

# Design Practices 1 – Fashion Communication

## PGCFAD1034

### 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>	2	<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 enables critical engagement with current and future-facing issues, through which a body of work - within fashion communication - is undertaken. Synthesising personal and professional development, creative methods, techniques and approaches, this module provides an opportunity to build a self-directed project (as an artist, designer, maker, writer, educator or curator) working within a community of practitioners.

#### 2. What will I learn?

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

1. DEFINE: Shape knowledge and understanding of practice within a chosen pathway.
2. RESOLVE: Develop a transparent iterative process that leads to a resolved outcome.
3. COMMUNICATE: Disseminate project outcome(s) at an appropriate professional standard.

#### 3. How will I learn?

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

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

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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)

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

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?

Module Requisites and Incompatibles	
Pre-requisites	Before studying this module, students must have successfully completed: <ul style="list-style-type: none"> <li>PGCFAD1033 Design Principles - Fashion Communication</li> </ul>
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the College for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

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

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	1-3
Presentation of work	1-3

#### 7. Feedback, results and grading

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?

##### 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**