



Module Specification

Innovative Practice in Fashion Communication

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	4
Part 4: Assessment.....	5
Part 5: Contributes towards	7

Part 1: Information

Module title: Innovative Practice in Fashion Communication

Module code: UADB5L-30-2

Level: Level 5

For implementation from: 2021-22

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Arnolfini

Field: Design

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: This module enables students to consolidate prior learning and to develop their skills through a combination of studio, live and collaborative projects

which are aimed at encouraging creative experimentation and engagement with collaborative and professional protocols

Outline syllabus: Teaching sessions early in the module are aimed at equipping students with the skills they need to work in collaborative and professional contexts, these may include for instance; team building, team work, project management and communication and negotiation.

Creative subjects explored in this module include for instance; marketing strategies, multi-platform campaign development, brand management, market research and the role of technology in the production and consumption of Fashion Communication.

The module encourages students to work creatively and flexibly and increases student's capacity to develop multi-media work for different contexts and audiences. Students are encouraged through set briefs to be inventive and to take creative risks with their thinking and making.

A series of technical workshops will consolidate and expand students' existing skill base in areas that may include for instance; the Adobe package, in-design, web-development and film editing. Students are expected to apply their previous learning in the context of new idea and project development. It is through critical enquiry and playful experimentation with different media/s and technical processes that students are expected to develop ideas in response to the briefs.

Lectures and seminars from the staff and industry specialists will further develop an understanding of a range of research methods and approaches to professional activity, whilst enabling students to begin to position themselves within key critical debates more fully.

Through the live projects and industry briefs students will begin to develop work at a professional level and will be required to manage their own workloads and meet deadlines.

Part 3: Teaching and learning methods

Teaching and learning methods: The principle of 'learning through making' continues to be approached through studio and workshop based activities, which are then expanded through further contextual research, critique and understanding.

The module is typically delivered via studio and live/industry projects, seminars, group critiques, workshops, individual tutorials and independent study.

Typically teaching sessions encourage students to take a hands-on experimental approach to their learning through set tasks, workshops, project and live briefs.

The development of further critical, analytical and evaluative skills is encouraged through set reading, group discussion in group critiques and activities and through individual tutorials. Students are encouraged to develop their visual, verbal and written communication skills at a professional level through all aspects of the Teaching and Learning process.

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.

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 critiques, lectures, seminars, site visits / field trips, studio-based 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.

Module Learning outcomes:

MO1 Consider working practices associated with Fashion Communication

MO2 Analyse their own work and that of others in the development of a body of work

MO3 Demonstrate appropriate technical/professional skills in Fashion Communication

MO4 Experiment with production processes and material form/s to progress and consolidate ideas

MO5 Communicate effectively through visual and verbal presentations

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: This module is assessed 100% via component A: A body of work which should include evidence of research, critical analysis, idea development, creative experimentation, studio project outcomes, live and collaborative project outcomes and participation in formative critiques. 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 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 studio-critique (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)

Assessment components:

Portfolio - Component A (First Sit)

Description: 1. Research and analyse initial concept/s through to final outcome/s
2. Exploration and experimentation evident in a personal working practice relevant to the subject
3. Conceptual and technical skills evident in the research and final outcome
4. Commitment, engagement and organisation within the programme of study.

Body of work, research, supporting materials

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio - Component A (Resit)

Description: Body of work, research, supporting materials

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Fashion Communication [Sep][FT][Bower][3yrs] BA (Hons) 2020-21

Fashion Communication {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2019-20

Fashion Communication [Sep][PT][Bower][6yrs] BA (Hons) 2018-19