MODULE SPECIFICATION

Part 1: Information			
Module Title	Preparation for Extended Study in Fashion Communication		
Module Code	UADNBY-15-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	15 Credits	ECTS Credit Rating	7.5
Faculty	Arts, Creative Industries and Education	Field	Design
Department	Art and Design		
Contributes towards	BA (Hons) Fashion Communication BA (Hons) Fashion Communication WFY		
Module type:	Project		
Pre-requisites	*None*		
Excluded Combinations	UADAKD-30-3 Preparation for Extended Study in Fashion Communication		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

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 60c module of self-directed study.

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.

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 60 credit 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.

Assessment Strategy:

This module is assessed 100% via component A: 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)
- 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.

Identify final timetabled piece of assessment (component and element)	**Body of Developmental Work**	

	A:	**B:**
% weighting between components A and B (Standard modules only)	**100%**	

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Body of Developmental Work, Research, Learning Agreement, Supporting Materials, Summative Critique	**100%**

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Body of Developmental Work, Research, Learning Agreement, Supporting Materials, Summative Critique	**100%**

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to: 1. Collate, analyse and critically reflect on research from a range of sources appropriate to individual research interests 2. Contextualise their practice within the wider context of the Creative Industries 3. Negotiate a Learning Agreement for study based on the identification and articulation of individual interests, technical specialisms and professional ambitions; 4. Demonstrate the implementation of a creative methodology in the development of a body of work. 5. Apply and develop their expertise in relation to their individual technical specialism/s; 6. Demonstrate the ability to generate, develop and resolve ideas for an individually negotiated professional context. 7. Manage their own learning and access an appropriate range of resources to achieve this; 8. Professionally communicate their ideas; visually, verbally and/or in writing; **All assessed through Component A.**

Key Information Sets Information (KIS)	

Key Information Set - Module data

Number of credits for this module			15		

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114		150	✅

Contact Hours	The table below indicates as a percentage the total assessment of the module which constitutes a; **Written Exam**: Unseen or open book written exam **Coursework**: Written assignment or essay, report, dissertation, portfolio, project or in class test

Total Assessment	**Practical Exam**: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:		
Written exam assessment percentage		
Coursework assessment percentage	100%	
Practical exam assessment percentage		
		100%

Reading List	**Core Reading**			
	Grau, O	(2013)	*Image in the 20th Century*	*Cambridge,Massachusetts: MIT Press*
	Kemp, K	(2009)	*Less and more : the design ethos of Dieter Rams*	*Berlin: Gestalten*
	Shinkle, E	(2008)	*Fashion as photograph : viewing and reviewing images of fashion*	*London : I. B. Tauris*
	Further Reading			
	Celant, G	(2000)	*Looking at fashion: Biennale di Firenzi.*	*Milan: Skira Editore*
	Bourgeois, L	(2011)	*Art & fashion : between skin and clothing Bourgeois, Louise, 1911 - 2010.*	*Bielefeld : Kerber ; Manchester : Cornerhouse (distributor)*
	Chalayan, H	(2011)	*Hussein Chalayan*	*New York ; London : Rizzoli*
	Craigie, C	(2013)	*Blank slate : a comprehensive library of photographic templates*	*Berlin: Gestalten*
	Hack, J	(2009)	*Another Fashion Book Edition 7L*	*Gottingen: Steidl*

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First Approval Date	30th May 2018			
Revision CAP Approval Date		Version	*1*	*Link to RIA 12506*