



## **Module Specification**

### **Fashion Communication: Branding and Marketing**

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## Part 1: Information

**Module title:** Fashion Communication: Branding and Marketing

**Module code:** UADB64-45-2

**Level:** Level 5

**For implementation from:** 2024-25

**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

**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 enables students to build upon their strengths and ambitions to develop their individual practice through an understanding of branding, marketing, and communications.

**Features:** Not applicable

**Educational aims:** The Fashion Communication: Branding and Marketing module enables students to build upon their strengths and ambitions to develop their

individual practice through an understanding of branding, marketing and communications. The module will build on previous knowledge and deepen students understanding of the subject to develop fashion brands, commission creative solutions, plan and implement communication strategies.

**Outline syllabus:** The development of increased critical, contextual and market awareness is supported through lectures, guest speakers from industry, seminars, tutorial support and feedback.

Students are required to generate ideas and concepts, to test and develop these, and develop outcomes appropriate to specific markets/contexts.

Activities and projects within the module enable students to further identify their strengths and interests within a range of issues, debates, skills, processes, contexts and markets relevant to fashion communications.

The findings of these will form the basis for further exploration, and idea and outcome development. Students will be expected to explore and critically analyse the relationship between initial concepts, process, media, outcome and context, and they will be required to evidence a robust working methodology through the development of a body of work.

Opportunities for collaborative work are encouraged and supported throughout the module. Collaborative work enables students to interact with other students and industry experts from within their own subject and beyond. All students are required to develop critically rigorous contextual research in relation to the intention and contextual application of their work, and their understanding of their role/roles as a fashion communicator. This module allows students to explore a number of different outcomes, relevant to professional protocols and in preparation for their final year of study.

This module will develop and build on what students currently understand about the subject, and provide the opportunity to apply professional approaches and skills in

the development and creation of work relevant to the subject area, and students' ambition within industry.

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

**Teaching and learning methods:** 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 lectures, tutorials seminars and group critiques, studio-based sessions, inductions, workshops and work-based learning or project supervision.

Contact time may also take a synchronous virtual form rather than face-to-face, through the use of virtual learning environments (VLEs) and other technology-aided means. It can also take place in a work-based setting.

Lecturer-initiated activities and projects within the module will enable students to further identify their strengths and interests within a range of issues, debates, skills, processes, contexts and markets relevant to fashion communication.

The findings of these will form the basis for further exploration, and subsequent development into individually negotiated work, appropriate to students' individual strengths and professional ambitions.

Students will be expected to explore and critically analyse the relationship between initial concept, process, media, outcome and context, and they will be required to evidence a robust working methodology through the development of a body of work.

Opportunities for collaborative work and live industry projects, where appropriate, will enable students to interact with students and industry experts from within their own subject and beyond.

All students are required to develop critically rigorous contextual research in relation

to the intention and contextual application of their work, and their understanding of their role/s as creative practitioners.

This module is delivered through: lectures, seminars, tutorials, project supervision, workshops and supervised time in studios/workshops. Independent and collaborative learning includes hours engaged with creative, academic and technical development, visual and textual research, workshop activity and learning via VLE.

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

**MO1** Ability to collate and analyse research on selected fashion brands.

**MO2** Develop and implement strategy from conceptual and critical thinking.

**MO3** Identify objectives and commission creative solutions relevant to fashion brands.

**MO4** Ability to communicate in a relevant and appropriate format.

**MO5** Implement and evaluate an integrated marketing plan

**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/index.html) via the following link <https://uwe.rl.talis.com/index.html>

## **Part 4: Assessment**

**Assessment strategy:** Students are expected to evidence engagement with the minimum number of contact hours for the module, as well as the minimum number of independent study hours.

This module is assessed 100% via: A body of work which should include evidence of research, critical analysis, idea development, creative experimentation, studio project outcomes and participation in formative and summative critiques and presentations.

Students are expected to evidence 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 brief/s 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 collaborative opportunities 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 guidance on how this can be improved, in relation to the assessment criteria.

Assessment strategies within the programme that this module contributes to reflect the College of Arts, Technology and Environment'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 their development.

Assessment strategies support students' understanding of their working methodology, 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.

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)

Work review and assessment (formative/summative)

Individual and collaborative 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:**

#### **Final Project (First Sit)**

Description: This module is assessed 100% via a final project which should include evidence of research, critical analysis, idea development, creative solutions and participation in formative and summative critiques and presentations.

Weighting: 100 %

Final assessment: Yes

Group work: No

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

#### **Final Project (Resit)**

Description: This module is assessed 100% via a final project which should include evidence of research, critical analysis, idea development, creative solutions and participation in formative and summative critiques and presentations.

Weighting: 100 %

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