pass mark for that piece of work if submitted late but within 5 working days of the original deadline, or 0% if submitted later than this without an approved extension.

The University understands that there may be times when your ability to complete a piece of assessed work or to concentrate on your studies may be hindered by factors beyond your control – such as illness or significant personal difficulties. The regulations include a process to allow students who are affected in this way to bring these extenuating circumstances (ECs) to the attention of the relevant people in the School (such as the Course Assessment Board) so that proper account can be taken. Please be aware that a claim for ECs will usually only be accepted where you've been able to demonstrate that the circumstances described have had a direct impact on you and were substantial and unexpected - in all other cases students would be expected to negotiate an extension. The regulations for ECs can be found in [Section 8](#) of the [Regulations for Taught Students](#).

Additionally, the University does operate a 'fit to sit' policy for examinations – this means that, by attending an examination, a student is declaring that they are fit to undertake that assessment and it is unlikely that a claim for poor performance will be accepted.

When completing submitting a claim for an extension or ECs please be careful to include the correct modules and assessments and to be sure that you attach appropriate and acceptable evidence to your claim.

GENERAL INFORMATION

Academic misconduct and referencing information

The University regards any action by a student that may result in an unfair academic advantage as a serious offence. It is your responsibility to ensure at all times that the assessments you complete are entirely your own work and that you have used the relevant referencing technique correctly and in full. The full set of regulations which govern Academic Misconduct can be found under [Section 10](#) of the [Regulations for Taught Students](#). Further information can also be found on our web pages for [academic misconduct procedures](#).

Further information on academic misconduct, including an overview of the support available for referencing, can be found within your course handbook; it is important that you familiarise yourself with this information.

Further reading

You can access an updated and maintained reading list by clicking [here](#).

Arrangements for borrowing equipment/accessing labs/studios

If you wish to borrow equipment or gain access to specialist facilities please discuss your requirements with your Course leader or Year Tutor.

Aspects of Health and Safety specific to the module

An overview of the Health and Safety arrangements in place for both the University and the Business School can be found within your course handbook.

Academic Skills/Technical Support

The Learning Development Group offers study skills support to all students within the Business School, covering topics such as reading, research, academic writing (including referencing) and reflective practice. Their contact details can be found within Brightspace under the 'Learning Development Group' tab.

APPENDICES

None.

LEARNING OUTCOMES

Knowledge and Understanding

A Demonstrate a capability to curiously question, investigate, analyse, evaluate and challenge commercial and cultural ideologies of innovation and entrepreneurship in future cultural and creative industries, through group and individual reflection discussions and analysis

B Show relevant awareness of creative innovation processes and techniques appropriate to subject area, including different types of creative methodologies for communication (global, economic, technological, social, aesthetic, ethical and environmental approaches).

C Acquire and communicate advanced understanding of client partnerships, stake-holder and user group interests in the development of a commercial or non-commercial idea/activity or entrepreneurial environment.

Abilities

D Develop and apply consistent and professional levels of planning and project management and delivery and manage continued professional development and self-directed learning.

E Work independently and collaboratively in groups with professional responsibility and deal with complex and unpredictable problems, efficiently and appropriately.

F Engage in appropriate creative, independent interpretations and/or evaluations of critical reflective practice through consideration of individual and group processes.