Module Specification

Self-Directed Study in Fashion Communication: Exploration

Version: 2027-28, v1.0, Approved

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Part 1: Information

Module title: Self-Directed Study in Fashion Communication: Exploration

Module code: UADBAH-30-3

Level: Level 6

For implementation from: 2027-28

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 provides opportunity for students to showcase their conceptual, technical and creative skills and to align these with their personal and professional ambitions, through creative experimentation, testing and prototyping to support the proposal of self-identified outcomes.

Features: Not applicable

Educational aims: This module requires a high level of creative innovation and dexterity as students are required to apply their subject knowledge and understanding with critical and contextual insights and sophistication. Emphasis is placed on conceptual, technical and creative ambition and skills, through which students are supported to develop creative and experimental tests and prototypes to support the proposal of self-identified outcomes.

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, technical and creative skills, and to take a proactive role in engaging with appropriate technical resources to support ideation and the development of their practice.

To conclude this module, students will create and present a proposal of self-identified outcomes in line with their personal and professional ambitions, to be created within a subsequent module.

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

MO2 Approach challenges with a problem-solving mindset, developing innovative and effective solutions.

MO3 Identify professional ambitions and technical specialisms to develop and resolve ideas for professional contexts.

MO4 Demonstrate autonomy in planning, managing, and executing projects, demonstrating resilience and resourcefulness in overcoming obstacles.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://rl.talis.com/3/uwe/lists/0D97F336-CEA2-21F8-7E4A-77F809577FDC.html?lti1p3LaunchId=lti1p3_launch_67e6b1f14416d0.54102615&lti1p3LinkType=deep_link&login=1

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