Module Specification

Exploring Practice in Fashion Communication

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

Contents

Module Specification **1**

Part 1: Information **2**

Part 2: Description **2**

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

Part 4: Assessment **5**

Part 5: Contributes towards **7**

Part 1: Information

Module title: Exploring Practice in Fashion Communication

Module code: UADAJU-45-1

Level: Level 4

For implementation from: 2024-25

UWE credit rating: 45

ECTS credit rating: 22.5

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: Not applicable

Features: Not applicable

Educational aims: See learning outcomes.

Outline syllabus: This module introduces critical perspectives on key issues and debates surrounding Fashion Communication and facilitates through set projects and the creative exploration of ideas in response to these. Key debates include for

instance: Branding, Consumerism, Sustainability, Marketing, PR and ethics.

Practical projects will require students to work independently and collaboratively on set tasks, the outcomes of which could include for instance, photography, film, blogs / web development and digital media.

Throughout the module, students will be encouraged to work in a creative, investigative and experimental manner, testing and playing creatively with their ideas. Through individual feedback tutorials and seminar group critiques and discussion, they will 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.

Workshops, group work, lectures and independent study will focus intellectual, critical and creative enquiry. Through experimentation with concept development, skills, processes, materials and methods students will be expected to develop and present a body of work that explores a range of specific themes.

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, in order for personal methodologies to be coherently articulated and communicated. Students will be introduced to professional expectations and will be increasingly required to manage their
own workloads and meet deadlines.

Technical workshops may include for instance; Adobe, in-Design and illustrator, Photography, film, and on-line formats such as blogs and the development of You-Tube/Vimeo channels.

Part 3: Teaching and learning methods

Teaching and learning methods: The principle of 'learning through making' is approached through studio and workshop based activities, which are then expanded through contextual research, critique and understanding.

The module is typically delivered via short projects, seminars, group critiques, workshops, individual tutorials and independent study.

Teaching sessions early in the module are aimed at introducing key issues and debates surrounding Fashion Communication and set projects will enable students to explore these creatively.

Typically teaching sessions encourage students to take a hands-on experimental approach to their learning through set tasks, workshops and lively project briefs.

The development of critical, analytical and evaluative skills is supported and encouraged through set reading, group discussion in group critiques and activities and through individual tutorials. Students are encouraged to develop their visual, verbal and written communication skills through all aspects of the Teaching and Learning process.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; 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 indicated in the table below.
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 for instance: tutorials, group crits, 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.

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

MO1 Evidence knowledge of fashion and its related practices

MO2 Utilize analytical and critical thinking skills through research, evaluations and problem solving

MO3 Demonstrate the range of approaches required to effectively communicate Fashion

MO4 Identify key elements of a problem and select appropriate skills and/or processes to solve tasks.

MO5 Plan and manage time effectively as a group and as an individual

Hours to be allocated: 450

Contact hours:

Independent study/self-guided study = 342 hours

Face-to-face learning = 108 hours

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

Part 4: Assessment

Assessment strategy: This module is assessed via a body of work which should include evidence of research, idea development, creative experimentation, project outcomes and participation in summative critique. 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 individual 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 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.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements 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)

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: Body of developmental work, evaluative statement, documentation of work
Weighting: 0 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (Resit)
Description: Body of developmental work, evaluative statement, documentation of work
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] WITHDRAWN BA (Hons) 2023-24

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

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