



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Professional Practice and Work Experience in Fashion Communication 1				
Module Code	UADAMG-15-1	Level	1	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	Yes
Owning Faculty	Arts, Creative Industries and Education	Field	Visual Culture		
Department	Art and Design	Module Type	Project		
Contributes towards	B.A. (Hons) Fashion Communication				
Pre-requisites		Co- requisites			
Excluded Combinations		Module Entry requirements			
Valid From	Sept 15	Valid to	Sept 2021		

<b>CAP Approval Date</b>	March 2015
--------------------------	------------

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify source material for research and use appropriate methods of investigation;</li> <li>2. Recognise the scope and range of roles and opportunities within their subject;</li> <li>3. Begin to develop their knowledge and awareness of the professional context of their subject;</li> <li>4. Begin to develop an independent critical awareness of their own practice and identify and analyse appropriate historical and contemporary practices and debates;</li> <li>5. Explore a range of methods for investigating and recording source material;</li> <li>6. Begin to test and use appropriate methods of documentation and presentation</li> <li>7. Manage their time and use a range of learning resources</li> <li>8. Communicate and document ideas visually, verbally and in writing;</li> <li>9. Recognise the importance of professional attitudes to their progress as students, and in the workplace</li> </ol> <p>All assessed through Component A</p>
Syllabus Outline	<p>This module enables students to begin to establish their understanding of Fashion Communication in relation to professional contexts and roles within the industry.</p> <p>The module introduces the importance of professional practice for students as a vehicle for the identification and development of their professional ambitions.</p> <p>The material and activities introduced in the module will enable student's to research diverse roles within the Fashion and creative industries, and to begin to identify the skills and attributes required for these.</p> <p>It will introduce students to issues of professionalism within their programme and will</p>

	<p>support them in developing key transferable skills, as well as examining the ways in which they may be applied wider contexts.</p> <p>Lectures, workshop exercises and seminars will introduce students to the range of research sources they can use for set tasks (including such things as: library resources / on-line resources and databases / exhibitions / events / study visits / case studies / publications).</p> <p>Students will be asked to look at different areas of practice and roles in the Fashion and creative industries, and to investigate the diverse range of career paths and professional opportunities that their area of study can lead to. These findings will be evidenced in a visual presentation in a summative group tutorial.</p> <p>Case studies will be presented as starting points for investigation. These will include examples from staff, professional practitioners and recent and past graduates. Some of these may contribute as visiting speakers.</p> <p>Awareness of professional attitudes and approaches will be introduced throughout the module, and students will be expected to apply these in their work. Topics will include: consideration of health and safety, the development of communication skills, intellectual property, time management and organisation, preparation and presentation.</p> <p>Students will begin to identify opportunities for work placements and will produce promotional materials and CVs to enable them to apply for work experience opportunities and / or complete live briefs and apply for relevant professional experience.</p> <p>Work Experience/Work Based Learning</p> <p>During the course of the module, students are required to undertake approximately 36-40 hours of their study to engagement with work experience. This could be made up of a placement or number of shorter placements or working on live briefs and competitions as set by the programme.</p>
Contact Hours	<ul style="list-style-type: none"> <li>• Students can expect a total of 36 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, studio-based sessions, inductions, workshops, field work, work-based learning or project supervision.</li> <li>• 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.</li> </ul>
Teaching and Learning Methods	<p>Lectures and seminars introduce key roles within the fashion and creative industries and students are asked to develop this further independently according to their professional aspirations.</p> <p>Visiting speakers are also invited to demonstrate examples of career paths and professional working practice.</p> <p>Students are supported to develop understanding and methods of effective research. Library exercises and workshops involving the UWE Library introduce students to the use of book-stock, journals, catalogue systems, on-line data-bases and collections. Effective approaches to net searches and verifying information from different sources, collecting material through visits, interviews etc will be discussed and explored through the practical activities.</p> <p>UWE Careers is introduced in this module, in relation to CV development, networking, presenting yourself professionally, finding opportunities, volunteering and Enterprise development. Students are expected to make full use of the opportunities and support available via the Careers service.</p> <p>Group tutorials are used to monitor and support progress. In presenting their</p>

research and analysis students are encouraged to engage in discussion and debate.

The Professional Practice File is introduced in this module. The file will consist of evidence of the assignments, lectures, discussions and activities included in the module which students are required to respond to. It provides a place for students to collate and reflect on the material and ideas they are finding and being introduced to through the module. The Professional Practice File may be submitted as an online presence (i.e. blog or website) and should include a log of all industry engagement, contacts and opportunities.

The Professional Practice File will support the production of a visual presentation (as summative critique) to a small group of peers and staff. The visual presentation presents the students' findings and learning from the module – summarizing key outcomes. The visual presentation also identifies additional questions/areas for further exploration relevant to the individual students' professional ambitions.

**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.

**Placement learning:** may include a practice placement, other placement, year abroad.

Key Information Sets Information

Key Information Set - Module data				
<i>Number of credits for this module</i>				15
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	36	114		150



The table below indicates as a percentage the total assessment of the module which constitutes a -

**Written Exam:** Unseen written exam, open book written exam, In-class test

**Coursework:** Written assignment or essay, report, dissertation, portfolio, project

**Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:	
Written exam assessment percentage	
Coursework assessment percentage	100%
Practical exam assessment percentage	
	100%

Reading Strategy	<p>All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online.</p> <p>Any essential reading is available in the Bower Ashton Library and will be indicated clearly in the module brief. The currency of information may wane during the life span of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, these will be revised annually.</p> <p>Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books will be given to students where applicable, supplied at the beginning of the module. Text excerpts from books published in the UK may also be available via UWE Online Digital Collections, where permissible, during the module period.</p>
Indicative Reading List	<p><b>Core Reading:</b></p> <p><i>J, Chariou</i> (2011) <i>Drawing Fashion – A Century of Fashion Illustration</i> Prestel: London</p> <p><i>Jaeger, A</i> (2007) <i>Image makers image takers : the essential guide to photography by those who know</i> London : Thames &amp; Hudson</p> <p><i>Theaker, A.</i> (2008) <i>The public relations handbook</i> London : Routledge</p> <p><b>Further Reading:</b></p> <p><i>Coombs, W. T</i> (2014) <i>It's not just PR : public relations in society</i> Chichester, West Sussex : Wiley Blackwell</p> <p><i>Wawrzyniak, M</i> (2008) <i>Purple anthology</i> New York : Rizzoli ; Enfield : Publishers Group UK (distributor)</p> <p><i>Bounds, A</i> (2010) <i>The jelly effect : how to make your communication stick</i> Chichester : Capstone</p> <p><i>Jones, T</i> (2001) <i>Smile I-D, Fashion and style from 20 years of I-D</i> KOLN: London</p> <p><i>McDowell, C</i> (2000) <i>Fashion Today</i> Phaidon: London</p>

### Part 3: Assessment

Assessment Strategy	<p>This module is assessed 100% via component A: A Professional Practice body of work which should include evidence of research, analysis, CV development, professional engagement and / or work experience and a verbal group presentation. A more detailed breakdown of the content of the body of work required will be outlined in the module handbook.</p> <p>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.</p> <p>Individual responses to set tasks and evidence of independent study time will</p>
---------------------	--

	<p>form part of the formative and summative assessment processes.</p> <p>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.</p> <p>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.</p> <p>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 proactive approach to learning. Self and peer evaluation constitute an important part of formative assessment.</p> <p>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.</p> <p>Forms of assessment used as part of this module include:</p> <ul style="list-style-type: none"> <li>• Presentation and participation in seminars (formative)</li> <li>• Group and individual visual/verbal presentations (formative)</li> <li>• Peer and self-assessment (formative and summative)</li> <li>• Evaluative and reflective outcomes, including visual, verbal and written (formative and summative)</li> </ul>
--	---

Identify final assessment component and element	Professional Practice File	
% weighting between components A and B (Standard modules only)	A: 100%	B:
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Professional Practice Body of work, and participation in group presentation	100%	

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Professional Practice Body of work and illustrated evaluative statement	100%	
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.		