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| Unit Title | Portfolio and Career Planning |
| FHEQ Level | Level 6 |
| Unit Code | FAS18303 |
| Credit Value | 30 Credits |
| Unit Type | Subject |

| Learning Hours | | | |
|--------------------------------------|----|----------------------------------|------------|
| Staff – Student Contact Hours | | Independent Study Hours | |
| Classes | 25 | Independent Study | 80 |
| Supervised access to resources | 35 | Preparation for Assessment | 40 |
| | | Unsupervised Access to Resources | 120 |
| Total | | | 300 |

Unit Description

The aim of this unit is for students to prepare a professional portfolio with a distinct personal design aesthetic in readiness to enter the competitive world of fashion. Alongside developing varied projects for the portfolio, this unit will give students the opportunity to write an informed career plan research report that will assist students to plan ahead, evaluate career goals, assess opportunities within industry and review career aspirations.

Major Project Concept Research & Prototyping and Major Project Development & Realisation units will run alongside the portfolio unit. This offers students the opportunity to present and map the visual and creative narrative as well as the technical journey for these two units. Students will also work on industry competition briefs and experience the realities of operating within this professional context. It is intended students will work on national and international competitions set by British Fashion Council, Graduate Fashion Week and other possible industry sources. The number of competition and portfolio projects will vary depending on your pathway choice -Innovation or Ready to Wear and on the competitions that you choose.

Projects and competitions will be key contents within the portfolio that represent the graduate designers' personal aesthetic or client design ethos and sensibilities. These design proposals will be presented to industry standard appropriate to external audiences and prospective employers. Students will therefore be expected to critically evaluate and interrogate all current skills and existing conventions in order to present a body of work, which is contemporary, professional and relevant to current industry practice and market sectors.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.

3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

Market research into career paths and opportunities

Fashion Illustration

CAD: Technical specs to industry standard

Page layout, Graphics and Presentation

Colour palettes and fabric stories

Fabric representation

Competition briefs

Portfolio reviews

Application of relevant digital media

Preparation for External reviews and exhibitions

Unit Aims

To enable students to produce a fully resolved body of work within a professional portfolio which is contemporary and industry ready.

To write an informed career plan research report that demonstrates a readiness for work in a chosen market sector within the fashion industry/ creative industries.

To critically review, evaluate and apply understanding of the commercial possibilities of a chosen design or design ranges and be able to design for a particular market, project brief or competition.

To prepare and equip students with honed transferable skills, knowledge and experience in readiness to enter a highly competitive world of fashion.

To enable students to communicate their creative talent and versatility through a varied portfolio

To present resolved final outcomes to industry experts and peers.

Unit Learning Outcomes

LO 1 Research/Inspiration

Select and evaluate information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

LO 7 Employability

Effectively employ professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

LO 8 Professional Identity

Align your professional identity as a practitioner with a viable career context.

Related Principle: CULTIVATE

Learning and Teaching Methods

Briefings

Lectures

Project work

Workshops

Tutorials

Portfolio Reviews

Individual Presentations and Critiques

Assessment methods and tasks

Formative Assessment.

Summative Assessment to include Presentation and Critique

Assessment tasks:

Portfolio of evidence to include:

Weighting (100% of the unit)

This unit is assessed holistically

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|---|--|
| Report: Career Planning & Personal Branding | |
| Collection / Industry / Competition Brief/s | |
| Portfolio | |

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

1. Application of independent and distinctive research methodologies (LO1)
2. Demonstration of synthesis and evaluation (LO1, LO2)
3. Application of critical design thinking to produce innovative resolved design solutions (LO2,)
4. Application of advanced technical skills and effective contemporary **communication** in layout and presentation appropriate to target consumer and brand. (, LO4, LO5)
5. Demonstration of applying professional engagement/collaborative working (LO7, LO8)

Essential Reading list

1. Barrett, Joanne Ciresi. (2012). *Designing Your Portfolio: From Concept to Presentation*. Fairchild Books.
2. Dawber, Martin. (2011). *Great Big Book of Fashion Illustration*. Batsford Ltd.
3. Holland, Gwyneth. (2017). *Fashion Trend Forecasting*. Laurence King.
4. Raymond, Martin. (2010). *The Trend Forecaster's Handbook*. Laurence King
5. Renfrew, Elinor and Colin. (2009). *Developing a Collection*. AVA Publishing.
6. Scully, Kate and Cobb, Debra Johnston (2012) *Colour Forecasting for Fashion*. Laurence King
7. Szkutnicka, Basia. (2010). *Technical Drawing for Fashion*. Laurence King.