Module Definition Form (MDF)

Module code: MOD008432	**Version:** 1 **Date Amended:** 14/Jul/2021

1. Module Title
Design: Visual and Material Practice

2a. Module Leader
Sarah Graham

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

The introductory module will explore the fundamental practical, technical, and creative interpretative 2D and 3D processes and techniques within research, translation and design process for fashion design.

An examination of historical, social-cultural, theoretical and environmental perspectives in contemporary design practice will help develop your understanding of current issues and contexts. Associated practical, technical, and creative processes will be applied to create outcomes that provide you with a solid foundation for innovative design.

Projects and introductory lectures will explore the structure of the fashion industry in order to develop your awareness and appreciation of the varying roles and responsibilities within the industry and their associated employability skills.

Studio project briefs and inclusive learning environments (e.g. practical workshops, seminars, group critiques, student presentations (e.g. process and outcomes), and tutorials) will address context, practical application, process; develop self-reflection, communication skills and professional development.

6b. Outline Content

Introduction to the fashion design process, design elements and principles.
Historical and contemporary design for the research and fashion Design Process.

Introduction to the creative research and translation process.
Observational and experimental drawing approaches for design.

Introduction to 2D/3D design development.

Introduction to manufacture and construction techniques (Toile making: shape development, on the stand, traditional and experimental pattern cutting, fabric awareness).

Introduction to Visual Communication Techniques, Portfolio and Presentation (Mood Boards, Design Boards, Fashion Illustration, Technical Drawing/Flats)

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	Evaluate and translate a range of primary and secondary research material to develop ideas in the context of contemporary fashion design.
2	Knowledge and Understanding	Demonstrate creative and critical skills to inform and communicate the design process.
3	Knowledge and Understanding	Investigate selected historical, social-cultural and theoretical connects, and reflect on the creative process.
4	Intellectual, practical, affective and transferrable skills	Independently investigate design problems using a range of methods, collecting information, and communicating outcomes.
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	3	1-6	1 hour per week for 3 weeks.
Other teacher managed learning	72	1-6	Up to 6 hours per week for 12 weeks (workshops, demonstrations, inductions, pitch presentations, critiques and tutorials).
Student managed learning	225	1-6	Approximately 18 hours per week for 12 weeks. Use of technician supported sessions, open access studios and workshop resources. Research in libraries, museums and galleries. Independent study.
TOTAL:	300		

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 workshops, research, design, project development, reflection and final outcomes (equivalent to 6,000 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]