

1. Factual Information			
Module Title	NLM2 Erasmus	Level	5
Module Code	LAUF513	Credit Value	20

2. Rationale for the module and its links with other modules
<p>This module builds on the experiences of the students and offers the opportunity to inform their understanding of their own personal and professional development through research into the professional concerns relevant to individual interests within the creative industries, external cultural environment and communities of practice.</p> <p>This module will run concurrently with other Level 5 modules and will inform their broader practical development. It will provide a theoretical and contextual understanding of the level of professionalism required to build a career and make a living and continue to engage them with their own development.</p> <p>Students will develop the ability to communicate information and ideas cogently and effectively within a range of discourses as appropriate to particular audiences, in in written, spoken or other forms of communication.</p>

3. Aims of the module
<p>To develop an integrated understanding of the practical and professional concerns of individual creative practices.</p> <p>To encourage an investigation of the personal, professional, innovative and entrepreneurial aspects of external creative industries and communities of practice.</p> <p>To establish an increasingly independent understanding of the practical and contextual location of individual creative ambitions through sustained approaches to research and investigation.</p> <p>To develop higher level communication skills through course specific practical and contextual research, development and presentation.</p> <p>To identify Intellectual Property issues and introduce appropriate steps to safeguard the innovation and commercialisation design process and creative outcomes.</p> <p>To develop an ability to undertake and complete set tasks, whether routine and familiar or requiring the acquisition and application of new skills whilst working to briefs and deadlines, including managing concurrent projects.</p>

4. Pre-requisite modules or specified entry requirements
Successful progression from Level 4 BA (Hons) Fashion.

5. Intended learning outcomes	
A. Knowledge and understanding	Learning and teaching strategy
<i>At the end of the module, students will be expected to:</i>	<p>May include</p> <p><b>Lectures/Seminars</b> - To introduce module content, visiting</p>

<p><b>F5A3:</b> Demonstrate an informed understanding of professional context of their practice within the creative industries and cultural environment.</p>	<p>professionals, principles/theories and explore their relationship to studio practice.</p> <p><b>Studio Workshops/Briefings:</b> To introduce and support the development of industry integrated micro-projects and foster approaches to IP issues, problem analysis, idea generation and design development.</p> <p><b>Private Research &amp; Study:</b> To develop individual areas of subject specialism and methods of self-evaluation appropriate to module content and portfolio development.</p>
<p><b>B. Cognitive skills</b></p>	<p><b>Learning and teaching strategy</b></p>
<p><i>At the end of the module, students will be expected to:</i></p> <p><b>F5B2:</b> Identify and analyse the challenges and opportunities offered by future developments within individually appropriate areas of creative practice.</p>	<p>May include</p> <p><b>Group Crits:</b> To develop understanding and skills in the critical analysis and evaluation of individual progress and peer feedback.</p> <p><b>Progress Surgeries (Individuals/Group):</b> To support the development of individual /group understanding of industry roles and requirements, opportunities, principles and practices.</p>
<p><b>C. Practical and professional skills</b></p>	<p><b>Learning and teaching strategy</b></p>
<p><i>At the end of the module, students will be expected to:</i></p> <p><b>F5C2:</b> Develop a body of work in response to a defined brief that effectively demonstrates professional working practices in research, planning and communications.</p>	<p>May include</p> <p><b>Practical Workshops:</b> To introduce and support the development of appropriate practical/technical skills for self-promotion, including CV &amp; Cover Letter.</p> <p><b>Independent Studio Development/Drop In Access:</b> To develop individual areas of interest, practical skills and studio practices appropriate to module content and portfolio development.</p>
<p><b>D. Key transferable skills</b></p>	<p><b>Learning and teaching strategy</b></p>
<p><i>At the end of the module, students will be expected to:</i></p> <p><b>F5D2:</b> Employ a range of appropriate professional communication methods to record and present their own creative practice, concerns and ambitions.</p>	<p>May include</p> <p><b>Groups Crits:</b> To develop understanding and skills in the critical analysis and evaluation of individual progress and peer feedback.</p> <p><b>Progress Surgeries (Individuals/Group):</b> To support the development of individual /group understanding of industry roles and requirements, opportunities, principles and practices.</p>

## 6. Indicative content

Students will continue to employ a range of research skills to develop an understanding of the critical, contextual and ethical dimensions of the creative industries and the external cultural environment.

Indicative content for this module may include:

- The application of Copyright and Licensing law to their own practice
- Marketing principles
- Market analysis
- Audience identification
- Effective Marketing Communications
- Intellectual Property of creative outcomes
- Respond to externally set briefs and commissions
- Awareness of the requirements to prepare for self-employment or freelance working
- Practical and technical skills

## 7. International dimension

Creative and Knowledge industries are, by virtue, not bound by geographical boundaries. Accordingly, this Module will introduce students to the global context in which today's advanced creative professionals operate. Specific examples and case studies will be introduced, for instance of protecting copyright across international boundaries.

## 8. Assessment strategy, assessment methods and their relative weightings

100% portfolio to include:

Reflective Presentation & Research Journal (Portfolio Based): To include evidence of critical engagement with a range of appropriate theoretical, conceptual and/or contextual source material. There should be written evidence of personal reflection and critical awareness when evaluating individual progress in relation to set briefs.

Practical Development & Production (Portfolio Based): To include evidence of the ability to effectively plan, carry out, document, present and evaluate the practical and conceptual development of appropriate solutions to identified problems.

## 9. Mapping of assessment tasks to learning outcomes

Assessment tasks	Intended learning outcomes			
	F5A3	F5B2	F5C2	F5D2
Reflective Presentation & Practical Work	X	X	X	X

## 10. Key reading list

Author	Year	Title	Publisher	Location
Berger, L	2013	All work, no pay: Finding an internship, building your resume.	Berkeley	New York

# Module Specification - BA (Hons) Fashion - LAUF513



Anderson, D	2016	Stand Out: Design a Personal Brand, build a portfolio, find a great job	Clarkson Potter	New York
Granger, M	2013	Fashion: The Industry and Its Careers	Fairchild	New York
Ecko, M	2013	Unlabel: Selling You Without Selling Out	Touchstone	New York
Kiper, A	2014	Fashion Portfolio: Design & Presentation	Batsford Ltd	London
Shijian, L	2012	Communicating Fashion Brands	Gingko	California
Harris, P Ambrose, G	2015	The Layout Book	Bloomsbury	London

## 11. Other indicative text (e.g. websites)

<http://www.fashionworkie.com>  
<http://www.artsthread.com>  
<http://www.drappersonline.com>  
<http://www.prospects.ac.uk>  
<http://www.fashionunited.co.uk>  
<http://www.modeconnect.com>

**N.B. Reading lists and other indicative references are subject to annual review and update.**