Module Specification

Developing Practice in Fashion Communication: Realisation

Version: 2026-27, v2.0, Approved

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Part 1: Information

Module title: Developing Practice in Fashion Communication: Realisation

Module code: UADBAF-30-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

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: This module enables students to build upon their strengths and ambitions to develop their individual practice through a series of projects set by the programme.

Features: Not applicable

Educational aims: Students will be required to generate ideas and concepts, and to test and develop these through to outcomes appropriate to different

markets/contexts. Activities and projects within the module enable students to further identify their strengths and interests within a range of skills, processes, contexts and markets relevant to fashion communication.

Outline syllabus: Students will be expected to explore and critically analyse the relationship between initial concepts, process, media, outcome and context, and they will be required to evidence a robust working methodology through the development of a body of work.

Opportunities for collaborative work are encouraged and supported throughout the module. Collaborative work enables students to interact with other students and industry experts from within their own subject and beyond.

All students are required to develop critically rigorous contextual research in relation to the intention and contextual application of their work, and their understanding of their role/roles as a fashion communicator.

This module will develop and build on what students understand about the subject and apply professional approaches in the development and creation of work relevant to the subject area and the students' ambition.

Part 3: Teaching and learning methods

Teaching and learning methods: This module is delivered via lecturers, seminar groups, individual tutorials, workshops and independent study, which will enable students to develop their understanding of a range of research methods and approaches to fashion communication, whilst enabling students to begin to position themselves within key critical debates and develop work at a professional level.

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

MO1 Utilise research from selected sources to realise creative outcomes.

MO2 Convey ideas and information clearly and persuasively through diverse mediums, adapting to different audiences and purposes.

MO3 Demonstrate an understanding of professional working practices associated with Fashion Communication.

MO4 Demonstrate conceptual and critical thinking in creative production processes for defined outcomes.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Staff-guided learning = 72 hours

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 as 100% portfolio which should include evidence of research (idea development and creative experimentation), project outcome(s) and participation in a summative presentation. The body of work and presentation required will be outlined in the module handbook and project brief(s).

Students are expected to present evidence of work which demonstrates engagement with the minimum number of contact and independent study hours for the module.

Individual responses to project brief(s) will be reviewed in formative and summative assessments and will 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 and are designed to offer students the

maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, and to support the ongoing and continuous improvement in their individual creative practice and development as practitioners.

Description: portfolio to include research (idea development, creative experimentation), project outcomes and participation in summative presentation.

100% Portfolio

The resit will match the first sit.

Assessment tasks:

Portfolio (First Sit)
Description: Description: Body of work to include research, idea development, creative experimentation project outcomes and participation in summative critique.
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)
Description: Description: Body of work to include research, idea development, creative experimentation project outcomes and participation in summative critique.
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Fashion Communication [Bower] BA (Hons) 2025-26

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