



Module Specification

Contextualising Practice in Fashion Communication

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Part 1: Information

Module title: Contextualising Practice in Fashion Communication

Module code: UADAKD-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Arnolfini

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 is designed to give students the opportunity to further develop their practice in the creation of a robust body of research and development work and creative and strategic outcomes. Students will negotiate self-directed work as well as developing appropriate creative collaboration/s.

Features: Not applicable

Educational aims: Students are expected to identify and build upon their strengths and professional aspirations, and to use these to support their conceptual and creative development.

Emphasis is placed upon the further development and critical evaluation of an individual creative methodology and the contextualisation of each student's practice within the creative and/or cultural industries, aligning visual aesthetics and values to brands and organisations to create appropriate creative and strategic propositions.

Outline syllabus: Creative risk-taking and experimentation is supported as a vehicle for the generation of new ideas and innovative practice. Students are required to extensively test and apply their conceptual and technical skills, and to take a proactive role in engaging with the appropriate technical resources and, where suitable, collaborative partners, to develop their practice and module-specific outcomes.

Students will initiate and write their own project proposals through discussion and negotiation with tutors according to the project brief, requirements of the learning outcomes, assessment criteria, and the students' ambitions within the subject and industry. Students will organise and manage themselves within the module timeline, and negotiate, develop and realise individual and collaborative outcomes.

At this level, students are expected to demonstrate sophisticated use and application of appropriate media, materials, processes and techniques in the experimentation with, and development of, their ideas. Throughout the module students have the opportunity to showcase these methodologies and to evidence their technical expertise through the extensive development and testing of 'mock-up' prototypes, as well as within the module-specific outcomes.

For assessment, students are required to evidence project management, developmental work, prototypes and mock-ups, and supporting materials and research, to communicate how they have managed themselves and their workload.

Part 3: Teaching and learning methods

Teaching and learning methods: The teaching and learning methods of this module are aimed at supporting the students in developing an individual creative methodology in relation to professional fashion communication practices.

Students are expected to develop a Project proposal based on their creative and technical strengths and individual research interests. This is developed and negotiated through group seminars or activities, and group / individual tutorials.

Progress is monitored through regular group seminars that also serve to offer interim goals to support students' progress and time management, and studio practice presentations that monitor student progress and enable professional communication of ideas.

Students are expected to contextualise their practice within relevant fashion communication and critical contexts throughout the module; this is supported by the focus of group tutorials and through attendance at lectures by visiting speakers, workshops and external opportunities.

Students are fully supported in accessing faculty Technical resources to further develop their practical skills and realise their work.

Specific technical workshops will be organised by the module leader according to the needs of the student group. Students are also expected to negotiate their own access to these centres as part of the planning and proposal process.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, workshops; external visits, supervised time in studio/workshop.

Independent learning includes hours 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.

Students can expect a total of 72 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.

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

MO1 Collate, analyse and critically reflect on research from a range of sources appropriate to individual research interests

MO2 Identify individual interests, technical specialisms and professional ambitions

MO3 Implementation of a personal approach in the development of a body of work

MO4 Generate, develop and resolve ideas for professional contexts

MO5 Professionally communicate their ideas; visually, verbally and/or in writing

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uadakd-30-3.html) via the following link <https://uwe.rl.talis.com/modules/uadakd-30-3.html>

Part 4: Assessment

Assessment strategy: 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 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 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 components:

Portfolio (First Sit)

Description: Body of developmental work, research, learning agreement, supporting materials, summative critique

- 1.The level of research and exploration evident in the development of individual practice
- 2.Critically investigate appropriate contexts for individual practice
- 3.Present a body of work that applies professional and personal skills
- 4.Present, verbally and in writing; personally negotiated projects to an identified audience.

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Portfolio (Resit)

Description: Body of developmental work, research, learning agreement, supporting materials, evaluative statement

- 1.The level of research and exploration evident in the development of individual practice
- 2.Critically investigate appropriate contexts for individual practice
- 3.Present a body of work that applies professional and personal skills
- 4.Present, verbally and in writing; personally negotiated projects to an identified audience.

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 [Sep][FT][Bower][3yrs] BA (Hons) 2021-22

Fashion Communication {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2020-21

Fashion Communication [Sep][PT][Bower][6yrs] BA (Hons) 2019-20