



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Professional Practice and Work Experience in Fashion Communication 2		
Module Code	UADAMX-15-2	Level	Level 5
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><b>Educational Aims:</b> See learning outcomes.</p> <p><b>Outline Syllabus:</b> This module enables students to broaden their knowledge and understanding of professional contexts within the fashion and creative industries; how they operate and where employment or other commercial opportunities exist.</p> <p>During the module, students are encouraged to begin to articulate their own strengths and interests within their subject and to link these to the skills and attributes required by specific professional roles and business models. This is intended to support students in identifying their own personal direction and allowing them to make informed choices for placements.</p> <p>Students are introduced to the principles of business planning and entrepreneurialism via teaching and the careers office, and asked to explore different ideas on how businesses are started, developing a blueprint model of all the steps it would need to deliver a simple product to market.</p> <p>Students also develop methods of promoting themselves to their target employer/s/placement hosts. This includes the design and development of a CV, letter of introduction/personal statement and the design and planning of an individual on-line presence that could house an</p>

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online portfolio. These tasks are presented for assessment in the Professional Practice File along with their research and role analysis.

Students will be fully supported in preparing for their placements, support may include for instance; portfolio preparation, mock interviews and visits by agencies and industry experts.

### Work Experience/Work Based Learning

During this module, students are required to engage 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 and seminars underpin the learning process by delivering information and setting out issues to be considered. These offer examples and critiques of existing professional practice, business models, entrepreneurial skills and related subjects.

Visiting speakers are also invited to demonstrate examples of professional working practice.

Support for the development of methods for effective research is delivered through workshops involving the UWE Library, for example. Students are also supported in the research and development of case studies by guidelines that define a set of questions concerning the philosophy, creative and professional methodologies, and 'target market' of their example. The set questions encourage students to use a range of research methods to gather key information; this includes the requirement to engage in primary research through contact and interview with practitioners as well as secondary research methods. This activity is monitored and supported through group tutorials where the sharing of information is encouraged.

Workshops and lectures supporting professional development and practical presentation skills are also delivered throughout and are supported by the UWE Careers Development Unit. These workshops include such topics as: the nature and use of a CV; design for the web; organizing time and resources; how to organize and deliver a presentation.

UWE Careers is signposted again at this stage, in relation to enterprise development, recruitment fairs, individual support, etc. These and other initiatives are available within and across subject areas. Students are expected to make full use of these opportunities, and evidence engagement in their assessment submissions.

Presentations allow the students to develop a range of key/transferable and professional skills. These include teamwork, negotiation and communication and the practical manipulative skills inherent in professional visual presentations.

The Professional Practice File, as introduced in Professional Practice 1 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. 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 indicative contact time for this module is 36 hours and students can expect an average of 1.5 hours weekly contact. Contact time with staff will take the form of a diverse series of activities including lectures and workshops, seminar and tutorials where appropriate. Content will be divided between practical business elements and formulating an approach to work experience and outward facing elements.

### 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 self-promotional material, 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.

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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.

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
Professional Practice Report - Component A	✓	100 %	1.Research using a range of sources and relate this to personal and professional contexts 2.Analyse and articulate personal ambition within the subject 3.Represent themselves to an identified audience 4.Demonstrate professional and personal ambition
Resit Components	Final Assessment	Element weighting	Description
Professional Practice Report - Component A	✓	100 %	Professional Practice body of work, documentation of presentation material (e.g. powerpoint presentation with notes)

### Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Understand the range of roles, skills and attributes in their subject area and the opportunities within them	MO1

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	Analyse professional working environments through research and presentation of case studies	MO2
	Analyse individual practice in relation to creative industries	MO3
	Create self-promotional materials to professional standards	MO4
	Demonstrate professional skills in communicating effectively	MO5
Contact Hours	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	114
	<b>Total Independent Study Hours:</b>	114
	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	36
	<b>Total Scheduled Learning and Teaching Hours:</b>	36
	<b>Hours to be allocated</b>	150
	<b>Allocated Hours</b>	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 {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2018-19