THE UNIVERSITY OF MANCHESTER
Programme Unit Specification

1. GENERAL INFORMATION

Title	Design Communication
Unit code	MATS 10391
Credit rating	10
Level	3 (Year-1)
Semester(s)	1
Pre-requisite units	None
Co-requisite units	TX-1017 Fashion Promotion, TX-2042 Design Process Management, TX 2013 Trend Forecasting for Fashion Buying
School responsible	Materials (Textiles & Paper Group)
Member of staff responsible	Ms R Studd
Other staff involved	

2. AIMS

The programme unit aims to:
To develop communication methods in design both visually and verbally in the fashion/textile retail environment and to encourage students to experience design through human senses and communicate this to non design professionals.

3. BRIEF DESCRIPTION OF THE UNIT

An important element of fashion retail is the ability to effectively communicate design to other parties. This unit develops skills in order to both understand designers and various methods of design/fashion communication for both marketers and retailers. Inspiration and brain storming techniques will also be developed along with understanding important issues of visual and tactile elements of design/fashion using fibres and fabrics. Issues of lifestyle retailing and its importance in design communication gives the student the ability to look at other areas of retailing where design has silent but an important role to play.

4. INTENDED LEARNING OUTCOMES *(include unit-specific and contribution to programme)*

Category of outcome	***On completion of this unit, students should be able to:***
Knowledge and understanding	Have an appreciation of various methods of communication within design. Contributing to developing TA10 and to the development and assessment of TA11, TA12 in programme specification learning outcomes
Intellectual skills	Have the ability to analyse and critically evaluate various academic theories of design communication and to apply methods of design communication into case study examples. This contributes to developing TB2, TB6, TB7, TB9 in the programme specification learning outcomes, of which TB7 and TB9 are assessed

Practical skills	To produce moodboards for fibres, fabrics and textiles, and theme boards for fashion, products and lifestyles. Contributes to developing and assessing TC6, TC7, TC9 in programme specification learning outcomes.
Transferable skills and personal qualities	Presentation methods, report writing and the ability to communicate through design. These contribute to developing TD2, TD3 and TD6 developing and assessing, TD1, TD5, TD10 in programme specification learning outcomes.

5. LEARNING AND TEACHING PROCESSES (*methods of delivery*)

Lectures, problem based learning, case study development, practical work and group work

6. ASSESSMENT

Assessment task	Length	Weighting within unit (if relevant)
Written Report	2 A4 sheets	20%
Practical Project (Group Project)	2 Theme Boards, Summary Sheet and Sketch Book	30%
Written Report	4000 words (min)	50%

Date of current version	25/09/08