



MODULE SPECIFICATION

Part 1: Information			
Module Title	Extended Study in Fashion Communication		
Module Code	UADAJV-60-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	60	ECTS Credit Rating	30
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>Overview: This is the final module of the programme and as such is designed to give students the opportunity to showcase their creative, technical and conceptual skills in accordance with their professional ambitions.</p> <p>Educational Aims: The module demands a high level of creative innovation and dexterity as students are required to apply their knowledge and understanding with critical contextual insight and sophistication. Emphasis is placed on creative and conceptual ambition and students are supported in developing experimental, innovative outcomes.</p> <p>Outline Syllabus: With tutorial support, students devise and write their own project proposal and projectmanage their workload for the module. Through this process students are expected to negotiate access to technical resources as necessary and to continue developing and refining their skill bases. Outcomes for this module could include for instance:</p> <p>Online marketing campaigns, fashion films, publications, exhibitions, installations, catwalk show production or branding development.</p> <p>During the module students will compile a body of thorough Research that contains critical and</p>

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contextual material alongside research into broader debates and issues surrounding their ideas. The files should evidence robust analysis and critique of their findings, and should evidence the ways in which conceptual, technical and audience research has informed their practice. Students are also required to compile a portfolio to professional standards showcasing their best work.

An evaluative statement (written or alternative format submission) presented with the final body of work demonstrates an understanding of individual creative practice in relation to contemporary critical, cultural and professional contexts. This statement also requires students to critically reflect on research sources, the application of an individual methodology and the success of the outcome in relation to their original intentions.

Teaching and Learning Methods: This module focuses on a student's ability to direct and manage their own learning and project development through tutorial discussion and feedback. Students negotiate appropriate technical support both within and beyond the confines of the institution. The ability to evaluate their needs in relation to the proposal is seen as central to the demonstration of personal creative development and professional practice.

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.

Students can expect a total of 150 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.

Part 3: Assessment

This module is assessed 100% via component A:

A body of work which should include evidence of the development and delivery of a self-initiated brief in line with student's individual professional aspirations. The body of work should include extensive primary and secondary research, critical analysis, idea development, creative experimentation, testing and contextualisation, participation in formative critiques and summative presentations. 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 creative development 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 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 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

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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)

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	1. Research, experimentation and evaluation evident in individual working practice 2. Contextual and market understanding in the body of work 3. Creative experimentation, organisation and production in the body of work that reflects ambition and professional awareness 4. Engagement and professionalism with the programme and in the body of work Final body of work, supporting materials, evaluative statement (1500 words or equivalent) and research file
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Final body of work, supporting materials, evaluative statement (1500 words or equivalent) and research file

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
	Evidence a depth and breadth of knowledge and contextual understanding	MO1
	Create a body of work that reflects individual interests, intentions and ambitions within Fashion Communication	MO2
	Identify concepts and technical skills in the creation of a body of work	MO3
	Responsible for the implement of a personal body of work to a professional standard	MO4
Demonstrate an appropriate creative, critical and technical skill in realising a self-negotiated project	MO5	

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Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	450
	Total Independent Study Hours:	450
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	150
	Total Scheduled Learning and Teaching Hours:	150
	Hours to be allocated	600
	Allocated Hours	600
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 [Sep][FT][Bower][3yrs] BA (Hons) 2018-19