STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	Introduction to Fashion Communication		
Module Code	UADAJW-45-1	Level	Level 4
For implementation from	2020-21		
UWE Credit Rating	45	ECTS Credit Rating	22.5
Faculty	Faculty of Arts Creative Industries & Education	Field	Design
Department	ACE Dept of Art & Design		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry 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. **Educational Aims:** See learning outcomes. **Outline Syllabus:** 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. Drawing tasks enable students to develop skills and approaches to drawing as both a creative process and tool for idea development. 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. Students will work independently and in small groups, and projects will be short and fast paced to ensure students are actively engaged in the 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; Drawing, Adobe, in-Design and illustrator, Photography, book-binding and report writing, 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

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 fast paced, short projects, seminars, group critiques, workshops, individual tutorials and independent study. Teaching sessions early in the module are aimed at developing drawing as a creative and thinking process, encouraging experimentation with materials and media, and at introducing different approaches to design and idea development. 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.

Part 3: Assessment	
	3

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)

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Body of work to include research, idea development, creative experimentation project outcomes and participation in summative critique.
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Body of work to include research, idea development, creative experimentation project outcomes and participation in summative critique.

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	**Reference**
	Identify and record source material from historical and contemporary contexts relevant to Fashion	MO1
	Discover a range of processes/approaches to develop content and to visualise and communicate these effectively	MO2
	Acquire and demonstrate basic skills appropriate to practices in fashion communication	MO3
	Engage with their selected programme of study through practical, creative and theoretical work	MO4

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	342
	Total Independent Study Hours:	342
	Scheduled Learning and Teaching Hours:	
	E-learning/online learning	108
	Total Scheduled Learning and Teaching Hours:	108
	Hours to be allocated	450
	Allocated Hours	450
Reading List	*The reading list for this module can be accessed via the following link:*	

Part 5: Contributes Towards
This module contributes towards the following programmes of study: