

Creative Principles - Creative Hospitality

PGCFAF1014

MODULE DESCRIPTOR

ECTS credits ¹	5	Programme	Professional Certificate in Creative Hospitality
NQF level	9	School	School of Fine Art
Stage	1	Module Co-ordinator	Professor Philip Napier
Trimester	Any	Module Team	NCAD staff team (Co-ordinators, Lecturers and Technical Officers)
Contact	Joanna Crawley, CFA coordinator		
Responsibility	The NCAD Academic Council and the School of Fine Art Board have responsibility for this module.		

1. Introduction

This Creative Hospitality module introduces the learner to concepts of authenticity and shared experience in their work by adopting the fundamental principles and theories of hospitality, that is the practice of welcoming strangers.

This module explores the process of integrating others into the environment that surrounds their creative practice. The learner navigates the role of host to the community that forms around their work, considering carefully the exchange with guests while addressing elements such as risk taking, reciprocity, self-preservation, placemaking and care.

The convergence of creativity, hospitality, and applied artistic methodologies provides a platform to cultivate and exchange connections in inspiring origins, philosophical insights, and the rituals of hospitality which will inform and enrich professional practice.

With a celebratory emphasis on creativity, this module is for individuals in various fields including artists, designers, chefs, food entrepreneurs, architects, public-facing organizations, healthcare practitioners, event managers, as well as those in the tourism industry, care services, and hospitality sectors.

2. What will I learn?

On successful completion of this module learners will be able to:

1. DEFINE: Demonstrate a foundational knowledge and understanding of the history, philosophy, laws, customs and rituals of hospitality in a variety of cultural contexts.
2. CHARACTERISE: Articulate and activate distinguishing features of hospitality in the context of contemporary practice, informed by a cultural landscape.

¹ European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year (two trimesters)

3. DISTINGUISH: Apply the theoretical hospitality literature as a lens to critically analyse, evaluate and synthesise the challenges, opportunities, and new perspectives exploring alternative modes of contemporary creative practice, located in the real world.
4. CRITIQUE: Examine the wider implications of a practice of hospitality within the current political and cultural landscape influencing the potential for social change.

Module Content

The Creative Principles - Creative Hospitality module takes place in a supportive, co-learning environment. It functions as a site of hospitality in which to challenge new perspectives and test ideas with guidance amongst peers.

Each participant brings something to the table.

What defines hospitality?

Collectively, learners will navigate, examine and discuss a curated selection of significant theoretical works on hospitality to provide a framework, point of reference and a toolkit to influence creative practice.

Using convivial collective meals serves as a discursive tool to examine shared heritage and narratives. Interactive and playful workshops define professional practice within the scope of cultural contribution, securing a position in the contemporary cultural landscape.

3. How will I learn?

Learners will have an opportunity to test an idea with the guidance and peer support from the module tutors and participants. This module is delivered as a collective, co-learning experience with group tutorials.

The activities take a variety of forms. In this module they include:

- Structured activities
- Workshops
- Group tutorials
- Lectures
- Self and peer tasks
- Group work
- Independent study

Learning tool	Hours
Lectures seminars workshops	20
Specified learning activities	20
Autonomous student learning	60
Total Workload	100

4. What learning supports are provided?

Reading lists relating to the philosophy of hospitality details are included in the project brief. Podcasts, online lectures, playlists, films. No equipment needed.

5. Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

6. How will I be assessed?

Assessment tool	% of final grade	Timing
Portfolio of work	80%	End of Trimester
Presentation of work	20%	End of Trimester
Total	100%	

Assessment tool	Learning outcomes assessed
Portfolio of work	1-4
Presentation of work	1-4

Please refer to project brief/s and specific programme pathway handbook for details.

7. Feedback, results and grading

Students will receive ongoing informal feedback and formal feedback on summative assessment. Students' assessments will be graded using the NCAD Grade Descriptors.

8. What happens if I fail?

Resit Opportunities

Opportunity to submit additional resit response to meet the learning outcomes will be provided to students who do not complete all assessments within their initial trimester of study.

9. When and where is this module offered?

This module will be blended delivered online and in NCAD studios and facilities in one of the three trimesters:

Autumn Trimester (September to January)

Spring Trimester (January to May)

Summer Trimester (May to September)

10. How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

A student evaluation will be issued to gather students' comments about their study and the delivery of the programme on completion of studies. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, students are invited to discuss their experience on the module with their lecturers at any point during the year. Students can also relay your comments to the class student representative who will communicate their comments to the staff.

For further details on the content of your module and teaching arrangements, consult your Programme or Module Handbook.