

Module code: MOD011558	Version: 1 Date Amended: 13/Apr/2026
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1. Module Title
Design and Industry Practice

2a. Module Leader
Sarah Graham

2b. School
Cambridge School of Art

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

3a. Level
5

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:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Challenging the boundaries of fashion design, we will investigate design as a multidisciplinary practice and explore social, cultural, political, technological and historical issues, and consumer trends based on contemporary debates within the industry. You will further develop your understanding of industry-led design practices, consumer lifestyle profiling, consumer trends and market level awareness, through lectures and workshops.

During analysis of the primary and secondary research, translation and design process, we will address more complex and conceptual design ideas and problems. These will involve more advanced creative, interpretative and practical 2D and 3D factors and textiles for fashion design, production and further explore more advanced visual communication techniques for design development and professional portfolio presentation. You will investigate and analyse industry-led and conceptual contemporary fashion design practices and generate creative and innovative approaches to design.

In this module you will build the essential skills and techniques needed to develop your confidence of design and enhance your employability and enterprise skills through application to a particular brand and market.

6b. Outline Content

- Introduction to critical and conceptual approaches to Fashion Design for a particular market.
- Visual research for design: Critical analysis and evaluation of historical and contemporary references for the design process.
- Introduction to multidisciplinary design practices (E.g., PESTLE) for the research and translation process.
- Creative exploration and application of textiles/fabric manipulation techniques for fashion.
- Experimental and innovative 2D and 3D approaches to design.
- Design-led manufacture and construction techniques (e.g. Toile making shape development, (on the stand, traditional and experimental pattern cutting), fabric awareness, and the creation of a fully manufactured toile and garments).
- Professional portfolio: Industry-led visual communication techniques, portfolio, and presentation.
- Developing industry-led professional practice.

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, Adobe Creative Cloud, Clo3D, Gerber and WGSN

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 explore historical, socio-cultural, theoretical, contemporary and sustainable perspectives in fashion design.
2	Knowledge and Understanding	Demonstrate advanced understanding of conceptual design research, methods and ideas development, in response to current debates.
3	Knowledge and Understanding	Demonstrate experimental processes and industry standard technical skills for concept, portfolio and product realisation
4	Intellectual, practical, affective and transferrable skills	Professionally communicate process and outcomes visually and verbally, and respond to critical feedback
5	Intellectual, practical, affective and transferrable skills	Demonstrate industry standard technical proficiency and concept realisation in final portfolio outcomes.
6	Intellectual, practical, affective and transferrable skills	Proactively engage and develop independent and professional approaches to project management whilst 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 allocated for module related lectures.
Other teacher managed learning	69	1-6	Up to 6 hours per week for 12 weeks (workshops, demonstrations, group discussions and tutorials
Student managed learning	228	1-6	Use of open access facilities
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 (%)

Design and Industry Practice Portfolio including Sketchbook, Technical File, Technical Pack and Product realisation (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]