ARTS UNIVERSITY PLYMOUTH

BA (Hons) : Fashion Media and Marketing

Unit Specification Forms (USFs)

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
METHODS & MATERIALS

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	BA (Hons) Fashion Media and Marketing

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
4	30	300

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
401

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
x		

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
x	x	x		

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	**DISREQUISITE**	**COREQUISITE**	**RESTRICTIONS (COURSE)**
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[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Disrequisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT DESCRIPTION:

This unit provides you with an opportunity to develop and extend your existing knowledge of processes and technologies associated with your field of study, through the exploration of associated methods and materials. You will be introduced to a range of practical methodologies, processes and techniques appropriate to your subject, and encouraged to develop your capacity as a critical maker.

This unit is designed to support and accelerate your individual development as an independent learner which is an essential part of undergraduate study. As a result, this unit is designed to support the successful transition into the 3 year degree by developing skills in self-organisation and critical reflection.

Learning in this unit will comprise a range of approaches including practical, technical and theoretical components appropriate to the subject field. Students will develop ways for generating creative ideas in response to a brief, with a primary focus on the acquisition of appropriate methods/knowledge/materials within the subject field.

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

This unit comprises twelve weeks of study made up of two x 6 week subject-specific projects. Conceptually, this learning will support the development of your practice through technical and academic exploration and integration of learning through studio, labs and/or writing projects.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

This unit will introduce a range of methodologies through a combination of studio and/or workshop based activity, developing technical skills, competencies and applied methods. In support of developing practice, the unit will provide opportunities to develop skills of communication through writing, critique and reflection.

The unit will be comprised of the following indicative content and delivery mode:

- Two x 6 week subject-specific projects;
- Lecture (university-wide):
    1. Knowing, Being, Doing - the principles of creative practice;
    2. Best practice in reading, interpreting and responding to a brief;
    3. Introduction to creative research approaches, paradigms and their application;
- Seminar (subject specific):
    1. Examining methods/knowledge/materials;
    2. Textual analysis (thematic analysis of context, content and terminology);
    3. Historical, cultural and contextual considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): technical skills and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the

Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

This unit will introduce a range of methodologies through a combination of studio and/or workshop based activity, developing technical skills, competencies and applied practical methods. In support of developing practice, the unit will provide opportunities to develop skills of communication through writing, critique and reflection.

The unit will be comprised of the following indicative content and delivery mode:

- Two x 6 week subject-specific projects;
- Lecture (university-wide):
    1. Knowing, Being, Doing - the principles of creative practice;
    2. Best practice in reading, interpreting and responding to a brief;
    3. Introduction to creative research approaches, paradigms and their application.
- Seminar (subject specific):
    1. Examining methods/knowledge/materials;
    2. Textual analysis (thematic analysis of context, content and terminology);
    3. Historical, cultural and contextual considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): online technical skill support and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

Blending theory and technical skills, this unit introduces visual methods of communication utilised by the fashion industries, specifically fashion photography.

Closely linked to contemporary conversations and popular culture, fashion media and marketing reflects gender and sexuality, attitudes, aspirations, and tastes. Introducing you to the tools and mediums used in the creation of fashion media, you will develop both practical and critical skills associated with the methods of research and media creation. By working with relevant processes, equipment and software you will cultivate your skills as an emergent fashion communicator.

This unit is made up of two x 6 week subject-specific projects:

Project One: Introduction to Fashion Photography & Retouching Principles
You will begin to build your awareness of photographic representation and fashion visual language, exploring the fundamental skills of lighting, composition and retouching for social content creation. You will experiment with a range of processes, materials and methods to contextualise the role of

content creation within contemporary fashion narratives.

Project Two: Studio Photography & Styling
Exploring visual communication brand strategies, you will create photographic media that conveys engaging and relevant fashion stories. Carefully selecting models and props, you will reflect desired audience specifics, through construction of set design and lighting.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

Project One: Introduction to Studio Photography & Retouching Principles

- Investigations into methods of photographic visualisation critiquing contemporary and historical fashion imagery.
- Studio practice, capture, lighting and composition; fundamental skills and approaches.
- Testing and exploring photographic retouching methods.
- Technical software skills, the application of practice.

Outcomes and contexts for the work could include but are not restricted to: Portfolio of experimental images, retouching developments documenting acquisition of knowledge and technical advancement.

Project TWO: Studio Photography Practise & Styling
- Developing, planning and sharing creative and ethical approaches in response to the needs of identified audiences.
- Editing and presenting media outcomes for specific audiences, considering publishing platforms.
- Exploring methods of creative critical judgement through photographic approaches, considering making, editing and publishing.
- Studio practice, technical software skills, application to practice.

Outcomes and contexts for the work could include but are not restricted to: Mood boards, health & safety documentation, experimental photographic portfolio, presentation of edited media.

The work submitted for assessment for this Unit should include work produced across both projects.

Cross university lectures have been designed to introduce best practice in responding to creative briefs, to introduce approaches to creative research and to support the development of a body of creative work for submission at the end of the unit.

Subject Seminars will inform practice, linking directly to the above activities:
- Examining methods/knowledge/materials: Introducing methods of conceptual thinking; specifically styling and visual storytelling.
- Textual analysis (to support submission of the end of unit 500 word textual analysis): Client brief: critiquing and contextualising.
- Historical, cultural & contextual considerations: Critiquing ideas development, drawing from modes of visual communication, representation and cultural identity.

Note: all AUP Frameworks have been taken into account in the completion of this Unit Specification Form

4.5 READING LIST:				
Key texts				
Barnard, M	(2020)	Fashion Theory: A Reader	Oxford	Routledge
Child, J., and Galer, M.,	(2008)	Photographic Lighting	Massachusetts	Focal Press
Hicks, R.,	(2002)	Still life and Special Effects Photography: a guide to professional lighting techniques	Brighton	RotoVision SA
Remy, P.,	(2014)	The Art of Fashion Photography	Munich	Prestel
Remy, P.,	(2018)	Antiglossy: Fashion Photography Now	New York	Rizzoli International Publications
Sargent, A.,	(2019)	The New Black Vanguard	New York	Aperture

Links:
https://www.the-aop.org/awards/2019-photography-awards
https://www.worldphoto.org/sony-world-photography-awards
https://theimpression.com/
https://www.dazeddigital.com/fashion

Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:
Our LABs support your learning and facilitate skill acquisition in response to your ideas and research. Each LAB holds specialist resources and offers a set of skill specific workshops which encourage exploration as you think through ideas, materials, processes and their applications,   During this unit you may explore the following: Film and Photography Studios   Digital Print Bureau   Mac Suite   ERC

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Identify appropriate methods and materials in the production of new creative practice 2. Investigate methods of concept visualisation in response to a creative brief
COGNITIVE SKILLS	3. Evidence research-informed judgements through the development of a creative output 4. Recognise how different modes of practice can be used to inform the development of creative practice
PRACTICAL & PROFESSIONAL ATTRIBUTES	

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	**RELATED LEARNING OUTCOMES**	**WEIGHTING [FG / PF] (%)**	**PASS MARK (%)**	**SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER**
A body of creative practice	1, 2 ,3	100% FG	40%	To submit work from both 6 week projects
Textual analysis (500 words)	4	100% FG	40%	Written analysis to encompass learning from a specific task which relates to both 6 week projects

6.2 ADDITIONAL ASSESSMENT NOTES:
12 weeks/ 2 x 6 week projects. Project blocks comprise 5 weeks of working and 1 week of formative feedback. Word count is a maximum and there is no % upper variance. Students not penalised for a submission under the word count.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Purposeful and engaged practitioners who demonstrate intellectual and personal curiosity for specialist creative practice.
- Critical thinkers who use evidence and research to inform their decisions.
- Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.
- Innovators who explore new ways of working using a flexible and inclusive approach.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Information search
- Information management
- Information authenticity
- Communication
- Messaging others
- Collaboration
- Device Security
- Health and wellbeing

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Critical thinking & creative problem solving
- Adaptable & Flexible
- Organisational & management skills
- Self-awareness & resilience
- Digital excellence and a willingness to learn

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
ENCOUNTERING PLACE

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	BA (Hons) Fashion Media and Marketing

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
4	**30**	**300**

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
402

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
x		

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
x	**x**	**x**		

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	**DISREQUISITE**	**COREQUISITE**	**RESTRICTIONS (COURSE)**
-	-	-	-

[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Disrequisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

The unit is place-based and focuses on the geographical offerings and potential of a site specific location (e.g. Plymouth or other location), and its surroundings to orientate practice through situational grounding. Conceptually, this place-based learning will support you to engage in projects linked to subject specialism through a consideration of place-oriented ideas and its relation to notions of production, materials and/or narratives. In particular it will utilise the potential of site-specificity and it's immediate geographies to consider the relationship of the local to the global. Unit delivery will comprise a range of approaches to developing your learning, comprising practical, technical and theoretical components.

You will develop ways for generating creative ideas in response to a brief, with a primary focus on creative problem solving and methods and materials in relation to notions of place, within the context of the subject field.

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

This unit comprises twelve weeks of study made up of two x 6 week subject-specific projects. Conceptually, this learning will support the development of your practice through technical and academic exploration and integration of learning through studio, labs and/or writing projects.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

Students will be encouraged to develop their learning through the introduction of theoretical and practical approaches to problem solving, with an emphasis on the production of artefact (appropriate to subject enquiry). In addition, this unit will develop critical engagement with the concept of place, providing opportunities to develop skills of communication through writing, image/artefact and spoken word.

The unit will be comprised of the following indicative content and delivery mode:

- Two x 6 week subject-specific projects;
- Lecture (university-wide):
    1. Critical thinking/critical making;
    2. Developing approaches to solution-based learning;
    3. Presentation and communication skills (written & visual);
- Seminar (subject specific):
    1. Notions of place (narratives, identity and manufacture);
    2. The local and the global;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): technical skills and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

Students will be encouraged to develop their learning through the introduction of theoretical and practical approaches to problem solving, with an emphasis on the production of artefact (appropriate to subject enquiry). In addition, this unit will develop critical engagement with the concept of place, providing opportunities to develop skills of communication through writing, image/artefact and spoken word.

The unit will be comprised of the following indicative content and delivery mode:

- Two x 6 week subject-specific projects;
- Lecture (university-wide):
    1. Critical thinking/critical making;
    2. Developing approaches to solution-based learning;
    3. Presentation and communication skills (written & visual);
- Seminar (subject specific):
    1. Notions of place (narratives, identity and manufacture);
    2. The local and the global;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): online technical skill support and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work via online support;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific): Online group and/or individual critique;
- Tutorial: Online group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

Fashion Media and Marketing allows us to encounter people as both customers and audiences in a variety of places and contexts. Introducing consumers to powerful narratives, fashion communicators utilise a range of media and communication channels to engage with onlookers.

This unit will introduce you to the environments where we meet customers, help you to identify specific groups through market research and use visual communication to create engaging stories that will resonate with, excite and inspire your audience. You may wish to use Plymouth or an alternative physical place as appropriate on which to base your studies in consultation with your tutors.

This unit is made up of two x 6 week subject-specific projects:

Project One: Encountering Audience
You will look at the places and environments where fashion meets its consumers and explore how fashion is communicated at local, regional, national and global levels. You will investigate how groups can be segmented to maximise interest whilst also taking into account inclusivity and diversity, and you will also consider site specific locations and evaluate how they interact with digital and social spaces. You will conclude the project by identifying a specific audience to work with for the second part of the unit.

Project Two: Encountering Brand
This project will help you build research and realisation skills for this and future units. You will investigate how values are communicated over various forms of graphic design and branding, decoding and analysing the visual narratives and devices that are used to promote fashion over a variety of media. Additionally you will explore both software and traditional processes to create your own promotional visuals over digital and physical channels.

You will be introduced to methods of research, generating ideas and problem solving as well as examining processes, methods and materials in relation to notions of place.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

Project One: Encountering Audience
- Customer research using primary and secondary methods that are relative to current industry practices and context
- The examination of physical place and digital channels used in Fashion Media and Marketing
- Customer and data visualisations techniques using a range of digital and/or analogue media

Outcomes and contexts for the work could include but are not restricted to: Reports, written copy, mood boards, audits, interviews, surveys, data visualisations and presentations.

Project Two: Encountering Brand
- Developing, planning and producing creative and ethical solutions in response to the needs of an identified audience
- Exploring fundamental media design skills and approaches for Fashion Media and Marketing strategies.
- Producing research-informed visual experimentations for print, digital and social media channels to develop creative practice and visual language.

Outcomes and contexts for the work could include but are not restricted to: Graphic design, experimentation for point of sales materials, native and social media branding, publishing design.

Throughout this unit, work in progress will be presented and discussed in regular group crits aimed to provide constructive advice, support ideas progression and share good practice. Students will be introduced to presentation methods and skills that can be used to creatively communicate a body of work and at the end of the unit will select one of their 6 week projects for their end of unit presentation. Assessment will be based on both the content and delivery of the presentation.

Cross university lectures will explore critical thinking/critical making and developing approaches to solution-based learning and a lecture on presentation and communication skills will support preparation for the end of unit 10min presentation.

Subject Seminars will inform practice, linking directly to the above activities:
- Notions of place (narratives, identity and manufacture): Exploration of visual language, Ethical considerations, semiotics and branding.
- The Local and the Global: Examining the theme of place (from local Plymouth contexts to global possibilities) via the physical touchpoints and digital channels of Fashion Media and Marketing.
- Historical, cultural & ethical considerations: Investigating brand identity and responsibility.

Note: all AUP Frameworks have been taken into account in the completion of this Unit Specification Form

4.5 READING LIST:					
Key texts					
Bendoni, W.,	(2017)	Social Media for Fashion Marketing: Storytelling in a digital world		London	Bloomsbury
Harris, C.,	(2017)	The Fundamentals of Digital Fashion Marketing (Chapter 6: Digital Spaces and Innovations p172-202)		London	Bloomsbury
Lascity, M E	(2021)	Communicating Fashion Clothing, Culture, and Media (Chapter 7: Ads, Brands and Retail Considerations)		London	Bloomsbury
Lea-Greenwood, G.,	(2013)	Fashion Marketing Communications		London	Wiley

Links:
https://www.bloomsburyfashioncentral.com/
https://www.voguebusiness.com/
https://www.businessoffashion.com/

Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:

Our LABs support your learning and facilitate skill acquisition in response to your ideas and research. Each LAB holds specialist resources and offers a set of skill specific workshops which encourage exploration as you think through ideas, materials, processes and their applications,

During this unit you may explore the following:

Photographic studios
Imprint lab
Digital Print Bureau
Fab Lab
Mac Suite

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate contextual knowledge and associated creative approaches in response to a project themes 2. Explore ideas, concepts, proposals, solutions in response to a creative brief 3. Identify appropriate ethical considerations in relation to the delivery of a named project brief
COGNITIVE SKILLS	
PRACTICAL & PROFESSIONAL ATTRIBUTES	4. Communicate effectively the outcomes of a project brief to a named audience

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	**RELATED LEARNING OUTCOMES**	**WEIGHTING [FG / PF]**	**PASS MARK (%)**	**SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER**
A 10 minute presentation to a small group (assessed on content)	1, 2, 3	75% FG	40%	Students are required to select one 6 week project and present their work
Assessment of presentation skills used in element 1 (above)	4	25% FG	40%	Students are assessed on their presentation skills as part of their 10 minute presentation (above).

6.2 ADDITIONAL ASSESSMENT NOTES: This text is from the validated Blueprint
Presentation format: Presentation format: to be determined by the course for synchronous delivery. Delivery to be 10-mins. To a small group. 12 weeks/ 2 x 6 week projects. Project blocks comprise 5 weeks of working and 1 week of formative feedback.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Purposeful and engaged practitioners who demonstrate intellectual and personal curiosity for specialist creative practice.
- Critical thinkers who use evidence and research to inform their decisions.
- Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.
- Empathetic, and recognise the aspirations and needs of others to create a dynamic working environment.
- Champions of social justice and sustainability as seen through their creative and professional practice.
- Digitally confident who can work across multiple digital environments and platforms.
- Innovators who explore new ways of working using a flexible and inclusive approach.
- Impactful contributors who recognise the importance of effective and considered communication.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING OF DIGITAL LITERACY SKILLS:

- Information search
- Information management
- Information authenticity
- Communication
- Messaging others
- Artefact creation
- Intellectual property
- Sustainability
- Troubleshooting
- Creativity
- Self-sufficiency

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Effective & impactful communication
- Critical thinking & creative problem solving
- Adaptable & flexible working
- Self-awareness & resilience

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
EXPLORING SUBJECT

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	BA (Hons) Fashion Media and Marketing

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
4	**30**	**300**

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
403

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
	x	

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
x	**x**	**x**		

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	**DISREQUISITE**	**COREQUISITE**	**RESTRICTIONS (COURSE)**
-	-	-	-

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[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Disrequisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

This unit comprises a space of learning centred on your subject specialism within art, design or critical-cultural disciplines. It will support your engagement with subject-specific ideas and applications, encouraging critical reflection on your individual creative practice and subject within the larger creative arts domain. You will be supported to undertake an imaginative approach to your subject that challenges historical and cultural assumptions.

This unit will provide a framework to support your continuing engagement with concepts and contexts associated with your subject. You will develop ways for generating creative ideas in response to a brief, with a primary focus on developing personal interests and capacity as an individual practitioner within their chosen subject. The unit will foreground subject specific enquiry as a place of knowledge acquisition that generates practice-based and/or written outcomes. As such the unit is designed to encourage and develop approaches for independent learning, practice-based study, critical writing and reflection. As the unit progresses, you will be able to apply the knowledge and skills that you have acquired through a process of experimentation and critical analysis.

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

This unit comprises twelve weeks of study made up of two x 6 week subject-specific projects. Conceptually, this learning will support the development of your practice through academic and /or technical exploration and integration of learning through studio, labs and/or writing projects.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

Learning in this unit will focus on a deeper exploration of individual student interests, supported by subject-specific teaching. With an emphasis on the production of artefact (appropriate to subject enquiry), students will be encouraged to utilise a range of methodologies and problem-solving through a combination of studio and/or workshop based activity, technical application and approaches for gathering research. In support of producing new work, the unit will provide opportunities to develop skills of communication through writing and image/artefact

The unit will be comprised of the following indicative content and delivery mode:

- Two x 6 week subject-specific projects;
- Lecture (university-wide):
    1. Introducing practice-based methodologies;
    2. Developing a critical path for practical enquiry;
    3. Approaches to critical reflection (written & visual).
- Seminar (subject specific):
    1. Exploring contemporary practices;
    2. Identifying personal themes;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines.
- Lab (subject specific): Technical skills and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Critique: Group and individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

Learning in this unit will focus on a deeper exploration of individual student interests, supported by subject-specific teaching. With an emphasis on the production of artefact (appropriate to subject enquiry), students will be encouraged to utilise a range of methodologies and problem-solving through a combination of studio and/or workshop based activity, technical application and approaches for gathering research. In support of producing new work, the unit will provide opportunities to develop skills of communication through writing and image/artefact

The unit will be comprised of the following indicative content and delivery mode:

- Two x 6 week subject-specific projects;
- Lecture (university-wide):
    1. Introducing practice-based methodologies;
    2. Developing a critical path for practical enquiry;
    3. Approaches to critical reflection (written & visual).
- Seminar (subject specific):
    1. Exploring contemporary practices;
    2. Identifying personal themes;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines.
- Lab (subject specific): online technical skill support and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work via online support;
- Directed study: independent work in support of unit outcomes;
- Critique: Online group and individual critique;
- Tutorial: Online group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

During this unit you will be asked to take a more independent and imaginative approach to your learning. Investigating editorial practices, you will critically reflect on your personal interests within Fashion Media and Marketing when generating published outcomes. You will be supported in the generation of practice-based and/or written outcomes, presenting highly relevant samples reflecting contemporary fashion and media environments.

This unit is made up of two x 6 week subject-specific projects:
Project One: Editorial Principles
You will specify, research and produce personalised content for this project. You may choose to work on your own or with collaborators, but the content should draw upon your own individual

interests and identify your personal 'USP'. You will investigate your own selection of practitioners, audiences and industry sectors, along with niche markets and interests, to create editorial content that is relevant to Fashion Media and Marketing.

Project Two: Publication Design
After identifying an audience, you will investigate different publishing platforms and media selecting those most relevant to this group. Drawing on the principles of visual communication you should identify appropriate visual languages when designing and specifying how you will present your editorial content. You will also need to consider how your publication can be promoted to your audience and how it will stand out from other publications / channels.

This unit will provide a framework to support your continuing engagement with concepts and contexts associated with Fashion Media and Marketing. Via technical workshops in location lighting, styling and publishing software you will begin to develop fashion narratives, generating individualised creative ideas in response to a brief.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

Project One: Editorial Principles
- Formulate personalised responses over a range of communication modes
- Technical and practical media trials
- Modes of research: Exploring subject matter through industry & journalistic resources and market research.
- Modes of content creation: Location based photography, feature and post writing, editorial creation and guidelines.

Outcomes and contexts for the work could include but are not restricted to: Editorial guidelines, written features, articles and interviews, visual or written reportage,along with trails in illustrations, photography, print or digital media, podcasts or broadcasts, and a formative feedback log.

Project Two: Publication Design
- Investigations into audience appropriate platforms for publishing and/or presentation of content.
- Conceive and produce a range suitable and innovative content utilising research and resources and/or collaborations
- Practical explorations into image making and design processes.
- Design: Identity, representation, graphic design fundamentals, materiality, creative and art direction, sustainability.

Outcomes and contexts for the work could include but are not restricted to: Zines, print, portfolio, blogs, vlogs, podcasts, digital platforms and publications, social media accounts.

Cross university lectures will introduce practice-based methodologies and critical pathways for practical enquiry. A lecture on approaches to critical reflection will support preparation of the end of unit written critical reflection.

Subject Seminars will inform practice, linking directly to the above activities:
- Exploring contemporary practices: Critical appraisals of publishing platforms and their promotion.
- Identifying personal themes: Creating content for niche audiences within the context of contemporary Fashion Media and Marketing.
- Historical, cultural & ethical considerations: Collaboration and crediting.

Note: all AUP Frameworks have been taken into account in the completion of this Unit Specification Form

4.5 READING LIST:				
Key texts				
Bradford, J.,	(2020)	Fashion Journalism (Chapters 5-9)	London	Routledge
Caldwell, C., and Zappaterra, Y.,	(2014)	Editorial Design: Digital and Print	London	Laurence King Publishing
Duncombe, S.,	(2017)	Notes from Underground: Zines and the Politics of Alternative Culture (Chapter 2: Identity p17-43 and Chapter: 3 Community p44-72)	Portland, Oregon	Microcosm Publishing
Evening, M.,	(2015)	Photographers at Work: Essential business and production skills for photographers in editorial, design, and advertising	Berkley	New Riders
Leslie, J.,	(2013)	The Modern Magazine: Visual Journalism in the Digital Era	London	Lawrence King
Triggs, T.,	(2010)	Fanzines	London	Thames and Hudson

Links:
https://www.bloomsburyfashioncentral.com/
https://www.stackmagazines.com/
http://www.danskmagazine.com/attention/the-new-age-of-fashion-publishing/#:~:text=One%20thing%20that%20characterizes%20much,reflection%20in%20the%20fashion%20world.
Publishing

Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:

Our LABs support your learning and facilitate skill acquisition in response to your ideas and research. Each LAB holds specialist resources and offers a set of skill specific workshops which encourage exploration as you think through ideas, materials, processes and their applications,

During this unit you may explore the following:

Film and Photography Studios
Digital Print Bureau
Mac Suite
Learning Lab
ERC

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate an awareness of audience in relation to the production of a creative practice output
COGNITIVE SKILLS	2. Select appropriate practical and contextual approaches in the development of individual practice outcomes. 3. Apply critical reflection in support of a creative position 4. Explore the relationship between the conception and production of practical work
PRACTICAL & PROFESSIONAL ATTRIBUTES	

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	**RELATED LEARNING OUTCOMES**	**WEIGHTING [FG / PF] (%)**	**PASS MARK (%)**	**SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER**
A creative response to a project brief (submit samples from both projects)	1, 2, 4	100% FG	40%	To submit work from both 6 week projects
Critical reflection (500 words)	3	100% FG	40%	Written analysis to encompass learning from a specific task which relates to both 6 week projects

6.2 ADDITIONAL ASSESSMENT NOTES:
12 weeks/ 2 x 6 week projects. Project blocks comprise 5 weeks of working and 1 week of formative feedback. Word count is a maximum and there is no % upper variance. Students not penalised for a submission under the word count.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Purposeful and engaged practitioners who demonstrate intellectual and personal curiosity for specialist creative practice.
- Critical thinkers who use evidence and research to inform their decisions.
- Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.
- Reflective practitioners who learn from past experience and welcome new opportunities to expand their views, knowledge and creative practice.
- Ethical practitioners and work with an informed awareness of how their actions may impact others.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.
- Self-aware and actively engage in managing their physical and mental wellbeing.
- Empathetic, and recognise the aspirations and needs of others to create a dynamic working environment.
- Champions of social justice and sustainability as seen through their creative and professional practice.
- Digitally confident who can work across multiple digital environments and platforms.
- Innovators who explore new ways of working using a flexible and inclusive approach.
- 2 Impactful contributors who recognise the importance of effective and considered communication.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Information search
- Information management
- Information authenticity
- Communication
- Messaging others

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Critical thinking & creative problem solving
- Emotional intelligence & consideration of others
- Adaptable & flexible working
- Organisational & management skills
- Self-awareness & resilience

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
PLATFORMS OF EXCHANGE

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	Common core unit.

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
4	30	300

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
404

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
	x	

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
x	x			

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	**DISREQUISITE**	**COREQUISITE**	**RESTRICTIONS (COURSE)**
-	-	-	-

[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Disrequisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

This unit focuses on collaboration as a practice, way of working and an experience. This will support your engagement in teams, including with staff, to unite around projects that afford the creative development of methodologies for working on production cycles from concept to exhibition and/or display.

The unit serves as a platform for the exchange of critical thinking and practical exploration, and as such is designed to extend the possibilities for interdisciplinary discourse and approaches to practice. You will be encouraged to share your creative attributes in pursuit of creative problem solving, and to develop your capability through group mutual interests and cooperative approaches.

Through the introduction of issue-based learning and methodologies for team working & group work, you will engage in interdisciplinary approaches to thematic enquiry, providing opportunities for collaboration, emergent thinking and cross-pollination to establish through mutual objectives. The project will respond to a contemporary theme or real world issue, devised in advance by the unit team.

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

The unit will provide opportunities to engage with the wider creative community, bringing together students from across courses to consider their agency in providing solutions to real world issues. Comprising twelve weeks of study made up of one interdisciplinary project, this learning will support the development of your practice through collaborative exploration and integration of thematic group learning through studio, labs and/or writing projects.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

Unit delivery will comprise a range of approaches to developing student learning, including practical and theoretical components. Students will broaden their subject focus through integration with the wider creative community, to produce creative solutions to a university-wide thematic project with a primary focus on social justice.

The unit will combine critical thinking and practical application with group-working at the centre of learning through the production of a project artefact (real or virtual). In support of producing new work, the unit will provide opportunities to develop skills of communication through team working, critical reflection, image/artefact and spoken word. The focus of this unit centres on the critical and applied knowledge gained through team working, evidenced through critical reflection upon collaborative working and the impact of individual contribution in determining creative project outcomes.

The unit will be comprised of the following indicative content and delivery mode:

- Thematic project (cognate or project-specific groups)
- Lecture (university-wide):
    1. Social justice and the creative arts;
    2. Team working & group work theory/practice;
    3. Community engagement, communication strategies & forms of critical reflection;
- Seminar (cognate or project-specific groups):
    1. Social justice themes;
    2. Interdisciplinary approaches;

3. Historical, cultural and ethical considerations in relation to interdisciplinary issues and ideas.
- Lab (course specific): technical skills and their application to a specific project;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Critique (course specific): Group critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

Unit delivery will comprise a range of approaches to developing student learning, including practical and theoretical components. Students will broaden their subject focus through integration with the wider creative community, to produce creative solutions to a university-wide thematic project with a primary focus on social justice.

The unit will combine critical thinking and practical application with group-working at the centre of learning through the production of a project artefact (real or virtual). In support of producing new work, the unit will provide opportunities to develop skills of communication through team working, critical reflection, image/artefact and spoken word. The focus of this unit centres on the critical and applied knowledge gained through team working, evidenced through critical reflection upon collaborative working and the impact of individual contribution in determining creative project outcomes.

The unit will be comprised of the following indicative content and delivery mode:

- Thematic project (cognate or project-specific groups)
- Lecture (university-wide):
    1. Social justice and the creative arts;
    2. Team working & group work theory/practice;
    3. Community engagement, communication strategies & forms of critical reflection;
- Seminar (cognate or project-specific groups):
    1. Social justice themes;
    2. Interdisciplinary approaches;
    3. Historical, cultural and ethical considerations in relation to interdisciplinary issues and ideas.
- Lab (subject specific): online technical skill support and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work via online support;
- Directed study: independent work in support of unit outcomes;
- Critique (subject specific): Online group and/or individual critique;
- Tutorial: Online group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:
There are no specific additions required for this unit. Description as 4.1.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:
A theme will be chosen at the university-level and the unit delivered as indicated in box 4.2a/4.2b.

4.5 READING LIST:

Key texts				
Brown, V,. Harris, J., Russell, J.,	(2010)	Tackling wicked problems: through the transdisciplinary imagination	London	Earthscan
Jang, S., et a	(2020)	101 Things I Learned in Product Design School	New York	Crown
Ledwith, M., Springett, J.,	(2010)	Participatory practice: community-based action for transformative change	Bristol	The Policy Press
Resnick, E.,	(2016)	Developing Citizen Designers (Chapter 2.1 Collaborative Learning p139-187)	London	Bloomsbury
Williams, K., Woolliams, M., Spiro, J.,	(2009)	Reflective writing	Hampshire	Palgrave Macmillan

Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:

Our LABs support your learning and facilitate skill acquisition in response to your ideas and research. Each LAB holds specialist resources and offers a set of skill specific workshops which encourage exploration as you think through ideas, materials, processes and their applications,

During this unit you may explore the following:
Drawing Lab
Material Lab
Fab Lab
Imprint Lab
Learning Lab
Sewing Lab
Digital Print Bureau
Mac Suite
Film and Photography Studios
Animation Studios
ERC

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	
COGNITIVE SKILLS	1. Demonstrate the application of practice in the development and production of an interdisciplinary group project
PRACTICAL & PROFESSIONAL ATTRIBUTES	2. Evidence the application of appropriate interpersonal, social and negotiation skills when working as part of a team 3. Articulate strategies to support the delivery a project brief to a deadline 4. Explore the knowledge and practice of effective team working to inform personal development

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	**RELATED LEARNING OUTCOMES**	**WEIGHTING [FG / PF] %**	**PASS MARK (%)**	**SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER**
An interdisciplinary project artefact in response to a project brief	1	50% FG	40%	Creation of work in response to a project brief
Team Project evaluation - exploring teamwork and the delivery of the project (2000 words)	2, 3, 4	50% FG	40%	Submission to be completed on a pre-structured proforma drawing from personal experience and reflection

6.2 ADDITIONAL ASSESSMENT NOTES:
12 weeks/ 1 x 12 week project. Project block comprises 10 weeks of working and 2 weeks of formative feedback. Word count is maximum and there is no % upper variance. Students not penalised for a submission under the word count.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Purposeful and engaged practitioners who demonstrate intellectual and personal curiosity for specialist creative practice.
- Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.
- Reflective practitioners who learn from past experience and welcome new opportunities to expand their views, knowledge and
- Ethical practitioners and work with an informed awareness of how their actions may impact others.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.
- Empathetic, and recognise the aspirations and needs of others to create a dynamic working environment.
- Champions of social justice and sustainability as seen through their creative and professional practice.
- Digitally confident who can work across multiple digital environments and platforms.
- Innovators who explore new ways of working using a flexible and inclusive approach.
- Confident working in teams and thrive through partnerships, collaboration and networking.
- Impactful contributors who recognise the importance of effective and considered communication.
- Global citizens who value collaboration to enrich and enhance their work.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Information search
- Information management
- Information authenticity
- Communication
- Messaging others
- Collaboration
- Networking
- Digital persona

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Effective & impactful communication
- Critical thinking & creative problem solving
- Networking & public engagement
- Adaptable & flexible working
- Self-awareness & resilience
- Confidence, leadership & social influence
- Emotional intelligence & consideration of others

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
SPECULATIVE STRATEGIES

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	BA (Hons) Fashion Media and Marketing

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
5	**30**	**300**

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
501

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
x		

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
x	**x**	**x**		

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	**DISREQUISITE**	**COREQUISITE**	**RESTRICTIONS (COURSE)**
401 402 403 404			

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[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Disrequisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

This unit builds on the development of individual and collective subject knowledge and understanding achieved through level 4, enhancing your awareness of research-informed practice, the role of speculation, risk and failure, and the development and/or adoption of new or unfamiliar methodologies in developing creative practice.

This unit focuses on the development of individual and/or group creative practice, in response to a subject-specific brief. In determining outcomes, you will be expected to investigate and develop new approaches to augment and extend your learning within your discipline. The focus of investigation lies in the exploratory nature of creative research. As such the unit places emphasis on the critical and practical processes used for the realisation of ideas generation, propositional and/or hypothetical creative outputs, rather than a focus on finished and final outcomes.

It will support you to engage in a multi-faceted consideration of creative problem solving, providing a range of possible solutions that fuel critical ongoing evaluation and critique. You will be supported to undertake an investigative approach to your specialist area of study that challenges historical, cultural assumptions in order to question subject and discipline orthodoxies.

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

This unit comprises twelve weeks of study made up of one x 12 week subject-specific project. Conceptually, this learning will support the development of your practice through academic and /or technical exploration and integration of learning through studio, labs and/or writing projects.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

Students will be encouraged to conceptualise their learning through the consideration of speculative theoretical and practical approaches to creative practice. With an emphasis on the production of artefact (appropriate to subject enquiry), students will be encouraged to utilise a range of unfamiliar or new methodologies through a combination of studio and/or workshop based activity, technical application and methods for gathering research. The unit places an emphasis on the development of critical and practical understanding through associated 'works in progress' (such as drafts, concepts, proposals, demos, maquettes, trials, mock-ups, or other investigative forms of visualisation) that demonstrate propositional thinking and evidence the range of considerations and choices made in determining an outcome. In support of producing new work, the unit will provide opportunities to develop skills of communication through writing an evaluation of individual creative skills and attributes.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific projects;
- Lecture (university-wide):
    1. Developing a research-informed approach to creative practice;
    2. Speculation, risk and failure;
    3. Project evaluation: auditing creative skills and attributes.
- Seminar (subject-specific):
    1. Speculative strategies for practice;
    2. Visualising research;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines.

- Lab (subject specific): technical skills and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Critique: Group and individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

Students will be encouraged to conceptualise their learning through the consideration of speculative theoretical and practical approaches to creative practice. With an emphasis on the production of artefact (appropriate to subject enquiry), students will be encouraged to utilise a range of unfamiliar or new methodologies through a combination of studio and/or workshop based activity, technical application and methods for gathering research. The unit places an emphasis on the development of critical and practical understanding through associated 'works in progress' (such as drafts, concepts, proposals, demos, maquettes, trials, mock-ups, or other investigative forms of visualisation) that demonstrate propositional thinking and evidence the range of considerations and choices made in determining an outcome. In support of producing new work, the unit will provide opportunities to develop skills of communication through writing an evaluation of individual creative skills and attributes.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific projects;
- Lecture (university-wide):
    1. Developing a research-informed approach to creative practice;
    2. Speculation, risk and failure;
    3. Project evaluation: auditing creative skills and attributes.
- Seminar (subject-specific):
    1. Speculative strategies for practice;
    2. Visualising research;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines.
- Lab (subject specific): online technical skill support and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work via online support;
- Directed study: independent work in support of unit outcomes;
- Critique (subject specific): Online group and/or individual critique;
- Tutorial: Online group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

Speculating the future of creative technologies, you will build on the skills acquired in units 401 and 403. Developing technical knowledge of moving image, you will produce a series of investigational outcomes engaging with brand values and aesthetics. Focusing on disruptive and experimental processes, your 'work in progress' will critically explore concepts and narratives within fashion film.

This unit is designed to support and accelerate your individual development as an independent learner and fashion communicator. It will help you develop skills in self-organisation and critical reflection that you will use at all levels of your degree.

This unit is made of 1 x 12 week subject specific project:

Project: Introduction to Fashion Film & Styling for Moving Image
Combining technical knowledge with creative theory you will be encouraged to develop a body of work, researching and experimenting with existing and new technologies. Continuing to expand your reflective practice within the areas of fashion media and communication production, you will be encouraged to explore innovative solutions to existing media strategies. You will be expected to challenge and critique current conventions, crafting your knowledge of cinematography, editing and sound.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

Project: Introduction to Fashion Film & Styling for Moving Image

- Researching and critiquing creative concepts and narratives within fashion film.
- Exploring methods of conceptual thinking; moving image analysis, styling and conceptualisation.
- Reviewing industry methodologies, to examine creative and professional ideas development, learning to explore and value speculation, risk and failure as part of the creative process.
- Exploring materials for portfolio production, fundamental skills and approaches of media production methods, editing and publishing.
- Evidence effective approaches to project management independently and/or as a member of a team.

Outcomes and contexts for the work could include but are not restricted to a: 'Work in progress' portfolio of experimental outcomes and documenting acquisition of knowledge and technical advancement, including a written evaluation focusing on the project outcomes and problem solving.

Cross university lectures will inform practice and the end of unit submission of work in progress by introducing research-informed approaches to creative practice and exploring the creative potential of speculation, risk and failure. A lecture on auditing creative skills and attributes will support the end of unit project evaluation.

Subject Seminars will inform practice, linking directly to the above activities:
- Speculative strategies for practice: The future of creative technology, fashion film production.
- Visualising research: Critiquing and contextualising visual research methodologies.
- Historical, cultural & ethical considerations: Decoding visual innovation and ethical production in contemporary fashion film production

Note: all AUP Frameworks have been taken into account in the completion of this Unit Specification Form

4.5 READING LIST:				

Key texts				
Barnwell, J.,	(2017)	Production Design for Screen: visual storytelling in film and television	London	Bloomsbury
Cope, J., and Maloney, D.,	(2016)	Fashion Promotion in Practice	London	Fairchild Books
Rees-Roberts, N.,	(2018)	Fashion Film: art and advertising in the digital age	London	Bloomsbury
Reynolds, M.,	(2019)	Supreme Models: iconic black women who revolutionized fashion	New York	Abrams
Werner, T.,	(2018)	The Fashion Image Planning and Producing Fashion Photographs and Films	London	Bloomsbury

Links:
https://www.londonfashionfilmfestival.com/what-is-fashion-film
https://www.showstudio.com/tags/fashion-films
https://www.businessoffashion.com/articles/fashion-films
https://www.vogue.com/video
https://theimpression.com/fashion-films/

Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:

Our LABs support your learning and facilitate skill acquisition in response to your ideas and research. Each LAB holds specialist resources and offers a set of skill specific workshops which encourage exploration as you think through ideas, materials, processes and their applications,

During this unit you may explore the following:

Film and Photography Studios
Animation Studio
Fab Lab
Mac Suite
ERC

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Critically engage with new approaches and methodologies to inform creative practice 2. Produce new work in progress as a result of research-informed visual investigation 3. Synthesise a body of work evidencing the underpinning strategies and considerations for its development
COGNITIVE SKILLS	
PRACTICAL & PROFESSIONAL ATTRIBUTES	4. Evaluate the appropriateness of different approaches to solving problems related to a named creative project

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	**RELATED LEARNING OUTCOMES**	**WEIGHTING [FG / PF] %**	**PASS MARK (%)**	**SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER**
Research-informed 'work in progress'	1, 2, 3	75% FG	40%	Responding to a project brief.
Evaluation of an individual project	4	25% FG	40%	Written evaluation to focus on project outcomes and problem solving (1,000 words).

6.2 ADDITIONAL ASSESSMENT NOTES:
12 weeks/ 1 x 12 week project. Project block comprises 10 weeks of working and 2 weeks of formative feedback. Word count is a maximum and there is no % upper variance. Students not penalised for a submission under the word count.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Purposeful and engaged practitioners who demonstrate intellectual and personal curiosity for specialist creative practice.
- Critical thinkers who use evidence and research to inform their decisions.
- Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.
- Reflective practitioners who learn from past experience and welcome new opportunities to expand their views, knowledge and creative practice.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.
- Innovators who explore new ways of working using a flexible and inclusive approach.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Information search
- Information management
- Information authenticity
- Communication
- Messaging others
- Artefact creation
- Sustainability

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Critical thinking & creative problem solving
- Adaptable & flexible working
- Self-awareness & resilience
- Visual & analytical approaches to using data

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
GLOBAL CHALLENGES

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	Common core unit

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
5	**30**	**300**

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
502

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
x		

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
x	**x**			

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	**DISREQUISITE**	**COREQUISITE**	**RESTRICTIONS (COURSE)**
401 402 403 404			

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[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Disrequisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

This unit will support your creative development through the application of your specialist skills and knowledge, and encourage deeper thinking about how creative solutions might help solve real world challenges. As a creative practitioner, you belong to a global network of like minded individuals and groups for whom citizenship, social justice and the opportunities posed by creative learning and new technologies provide a rich seam for solution-based enquiry.

This unit will provide you with the opportunity to engage with global challenges through thematic enquiry, enabling the utilisation and expansion of the specialist knowledge and skills developed in year 1 through focused experimentation and application. The unit will encourage you to explore and adopt new and unfamiliar methodologies and approaches, affording a broader perspective on alternative propositions for creative problem solving.

You will have the opportunity to explore a global challenge through the lens of your discipline, providing a range of possible solutions that fuel further ideas and knowledge exchange. You will be encouraged to undertake an investigative approach to project work, bringing your specialist area of study to bear on group strategies for creative outcomes within your course of study. Study will combine practical, theoretical and contextual components, with outcomes articulated in a summative project report.

The unit will support the continued development of your analytical and academic writing skills, through independent research in the form of a fully illustrated and referenced project report. Understanding and exploring methods of developing and presenting these outcomes of investigation form a key part of this unit.

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

This unit comprises twelve weeks of study made up of one x 12 week thematic group project delivered to a cognate or project-specific group. Conceptually, this learning will support the development of your practice through academic integration of learning through writing labs and/or writing projects.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

Students will be encouraged to conceptualise their learning through the consideration of solution-based responses to the global challenges of the 21st century. The unit will place an emphasis on the production of creative solutions as an outcome of issue based group enquiry, encouraging the adoption of new and/or unfamiliar methodologies or approaches. Central to student learning will be the development of a group creative campaign (appropriate to a project brief or academic theme) to broadcast their response to the identified global challenge in the public domain (live or simulated). Campaign outcomes might take a variety of forms such as a published text, an installation, live event, or simulated online campaign. Group project work will include developing ideas through a combination of studio and/or workshop based activity, technical application, methods for ideas generation/gathering research, and report writing.

The unit will be comprised of the following indicative content and delivery mode:

- Thematic project (cognate or project-specific groups)
- Lecture (university-wide):
    1. Thematic 'Global challenge' lecture;

2. Project design and management;
3. Project reporting including data, project ethics and engagement considerations, skills for effective team working;
- Seminar: specific to cognate or project groups:
  1. Citizenship and social justice;
  2. Creative agency and campaigns;
  3. Historical, cultural and ethical considerations in relation to a named practice and/or course cognate disciplines.
- Lab (school specific): technical skills and their application to a named practice; project management and report writing (Academic Skills); research methods & strategies (Library);
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Critique: Group critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

Students will be encouraged to conceptualise their learning through the consideration of solution-based responses to the global challenges of the 21st century. The unit will place an emphasis on the production of creative solutions as an outcome of issue based group enquiry, encouraging the adoption of new and/or unfamiliar methodologies or approaches. Central to student learning will be the development of a group creative campaign (appropriate to a project brief or academic theme) to broadcast their response to the identified global challenge in the public domain (live or simulated). Campaign outcomes might take a variety of forms such as a published text, an installation, live event, or simulated online campaign. Group project work will include developing ideas through a combination of studio and/or workshop based activity, technical application, methods for ideas generation/gathering research, and report writing.

The unit will be comprised of the following indicative content and delivery mode:

- Thematic project (cognate or project-specific groups)
- Lecture (university-wide):
  1. Thematic 'Global challenge' lecture;
  2. Project design and management;
  3. Project reporting including data, project ethics and engagement considerations, skills for effective team working;
- Seminar: specific to cognate or project group:
  1. Citizenship and social justice;
  2. Creative agency and campaigns;
  3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines.
- Lab (school specific):online technical skill support and their application to a named practice; project management and report writing (Academic Skills); research methods & strategies (Library);
- Studio Practice (subject specific): Tutor supported development of practical work via online support;
- Directed study: independent work in support of unit outcomes;
- Critique (subject specific): Online group and/or individual critique;
- Tutorial: Online group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the

Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

There are no specific additions required for this unit. Description as 4.1.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

A theme will be chosen at the university-level and the unit delivered as indicated in box 4.2a/4.2b.

4.5 READING LIST:

Key texts

Bloem, I., and Kempenaars, K.,	(2019)	Branded Protest	Amsterdam	BIS Publishers
Collins. H.,	(2018)	Creative Research: The Theory and Practice of Research for the Creative Industries	London	Bloomsbury
Cottrell, S.,	(2014)	Dissertations and Project Reports: A Step by Step Guide	London	Macmillan Study Skills
Honig, B and Rostain, A.,	(2003)	Creative collaboration: simple tools for inspired teamwork	Massachuse-tts	Course Technology Inc
Resnick, E., (ed)	(2019)	Social Design Reader	London	Bloomsbury

Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:

Our LABs support your learning and facilitate skill acquisition in response to your ideas and research. Each LAB holds specialist resources and offers a set of skill specific workshops which encourage exploration as you think through ideas, materials, processes and their applications,

During this unit you may explore the following:

Drawing Lab
Material Lab
Fab Lab
Imprint Lab
Learning Lab

Sewing Lab
Digital Print Bureau
Mac Suite
Film and Photography Studios
Animation Studios
ERC

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Explore ethical concerns relating to solution-based enquiry
COGNITIVE SKILLS	2. Evaluate the response to a global challenge drawing from multiple sources of information and data 3. Apply necessary research and information to evaluate the success of a creative investigation
PRACTICAL & PROFESSIONAL ATTRIBUTES	4. Reflect on the application of relevant project management techniques used to support the delivery of a creative investigation

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	**RELATED LEARNING OUTCOMES**	**WEIGHTING [FG / PF] (%)**	**PASS MARK (%)**	**SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER**
1. Project report responding to a global challenge	1, 2, 3, 4	100% FG	40%	Project report (Illustrated and referenced) responding to a global challenge (3,000 words)

6.2 ADDITIONAL ASSESSMENT NOTES:
2 weeks/ 1 x 12 week project. Project block comprises 10 weeks of working and 2 weeks of formative feedback. Word count is a maximum and there is no % upper variance. Students not penalised for a submission under the word count.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Critical thinkers who use evidence and research to inform their decisions.
- Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.
- Ethical practitioners and work with an informed awareness of how their actions may impact others.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.
- Champions of social justice and sustainability as seen through their creative and professional practice.
- Digitally confident who can work across multiple digital environments and platforms.
- Impactful contributors who recognise the importance of effective and considered communication.
- Global citizens who value collaboration to enrich and enhance their work.
- Enterprising and entrepreneurial, who respond creatively to uncertain and challenging situations.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Information search
- Information management
- Information authenticity
- Communication
- Messaging others
- Artefact creation
- Intellectual property
- Data protection

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Critical thinking & creative problem solving
- Adaptable & flexible working
- Self-awareness & resilience
- Visual & analytical approaches to using data
- Digital excellence and a willingness to learn
- Organisational & management skills
- Enterprise & entrepreneurial thinking

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
IDEAS & AUDIENCE

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	BA (Hons) Fashion Media and Marketing

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
5	30	300

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
503

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
	x	

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
x	x	x		

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	DISREQUISITE	COREQUISITE	RESTRICTIONS (COURSE)
401 402 403 404			

[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Disrequisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

This unit will provide you with the opportunity to extend the reach of your work by considering the relationship between ideas, outcomes, and the potential audience as receiver of the work within a given context. Through the use of real world scenarios (live or simulated), you will be encouraged to use the methods, knowledge and understanding gained in previous study to locate your work in relevant professional and creative contexts in order to facilitate knowledge transfer into the public domain.

The unit will promote engagement with external-facing activities, and where appropriate, to interact with a variety of audiences beyond the University, using appropriate forms of participation, dissemination and communication. Learning will centre on the production of new work for a specified audience, and focus on the delivery of professional outcomes through a client-oriented or public realm scenario. Study will place emphasis on the consideration of the audience in relation to the production of artefact (appropriate to subject enquiry).

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

As appropriate to your subject area, the unit provides a framework for a range of approaches to emerge such as individual, collaborative or interdisciplinary practices, team working, and/or project management. This unit comprises twelve weeks of study made up of one x 12 week project. The unit will facilitate learning through student-initiated projects and/or client/live briefs as determined by subject area. Conceptually, this learning will support the development of your practice through academic and /or technical exploration and integration of learning through studio, labs, live or simulated project(s) in the public domain.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

Unit delivery will comprise a range of approaches to developing student learning, including practical, technical and theoretical components appropriate to the subject field. Students will develop ways for generating creative ideas in response to a brief, with a primary focus on exploring the relationship between ideas and audience within their chosen subject. The unit will consider the appropriate contexts for the dissemination of creative content within the subject area, and will utilise real world scenarios (live or simulated) to facilitate knowledge transfer into the public domain.

Students will be encouraged to conceptualise their learning through the consideration of mutual theoretical and practical approaches to problem solving. With an emphasis on the consideration of the audience in relation to the production of artefact (appropriate to subject enquiry), students will be encouraged to utilise a range of methodologies through a combination of studio and/or workshop based activity, technical application and methods for gathering research.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. Ideas and audience;
    2. Working with a live or simulated brief;
    3. Professional development and lifelong learning
- Seminar (subject specific):
    1. Content and context;
    2. Working in the public domain;

3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): technical skills and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Critique: Group critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

Unit delivery will comprise a range of approaches to developing student learning, including practical, technical and theoretical components appropriate to the subject field. Students will develop ways for generating creative ideas in response to a brief, with a primary focus on exploring the relationship between ideas and audience within their chosen subject. The unit will consider the appropriate contexts for the dissemination of creative content within the subject area, and will utilise real world scenarios (live or simulated) to facilitate knowledge transfer into the public domain.

Students will be encouraged to conceptualise their learning through the consideration of mutual theoretical and practical approaches to problem solving. With an emphasis on the consideration of the audience in relation to the production of artefact (appropriate to subject enquiry), students will be encouraged to utilise a range of methodologies through a combination of studio and/or workshop based activity, technical application and methods for gathering research.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific projects;
- Lecture (university-wide):
    1. Ideas and audience;
    2. Working with a live or simulated brief;
    3. Professional development and lifelong learning
- Seminar (subject specific):
    1. Content and context;
    2. Working in the public domain;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): online technical skill support and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work via online support;
- Directed study: independent work in support of unit outcomes;
- Critique (subject specific): Online group and/or individual critique;
- Tutorial: Online group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

This unit will contextualise the skills and knowledge you have acquired in previous study, to locate your work and practice in the relevant professional contexts. With opportunities to work on live briefs with external partners and/or in the public domain, you may engage with audiences beyond the University. Alongside clients, you may work on the production of new promotional assets for a specified audience. Study will place emphasis on the consideration of the audience in relation to the production of fashion media and marketing strategies while emphasising the experience of an on-going relationship with clients to develop teamwork skills.

This unit is made up of a 12 week project:

Project: Customer Centric Concepts

Investigating market segments, customers and clients, you will begin to specify how diverse fashion communication approaches are applied to products and services, aligned with brands values. Investigating a distinct group of consumers, you will consider their characteristics and cultures, producing promotional campaigns, range plans and visual media content to meet their expectations. Suitable for external presentation or publication, you may be expected to work within the public domain and/or with external clients and partners, fostering industry relationships.

During this unit you will consider the relationship between ideas, outcomes, and potential audiences. Opportunities to present, pitch or share your ideas outside of the course may be explored to extend your understanding of customer needs and preferences.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

Project: Customer Centric Concepts

- Customer research using quantitative and qualitative research methodologies.
- Trend analysis and application.
- Audience: Culture, customer values, demographics, psychographics and marketing theories.
- The planning, selection and execution of customer facing offers, materials, presentations, media and pitches.

Outcomes and contexts for the work could include but are not restricted to: Fashion events and public-facing outcomes such as campaign plans, fashion branding, media content, product recommendations and press packs.

Cross university lectures will support the end of unit public exposition of creative practice by exploring ideas around audiences and contexts. Working with live or simulated briefs and professional development and lifelong learning will also be explored to support the end of unit critical reflection.

Subject Seminars will inform practice, linking directly to the above activities:
- Content and context: Fashion products and their relationships to media, campaigns and activations.
- Working in the public domain: Client relations and customer expectations.
- Historical, cultural & ethical considerations: Promotion and consumerism.

Note: all AUP Frameworks have been taken into account in the completion of this Unit Specification Form

4.5 READING LIST:				
Key texts				
Carr, M., and Hopkins-Newell, L.,	(2014)	Guide to Fashion Entrepreneurship: the plan, the product, the process	New York	Fairchild Books
Harris, C.,	(2017)	The Fundamentals of Digital Fashion Marketing	London	Bloomsbury
Mitterfellner, O.,	(2019)	Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry (Chapter 6: Target market and segmentation)	London	Routledge
Posner, P.,	(2015)	Marketing Fashion: strategy, branding and promotion (Chapter 4: Understanding The Customer p108-132)	London	Laurence King

Links:
https://guides.loc.gov/fashion-industry
https://www.businessoffashion.com/articles/news-analysis/the-basics-part-7-production
https://makeitbritish.co.uk/starting-a-brand/7-stages-of-fashion-production-for-your-british-made-brand/

Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:

Our LABs support your learning and facilitate skill acquisition in response to your ideas and research. Each LAB holds specialist resources and offers a set of skill specific workshops which encourage exploration as you think through ideas, materials, processes and their applications,

During this unit you may explore the following:

Film and Photography Studios
Fab Lab
Digital Print Bureau
Imprint Lab
Mac Suite

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate critical awareness of the relationship between public exposition of practice and audience
COGNITIVE SKILLS	2. Evidence critical judgement in the selection and determination of a creative outcome
PRACTICAL & PROFESSIONAL ATTRIBUTES	3. Deliver a (theoretical or practical) public exposition as part of the development of a creative practitioner 4. Investigate problems and their associated solution when designing and delivering a public exposition of creative practice

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING [FG / PF] (%)	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
Public exposition of creative practice	1, 2, 3	100% FG	40%	This assessment element can be theoretical or practical
Critical Reflection (500 words)	4	100% FG	40%	Critical reflection linked to life-long learning and professional development

6.2 ADDITIONAL ASSESSMENT NOTES:
12 weeks/ 1 x 12 week project. Project block comprises 10 weeks of working and 2 weeks of formative feedback. Word count is a maximum and there is no % upper variance. Students not penalised for a submission under the word count.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Purposeful and engaged practitioners who demonstrate intellectual and personal curiosity for specialist creative practice.
- Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.
- Ethical practitioners and work with an informed awareness of how their actions may impact others.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.
- Passionate advocates for the creative arts as a catalyst for personal, professional and cultural transformation.
- Champions of social justice and sustainability as seen through their creative and professional practice.
- Digitally confident who can work across multiple digital environments and platforms.
- Impactful contributors who recognise the importance of effective and considered communication.
- Enterprising and entrepreneurial, who respond creatively to uncertain and challenging situations.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Information search
- Information management
- Information authenticity
- Communication
- Messaging others
- Collaboration
- Networking
- Digital persona
- Intellectual property

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Effective & impactful communication
- Networking & public engagement
- Enterprise & entrepreneurial thinking
- Confidence, leadership & social influence
- Self-awareness & resilience
- Adaptable & flexible working
- Organisational & management skills

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
EMERGENT PRACTICE

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	BA (Hons) Fashion Media and Marketing

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
5	**30**	**300**

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
504

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
	X	

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
x	**x**	**x**		

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	**DISREQUISITE**	**COREQUISITE**	**RESTRICTIONS (COURSE)**
401 402 403 404			

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[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery

[2] **Prerequisite** - unit(s) which must be passed prior to study; **Disrequisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

This unit is designed to encourage you to develop individual authorship in your creative practice, and ownership of their learning through a self-initiated project. The unit will foreground your individual research interests as a starting point for a period of self-negotiated study. You will be encouraged to conceptualise your learning through the consideration of appropriate theoretical and practical approaches to enhancing your creative practice.

At the start of the unit, you will be introduced to methods for managing and producing an independent creative project, developing skills in project articulation and management to include consideration for project scope, time and resources management. The unit will begin with the production of a statement of intent and project timeline outlining the creative intentions for the project and the anticipated methods that will inform the period of study. Individual project work will span a 12 week period and this may be self-initiated, or made in response to an industry or live brief approved by the University (appropriate to the subject area and where available).

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

Throughout the unit, you will be encouraged to develop your capacity as independent learners, and to utilise appropriate resources in the pursuit of project aims and ambitions. The unit places an emphasis on the development of creative outcomes that support the development of your individual knowledge and professional understanding (appropriate to the subject area), giving particular focus on the development of personal voice and creative authorship of new practical outcomes. In support of producing new work, the unit will provide opportunities to develop your skills of communication through project planning and management.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

Unit delivery will comprise a range of approaches to developing student learning, including practical and theoretical components. Emphasis is placed on the development of student independence in the realisation of a creative project, from initial project proposal to output delivery. Students will be encouraged to deepen their perspective on the possibilities for their individual creative practice and develop confidence in their authorship, foregrounding their individual research interests as a starting point for a period of self-negotiated study.

At the start of the unit, students will develop a 300 word statement of intent and project timeline, outlining their creative intentions and the methods they anticipate will inform the period of study. The statement is non-binding but serves as a catalyst for initial peer group discussions and individual project development. Independent project work may be self-initiated, or made in response to an industry or live brief provided by the University (where appropriate/ available). Students will be encouraged to develop their capacity as independent learners, and to utilise appropriate resources in the pursuit of project aims and ambitions. In support of producing new work, the unit will provide opportunities to develop skills of communication, project planning and management, and critical evaluation.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. Authorship and personal voice;
    2. Formulating a statement of intent and project timeline;

3. Independent project management skills;
- Seminar (subject specific):
    1. Critical reading;
    2. Peer-led seminar;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): technical skills and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Critique: Group critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

Unit delivery will comprise a range of approaches to developing student learning, including practical and theoretical components. Emphasis is placed on the development of student independence in the realisation of a creative project, from initial project proposal to output delivery. Students will be encouraged to deepen their perspective on the possibilities for their individual creative practice and develop confidence in their authorship, foregrounding their individual research interests as a starting point for a period of self-negotiated study.

At the start of the unit, students will develop a 300 word statement of intent and project timeline, outlining their creative intentions and the methods they anticipate will inform the period of study. The statement is non-binding but serves as a catalyst for initial peer group discussions and individual project development. Independent project work may be self-initiated, or made in response to an industry or live brief provided by the University (where appropriate/ available). Students will be encouraged to develop their capacity as independent learners, and to utilise appropriate resources in the pursuit of project aims and ambitions. In support of producing new work, the unit will provide opportunities to develop skills of communication, project planning and management, and critical evaluation.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. Authorship and personal voice;
    2. Formulating a statement of intent and project timeline;
    3. Independent project management skills;
- Seminar (subject specific):
    1. Critical reading;
    2. Peer-led seminar;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): online technical skill support and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work via online support;
- Directed study: independent work in support of unit outcomes;
- Critique (subject specific): Online group and/or individual critique;
- Tutorial: Online group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

What are the trends in your industry and in the marketplace? Building on previous learning to cultivate critical thinking and independent practice this unit will focus on the relationships between your specialist pathway and industry. Developing a personal portfolio, you will begin to realise your ideas within a real world context. Engaging with inquiry-based, creative-based and play-based participatory practises, you will be supported with research methodologies and practical workshops to expand your skills and abilities as an independent learner. Exploring competitions, live projects and external opportunities, you will focus on your individual interests and expertise.

This unit is made up of one x 12 week project, defined by a 300 word Statement of Intent and project timeline that you will develop at the start of the unit, outlining your creative intentions.

Project: Preparation, Positioning, Professional Perspectives and Portfolio

You will hone skills appropriate to your specific interests, ideally reflecting your choice of career pathway. Continuing to develop insights of the fashion media and marketing industry, you will direct your awareness towards tailored markets and audiences. You will cultivate foresight, researching and reflecting key trends and strategies, contextualising your interests within contemporary fashion narratives.

Building on your experience of a range of processes, materials and methods, you will define and produce a self-directed project. Echoing industry standards within your chosen field, you will demonstrate a personal style and direction showcasing awareness of current and innovative practice, as a series of inventive outcomes.

This unit is designed to support and accelerate your individual development as an independent learner and fashion communicator. It will help you develop skills in self-organisation and critical reflection that you will use at all levels of your degree.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

Project: Preparation, Positioning, Professional Perspectives and Portfolio

- Understand the professional, business and organisational aspects of the contemporary fashion media and marketing industry, positioning work appropriately for a range of clients and audiences.
- Producing a range of practical work, which demonstrates effective creative responses and employs appropriate professional techniques.
- Identify, apply, develop and evaluate effective research methodologies to support practice and contextual understanding.
- Demonstrate an effective and reflective approach to project management independently, collaboratively and/or as a member of a team.
- Critically position personal identity as a practitioner within an appreciation of professional, historical, cultural, social, economic, political and technological contexts.

Outcomes and contexts for the work could include but are not restricted to: Portfolio of experimental outcomes, case study, internship and documenting acquisition of knowledge and technical advancement.

Throughout this unit, work in progress will be presented and discussed in regular group crits aimed to provide constructive advice, support ideas progression and sharing of good practice. Critiques will also support students to continue refining their skills in communicating concepts to others alongside further development of critical, reflective skills to support the end of Unit Critical Reflection (500 words)

Cross university lectures will support students through the module, from negotiating and delivering a creative project through to the end of unit critical reflection. At the start of the unit, students will complete a 300 word statement of intent to outline creative intentions for individual project development. Statement writing will be supported by lectures on exploring authorship and personal voice, utilising project timelines and developing independent project management skills.

Subject Seminars will inform practice, linking directly to the above activities:
- Critical reading: Self-promotion and professional identity.
- Peer-led seminar: Time management, interpersonal skills and external opportunities
- Historical, cultural & ethical considerations: Cultural and political innovation, ethical production methods.

Note: all AUP Frameworks have been taken into account in the completion of this Unit Specification Form

4.5 READING LIST:

Key texts

Angel, S.,	(2013)	The Fashion Designer's Resource Book: Fashioning Your Life	London	A&C Black Publishing LTD
Boardman, R, et al	(2020)	Fashion Buying and Merchandising	Oxford	Routledge
Hancock, J.,	(2019)	The Fashion Business Reader	London	Bloomsbury Visual Arts
Quinn, B.,	(2012)	Fashion Futures	London	Merrel
Raymond, M.,	(2019)	The Trend Forecaster's Handbook	London	Lawrence King

Links:
https://www.itsnicethat.com/response-and-responsibility
http://vestoj.com/decolonialising-fashion/
https://www.lsnglobal.com/
https://www.wgsn.com/fashion

Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:

Our LABs support your learning and facilitate skill acquisition in response to your ideas and research. Each LAB holds specialist resources and offers a set of skill specific workshops which encourage exploration as you think through ideas, materials, processes and their applications,

During this unit you may explore the following:
Film and Photography Studios
Fab Lab
Imprint Lab
Digital Print Bureau
Mac Suite
ERC

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate critically informed choices in the selection and use of appropriate media and contexts 2. Produce a self-initiated project as a catalyst for creative self-authored practice
COGNITIVE SKILLS	3. Justify decisions made between the relationship to content, context and production 4. Critically reflect upon a range of approaches and methodologies used in the formulation of creative ideas
PRACTICAL & PROFESSIONAL ATTRIBUTES	

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING [FG / PF] (%)	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
Self-negotiated creative project	1, 2, 3	100% FG	40%	Students required to develop work through a self-negotiated project
Critical reflection	4	100% FG	40%	Reflection related to the development of ideas to outcome (500 words).

6.2 ADDITIONAL ASSESSMENT NOTES:
12 weeks/ 1 x 12 week project. Project block comprises 10 weeks of working and 2 weeks of formative feedback. Word count is a maximum and there is no % upper variance. Students not penalised for a submission under the word count.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Purposeful and engaged practitioners who demonstrate intellectual and personal curiosity for specialist creative practice.
- Critical thinkers who use evidence and research to inform their decisions.
- Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.
- Reflective practitioners who learn from past experience and welcome new opportunities to expand their views, knowledge and creative practice.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.
- Self-aware and actively engage in managing their physical and mental wellbeing.
- Innovators who explore new ways of working using a flexible and inclusive approach.
- Impactful contributors who recognise the importance of effective and considered communication.
- Enterprising and entrepreneurial, who respond creatively to uncertain and challenging situations.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Information search
- Information management
- Information authenticity
- Communication
- Messaging others

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Critical thinking & creative problem solving
- Adaptable & flexible working
- Organisational & management skills
- Self-awareness & resilience

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
IDEAS & AUDIENCE (STUDY ABROAD OPTION)

1.2 UNIT DELIVERY:	
UNIT LEADER	COURSE
	BA (Hons) Fashion Media and Marketing

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	CREDITS	STUDY HOURS
5	30	300

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
506

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
	x	

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	HYBRID LEARNING	DISTANCE LEARNING	WORK - BASED	STUDY - ABROAD
				X

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	DISREQUISITE	COREQUISITE	RESTRICTIONS (COURSE)
401 402 403 404	502		

[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Disrequisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

This unit will provide you with the opportunity to extend the reach of your work by considering the relationship between ideas, outcomes, and the potential audience as receiver of the work within a given context. Through the use of real world scenarios (live or simulated), you will be encouraged to use the methods, knowledge and understanding gained in previous study to locate your work in relevant professional and creative contexts in order to facilitate knowledge transfer into the public domain.

The unit will promote engagement with external-facing activities, and where appropriate, to interact with a variety of audiences beyond the University, using appropriate forms of participation, dissemination and communication. Learning will centre on the production of new work for a specified audience, and focus on the delivery of professional outcomes through a client-oriented or public realm scenario. Study will place emphasis on the consideration of the audience in relation to the production of artefact (appropriate to subject enquiry).

As appropriate to your subject area, the unit provides a framework for a range of approaches to emerge such as individual, collaborative or interdisciplinary practices, team working, and/or project management. This unit comprises twelve weeks of study made up of one x 12 week project. The unit will facilitate learning through student-initiated projects and/or client/live briefs as determined by subject area. Conceptually, this learning will support the development of your practice through academic and /or technical exploration and integration of learning through studio, labs, live or simulated project(s) in the public domain.

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

STUDY ABROAD: Students undertaking this unit will complete their learning for this module during a year of study abroad. This will be subject to academic regulations concerning the study abroad option, any prerequisites and conditions prior to commencement.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

Unit delivery will comprise a range of approaches to developing student learning, including practical, technical and theoretical components appropriate to the subject field. Students will develop ways for generating creative ideas in response to a brief, with a primary focus on exploring the relationship between ideas and audience within their chosen subject. The unit will consider the appropriate contexts for the dissemination of creative content within the subject area, and will utilise real world scenarios (live or simulated) to facilitate knowledge transfer into the public domain.

Students will be encouraged to conceptualise their learning through the consideration of mutual theoretical and practical approaches to problem solving. With an emphasis on the consideration of the audience in relation to the production of artefact (appropriate to subject enquiry), students will be encouraged to utilise a range of methodologies through a combination of studio and/or workshop based activity, technical application and methods for gathering research.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. Ideas and audience;
    2. Working with a live or simulated brief;

3. Professional development and lifelong learning;
- Seminar (subject specific):
    1. Content and context;
    2. Working in the public domain;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): technical skills and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Critique: Group critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

Unit delivery will comprise a range of approaches to developing student learning, including practical, technical and theoretical components appropriate to the subject field. Students will develop ways for generating creative ideas in response to a brief, with a primary focus on exploring the relationship between ideas and audience within their chosen subject. The unit will consider the appropriate contexts for the dissemination of creative content within the subject area, and will utilise real world scenarios (live or simulated) to facilitate knowledge transfer into the public domain.

Students will be encouraged to conceptualise their learning through the consideration of mutual theoretical and practical approaches to problem solving. With an emphasis on the consideration of the audience in relation to the production of artefact (appropriate to subject enquiry), students will be encouraged to utilise a range of methodologies through a combination of studio and/or workshop based activity, technical application and methods for gathering research.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. Ideas and audience;
    2. Working with a live or simulated brief;
    3. Professional development and lifelong learning;
- Seminar (subject specific):
    1. Content and context;
    2. Working in the public domain;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): online technical skill support and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work via online support;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific): Online group and/or individual critique;
- Tutorial: Online group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills,

academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

This unit will contextualise the skills and knowledge you have acquired in previous study, to locate your work and practice in the relevant professional contexts. With opportunities to work on live briefs with external partners and/or in the public domain, you may engage with audiences beyond the University. Alongside clients, you may work on the production of new promotional assets for a specified audience. Study will place emphasis on the consideration of the audience in relation to the production of fashion communications strategies while emphasising the experience of an on-going relationship with clients to develop teamwork skills.

This unit is made up of a 12 week project:

Project: Customer Centric Concepts

Investigating market segments, customers and clients, you will begin to specify how diverse fashion communication approaches are applied to products and services, aligned with brands values. Investigating a distinct group of consumers, you will consider their characteristics and cultures, producing promotional campaigns, range plans and visual media content to meet their expectations. Suitable for external presentation or publication, you may be expected to work within the public domain and/or with external clients and partners, fostering industry relationships.

During this unit you will consider the relationship between ideas, outcomes, and a potential audience for fashion communication. Opportunities to present, pitch or share your ideas outside of the course may be explored to extend your understanding of customer needs and preferences.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

Project: Customer Centric Concepts

- Customer research using quantitative and qualitative research methodologies.
- Trend analysis and application.
- Audience: Culture, customer values, demographics, psychographics and marketing theories.
- The planning, selection and execution of customer facing offers, materials, presentations, media and pitches.

Outcomes and contexts for the work could include but are not restricted to: Fashion events and public-facing outcomes such as campaign plans, fashion branding, media content, product recommendations and press packs.

Cross university lectures will support the end of unit public exposition of creative practice by exploring ideas around audiences and contexts. Working with live or simulated briefs and professional development and lifelong learning will also be explored to support the end of unit critical reflection.

Subject Seminars will inform practice, linking directly to the above activities:
- Content and context: Fashion products and their relationships to media, campaigns and activations.
- Working in the public domain: Client relations and customer expectations.
- Historical, cultural & ethical considerations: Promotion and consumerism.

Note: all AUP Frameworks have been taken into account in the completion of this Unit Specification Form

4.5 READING LIST:				
Key texts				
Carr, M., and Hopkins-Newell, L.,	(2014)	Guide to Fashion Entrepreneurship: the plan, the product, the process	New York	Fairchild Books
Harris, C.,	(2017)	The Fundamentals of Digital Fashion Marketing	London	Bloomsbury
Mitterfellner, O.,	(2019)	Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry (Chapter 6: Target market and segmentation)	London	Routledge
Posner, P.,	(2015)	Marketing Fashion: strategy, branding and promotion (Chapter 4: Understanding The Customer p108-132)	London	Laurence King

Links:
https://guides.loc.gov/fashion-industry
https://www.businessoffashion.com/articles/news-analysis/the-basics-part-7-production
https://makeitbritish.co.uk/starting-a-brand/7-stages-of-fashion-production-for-your-british-made-brand/

Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:

This unit has been designed to be studied remotely, and you do not need campus access to complete it. The unit can be completed individually, but you are welcome to work with your peers if this fits with your placement and practice. During this unit, you will be supported by regular 1:1s with your unit leader. You will have online access to the AUP Portal, including the library, but additional resources are not provided. Your unit leader will advise you on how to get the most out of this unit and how it can be linked to your placement. Attendance at lectures and seminars is not mandatory but advised wherever possible, and the content will be made available. This unit is supported by a learning management system and you are required to engage with the content/activities provided on a regular basis.

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate critical awareness of the relationship between public exposition of practice and audience
COGNITIVE SKILLS	2. Evidence critical judgement in the selection and determination of a creative outcome
PRACTICAL & PROFESSIONAL ATTRIBUTES	3. Deliver a (theoretical or practical) public exposition as part of the development of a creative practitioner
	4. Investigate problems and their associated solution when designing and delivering a public exposition of creative practice

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING [FG / PF] (%)	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
Public exposition of creative practice	1, 2, 3	100% FG	40%	This assessment element can be theoretical or practical
Critical reflection (500 words)	4	100% FG	40%	Critical reflection linked to life-long learning and professional development

6.2 ADDITIONAL ASSESSMENT NOTES:
12 weeks/ 1 x 12 week project. Project block comprises 10 weeks of working and 2 weeks of formative feedback. Word count is a maximum and there is no % upper variance. Students not penalised for a submission under the word count.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Purposeful and engaged practitioners who demonstrate intellectual and personal curiosity for specialist creative practice.
- Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.
- Ethical practitioners and work with an informed awareness of how their actions may impact others.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.
- Passionate advocates for the creative arts as a catalyst for personal, professional and cultural transformation.
- Champions of social justice and sustainability as seen through their creative and professional practice.
- Digitally confident who can work across multiple digital environments and platforms.
- Impactful contributors who recognise the importance of effective and considered communication.
- Enterprising and entrepreneurial, who respond creatively to uncertain and challenging situations.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Information search
- Information management
- Information authenticity
- Communication
- Messaging others
- Collaboration
- Networking
- Digital persona
- Intellectual property

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Effective & impactful communication
- Networking & public engagement
- Enterprise & entrepreneurial thinking
- Confidence, leadership & social influence
- Self-awareness & resilience
- Adaptable & flexible working
- Organisational & management skills

![Arts University Plymouth logo]

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
EMERGENT PRACTICE (STUDY ABROAD OPTION)

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	BA (Hons) Fashion Media and Marketing

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
5	30	300

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
508

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
	X	

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
				X

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	**DISREQUISITE**	**COREQUISITE**	**RESTRICTIONS (COURSE)**
401 402 403 404	504		

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[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Disrequisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

This unit is designed to encourage you to develop individual authorship in your creative practice, and ownership of their learning through a self-initiated project. The unit will foreground your individual research interests as a starting point for a period of self-negotiated study. You will be encouraged to conceptualise your learning through the consideration of appropriate theoretical and practical approaches to enhancing your creative practice.

At the start of the unit, you will be introduced to methods for managing and producing an independent creative project, developing skills in project articulation and management to include consideration for project scope, time and resources management. The unit will begin with the production of a statement of intent and project timeline outlining the creative intentions for the project and the anticipated methods that will inform the period of study. Individual project work will span a 12 week period and this may be self-initiated, or made in response to an industry or live brief approved by the University (appropriate to the subject area and where available).

Throughout the unit, you will be encouraged to develop your capacity as independent learners, and to utilise appropriate resources in the pursuit of project aims and ambitions. The unit places an emphasis on the development of creative outcomes that support the development of your individual knowledge and professional understanding (appropriate to the subject area), giving particular focus on the development of personal voice and creative authorship of new practical outcomes. In support of producing new work, the unit will provide opportunities to develop your skills of communication through project planning and management.

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

STUDY ABROAD: Students undertaking this unit will complete their learning for this module during a year of study abroad. This will be subject to academic regulations concerning the study abroad option, any prerequisites and conditions prior to commencement.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

Unit delivery will comprise a range of approaches to developing student learning, including practical and theoretical components. Emphasis is placed on the development of student independence in the realisation of a creative project, from initial project proposal to output delivery. Students will be encouraged to deepen their perspective on the possibilities for their individual creative practice and develop confidence in their authorship, foregrounding their individual research interests as a starting point for a period of self-negotiated study.

At the start of the unit, students will develop a 300 word statement of intent and project timeline, outlining their creative intentions and the methods they anticipate will inform the period of study. The statement is non-binding but serves as a catalyst for initial peer group discussions and individual project development. Independent project work may be self-initiated, or made in response to an industry or live brief provided by the University (where appropriate/ available). Students will be encouraged to develop their capacity as independent learners, and to utilise appropriate resources in the pursuit of project aims and ambitions. In support of producing new work, the unit will provide opportunities to develop skills of communication, project planning and management, and critical evaluation.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. Authorship and personal voice;
    2. Formulating a statement of intent and project timeline;
    3. Independent project management skills;
- Seminar (subject specific):
    1. Critical reading;
    2. Peer led seminar (synchronous or asynchronous);
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): technical skills and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Critique: Group critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

Unit delivery will comprise a range of approaches to developing student learning, including practical and theoretical components. Emphasis is placed on the development of student independence in the realisation of a creative project, from initial project proposal to output delivery. Students will be encouraged to deepen their perspective on the possibilities for their individual creative practice and develop confidence in their authorship, foregrounding their individual research interests as a starting point for a period of self-negotiated study.

At the start of the unit, students will develop a 300 word statement of intent and project timeline, outlining their creative intentions and the methods they anticipate will inform the period of study. The statement is non-binding but serves as a catalyst for initial peer group discussions and individual project development. Independent project work may be self-initiated, or made in response to an industry or live brief provided by the University (where appropriate/ available). Students will be encouraged to develop their capacity as independent learners, and to utilise appropriate resources in the pursuit of project aims and ambitions. In support of producing new work, the unit will provide opportunities to develop skills of communication, project planning and management, and critical evaluation.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. Authorship and personal voice;
    2. Formulating a statement of intent and project timeline;
    3. Independent project management skills;
- Seminar (subject specific):
    1. Critical reading;
    2. Peer led seminar (synchronous or asynchronous);
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): online technical skill support and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work via online

support;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific): Online group and/or individual critique;
- Tutorial: Online group and/or individual tutorial.

To complement learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

What are the trends in your industry and in the marketplace? Building on previous learning to cultivate critical thinking and independent practice this unit will focus on the relationships between your specialist pathway and industry. Developing a personal portfolio, you will begin to realise your ideas within a real world context. Engaging with inquiry-based, creative-based and play-based participatory practises, you will be supported with research methodologies and practical workshops to expand your skills and abilities as an independent learner. Exploring competitions, live projects and external opportunities, you will focus on your individual interests and expertise.

This unit is made up of one x 12 week project, defined by a 300 word Statement of Intent and project timeline that you will develop at the start of the unit, outlining your creative intentions.

Project: Preparation, Positioning, Professional Perspectives and Portfolio

You will hone skills appropriate to your specific interests, ideally reflecting your choice of career pathway. Continuing to develop insights of the fashion communication industry, you will direct your awareness towards tailored markets and audiences. You will cultivate foresight, researching and reflecting key trends and strategies, contextualising your interests within contemporary fashion narratives.

Building on your experience of a range of processes, materials and methods, you will define and produce a self-directed project. Echoing industry standards within your chosen field, you will demonstrate a personal style and direction showcasing awareness of current and innovative practice, as a series of inventive outcomes.

This unit is designed to support and accelerate your individual development as an independent learner and fashion communicator. It will help you develop skills in self-organisation and critical reflection that you will use at all levels of your degree.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

Project: Preparation, Positioning, Professional Perspectives and Portfolio

- Understand the professional, business and organisational aspects of the contemporary fashion communications industry, positioning work appropriately for a range of clients and audiences.
- Producing a range of practical work, which demonstrates effective creative responses and employs appropriate professional techniques.
- Identify, apply, develop and evaluate effective research methodologies to support practice and contextual understanding.
- Demonstrate an effective and reflective approach to project management independently, collaboratively and/or as a member of a team.
- Critically position personal identity as a practitioner within an appreciation of professional, historical, cultural, social, economic, political and technological contexts.

Outcomes and contexts for the work could include but are not restricted to: Portfolio of experimental outcomes, case study, internship and documenting acquisition of knowledge and technical advancement.

Throughout this unit, work in progress will be presented and discussed in regular group crits aimed to provide constructive advice, support ideas progression and sharing of good practice. Critiques will also support students to continue refining their skills in communicating concepts to others alongside further development of critical, reflective skills to support the end of Unit Critical Reflection (500 words)

Cross university lectures will support students through the module, from negotiating and delivering a creative project through to the end of unit critical reflection. At the start of the unit, students will complete a 300 word statement of intent to outline creative intentions for individual project development. Statement writing will be supported by lectures on exploring authorship and personal voice, utilising project timelines and developing independent project management skills.

Subject Seminars will inform practice, linking directly to the above activities:
- Critical reading: Self-promotion and professional identity.
- Peer-led seminar: Time management, interpersonal skills and external opportunities
- Historical, cultural & ethical considerations: Cultural and political innovation, ethical production methods.

Note: all AUP Frameworks have been taken into account in the completion of this Unit Specification Form

4.5 READING LIST:				
Key texts				
Angel, S.,	(2013)	The Fashion Designer's Resource Book: Fashioning Your Life	London	A&C Black Publishing LTD
Boardman,et al	(2020)	Fashion Buying and Merchandising	Oxford	Routledge
Hancock, J.,	(2019)	The Fashion Business Reader	London	Bloomsbury Visual Arts
Quinn, B.,	(2012)	Fashion Futures	London	Merrel
Raymond, M.,	(2019)	The Trend Forecaster's Handbook	London	Lawrence King

Links:
https://www.itsnicethat.com/response-and-responsibility
http://vestoj.com/decolonialising-fashion/
https://www.lsnglobal.com/
https://www.wgsn.com/fashion

Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:
This unit has been designed to be studied remotely, and you do not need campus access to complete it. The unit can be completed individually, but you are welcome to work with your peers if this fits with your placement and practice. During this unit, you will be supported by regular 1:1s with your unit leader. You will have online access to the AUP Portal, including the library, but additional resources are not provided. Your unit leader will advise you on how to get the most out of this unit and how it can be linked to your placement. Attendance at lectures and seminars is not mandatory but advised wherever possible, and the content will be made available. This unit is supported by a learning management system and you are required to engage with the content/activities provided on a regular basis.

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate critically informed choices in the selection and use of appropriate media and contexts 2. Produce a self-initiated project as a catalyst for creative self-authored practice
COGNITIVE SKILLS	3. Justify decisions made between the relationship to content, context and production 4. Critically reflect upon a range of approaches and methodologies used in the formulation of creative ideas
PRACTICAL & PROFESSIONAL ATTRIBUTES	

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING [FG / PF] (%)	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
Self-negotiated creative project	1, 2, 3	100% FG	40%	Students required to develop work through a self-negotiated project
Critical reflection (500 words)	4	100% FG	40%	Reflection related to the development of ideas to outcome

6.2 ADDITIONAL ASSESSMENT NOTES:
12 weeks/ 1 x 12 week project. Project block comprises 10 weeks of working and 2 weeks of formative feedback. Word count is a maximum and there is no % upper variance. Students not penalised for a submission under the word count.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:
- Purposeful and engaged practitioners who demonstrate intellectual and personal curiosity for specialist creative practice.   - Critical thinkers who use evidence and research to inform their decisions.   - Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.   - Reflective practitioners who learn from past experience and welcome new opportunities to expand their views, knowledge and creative practice.   - Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.   - Self-aware and actively engage in managing their physical and mental wellbeing.   - Innovators who explore new ways of working using a flexible and inclusive approach.   - Impactful contributors who recognise the importance of effective and considered communication.   - Enterprising and entrepreneurial, who respond creatively to uncertain and challenging situations.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:
- Information search   - Information management   - Information authenticity   - Communication   - Messaging others

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:
- Critical thinking & creative problem solving   - Adaptable & flexible working   - Organisational & management skills   - Self-awareness & resilience

SECTION 1: UNIT INFORMATION

1.1 UNIT TITLE:
SANDWICH YEAR (OPTION)

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	University-wide

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
-	**0**	**0**

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
510

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
X	**X**	**X**

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
-	-	**x**	**x**	**x**

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	DISREQUISITE	COREQUISITE	RESTRICTIONS (COURSE)
401 402 403 404 501 502 503 504			

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[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Disrequisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

A sandwich year is designed to provide an extended opportunity for independent learning via a period of time spent working away from academic studies. This will usually be taken in the form of a self-negotiated placement or internship, and is subject to agreement and approval by the University. 1 full academic year (Sandwich year), to be taken upon successful completion of Level 5 and commencement of Level 6.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

1 full academic year (Sandwich year), to be taken upon successful completion of Level 5 and commencement of Level 6. Prerequisites: successful completion of all Level 4 and 5 units.

To compliment learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

1 full academic year (Sandwich year), to be taken upon successful completion of Level 5 and commencement of Level 6. Prerequisites: successful completion of all Level 4 and 5 units.

To compliment learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

This is a university-wide unit and no specific course information is required.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

This is a university-wide unit and no specific course information is required.

4.5 READING LIST:				
Key texts				
Cottrell, S.,	(2014)	Dissertations and Project Reports: A Step by Step Guide	Macmillan Study Skills	London
Johns, C., Burnie, S., Lee, S., Brooks, S., and Jarvis, J.	(2013)	Becoming a reflective practitioner	Wiley & Sons	Chicester
Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.				

4.5 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:
This is a university-wide unit and no specific course information is required.

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate relevant industry knowledge and practice related to a pre-identified work placement
COGNITIVE SKILLS	2. Analyse information in response to placement or experience
PRACTICAL & PROFESSIONAL ATTRIBUTES	3. Exhibit characteristics of a professional practitioner as evidenced through workplace learning 4. Reflect on skills, knowledge, attributes and literacies related to a career in the creative arts and identify future professional development

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING [FG / PF] (%)	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
Placement reflection and response to employer feedback	1,2,3,4	100% PF	40%	2,000 words

6.2 ADDITIONAL ASSESSMENT NOTES:
Word count is a maximum and there is no % upper variance. Students not penalised for submission under the word count. Written submission to be Harvard referenced and illustrated.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:
Learning and experiences are personalised to the student and therefore not possible to map to the above framework.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:
Learning and experiences are personalised to the student and therefore not possible to map to the above framework.

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:
Learning and experiences are personalised to the student and therefore not possible to map to the above framework.

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
RESEARCH AND DEVELOPMENT

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	University-wide

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
6	**30**	**300**

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
601

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
X		

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
x	**x**	**x**		

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[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	**DISREQUISITE**	**COREQUISITE**	**RESTRICTIONS (COURSE)**
401 402 403 404 501 502 503 504			

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:
This unit provides you with the opportunity to focus on the development of individual practice-based study appropriate for level 6 study, further developing the skills of research and development essential to maintaining a sustainable creative practice. The unit builds upon the knowledge and skills attained in Years 1 and 2 of the course to develop an approach that is informed by appropriate research and experiential learning.   Learning in this unit will define the overarching direction and outline research methodologies that will inform your Final Major Project as the culmination of creative undergraduate studies. You will be encouraged to exercise increased autonomy and responsibility over your learning, developing ideas for a Final Major Project through research-informed visual and contextual approaches. The unit will encourage you to reflect upon creative practice to date and to build upon existing practice-based research methodologies.   You will be encouraged to further refine your aims and ambitions for your final year of study through the development of self-initiated study that accelerates your potential as critical makers. The research and development of practice-based work in the unit will provide a robust basis from which to undertake the Final Major project (603), presenting a range of approaches and choices in the determination of new ideas.   Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.   In this unit, you will embark on a 12 week period of self-initiated research and development that demonstrates creative knowledge, expertise and critical understanding. At the culmination of the learning in this unit, you will present a Research Poster that outlines the research and development (key concepts, methods and references) behind your Final Major Project, and that demonstrates a sound awareness of appropriate professional contexts.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:
In this unit, students will develop agency as creative practitioners through the scoping and development of Final Major Project ideas for Unit 603. Students will be encouraged to critically reflect on previous learning and encouraged to adopt appropriate methodologies and approaches in support of a proposed final project. Supported by lectures and seminars, students will be expected to demonstrate a range of creative ideas and solutions in the formulation of future project objectives.

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[2] **Prerequisite** - unit(s) which must be passed prior to study; **Direquisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

Utilising knowledge gained in previous units including project management, time management and an awareness of appropriate health and safety requirements, students will be required to formulate their ideas for the Final Major Project through research-informed idea development, indicative of an in-depth understanding of their subject specialism. This will involve utilising a range of practical and theoretical methods suited to the investigation and subject area, such as sketchbooks, workbooks, developmental work in progress, edits, design sheets, contextual research, proposals and prototypes. At the culmination of the learning in this unit, students will present a Research Poster that summarises the key concepts, methods and references behind their Final Major Project and demonstrates a sound awareness of appropriate professional contexts. These should include reference to appropriate historical, contemporary and/or environmental issues, ethical perspectives and/or health and safety obligations.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. Research-informed methods for creative practice;
    2. Formulating a research question;
    3. Communicating your research (research poster).
- Seminar (subject specific):
    1. Critical framing of practical enquiry;
    2. Peer-led seminar;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): technical skills and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Critique: Group critique;
- Tutorial: Group and/or individual tutorial.

To compliment learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

In this unit, students will develop agency as creative practitioners through the scoping and development of Final Major Project ideas for Unit 602. Students will be encouraged to critically reflect on previous learning and encouraged to adopt appropriate methodologies and approaches in support of a proposed final project. Supported by lectures and seminars, students will be expected to demonstrate a range of creative ideas and solutions in the formulation of future project objectives.

Utilising knowledge gained in previous units including project management, time management and an awareness of appropriate health and safety requirements, students will be required to formulate their ideas for the Final Major Project through research-informed idea development, indicative of an in-depth understanding of their subject specialism. This will involve utilising a range of practical and theoretical methods suited to the investigation and subject area, such as sketchbooks, workbooks, developmental work in progress, edits, design sheets, contextual research, proposals and prototypes. At the culmination of the learning in this unit, students will present a Research Poster that summarises the key concepts, methods and references behind their Final Major Project and demonstrates a sound awareness of appropriate professional contexts. These should include reference to appropriate historical, contemporary and/or environmental issues, ethical perspectives and/or health and safety obligations.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. Research-informed methods for creative practice;
    2. Formulating a research question:
    3. Communicating your research (research poster).
- Seminar (subject specific):
    1. Critical framing of practical enquiry;
    2. Peer-led seminar;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Lab (subject specific): online technical skill support and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work via online support;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific): Online group and/or individual critique;
- Tutorial: Online group and/or individual tutorial.

To compliment learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

This is a university-wide unit and no specific course information is required.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

This is a university-wide unit and no specific course information is required.

4.5 READING LIST:

General reading:

Biggs, M. & Karlsson, H., (eds)	(2011)	The Routledge Companion to Research in the Arts	Routledge	London
Gray, C., and Malins, J.,	(2004) (2016 Ebook version	Visualising Research: A Guide to the Research Process in Art and Design.	Ashgate Publishing	Aldershot
Rose, G.,	(2016) (2016 Ebook Version)	Visual Methodologies: An introduction to researching with visual material	Sage	London

Art/ Design/ Media specific:

Adams, B., and Yelavitch, S., (eds)	(2014)	Design as Future-Making	Bloomsbury Academic	London
Adams Sitney, P.,	(2000)	Film Culture Reader	Cooper Square Press	New York
Sullivan, G.,	(2010)	Art Practice as Research: Inquiry in Visual Arts	Sage	London

This is a self-negotiated unit. **Further reading lists will be identified on an individual basis**. Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:
This is a university-wide unit and no specific course orl information is required.

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Critically explore the relationship between the practitioner, audience, culture and contemporary practice
COGNITIVE SKILLS	2. Critically engage in research to inform judgements as part of a creative approach 3. Critically engage with feedback to defend a creative position within personal practice. 4. Analyse the dissemination of work and how it can be influenced by the relationship between intention, process and context
PRACTICAL & PROFESSIONAL ATTRIBUTES	

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING [FG / PF] (%)	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
Research Poster	1, 2, 4	75% FG	40%	Students are assessed on the content of their research and development work via an A1-sized digital research poster.
Assessment of presentation skills used in element 1 (above)	3	25% FG	40%	Students are assessed on their 1:1 live presentation skills as part of their presentation of the research poster (above).

6.2 ADDITIONAL ASSESSMENT NOTES:
Assessment format: A1-sized digital research poster to be submitted electronically   12 weeks/ 1 x 12 week project. Project block comprises 10 weeks of working and 2 weeks of formative feedback.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:
- Purposeful and engaged practitioners who demonstrate intellectual and personal curiosity for specialist creative practice.   - Critical thinkers who use evidence and research to inform their decisions.   - Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.   - Ethical practitioners and work with an informed awareness of how their actions may impact others.   - Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.   - Digitally confident who can work across multiple digital environments and platforms.   - Innovators who explore new ways of working using a flexible and inclusive approach.   - Impactful contributors who recognise the importance of effective and considered communication.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Information search
- Information management
- Information authenticity
- Communication
- Messaging others
- Artefact creation
- Intellectual property
- Troubleshooting
- Creativity
- Self-sufficiency

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Critical thinking & creative problem solving
- Networking & public engagement
- Effective & impactful communication
- Organisational & management skills
- Self-awareness & resilience
- Visual & analytical approaches to using data
- Digital excellence and a willingness to learn

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
PUBLICATION

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	University-wide

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
6	**30**	**300**

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
602

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
X		

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
x	**x**			

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	**DISREQUISITE**	**COREQUISITE**	**RESTRICTIONS (COURSE)**
401 402 403 404 501 502 503 504			

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[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Direquisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

This unit provides you with the opportunity to produce a research-informed critical text that contextualises your research interests and that demonstrates sustained critical engagement with subject level and/or interdisciplinary contexts. You will be encouraged to position your own creative practice and/or associated subject enquiry, within a research-informed critical or industrial context.

The unit will provide you with opportunities to choose between types of critical writing and associated texts appropriate to your discipline, to include either an extended critical essay or industry report; or an original publication (text/image) and accompanying critical essay. Through negotiation with an assigned supervisor, you will be supported in your choice of outcome, with opportunities for group discussion and individual appraisal. Supervision will draw upon cognate disciplinary expertise to support and develop your emerging critical engagement with wider research contexts and methods.

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

Throughout the 12 weeks of the unit, you will develop your conceptual and critical thinking in relation to your own subject specialism or individual practice, and exercise critical judgement in making informed research choices. In particular, the unit provides the opportunity to hone the skills in secondary research, critical analysis and critical writing you will have developed in level 4 and 5, and to synthesise, communicate and articulate your ideas in an appropriate format.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

The unit begins with the submission of an initial project proposal at the end of the summer term in level 5 indicating the research theme. At the start of the term in level 6, students will consolidate this proposal, after discussing it with their unit supervisor. Group seminars and discussions will address emerging research themes, reinforce research methodologies and develop a timeline for completion.

The delivery of the unit is largely through individual or group supervision, and self-directed study, with students undertaking a consistent and rigorous independent written research project. Students will receive the academic support and guidance of their project supervisor, who will work with the student to guide and focus the research process.

Unit delivery will comprise a range of approaches to developing student learning, including opportunities to expand theoretical arguments through either 1. Extended critical essay or Industry Report, referenced and illustrated (5,000 words) Or 2. Critical essay + Publication (5000 words - 2500 words each). The unit will provide opportunities to further develop and hone the skills of communication through an extended piece of critical writing or through a combination of publication and critical appraisal.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
  1. 'Writing a sustained argument';
  2. 'Extended essay or Industry report?';
  3. 'Self-authored original publication';
- Seminar (school supervisory groups): regular group discussion on themes, progress and

shared best practice;
- Lab: research & referencing support (Library) writing support (Academic Skills);
- Directed study: independent work in support of unit outcomes;
- Tutorial (supervisory groups): Group and/or individual tutorial.

To compliment learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

The unit begins with the submission of an initial project proposal at the end of the summer term in level 5 indicating the research theme. At the start of the term in level 6, students will consolidate this proposal, after discussing it with their unit supervisor. Group seminars and discussions will address emerging research themes, reinforce research methodologies and develop a timeline for completion.

The delivery of the unit is largely through individual or group supervision, and self-directed study, with students undertaking a consistent and rigorous independent written research project. Students will receive the academic support and guidance of their project supervisor, who will work with the student to guide and focus the research process.

Unit delivery will comprise a range of approaches to developing student learning, including opportunities to expand theoretical arguments through either 1. Extended critical essay or Industry Report, referenced and illustrated (5,000 words) Or 2. Critical essay + Publication (5000 words - 2500 words each). The unit will provide opportunities to further develop and hone the skills of communication through an extended piece of critical writing or through a combination of publication and critical appraisal.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. 'Writing a sustained argument';
    2. 'Extended essay or Industry report?';
    3. 'Self-authored original publication';
- Seminar (school supervisory groups): regular group discussion on themes, progress and shared best practice;
- Lab: research & referencing support (Library) writing support (Academic Skills);
- Directed study: independent work in support of unit outcomes;
- Online tutorial (supervisory groups): Group and/or individual online tutorial.

To compliment learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

This is a university-wide unit and no specific course information is required.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:
This is a university-wide unit and no specific course information is required.

4.5 READING LIST:				
Greetham, B.,	(2019)	How to Write Your Undergraduate Dissertation (3rd Edition)	Macmillan Study Guides	London
Oliver, P.,	(2012)	Succeeding with Your Literature Review: A Handbook for Students	Open University Press	Berkshire
Cottrell, S.,	(2014)	Dissertations and Project Reports: A Step by Step Guide	Macmillan Study Skills	London
Booth, W., Colomb, G., Williams, J., Bizup, J., & Fitzgerald, W., (eds)	(2019)	The Craft of Research, Fourth Edition (Chicago Guides to Writing, Editing, and Publishing)	University of Chicago Press,	Chicago
This is a self-negotiated unit. **Further reading lists will be identified on an individual basis.** Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.				

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:
This is a university-wide unit and no specific course information is required.

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Critically engage with contextual knowledge to inform the synthesis of a creative proposition 2. Analyse information to formulate reasoned arguments in response to a named research enquiry 3. Through written synthesis, evidence convergent and divergent thinking to inform future practice
COGNITIVE SKILLS	
PRACTICAL & PROFESSIONAL ATTRIBUTES	4. Critically explore a pre-identified topic relating to creative practice through the construction of a evidence-informed textual response

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	**RELATED LEARNING OUTCOMES**	**WEIGHTING [FG / PF] (%)**	**PASS MARK (%)**	**SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER**
OPTION (1) Extended critical essay or Industry Report	1, 2, 3, 4	100% FG	40%	Written submission (5,000 words)
OPTION (2) Critical essay + Publication	1, 2, 3, 4	100% FG	40%	Critical essay + Publication (500 words) comprising: original self-authored content (2500 words image/text equivalence) and Critical essay, Harvard referenced and illustrated (2500 words)

6.2 ADDITIONAL ASSESSMENT NOTES:
12 weeks/ 1 x 12 week project. Project block comprises 10 weeks of working and 2 weeks of formative feedback.
Word count is a maximum and there is no % upper variance. Students not penalised for a submission under the word count.
Written submission to be Harvard referenced and illustrated.
Students are required to CHOOSE ONE element (OPTION 1 or 2) for the completion of this unit.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Critical thinkers who use evidence and research to inform their decisions.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.
- Self-aware and actively engage in managing their physical and mental wellbeing.
- Digitally confident who can work across multiple digital environments and platforms.
- Impactful contributors who recognise the importance of effective and considered communication.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Information search
- Information management
- Information authenticity
- Communication
- Artefact creation

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Effective & impactful communication
- Critical thinking & creative problem solving
- Self-awareness & resilience
- Visual & analytical approaches to using data
- Digital excellence and a willingness to learn

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
Final Major Project

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	University-wide

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
6	**30**	**300**

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
603

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
	X	

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**DISTANCE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
x	**x**			

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	DISREQUISITE	COREQUISITE	RESTRICTIONS (COURSE)
401 402 403 404 501 502 503 504			

[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Direquisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

This unit forms the culmination of your undergraduate study providing a focussed period of consolidation and creativity. Drawing upon the knowledge and experience you will have gained in Levels 4 and 5, this unit provides you with the opportunity to realise a final major project to a high degree of resolution. The quality of outcome(s) should be commensurate with the professional standards required at the end of level 6 study, within the context of a specialist creative practice.

This 12 week unit is dedicated to creative practice and provides you with the opportunity to produce a substantive creative output, through supported and independent working within the framework of an individual creative project.

You will assume a heightened level of project ownership and direction, embarking on an ambitious and in-depth final outcome. You will utilise the critical thinking and research direction articulated in the Research and Development unit, to produce final outcomes that have critical agency and subject currency. The final major project will demonstrate high levels of practical application, critical judgement, awareness of audience and a sound understanding of its associated context within historical, contemporary and/or ethical frameworks within the subject domain.

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

At the end of the unit, you will present the final major project within the context of a Summer Show or Exposition, utilising appropriate strategies (according to subject area and specialism) for the display and dissemination of your work to an audience.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

Unit delivery will comprise a range of approaches to developing student learning, focusing on the practical application of creative skills in the development of a final major project. Students will be given the opportunity to focus exclusively on the production of a substantive creative output relevant to their subject area, through a synthesis of intellectual and practical application.

At the start of the unit, students will produce a statement of intent that outlines the project aims, demonstrates the rationale for the project, and includes a clear schedule for the delivery of a final major project. Utilising knowledge gained in previous units including project management, time management and health and safety planning, students will embark on a self-negotiated creative project that demonstrates creative knowledge, expertise and critical understanding.

The unit places a focus on the development of a final creative output, achieved to a high professional standard and at a level expected for the culmination of level 6 study (appropriate to the subject area). This nature of the final project will be determined in negotiation with the unit leader and/or a member of the unit teaching staff. Students will be encouraged to utilise the resources available to them within the university, to include open access resources and Workshop Wednesdays.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Seminar (subject specific):
    1. Research into production;
    2. Professional standards for creative outputs;

3. Presenting practice in the public domain;
- Lab (subject specific): technical skills and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Critique: Group critique;
- Tutorial: Group and/or individual tutorial.

To compliment learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

Unit delivery will comprise a range of approaches to developing student learning, focusing on the practical application of creative skills in the development of a final major project. Students will be given the opportunity to focus exclusively on the production of a substantive creative output relevant to their subject area, through a synthesis of intellectual and practical application.

At the start of the unit, students will produce a statement of intent that outlines the project aims, demonstrates the rationale for the project, and includes a clear schedule for the delivery of a final major project. Utilising knowledge gained in previous units including project management, time management and health and safety planning, students will embark on a self-negotiated creative project that demonstrates creative knowledge, expertise and critical understanding.

The unit places a focus on the development of a final creative output, achieved to a high professional standard and at a level expected for the culmination of level 6 study (appropriate to the subject area). This nature of the final project will be determined in negotiation with the unit leader and/or a member of the unit teaching staff. Students will be encouraged to utilise the resources available to them within the university, to include open access resources and Workshop Wednesdays.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Seminar (subject specific):
    1. Research into production;
    2. Professional standards for creative outputs;
    3. Presenting practice in the public domain;
- Lab (subject specific): online technical skill support and their application to a named practice;
- Studio Practice (subject specific): Tutor supported development of practical work via online support;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific): Online group and/or individual critique;
- Tutorial: Online group and/or individual tutorial.

To compliment learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:
This is a university-wide unit and no specific course information is required.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:
This is a university-wide unit and no specific course information is required.

4.5 READING LIST:				
Nelson, R.,	(2013)	Practice as Research in the Arts: Principles, Protocols, Pedagogies, Resistances,	Palgrave,	London
Smith, H., and Dean, R., (eds)	(2009) (2009 Ebook version)	Practice-led Research, Research-led Practice in the Creative Arts	Edinburgh University Press	Edinburgh
Smithson, P.,	(2009)	Installing Exhibitions: A Practical Guide	A & C Black Publishers	London
Sullivan, G.,	(2010)	Art practice as Research: Inquiry in Visual Arts	Sage	London

This is a self-negotiated unit. **Further reading lists will be identified on an individual basis**. Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:
This is a university-wide unit and no specific course information is required.

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Evidence research-informed application of material, process and context in response to a named creative brief 2. Demonstrate conceptual thinking and/or visualisation through investigation and enquiry 3. Deliver a critically-engaged creative outcome in response to a self-initiated proposition
COGNITIVE SKILLS	
PRACTICAL & PROFESSIONAL ATTRIBUTES	4. Synthesise a creative project demonstrating the necessary attributes of a critical and reflective practitioner.

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	**RELATED LEARNING OUTCOMES**	**WEIGHTING [FG / PF] (%)**	**PASS MARK (%)**	**SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER**
Creative Final Project demonstrating resolved final outcome(s)	1, 2, 3, 4	100% FG	40%	Students required to develop final creative work to a high level of resolution through a self-negotiated project

6.2 ADDITIONAL ASSESSMENT NOTES:
12 weeks/ 1 x 12 week project. Project block comprises 10 weeks of working and 2 weeks of formative feedback.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Purposeful and engaged practitioners who demonstrate intellectual and personal curiosity for specialist creative practice.
- Critical thinkers who use evidence and research to inform their decisions.
- Enterprising problem-solvers who can identify issues and solutions when faced with challenging and complex circumstances.
- Ethical practitioners and work with an informed awareness of how their actions may impact others.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a lifelong learner.
- Self-aware and actively engage in managing their physical and mental wellbeing.
- Empathetic, and recognise the aspirations and needs of others to create a dynamic working environment.
- Passionate advocates for the creative arts as a catalyst for personal, professional and cultural transformation.
- Champions of social justice and sustainability as seen through their creative and professional practice.
- Innovators who explore new ways of working using a flexible and inclusive approach.
- Impactful contributors who recognise the importance of effective and considered communication.
- Enterprising and entrepreneurial, who respond creatively to uncertain and challenging situations.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Communication
- Messaging others
- Collaboration
- Networking
- Digital persona
- Intellectual property

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Effective & impactful communication
- Critical thinking & creative problem solving
- Adaptable & flexible working
- Organisational & management skills
- Self-awareness & resilience

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:
POSITIONING PRACTICE

1.2 UNIT DELIVERY:	
UNIT LEADER	**COURSE**
	University-wide

1.3 UNIT FHEQ ALIGNMENT:		
LEVEL	**CREDITS**	**STUDY HOURS**
6	**30**	**300**

1.4 UNIT CODE [PROVIDED BY THE REGISTRY]:
604

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
TRIMESTER 1	**TRIMESTER 2**	**TRIMESTER 3**
	X	

2.2 MODE [STUDY LOCATION][1]				
ON-CAMPUS LEARNING	**HYBRID LEARNING**	**ONLINE LEARNING**	**WORK - BASED**	**STUDY - ABROAD**
X	**X**			

SECTION 3: UNIT RESTRICTIONS[2].

3.1 DELIVERY INTEGRATION			
PREREQUISITE	**DISREQUISITE**	**COREQUISITE**	**RESTRICTIONS (COURSE)**
401 402 403 404 501 502 503 504			

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[1] **On-Campus** -100% timetabled in-situ; **Hybrid** - timetabled in-situ & online; **Distance** - 100% timetabled online.| **On-campus + Hybrid Learning** will use learning technologies as part of delivery
[2] **Prerequisite** - unit(s) which must be passed prior to study; **Direquisite** - unit(s) which cannot be taken before/after/concurrently study; **Corequisite** - unit(s) which must be studied concurrently. **Restrictions** - limitations on which courses can take a unit.

SECTION 4: UNIT CONTENT.

4.1 UNIT BLUEPRINT DESCRIPTION:

This unit is designed to support and inform the development of an individually appropriate strategy for progression into employment, professional practice or continued education. Unit delivery will develop the necessary knowledge and professional skills to aid your successful entry into professional practice at the end of the final year of study. You will have the opportunity to develop a range of tools and approaches designed to support your creative position as an independent practitioner, alongside your knowledge and critical awareness of a range of professional contexts, relational industry networks and opportunities, and digital communication strategies.

This 12-week unit will extend your understanding and consideration of appropriate audiences, end-users and markets and raise your awareness of industry relevant technologies, techniques and innovations. Learning will support the articulation of your personal career ambitions, informed by an awareness of professional contexts and opportunities for creative practice. You will be encouraged to reflect on industry and/or workplace experiences and to consider the synergy between these and future professional practice aspirations.

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

During the unit, you will develop appropriate digital strategies for the professional presentation of your work and contextualise your creative position in relation to both your subject and wider professional practice.

4.2a INDICATIVE OUTLINE CONTENT & DELIVERY [On-campus Learning]:

Unit delivery will comprise a range of approaches to developing student learning, focusing on the practical development of professional practice skills and applications in support of level 6 outcomes.

During this unit, students will develop a creative online presence (website or eportfolio), to include creative practice, and a position statement (up to 500 words). Lectures and seminars will introduce appropriate strategies for developing professional practice and promote independent research of related areas such as individual professional networks, funding and entrepreneurial opportunities, postgraduate study, and strategies post graduation. Students will develop appropriate digital strategies for the presentation of their creative work, through the production of a website or similar online presence that showcases their professional practice.

In support of this unit, the production of a 'position statement' in Unit 604 will provide an opportunity for students to develop the skills required to write a research statement about creative practice, articulating project aims, outcomes and contexts. Full time students will produce their position statement as a summative text on the final major project aims, its intended outcomes and associated contextual underpinning. For part-time students, this statement will be completed prior to the commencement of the final project and will therefore be based on work produced up to the date of submission. Both statements however will provide a structured framework from which to develop associated textual information required for the summer show.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. Building professional networks;

    2.   Digital communication - strategies for creative practitioners;
    3.   Employability - strategies beyond art school.
- Seminar (specific to cognate or project group):
    1. Networks and opportunities;
    2. Pricing and selling your work;
    3. Professional next steps.
- Lab (university-wide): developing a website; (Learning Lab) writing a position statement;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Tutorial: Group and/or individual tutorial.
- Online IP quiz pass/fail

To compliment learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.2b INDICATIVE OUTLINE CONTENT & DELIVERY [Hybrid & Distance Learning Delivery]:

Unit delivery will comprise a range of approaches to developing student learning, focusing on the practical development of professional practice skills and applications in support of level 6 outcomes.

During this unit, students will develop a creative online presence (website or eportfolio), to include creative practice, and a position statement (up to 500 words). Lectures and seminars will introduce appropriate strategies for developing professional practice and promote independent research of related areas such as individual professional networks, funding and entrepreneurial opportunities, postgraduate study, and strategies post graduation. Students will develop appropriate digital strategies for the presentation of their creative work, through the production of a website or similar online presence that showcases their professional practice.

In support of this unit, the production of a 'position statement' in Unit 604 will provide an opportunity for students to develop the skills required to write a research statement about creative practice, articulating project aims, outcomes and contexts. Full time students will produce their position statement as a summative text on the final major project aims, its intended outcomes and associated contextual underpinning. For part-time students, this statement will be completed prior to the commencement of the final project and will therefore be based on work produced up to the date of submission. Both statements however will provide a structured framework from which to develop associated textual information required for the summer show.

The unit will be comprised of the following indicative content and delivery mode:

- One x 12 week subject-specific project;
- Lecture (university-wide):
    1. Building professional networks;
    2. Digital communication - strategies for creative practitioners;
    3. Employability - strategies beyond art school.
- Seminar (specific to cognate or project group):
    1. Networks and opportunities;
    2. Pricing and selling your work;
    3. Professional next steps.
- Lab (university-wide): developing a website - online support; (Learning Lab) writing a position statement;
- Studio Practice (subject specific): Tutor supported development of practical work via online support;
- Directed study: independent work in support of unit outcomes;

- Tutorial: Online group and/or individual tutorial.
- Online IP quiz pass/fail

To compliment learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

4.3 UNIT SPECIFIC DESCRIPTION:

This is a university-wide unit and no specific course information is required.

4.4 INDICATIVE SPECIFIC OUTLINE CONTENT:

This is a university-wide unit and no specific course information is required.

4.5 READING LIST:

Clarke, M.,	(2007) (2007 Ebook)	Verbalising the Visual: translating art & design into words	AVA	Lausanne
Cottrell, S.,	(2017)	Critical Thinking Skills: Effective Analysis, Argument and Reflection	Macmillan Study Skills	London
MacLeod, K., & Holdridge L.,	(2006)	Thinking Through Art: Reflections on Art as Research (Innovations in Art and Design)	Routledge	Abingdon
Tirhol, B.,	(2015) (2015 Ebook Version)	Law for Artists: Copyright, the obscene and all the things inbetween	Routledge	London

This is a self-negotiated unit. **Further reading lists will be identified on an individual basis**. Reading lists will be stored in the library LMS and linked to the USF. Reading lists may change without the requirement for a formal curriculum revision.

4.6 SPECIALIST RESOURCES ESSENTIAL FOR DELIVERY:

This is a university-wide unit and no specific course information is required.

SECTION 5: UNIT LEARNING OUTCOMES.

5.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	
COGNITIVE SKILLS	1. Critically apply effective ICT solutions by making evidence-informed and appropriate judgements
PRACTICAL & PROFESSIONAL ATTRIBUTES	2. Deliver an evidence-based communication strategy to support the engagement of multiple named stakeholders 3. Apply best practice for protection, sharing and use of intellectual property 4. Design a public-facing portfolio of practice which through critical application recognises the elements required for success as a creative practitioner

SECTION 6: UNIT ASSESSMENT.

6.1 ASSESSMENT INFORMATION:				
ELEMENT(S)	**RELATED LEARNING OUTCOMES**	**WEIGHTING [FG / PF] (%)**	**PASS MARK (%)**	**SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER**
1. Online presence (website / ePortfolio)	1, 2, 4	100% FG	40%	Submit a web link to the URL. Online presence to include representation of creative practice and a position statement (up to 500 words)
2. Online IP quiz pass/fail	3	100% PF	90%	Online IP quiz pass/fail (unlimited attempts - assessment for learning)

6.2 ADDITIONAL ASSESSMENT NOTES:
12 weeks/ 1 x 12 week project. Project block comprises 10 weeks of working and 2 weeks of formative feedback. Word count is a maximum, and there is no % upper variance. Students not penalised for a submission under the word count.

SECTION 7: ATTRIBUTES & SKILLS.

7.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

- Critical thinkers who use evidence and research to inform their decisions.
- Ethical practitioners and work with an informed awareness of how their actions may impact others.
- Passionate advocates for the creative arts as a catalyst for personal, professional and cultural transformation.
- Digitally confident who can work across multiple digital environments and platforms.
- Innovators who explore new ways of working using a flexible and inclusive approach.
- Impactful contributors who recognise the importance of effective and considered communication.
- Enterprising and entrepreneurial, who respond creatively to uncertain and challenging situations.

7.2 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING DIGITAL LITERACY SKILLS:

- Communication
- Messaging others
- Networking
- Digital persona
- Artefact creation
- Intellectual property
- Data protection
- Troubleshooting
- Creativity
- Self-sufficiency

7.3 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING EMPLOYABILITY SKILLS:

- Effective & impactful communication
- Critical thinking & creative problem solving
- Networking & public engagement
- Enterprise & entrepreneurial thinking
- Business awareness & agile thinking
- Confidence, leadership & social influence
- Digital excellence and a willingness to learn