



MODULE SPECIFICATION

Part 1: Information			
Module Title	Professional Practice and Work Experience in Fashion Communication 3		
Module Code	UADAN3-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Arts Creative Industries & Education	Field	Design
Department	Art & Design		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Overview: This module enables students to consolidate their knowledge and understanding of 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>Educational Aims: 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>Outline Syllabus: 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

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Self promotion, marketing material and interview preparation
Portfolio reviews (professional)
Work-based learning opportunities, including placements, live briefs, and volunteering

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.

Teaching and Learning Methods: 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.

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.

UWE Careers continues to be available to all students at this stage, in relation to enterprise, recruitment fairs, individual support. 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.

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 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.

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.

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.

Part 3: Assessment

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.

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.

Individual responses to set tasks and evidence of independent study time will form part of the formative and summative assessment processes.

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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 proactive 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 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)

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	1. Analyse research in establishing a clear direction for employment and/or further study 2. Represent themselves and their work to a defined audience 3. Awareness of current professional requirements for employment and/or further study 4. The ability to work professionally Professional Practice body of work
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Professional Practice body of work

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
	Analyse sources of information relevant to their practice and future ambition	MO1
	Create self-promotional material to a professional standard	MO2
	Apply creative, enterprise and professional skills in communicating effectively	MO3
Contribute to the organisation and content of collective promotion and/or exhibition initiatives	MO4	

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	Present themselves and their work in a professional manner	MO5
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<i>The reading list for this module can be accessed via the following link:</i>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Fashion Communication [Sep][FT][Bower][3yrs] BA (Hons) 2018-19