



## **Module Specification**

### **Exploring Practice in Fashion Communication**

Version: 2025-26, v1.0, Approved

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## Part 1: Information

**Module title:** Exploring Practice in Fashion Communication

**Module code:** UADBAC-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 allows students to deepen their knowledge and understanding of Fashion Communication through practical and contextual research and development.

This module introduces students to publishing for Fashion and offers the opportunity for students to develop their own critical perspective on key issues and debates surrounding the subject of Fashion.

**Features:** Not applicable

**Educational aims:** Emphasis in the module is placed on activities that are intended to deepen students 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 within fashion communication, specifically in publication design.

**Outline syllabus:** Practical projects will require students to work independently and collaboratively on set tasks, the outcomes of which could include for instance, photography, film and digital media.

Throughout the module, students will be encouraged to work in a creative, investigative and experimental manner, and be expected to develop the ability to begin to place their own work within a range of fashion, design, media and broader cultural contexts, thus developing their creative approaches and understanding of the subject.

Critical engagement and reflection on practice will be supported through tutorial and seminar group activity. Emphasis in this module is placed on exploring and identifying appropriate forms of visual communication and extending skills in critical evaluation, for personal methodologies to be coherently articulated and communicated.

Technical workshops may include for instance; Adobe, InDesign and Photography, Moving Image and editing software, and the development of You-Tube/Vimeo channels.

### **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** Evaluate information from various sources, identifying key ideas, and understanding different perspectives.

**MO2** Address challenges with curiosity using a range of approaches.

**MO3** Demonstrate proficiency in the use of tools, technologies, and techniques relevant to the field of study.

**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](https://rl.talis.com/3/uwe/lists/1A561648-2440-D896-14BD-F12979CAB6B4.html?lang=en-GB) via the following link <https://rl.talis.com/3/uwe/lists/1A561648-2440-D896-14BD-F12979CAB6B4.html?lang=en-GB>

## 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: portfolio 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 {Foundation} [Bower] BA (Hons) 2024-25