# Module Definition Form (MDF)

| Module code: MOD007309 | **Version:** 3 **Date Amended:** 05/Jul/2023 |
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| 1. Module Title |
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| Graduate Project and Professional Portfolio |

| 2a. Module Leader |
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| Mark Hart |

| 2b. School |
|---|
| Cambridge School of Art |

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

| 3a. Level |
|---|
| 6 |

| 3b. Module Type |
|---|
| Standard (fine graded) |

| 4a. Credits |
|---|
| 90 |

| 4b. Study Hours |
|---|
| 900 |

**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 provides the opportunity to focus on a specialist direction within fashion design, with a view to producing a market-focused final collection and professional portfolio towards a preferred career direction. In addition, project briefs may include opportunities to engage with industry-based projects such as individually commissioned work national competitions and live projects. Your professional outcomes will enhance your employability and enterprise skills through the application of your independent design practice to a particular audience.

You will prepare a proposal for an independent project to be approved by your module tutor. Through independent project management and professional practice, you will develop your understanding of appropriate methods and techniques, and demonstrate the professional commercial context of a fashion collection and portfolio for a target market and potential employers. You are encouraged to solve challenging design problems utilising an advanced awareness of contemporary design practice, sustainability in the creative industries, innovative approaches and specialist software resources. This project will also focus upon the practicalities of your coursework, professional visual communication and self-promotion within the fashion industry in preparation for employment or enterprise.

Lectures, presentations, product/toile reviews, and seminars will examine creative innovation and design solutions within current dynamic fashion industry design practice. Workshops and seminars on professional practice and portfolio are designed to provide appropriate preparation for the world of work and to explore opportunities for employment, networking, industry roles and self-employment within the fashion industry.

You will be expected to confidently engage in professional practice towards a range of industry networks and collaborations, project manage your work in a professional manner and meet designated deadlines. Coursework for set projects will be summatively assessed on conclusion of the module: Sketchbooks, technical file/packs, market research, fully manufactured toiles, fully manufactured outfits, visual portfolio, self-promotion and pitch presentations.

## 6b. Outline Content

- Research and development of independent specialist projects for target markets
- Project Management
- Understanding and establishing the requirements of a professional brief
- Explore innovative within the contemporary fashion design practice (e.g. socio-economic, cultural, technological etc)
- Sustainability and the creative industries
- Developing industry-led professional practice
- Industry and market led manufacture and construction techniques
- Networking and Self-promotion in preparation for employment
- Professional portfolio: Industry-led visual communication techniques, portfolio and presentation.
- Self-employment
- Independent careers management

## 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, pattern cutting room/production workroom and MAC suites

| 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 | Critically evaluate complex primary and secondary research material to inform practice-based enquiry of contemporary design and production methods. |
| 2 | Knowledge and Understanding | Demonstrate professional understanding of methods and techniques in independent design practice and the commercial context of a fashion collection and portfolio. |
| 3 | Knowledge and Understanding | Communicate innovative and professional design based processes effectively through appropriate media to specific target markets and potential employers. |
| 4 | Intellectual, practical, affective and transferrable skills | Develop professional project management skills, demonstrating independence and ability to adapt to changing markets, contexts, ethical and sustainable issues. |
| 5 | Intellectual, practical, affective and transferrable skills | Develop a critical and professional design practice that reflects contemporary industry standards. |
| 6 | Intellectual, practical, affective and transferrable skills | Critically evaluate professional practice and self-promotion to support career development. |

| 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 | 12 | 1-6 | 6 hours per trimester allocated for module related lectures. |
| Other teacher managed learning | 138 | 1-6 | 6-8 hours per week for 24 weeks (workshops, seminars, product reviews, portfolio reviews, crits, demonstrations, inductions and tutorials) |
| Student managed learning | 750 | 1-6 | Over 2 Trimesters. Use of technician supported sessions, open access studios, mac labs and production workshop. Networking and research in libraries, museums and galleries/other. |
| TOTAL: | 900 | | |

**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 | 30 (%) | Fine Grade | 30 (%) |
| **Portfolio of course work with evidence of project development, research, development, and outcomes (equivalent to 5,400 words)** | | | | | |

| Assessment No. | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
|---|---|---|---|---|---|
| 011 | Coursework | 1-6 | 70 (%) | Fine Grade | 30 (%) |
| **Portfolio of course work with evidence of project development, research, development, and final outcomes (equivalent to 12,600 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]**