Module Definition Form (MDF)

Module code: MOD007306	**Version:** 1 **Date Amended:** 24/Jan/2020

1. Module Title
Visual Communication and Portfolio

2a. Module Leader
Wendy Moody

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Fashion Design		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module aims to challenge you to engage with diverse visual communication methods. You will develop drawing skills appropriate for different purposes, including observational drawing for research, technical drawing and experimental fashion illustration, as you develop your understanding of the most effect methods and processes through which to communicate your ideas using both manual and digital techniques.

You will be introduced to key digital communication tools, developing your confidence with key software and digital platforms. You will be encouraged to explore image-making and image-manipulation to develop compelling and engaging visual communication techniques that will contribute to your studio practice modules while discovering the capabilities of the selected programs.

You will to learn to critically reflect on your personal skills and develop your individual creativity in promoting your own work, and produce a personal portfolio in both physical and digital formats. Illustration, portfolio and presentation skills will support the promotion of your creative practice to a range of audiences including potential internships/work experience opportunities, and employers.

6b. Outline Content

- Introduction to Adobe Photoshop and Adobe Illustrator.
- Introduction to visual communication and portfolio.
- Traditional approaches to visual communication for fashion.
- Contemporary and digital visual communications techniques.
- Layout and presentation techniques.
- Presentation of conclusions.

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

Fashion Studios, MAC suites, Adobe Creative Cloud.

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Demonstrate awareness of the importance of visual communication and portfolio in fashion design.
2	Knowledge and Understanding	Critically evaluate the tools and techniques used within the industry to promote visual communication and presentation.
3	Knowledge and Understanding	Demonstrate the ability to experiment with creative solutions, and apply technical propositions in order to expand and execute problem-solving for visual communication and portfolio
4	Intellectual, practical, affective and transferrable skills	Communicate, analyse and evaluate contextual and practical ideas effectively.
5	Intellectual, practical, affective and transferrable skills	Reflect, analyse, evaluate and communicate methods, processes and outcomes using knowledge and understanding of design practice.
6	Intellectual, practical, affective and transferrable skills	Proactively engage and develop independent and professional approaches to responding to feedback and managing module content.

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	2	1-6	2 hours allocated for project related lectures.
Other teacher managed learning	72	1-6	6 hours per week for 12 weeks (workshops, demonstrations, critiques and tutorials)
Student managed learning	228	1-6	Use of supported sessions, open access studios and Mac suites.
TOTAL:	302		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	100 (%)	Fine Grade	30 (%)

Portfolio of course work with evidence of research, project development, reflection and final outcomes (equivalent to 6000 words)

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]