

Module	Industry Skills and Professional Practice (film)
Course code	BAFTP-ISPP
Credits	5
Allocation of marks	100% Continuous Assessment

MODULE AIMS AND OBJECTIVES

This module equips learners with the skills necessary to provide a business service to the creative industries. The learner will be equipped with a working knowledge of the ethical and fiscal standards of professional bodies and a practical understanding of the complex legal implications of intellectual property in the film and television industries. The module aims to develop the learners' presentation, CV, and job application skills as well as their marketing and selling skills on the internet.

In this way, the module does the following things:

Enables learners to demonstrate a firm grasp of their role in the business environment, as a professional in the visual media field; instils in learners a commitment towards professionalism in all aspects of their work; inculcates the skills involved in setting up and running a small business; enables learners to articulate to, and interact with, audiences, effectively communicating ideas and work in a range of situations.

MODULE LEARNING OUTCOMES

Upon successful completion of this module, learners will be able to:

- Demonstrate knowledge of the day-to-day running of a small business
- Comprehend their rights, duties and responsibilities as freelancer, sole trader, partner, franchisee or employee in the film and television industries
- Present appropriate information to a third party regarding cost, price and quote for commercial assignments
- Display a commitment towards professionalism in all aspects of their work.
- Illustrate the value of their work to a third party.
- Demonstrate a clear understanding of the requirements and protocols necessary to commercial or art based submissions.
- Appreciate industry norms and professional practice required for the film and television industries
- Display an awareness of legislation, regulations, and rights including intellectual property controls
- Source, interpret and use market information for effective decision making

INDICATIVE MODULE CONTENT

Setting up and running a small business:

- Registration
- Taxation and accounting
- Personnel management
- Finances, fiscal obligations, funding structures (IFB, BAI, RTE, Arts Council)
- Overheads and expenditure considerations

Online business systems:

- Models for business websites
- Music catalogues
- Revenue streams

Marketing:

- Introduction to Marketing
- The NLP language of the “sell”

Copyright:

- Intellectual property
- Arrangement rights
- Recording rights
- Performance rights
- Royalties
- Ethical and legal considerations

Project pitching & presentation:

- Presentation structures and platforms
- Portfolio presentation
- CV preparation
- Media formats