



MODULE SPECIFICATION

Part 1: Information			
Module Title	Developing Practice in Fashion Communication 2		
Module Code	UADAJS-45-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	45	ECTS Credit Rating	22.5
Faculty	Faculty of Arts Creative Industries & Education	Field	Design
Department	ACE Dept of Art & Design		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: The developing practice in Fashion Communication 2 module enables students to build on their strengths and to develop their individual creative voice through both set and industry projects, as well as the development of a self-initiated brief.</p> <p>Outline Syllabus: Students will be required to generate ideas and concepts, and to test and develop these through to outcomes appropriate to their chosen market and context.</p> <p>The self-initiated brief will require students to be inventive, experimental and to take risks with their thinking and making. This will be supported through ongoing drawing workshops, ideation seminars, studio work and the development of their practice in the Faculty's technical workshops. This will be supported through ongoing studio work and the development of their practice in the Faculty's technical workshops.</p> <p>The development of increased critical, contextual and market awareness is supported through lectures, guest speakers from industry, seminars and teaching sessions.</p>

STUDENT AND ACADEMIC SERVICES

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 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.

Staff initiated activities and projects early in the module will enable students to further identify their strengths and interests within 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 their individual strengths and professional ambition.

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, where appropriate, are encouraged, and 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 as creative practitioner.

This module is delivered through:

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. These activities constitute an average time per level as indicted in the Contact Hours table.

Part 3: Assessment

This module is assessed 100% via component A: A body of work which should include evidence of studio project work and the development and delivery of a self-initiated brief, which should include research, critical analysis, idea development, creative experimentation, studio project outcomes, live and/or collaborative work and participation in formative critiques. 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 project briefs 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 group work 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 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 pro-active approach to learning. Self and peer evaluation constitute an important part of formative assessment.

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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).

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	1.Fashion Communication practices have been explored in the development of individual studio practice 2.Use of imagination, innovation and exploration evident in the research and final outcome 3.Demonstrate knowledge of production processes and skills in concept development 4.The level of professional organisation, engagement and critical reflection with the programme of study Final body of work, research, supporting materials
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Final body of work, research, supporting materials

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Ability to collate and analyse critical and contextual research appropriate to individual research interests	MO1
	Manage strategies for self-directed study	MO2
	Develop and implement conceptual and critical thinking in production processes	MO3
	Identify fashion communication practices in relation to personal studio practice	MO4
	Ability to visually and verbally and/or in writing to communicate their ideas	MO5
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	342

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	Total Independent Study Hours:	342
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	108
	Total Scheduled Learning and Teaching Hours:	108
	Hours to be allocated	450
	Allocated Hours	450
Reading List	<i>The reading list for this module can be accessed via the following link:</i>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

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