

MODULE DESCRIPTOR

MODULE TITLE	PREPARATION FOR INDUSTRY		
MODULE CODE	FP2103 (L5)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This module aims:

- To expose the student to range of guest speakers from industry as well as graduates who will offer insight and knowledge on the career progression within the Fashion and Lifestyle arena.
- To respond to industry requirements with a range of written and visual solutions.
- To prepare students for industry experience considering a range of transferable, specific skills and employability skills.
- To highlight industry requirements and to target these within self-promotion.

MODULE CONTENT

Indicative syllabus content:

This module has been designed to help prepare students for entering the Fashion industry either via an integrated industrial placement, or on graduation. The module is composed of a series of sessions that focus on what industry wants paired with a strong sense of personal reflection and development. Students will be considering not only their study skills, they will consider their own personal attributes.

Sessions will explore key aspects of professional practice as well as establishing the range of opportunities available when entering this broad and exciting marketplace. Discussions surrounding each students' own aspirations and skills are key to this module and as such, a strong sense of self-motivation will be encouraged.

Students are expected to complete the module with the production of self-promotional branding that will allow them to present themselves to industry in a creative and professional way. The content and format of this will be continually discussed via timetabled sessions. Industry insight will be integrated into the module and students will engage with key sessions on how to approach potential employers to get noticed and make an impression, which will be driven through a tailored creative self-promotional pack.

INTENDED LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

1. Identify the requirements of working with external bodies and professional practices within Industry whilst considering employability skills.
2. Evidence a professional level of computer competence in relation to graphic solutions.
3. Select, justify and apply appropriate creative solutions in response to industry requirements.
4. Apply writing skills to a professional standard across a range of academic requirements.

TEACHING METHODS

A variety of learning and teaching strategies will be used which will enhance the learning environment and allow a range of learning styles to be accommodated.

These will be delivered by blended learning where appropriate and will include a range of the following:

- Lecture
- Seminar
- Tutorial
- Supervised time in studio/workshop

Assessment strategies will include formative and summative feedback to facilitate development within the projects as well as from project to project.

Students within this module will produce a range of practical outputs, encouraging the use of various media, which creatively respond to the project brief(s), via the following:

- Development of employability skills, focussing on CV and Cover Letter development, preparing and application and interview skills.
- Examining and reflecting on the opportunities and career paths available within industry and the skills and competencies required within these.
- Design and production of a self-promotion identity/personal branding, which is tailored to each individual student to reflect their creativity and skills.
- Developing and refining presentation techniques to a level required in industry.

The module has been developed in response to feedback from industry, tutors, students and graduates and reflects the key employability skills and knowledge required within the fashion and lifestyle industry.

ASSESSMENT METHODS

This module is assessed through one Project.