

# Design Principles – Fashion Communication

## PGCFAD1033

### MODULE DESCRIPTOR

<b>ECTS credits<sup>1</sup></b>	5	<b>Programme</b>	Professional Diploma in Fashion Communication
<b>NQF level</b>	9	<b>Schools</b>	School of Design
<b>Stage</b>	1	<b>Module Co-ordinator</b>	Bernie McCoy
<b>Trimester</b>	First trimester of delivery	<b>Module Team</b>	NCAD staff team (Co-ordinators, Lecturers and Technical Officers)
<b>Contact</b>	Joanna Crawley, CFA coordinator		
<b>Responsibility</b>	The NCAD Academic Council, and the School of Design Board have responsibility for this module.		

#### 1. Introduction

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This module introduces fundamental principles, working methods, skills and theories that underpin contemporary design practice, within and extending beyond Fashion Communication. The module sets out key aspects of professional practice, and the historical, theoretical, cultural and professional contexts, to form a strong knowledge-base for design practice. This supports a range of design methodologies and techniques for the professional development, presentation and documentation of work. This module functions as a foundational component of all studio-based design pathways.

#### 2. What will I learn?

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On successful completion of this module learners will be able to:

1. DEFINE: Demonstrate an outline knowledge and understanding of select core principles, processes and concepts associated with the programme pathway.
2. CHARACTERISE: Demonstrate a working knowledge of the differing characteristics and practices associated with their contemporary design practice pathway.
3. DISTINGUISH: Demonstrate the ability to undertake analysis, evaluation and synthesis of associated debates surrounding and centred in the programme pathway.
4. CRITIQUE: Examine the professional practices associated with the pathway, including ethical and professional issues raised by their design discipline/field.

#### 3. How will I learn?

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Students will learn through a combination of set activities within the programme studio and/or base room, and self-directed study within and outside the college.

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<sup>1</sup> European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year (two trimesters)

Learning tool	Hours
Lectures, seminars, tutorials and workshops	20
Autonomous Student Learning	80
Total Workload	100

#### 4. What learning supports are provided?

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Reading lists, suggested websites and other learning supports are included in the project briefs.

Equipment lists and additional resources are outlined in the Professional Diploma in Fashion Communication Programme handbook.

#### 5. Am I eligible to take this module?

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##### Module Requisites and Incompatibles

Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	None
Recommended	None

#### 6. How will I be assessed?

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Assessment tool	% of final grade	Timing
Portfolio of work	80%	End of Trimester
Presentation of work	20%	End of Trimester
Total	100%	

Assessment tool	Learning outcomes assessed
Portfolio of work	1-4
Presentation of work	1-4

#### 7. Feedback, results and grading

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Students will receive feedback on their progress in the form of formative assessments and informal feedback as well as feedback on summative assessments.

Assessments are graded using the NCAD Grade Descriptors.

## 8. What happens if I fail?

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### Resit Opportunities

Opportunities will be provided during or at the end of following Trimester to students who do not complete all assessments within their initial Trimester of study, but students will not be able to progress to the next stage of the programme until they have successfully completed this module.

## 9. When and where is this module offered?

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### Programme Studios and Facilities

The module will be delivered in the first trimester of the programme's delivery, the actual trimester will depend on when the programme starts.

Autumn Trimester (September to January)

Spring Trimester (January to May)

Summer Trimester (May to September)

## 10. How will I have the chance to evaluate the module?

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It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the year, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Trimester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

**For further details on the content of your module and teaching arrangements,  
consult your Programme or Module Handbook**