



Module Specification

Self-Directed Study in Fashion Communication

Version: 2021-22, v1.0, 28 Jun 2021

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Part 1: Information

Module title: Self-Directed Study in Fashion Communication

Module code: UADB5M-45-3

Level: Level 6

For implementation from: 2021-22

UWE credit rating: 45

ECTS credit rating: 22.5

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: This module will give students the opportunity to showcase their creative, technical and conceptual skills and to align these with their personal and professional ambitions.

Features: Not applicable

Educational aims: The module demands a high level of creative innovation and dexterity as students are required to apply their knowledge and understanding with critical contextual insight and sophistication. Emphasis is placed on creative and conceptual ambition and students are supported in developing experimental, innovative outcomes.

Outline syllabus: With tutorial support, students devise and write their own project proposal and project manage their workload for the module. Through this process students are expected to negotiate access to technical resources as necessary and to continue developing and refining their skill bases. Outcomes for this module could include for instance:

Marketing campaigns, fashion films, publications, exhibitions, installations or live/virtual events.

A written statement presented with the final body of work that demonstrates an understanding of individual creative practice in relation to contemporary critical, cultural and professional contexts. This statement also requires students to critically reflect on research sources, the application of an individual methodology and the success of the outcome in relation to their original intentions.

Part 3: Teaching and learning methods

Teaching and learning methods: This module focuses on a student's ability to direct and manage their own learning and project development through tutorial discussion and feedback. Students negotiate appropriate technical support both within and beyond the confines of the institution. The ability to evaluate their needs in relation to the proposal is seen as central to the demonstration of personal creative development and professional practice.

Scheduled learning includes lectures, seminars, tutorials, project supervision, workshops; external visits; 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.

Students can expect a total of 150 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 Evidence a depth and breadth of knowledge and contextual understanding

MO2 Create a body of work that reflects individual interests, intentions and ambitions within Fashion Communication

MO3 Identify concepts and technical skills in the creation of a body of work

MO4 Implement a personal body of work to a professional standard

MO5 Demonstrate an appropriate creative, critical and technical skill in realising a self-negotiated project

Hours to be allocated: 450

Contact hours:

Independent study/self-guided study = 342 hours

Face-to-face learning = 108 hours

Total = 450

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uadajv-60-3.html) via the following link <https://uwe.rl.talis.com/modules/uadajv-60-3.html>

Part 4: Assessment

Assessment strategy: This module is assessed 100% via component A:

A body of work which should include evidence of the development and delivery of a self-initiated brief in line with student's individual professional aspirations. The body of work should include extensive primary and secondary research, critical analysis, idea development, creative experimentation, testing and contextualisation, participation in formative critiques and summative presentations. 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 creative development 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 studio-critique (formative)

Portfolio review and assessment (formative/summative)

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)

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Assessment components:

Portfolio - Component A (First Sit)

Description: 1. Research, experimentation and evaluation evident in individual working practice

2. Contextual and market understanding in the body of work

3. Creative experimentation, organisation and production in the body of work that reflects ambition and professional awareness

4. Engagement and professionalism with the programme and in the body of work

Final body of work, supporting materials, evaluative statement (1500 words or equivalent) and research file

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Portfolio - Component A (Resit)

Description: Final body of work, supporting materials, evaluative statement (1500 words or equivalent) and research file

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) 2019-20

Fashion Communication {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2018-19