



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Professional Practice and Work Experience in Fashion Communication 3				
Module Code	UA1AN3-15-3	Level	3	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	Professional Practice		
Contributes towards	B.A.(Hons) Fashion Communication				
Pre-requisites		Co- requisites			
Excluded Combinations		Module Entry requirements			
Valid From	Sept 2015	Valid to	Sept 2021		

CAP Approval Date	March 2015
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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"> 1. Research and analyse sources of information relevant to the further development of their practice and their ambitions towards identified roles and activities involved in their subject area and the opportunities for employment within them; 2. Locate their practice in relation to their area of creative practice, and identify the professional skills and attributes of those employed in those areas of practice; 3. Be aware of issues relating to employment and self employment in relation to current and changing industry needs; 4. Analyse specific aspects of their own area of practice in their subject through the research, development and presentation of individual work plans; 5. Evaluate, review and critically reflect on their own work, and the work of others in relation to professional standards and career intentions; 6. Develop and employ methods of documentation and presentation in self-promotional materials and presentations to a professional standard; 7. Apply creative, enterprise and professional skills in communicating effectively with a target audience; 8. Contribute to the organisation and content of collective promotion and/or exhibition initiatives; 9. Contribute to debate, discussion and collaborative effort to address creative and professional tasks; 10. Present themselves and their work in a professional and coherent manner. <p>All assessed through Component A</p>
Syllabus Outline	This module enables students to consolidate their knowledge and understanding of

	<p>professional practice in relation to fashion and the creative industries, and to develop strategies for graduation and progression to employment or further study.</p> <p>The module is designed to focus students towards identified personal career aspirations and the opportunities offered, directly and indirectly, by the industries.</p> <p>Students build on the blueprint modelling skills they acquired in Professional Practice and Work experience 2, through the development of a business plan. The module builds business understanding, self-confidence, commercial awareness and basic management skills.</p> <p>A series of workshops, seminars and practical exercises will develop and extend knowledge and skills in relation to such topics as:</p> <ul style="list-style-type: none"> Business planning and its associated processes Costing time and work. Self-employment, employment and “portfolio” careers Postgraduate study and continuing professional development (CPD) Graduate placement schemes UWE careers service support for and beyond graduation. Self-promotion, marketing material and interview preparation Portfolio reviews (professional) Work-based learning opportunities, including placements, live briefs, and volunteering <p>During the course of the module, students are required to address 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 in a relevant area as set by the programme.</p>
Contact Hours	<p>Scheduled learning will include lectures, seminars, tutorials, project supervision, and workshops; as well as supervised time in studio/workshops, presentations and critique. No less than 36 hours throughout the module.</p> <p>Independent learning includes hours engaged with work experience / work based learning, essential reading, project work, assignment and presentation preparation, planning. No less than 114 independent study hours throughout the module.</p>
Teaching and Learning Methods	<p>Lectures, workshops, tutorials and seminars underpin the learning process by delivering factual information and setting out issues to be considered. These offer examples and critiques of existing practice.</p> <p>Visiting speakers are also invited to demonstrate examples of business planning, professional working practice, and provide case studies of evolving career paths. Employer forums and portfolio surgery events are offered within and across programmes.</p> <p>UWE Careers continues to be available to all students at this stage, in relation to enterprise, recruitment fairs, individual support, etc. Students are expected to make full use of these opportunities, and evidence engagement in their assessment submissions. Presentations and tutorial and seminar discussions allow the students to develop greater confidence in this aspect of key/transferable and professional skills.</p> <p>The Professional Practice File, as in Professional Practice and Work Experience 1 and Professional Practice and Work Experience 2, is also used 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 and the Work Experience document. 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. It</p>

supports the production of their personal progression plan / exit strategy and must contain evidence from their individual presentation.

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 essential reading, business planning, case study preparation, assignment preparation and completion etc.

Key Information Sets Information

Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

Key Information Set - Module data				
Number of credits for this module				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

The development of literature searching skills is supported by a Library seminar provided within the first semester. These level three library skills will build upon skills gained by the student whilst studying at levels one and two.

Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.

In addition to essential and further reading outlined on project briefs, students are expected to identify other reading relevant to their chosen research topic for themselves. They will be encouraged to read widely using the library search, a

	<p>variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely.</p> <p>Essential reading will be indicated clearly on project briefs, along with the method for accessing it, e.g. students may be required to purchase a set text, be given a print study pack or be referred to texts that are available electronically or in the Library.</p>
Indicative Reading List	<p>Core Reading:</p> <p><i>Bright, J</i> (2014) <i>Brilliant graduate CV</i> Harlow, England : Pearson</p> <p><i>Houghton, Robin.</i> (2012) <i> Blogging for creatives : how designers, artists, crafters and writers can blog to make contacts, win business and build success</i> Lewes : Ilex.</p> <p><i>NESTA</i> (2009) <i>Nesta Creative Enterprise Toolkit</i> Creative Commons: London</p> <p>Further Reading:</p> <p><i>Bayley, S</i> (2008) <i>Life's a pitch : how to sell yourself and your brilliant ideas</i> London : Corgi,</p> <p><i>Brown, C</i> (2010) <i>Fashion and Textiles, The Essential Careers Guide</i> Laurence King: London</p> <p><i>Fletcher, K</i> (2008) <i>Sustainable fashion and textiles : design journeys</i> London: Earthscan</p> <p><i>Goworek, H</i> (2006) <i>Careers in Fashion and Textiles</i> Blackwell: Oxford</p> <p><i>Tharp, T</i> (2006) <i>The creative habit : learn it and use it for life. A practical guide</i> New York, NY : Simon & Schuster,</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, critical analysis, the development of cross-platform self-promotional material, the development of a business plan and professional engagement and / or work experience. 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/ Work placement / professional engagement hours.</p>
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	<p>Individual responses to set tasks and evidence of independent study time will 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"> • Presentation and participation in seminars (formative) • 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)
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Identify final assessment component and element	Professional Practice File	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Professional Practice body of work	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Professional Practice body of work	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.		

