



Outduction Case Study

Title	Professional Practice
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Intended learning outcome	To prepare Level 5 students for a placement in industry and leads into Professional Practice Portfolio for graduation in Level 6
Problem statement (what did case study seek to address?)	To enable students to experience working with designers and companies and pitch their correspondence and portfolio accordingly
Context	Introduction to working directly with industry in response to a given brief. Profiling included a professional package (CV and cover letter) to support the final project which had to be sent on line
Activity	A series of speakers from industry gave talks about their own journey and how they successfully formed their own company or secured a design position with a large fashion company. Companies were selected to cover design print, knit , accessories and trend reflecting the variables within the fashion industry
Issues	Students wanted to aim projects at certain designers yet the purpose of this exercise was to respond to positions on offer to reflect the industry they would be entering on graduation
Hot tips/key points for effective practice	<p>Answer the brief give the company what they are looking for within your own signature style</p> <p>Spell check CVs and covering letters/statements.</p> <p>Prepare questions prior to the talk by investigating the company thoroughly.</p> <p>Produce the project and edit to mail out /e mail showing your highlights.</p>