

Module code	FND311	Level	3
Module title	The Creative Designer	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Advertising BA (Hons) Fashion Design BA (Hons) Fashion Marketing BA (Hons) Interior Design	Teaching Period	Autumn/ Spring

1. Module description

In this module you will be introduced to the design cycle, idea generation, research principles and production practices. You will acquire relevant skills and develop awareness of key concepts and techniques.

While activities in this module will be multidisciplinary in nature, you will apply knowledge of your individual discipline and personal interests through the work you produce, and the output you generate.

By introducing you to a variety of creative perspectives, you will be able to better understand your place within the creative industries.

2. Learning outcomes

Upon successful completion of this module, you will be able to:

Professional Development (MLO 03)

Show the value of managing your own learning and of planning your personal and professional development through the design cycle

Discipline Knowledge (MLO 07)

explain pre-defined concepts and facts in Art & Design and how these are relevant to the task

Discipline Skills (MLO 08)

Use a limited range of established discipline-specific knowledge, techniques and tools and follow the Design cycle demonstrating the skills you have acquired

Interdisciplinary Perspectives (MLO 09)

Describe perspectives from a range of creative disciplines within a Fashion and Design context

3. Learning and teaching methods, and reasonable adjustments

Most of the sessions are seminars at which briefs are presented and discussed, encouraging hands on experience and creative problem-solving. You will apply theory and practice, to gain practical knowledge and skills and build up your portfolio.

We nurture individuality and experimental approach that is supported by acritical feedback from tutors and peers. Industry guest speakers will participate at key points in the module where appropriate, to enhance and further contextualise class teaching. Formative feedback will be provided weekly, towards your final submission.

Academic Language and Literacies sessions (ALL)

The module will support the development of your academic language and literacy skills to boost your chances of success and help you thrive on the foundation programme and beyond. For that purpose, you will work on a series of skills in, for example, writing different academic assignments (case studies, essays-and reflective writing), delivering oral presentations of your work, structuring ideas and conducting research.

Learning hours	
Directed learning	72
Workshops and seminars	48
Supervised studio	24
Guided/Self-guided learning	128
Total	200

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

4. Assessment, formative feedback and relative weightings

Assessment: Workbook

Weight (%): 100

Word Count or Equivalent: 5000 words equivalent

You will produce a sketchbook demonstrating creativity and application of elements and principles of design through answering briefs and designments presented in studio. Your sketchbook will be rich in ideas, experimentations with materials, 2 and 3D elements and the context in which these exist. You work will be accompanied by a written critical reflection, examining your strengths, and weaknesses, contextualising your work and tracing the evolution of your ideas.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Note: The assessment for this module is shared with your term 1 'Writing Skills for

Professional Success' module. However, the assessment criteria applied to your work on this module will be different, focusing on your ability to apply design principles and creativity as discussed in class.

Mapping of assessment tasks for the module

Assessment tasks	MLO3	MLO7	MLO8	MLO9	
Workbook	√	√	√	√	

5. Indicative resources

Additional discipline – specific resources will be made available on Blackboard

Albu, T. and Nahum-Albright, M. (2021) *Fashion Portfolio*, London: Laurence King

Bestley, R. and Noble, I. (2016) *Visual research: an introduction to research methods in graphic design*. London: Bloomsbury Publishing.

Wilde, R. & Wilde, J. (2015) *The process: A new foundation in art & design*. London: Laurence King

Collins, H. (2010) *Creative research: the theory and practice of research for the creative industries*. London: Bloomsbury Publishing

Fletcher, K. (2015) 'Other Fashion Systems' in Fletcher, K. and Tham, M. (2015) (eds) *Routledge Handbook of Sustainability and Fashion*. London: Routledge

Fletcher, K. (2016) *Craft of Use: Post-Growth Fashion*. London: Routledge

Jackson, P. (2011) *Folding techniques for designers: from sheet to form*. London: Laurence King

Lange-Berndt, P. (2015) *Materiality (documents of contemporary art)*. London: Whitechapel Gallery.

Stobart, J. (2011) *Extraordinary Sketchbooks: Inspiring Examples from Artists, Designers, Students and Enthusiasts*. London: A & C Black Publishers Ltd.