



Module Definition Form (MDF)

Module code: MOD008644	Version: 3 Date Amended: 11/Oct/2024
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1. Module Title
Major Project

2a. Module Leader
Lauren Fried

2b. School
Cambridge School of Art

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

3a. Level
6

3b. Module Type
Project or dissertation (fine graded)

4a. Credits
60

4b. Study Hours
600

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module provides the opportunity for you to focus on a specialist direction within fashion communication and branding, with a view to producing a creative and industry-focused final outcome that draws on your own individual skills, experience, and interests.

This module is a culmination of your studies up to this point and allows you to explore and develop your personal ideas, taking full advantage of the skills that you have acquired to date in the field of fashion communication, branding, and marketing. You will develop these skills in the final outcomes, by displaying initiative, creative thinking, organisational skills and academic resilience. Project briefs may include opportunities to engage with industry-based projects such as individually commissioned work, national competitions and live projects. The outcomes of this module will enhance your employability and enterprise skills through the application of your independent practice.

At the start of this module, you will prepare a proposal for an independent project to be approved by your module tutor, which you will then develop throughout the Trimester through independent project management and professional practice. You will demonstrate your understanding of the professional commercial context of a fashion communication and branding project for a target market and for industry. You are also encouraged to solve challenging problems using an advanced awareness of contemporary practice, sustainability in the creative industries, innovative approaches, as well as specialist software resources. Throughout this module, you will focus on the practicalities of your coursework, professional visual, written and oral communication, as well as self-promotion within the fashion industry in preparation for employment or personal enterprise after graduation.

Lectures, presentations, crits, and seminars will examine creative innovation and solutions within the contemporary fashion industry. Workshops and seminars on professional practice and portfolio developed 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.

This module also supports you in developing the skills to market both yourself and a CSA course to a public audience, in order to think about your career after graduation. An element of this module will be to work collaboratively with a CSA course throughout the module, in order to market, promote, communicate, brand, and develop both your own and your fellow students' final degree outcomes through artefacts, events, publications (both digital and print), as well as a variety of other media and methods.

Throughout this module, the varied teaching activities include one-to-one tutorials, critiques and presentations. You will also take advantage of the various talks, seminars, lectures, events and exhibitions in London, Cambridge and elsewhere, which will inform your final project. You will plan, initiate and manage your ongoing practice, working toward a range of final outcomes, with in-depth research and development focusing on the specific context within which you are working, with a high level of professional engagement and time management.

6b. Outline Content

- One to one tutorials exploring issues raised by individual projects and relating theory and practice
- Professional Development tutorials and workshops, relating your project to post-degree career planning
- Student presentations on developing work
- Critiques and workshops gaining peer-to-peer and tutor feedback and developing self-evaluative skills
- Professional practice talks, seminars and tutorials with tutors and invited professionals
- Visits to exhibitions, seminars and events

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

None

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 critical knowledge and understanding of the process of independent project development, relating to the appropriateness, technical proficiency and professionalism of the outcomes.
2	Knowledge and Understanding	Demonstrate knowledge and understanding with imagination, confidence, and professionalism, to present a range of considered and evaluated solutions. (Professional accreditation Chartered Inst marketing)
3	Intellectual, practical, affective and transferrable skills	Exercise personal responsibility in making informed decisions and formulating responses to information and experiences.
4	Intellectual, practical, affective and transferrable skills	Engage in critical discussion, articulating ideas effectively orally and in written form, and contributing to current debate, with respect to the critical judgment of others and ethical considerations.
5	Intellectual, practical, affective and transferrable skills	Apply an appropriate application of a variety of suitable methodologies to a fashion communication, branding and marketing solution.
6	Intellectual, practical, affective and transferrable skills	Supervise and administer your own independent learning and development of a major project.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2025/6	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	0	None	None
Other teacher managed learning	96	1-6	6-8 hrs per week for 12 weeks (One-to-one tutorials, Student Presentations, group tutorials, briefing sessions, critiques, reviews and associated activities).
Student managed learning	504	1-6	Independent research work with regular use of CSA facilities
TOTAL:	600		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	80 (%)	Fine Grade	30 (%)
Campaign Portfolio (10,000 words equivalent)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	1-6	20 (%)	Fine Grade	30 (%)
Presentation (2,000 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]