



## **Module Specification**

### **Introduction to Professional Practice: Observation & Exploration**

Version: 2024-25, v1.0, 22 Jul 2024

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## Part 1: Information

**Module title:** Introduction to Professional Practice: Observation & Exploration

**Module code:** UADAMG-15-1

**Level:** Level 4

**For implementation from:** 2024-25

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**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 supports students in exploring Fashion Communication in relation to professional contexts and roles within the industry.

**Features:** Not applicable

**Educational aims:** See learning outcomes.

**Outline syllabus:** The material and activities introduced in the module will enable student's to research career paths within the Fashion and creative industries, and to

begin to identify the skills and attributes required for these.

It will introduce students to professional behaviours and approaches and will support them in developing key transferable skills, as well as examining the ways in which they may be applied to wider contexts.

Students will be asked to look at different areas of practice and roles in the Fashion and creative industries, and to investigate the diverse range of career paths and professional opportunities that their area of study can lead to. These findings will be evidenced in a visual presentation in a summative individual presentation

Awareness of professional attitudes and approaches will be introduced throughout the module, and students will be expected to apply these in their work.

Students will begin to identify opportunities for work placements and will produce promotional materials to enable them to apply for work experience opportunities and / or complete live briefs and apply for relevant professional experience.

During this module, students are required to prepare an Ambition Plan that outlines their strategy for gaining work experience or equivalent and targets.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Students are also supported in the research and development of case studies. Set questions will encourage students to use a range of research methods, including primary research and secondary research methods, to gather key information. This activity is monitored and supported through group tutorials.

The Branded Career Pack is introduced in this module. This pack will include evidence of the key assignments including summative verbal/visual presentation. In addition, a Professional Practice Research File will include evidence of learning and engagement with all module teaching activities. It will also provide a place for students to collate research materials and reflect.

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

**MO1** Identify source material for research and use appropriate methods of investigation

**MO2** Recognise the scope and range of roles and opportunities within their subject

**MO3** Develop an independent critical awareness of their own practice

**MO4** Utilize appropriate methods of documentation and presentation

**MO5** Communicate and document ideas visually, verbally and in writing

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 0

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uadamg-15-1.html) via the following link <https://uwe.rl.talis.com/modules/uadamg-15-1.html>

## Part 4: Assessment

**Assessment strategy:** This module is assessed via a Professional Practice body of work which should include evidence of research, analysis, CV development, 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.

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 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 philosophy that assessment is 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)

**Assessment tasks:**

**Portfolio (First Sit)**

Description: Professional Practice Body of work and illustrated evaluative statement

Weighting: 0 %

Final assessment: Yes

Group work: Yes

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

**Portfolio (Resit)**

Description: Professional Practice Body of work and illustrated evaluative statement

Weighting: 0 %

Final assessment: Yes

Group work: No

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

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Fashion Communication [Bower] BA (Hons) 2023-24

Fashion Communication {Foundation} [Bower] BA (Hons) 2023-24

Fashion Communication: Branding and Marketing [Bower] BA (Hons) 2023-24

Fashion Communication: Branding and Marketing {Foundation} [Bower] BA (Hons)  
2023-24

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

Fashion Communication: Branding and Marketing [Bower] BA (Hons) 2024-25