



Module Specification

Introduction to Fashion Communication

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Part 1: Information

Module title: Introduction to Fashion Communication

Module code: UADAJW-45-1

Level: Level 4

For implementation from: 2021-22

UWE credit rating: 45

ECTS credit rating: 22.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Arnolfini

Field: Design

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module aims to introduce and establish knowledge and understanding of Fashion Communication through practical and contextual research and development.

Features: Not applicable

Educational aims: Emphasis in the module is placed on activities that are intended to introduce new creative, research and technical skills, as well as to facilitate a practical understanding of the different ways ideas can be generated, tested and developed. Students will be encouraged to really experiment with and to test their ideas through the manipulation of media and application of technical skills. The idea of creative play will be introduced as a methodology for the generation and exploration of ideas.

Outline syllabus: Projects will support students in their understanding of the subject and aid in their development, and will actively engage them in a studio culture and development of a cohort identity.

The development of visual and verbal communication skills underpin the content of this module, and students will be required to present their work via project development, group critiques and presentations.

Students will be also required to engage in critical self and peer-evaluation as part of the formative assessment process.

Technical workshops may include for instance; Adobe, in-Design and illustrator, Photography, report writing, writing for fashion, and the following key methodologies and skills are introduced:

research methods and study skills

generating, developing, and experimenting with creative ideas

experimenting and testing materials, techniques and media

problem solving, information gathering and documentation

awareness of potential of tools/equipment within the Department, including

appropriate health and safety certification, relevant to practice in fashion in its broadest sense

understanding the importance of synthesis between ideas, materials and forms

Part 3: Teaching and learning methods

Teaching and learning methods: The principle of 'learning through making' is approached through studio and workshop based activities, which are then expanded through contextual research, critique and understanding.

The module is typically delivered via, short projects, seminars, group critiques, workshops, individual tutorials and independent study. Teaching sessions early in the module are aimed at encouraging creative thinking processes through experimentation with materials and media and introducing different approaches to image making, presentation and communication. Taught sessions will support students in unpicking and challenging their preconceptions about what Fashion and Fashion Communication is / can be whilst also introducing them to the relevant technical skills, contextual ideas and critical methodologies that will support their creative and academic development. Typically teaching sessions encourage students to take a hands-on and pro-active approach to their learning through set tasks, workshops and lively project briefs.

The introduction and development of critical, analytical and evaluative skills is supported and encouraged through group discussion in group critiques and activities and through individual tutorials. Students are encouraged to develop their communication skills through all aspects of the Teaching and Learning process.

Students will be introduced to the library and its physical and online resources, and will be supported in developing information retrieval and evaluation skills in order to identify appropriate resources effectively. Such support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.

Independent learning includes hours engaged with creative, academic and technical development, visual and textual research, workshop activity and learning via the

VLE. These activities constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.

Students can expect a total of 108 hours scheduled contact time for this module within the context of their other learning and teaching activities. This includes tutorials, group crits, lectures, seminars, site visits / field trips, studiobased sessions, inductions, workshops, field work, work-based learning or project supervision.

Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means. It can also take place in a work-based setting.

Module Learning outcomes:

MO1 Identify and record source material from historical and contemporary contexts relevant to Fashion

MO2 Discover a range of processes/approaches to develop content and to visualise and communicate these effectively

MO3 Acquire and demonstrate basic skills appropriate to practices in fashion communication

MO4 Engage with their selected programme of study through practical, creative and theoretical work

Hours to be allocated: 450

Contact hours:

Independent study/self-guided study = 342 hours

E-learning/online learning = 108 hours

Total = 450

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: This module is assessed 100% via component A: A body of work which should include evidence of research, idea development, creative experimentation, project outcomes and participation in summative critique. A more detailed breakdown of the content of the body of work required will be outlined in the module handbook.

Within the Body of work students are expected to present evidence of work which demonstrates engagement with the minimum number of contact hours for the module, as well as the minimum number of independent study hours.

Individual responses to project briefs and evidence of independent study time will form part of the formative and summative assessment processes. Here it will be possible to weigh the individual student's effort and contribution to group work via the quality and quantity of research, experimentation and development evident.

Feedback at formative and summative assessment points (verbal and/or in writing) provides students with a clear understanding of the level of their achievement, their progress and advice about how this can be improved.

Assessment strategies within the programme that this module contributes to reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are regarded as positive learning tools and feedback from assessment offers students clear guidance with regard to future development. Assessment strategies support students understanding of their learning process and are designed to build on a pro-active approach to learning. Self and peer evaluation constitute an important part of formative assessment.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements and to support the

monitoring of progress by tutors and students. Assessment methods used are varied in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioners.

Forms of assessment used as part of this module include:

Presentation and participation in studio-critique (formative)

Portfolio review and assessment (formative/summative)

Group and individual visual/verbal presentations (formative)

Peer and self-assessment (formative and summative)

Evaluative and reflective outcomes, including visual, verbal and written (formative and summative)

Assessment components:

Portfolio - Component A (First Sit)

Description: Body of work to include research, idea development, creative experimentation project outcomes and participation in summative critique.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio - Component A (Resit)

Description: Body of work to include research, idea development, creative experimentation project outcomes and participation in summative critique.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Fashion Communication [Sep][FT][Bower][3yrs] BA (Hons) 2021-22

Fashion Communication [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Fashion Communication {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2020-21