Module Specification

Contextualising Practice in Fashion Communication

Version: 2023-24, v3.0, 19 Dec 2022

Contents

Part 1: Information

Module title: Contextualising Practice in Fashion Communication

Module code: UADNBY-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Design

Module type: Module

Pre-requisites: None

Excluded combinations: Contextualising Practice in Fashion Communication 2023-24

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: This module is designed to give students the opportunity to further develop and apply their skills in the development of a robust body of research and creative work in preparation for the 45 credit module of self-directed study.

Outline syllabus: Students will be expected to further identify and build on their strengths and professional aspirations, and to use these to support their conceptual and creative development. Students will be required to extensively test and apply their conceptual and technical skills, and to take a pro-active role in engaging with the appropriate technical resources. Creative risk-taking and experimentation is supported as a vehicle for the generation of new ideas and innovative practice. Outcomes for this module could include for instance: film shorts, publications, web-development, installations or look books.

Emphasis is placed upon the further development and critical evaluation of an individual creative methodology and the contextualisation of their practice within the creative and/or cultural industries.

Part 3: Teaching and learning methods

Teaching and learning methods: Students initiate and write their own project proposals through discussion and negotiation with Tutors according to the requirements of the learning outcomes and assessment criteria.

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. During this module they have the opportunity to showcase these methodologies and to evidence their technical expertise through the extensive development and testing of prototypes and samples.

For assessment, students are required to present their project proposals, developmental work, prototypes and supporting materials and research. This enables students to analyse the outcome of the module in relation to the initial proposal of work, and to use this to begin to identify a programme of work for the

subsequent self-directed module.

Contact Hours:

Students can expect a total of 36 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: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/index.html

Part 4: Assessment

Assessment strategy: This module is assessed 100% via:

A body of work which should include evidence of extensive research and development for the self initiated brief which follows in the subsequent 60c module. This research and development should include extensive primary and secondary research, critical analysis, idea development, creative experimentation and testing, and participation in formative presentations and 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 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 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 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)

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.

Assessment Criteria

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.

Assessment components:

Portfolio (First Sit)

Description: Body of Developmental Work, Research, Learning Agreement, Supporting Materials, Summative Critique

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, Summative Critique

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