



Module Specification

Introduction to Fashion Communication

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Part 1: Information

Module title: Introduction to Fashion Communication

Module code: UADBAB-30-1

Level: Level 4

For implementation from: 2025-26

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: Design

Module type: Module

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 aims to introduce and establish knowledge and understanding of fashion communication through practical and contextual research and development.

Features: Not applicable

Educational aims: Emphasis in the module is placed on activities that are intended to introduce new creative, research and technical skills, and for students to gain a

practical understanding of the different ways ideas can be generated, tested and developed.

Students will be encouraged to really experiment with and to test their ideas through the manipulation of media and application of technical skills.

Outline syllabus: Projects will support students in their understanding of the subject and will actively engage them in a studio culture and development of a cohort identity. The development of visual and verbal communication skills underpins the content of this module, and students will be required to present their work via project development, group critiques and presentations. Students will be also required to engage in critical self and peer-evaluation as part of the formative assessment process.

Technical workshops may include for instance; Adobe, In-Design, photography, writing for fashion.

The following methodologies and skills are introduced: developing, and experimenting with creative ideas experimenting and testing materials, techniques and media problem solving, information gathering and documentation awareness of potential of tools/equipment within the department, including appropriate health and safety certification, relevant to practice in fashion in its broadest sense understanding the importance of synthesis between ideas, materials and forms.

Part 3: Teaching and learning methods

Teaching and learning methods: This module is delivered via lecturers, seminar groups, individual tutorials, workshops and independent study, which will enable students to develop their understanding of a range of research methods and approaches to fashion communication, whilst enabling students to begin to position themselves within key critical debates and develop work at a professional level.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Employ effective research methods to explore and gather information related to specific areas of study.

MO2 Develop ideas through to defined outcomes.

MO3 Demonstrate basic skills appropriate to practices in fashion communication.

MO4 Effectively plan, organise, and execute projects, demonstrating self-direction and meeting established goals.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

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

https://rl.talis.com/3/uwe/lists/0F23DACD-D8D5-D213-E55F-976489AFF9AE.html?lti1p3LaunchId=lti1p3_launch_67e6a952bf9d96.44252495<i1p3LinkType=deep_link&login=1

Part 4: Assessment

Assessment strategy: This module is assessed via a body of supporting work including research, idea development and creative experimentation, and presentation (including project outcomes and participation in a summative presentation). The body of work required will be outlined in the module handbook and project brief(s).

Students are expected to present evidence of work which demonstrates engagement with the minimum number of contact and independent study hours for the module.

Individual responses to project brief(s) will be reviewed in formative and summative assessments and will 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 and are designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, and to support the ongoing and continuous improvement in their individual creative practice and development as practitioners.

Assessment components:

Description: Body of work to include research, idea development, creative experimentation project outcomes and participation in accompanying presentation

100% portfolio

The resit will match the first sit.

Assessment tasks:

Portfolio (First Sit)

Description: Description: Body of work to include research, idea development, creative experimentation project outcomes and participation in summative critique.

Weighting: 0 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Description: Body of work to include research, idea development, creative experimentation project outcomes and participation in summative critique.

Weighting: 0 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Fashion Communication [Bower] BA (Hons) 2025-26

Fashion Communication [Bower] BA (Hons) 2025-26

Fashion Communication {Foundation} [Bower] BA (Hons) 2024-25