**ARTD 6151: Sustainability in Business and Design Assignment Brief**

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| **Module Title** | Sustainability in Business and Design | | | |
| **Module Code** | ARTD 6151- | | | |
| **Module Leader** | Dr Shahina Pervin | | | |
| **Faculty Name and Code** | Faculty of Arts and Humanities | | | |
| **Faculty Unit/School and (Code)** | Winchester School of Art (FMB) | | | |
| **Academic session first offered** | 2019/20 | | | |
| **Credit Points** | ECTS | 20 | CATS | 10 |
| **Level** | 7 | | | |
| **Assignment** | An Illustrated essay demonstrating a critically informed understanding of contexts, issues and practices related to key sustainability issues. | | | |
| **Weighting** | 100% | | | |
| **Word Count** | 3000 | | | |
| **Assignment hand in date** | 18th May 2020 | | | |
| **Marks and feedback will be available to students** | 16th June 2020 | | | |
| **Contact Details** | Dr Shahina Pervin  Teaching Fellow- Fashion Marketing and Branding  [s.pervin@soton.ac.uk](mailto:s.pervin@soton.ac.uk)  Office Location: Graphics Building | | | |

**Scenario**

The purpose of this assignment is to write an illustrated essay addressing the key issues and practices in the current sustainability debate. You will select a brand or a company or a personal research subject of your interest demonstrating your knowledge and understanding and ability to recognise and address the following key issues:

1. Concede major local and global sustainability concerns into your chosen brand /company
2. Justify the significance of adopting a sustainable supply chain model in designing/producing products conceding the impact of sourcing raw materials both on the environment and society applying the SCM theory.
3. Evaluate the value of stakeholder engagement and the key impacts that CSR and Business Ethics may have on society and environment in relation to your chosen brand/company.
4. Importance of green marketing to promote sustainable product and identify opportunities for your chosen brand/subject that the said brand could use in future/current marketing practices.
5. Imply how the changing patterns in consumption behaviour would mean to your chosen company/brand to adopt a sustainable approach to innovation and redesign.
6. Highlight the key challenges in pursuing sustainable development within your chosen industry?

**Aims and Learning Outcomes of the Sustainability Module**

**The aims of the module are:**

• To enable you to develop an overview of the key issues in the current sustainability debate

• To situate your knowledge with an awareness of local and global contexts and initiatives

• To research and apply these ideas within your specialist subject

**A. Knowledge and understanding**

Having successfully completed the module, you will be able to demonstrate knowledge and understanding of:

**A1.** The overarching principles and theories around current thinking on sustainability.

**A2.** A selected range of case studies demonstrating the social, environmental and economic contexts around sustainability and ethical practices.

**B. Subject specific intellectual and research skills**

Having successfully completed the module, you will be able to:

**B1.** Critically evaluate the competing challenges and debates relating to provenance, Corporate Social Responsibility initiatives and sustainability.

**B2.** Analyse theoretical perspectives on topics such as, consumption, sustainable practices and globalisation

**B3.** Interpret outcomes of personal research and propose solutions that attempt to address their impact and influence.

**C. Transferable and generic skills**

Having successfully completed the module, you will be able to:

**C1.** Articulate complex ideas at an advanced level in a variety of oral, written and presentation formats

**C2.** Research and appropriately reference texts and images in a variety of formats relevant to your study

**Visual Guidelines**

* You must use images relevant to your selected topic.
* Reference all images correctly using the Harvard referencing style.
* Do not use images that are not relevant to assignment.
* Do not use images out of context or simply for ornamentation.

**Document Style Guidelines**

* Titles should be at the top of pages.
* Pages should be numbered.
* Text should be divided into paragraphs.
* Font: Arial/Calibri, size 12
* 1.5 Line Spacing
* Double spacing between paragraph

**Submission guideline**

The electronic copy of your assignment will be submitted to Turnitin (via Blackboard). This submission is for the purposes of an Academic Integrity Report using the Turnitin software. You can find more information about academic integrity at: <http://library.soton.ac.uk/sash/ai>

**Referral Guideline**

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| **Summative referral Method**  Including the number order of the assessment, duration of exams, word count of Coursework and % of contribution to the final module mark. | Number | % contribution to final mark | Learning outcomes |
| 3000 words, Illustrated essay demonstrating a critically informed understanding of contexts, issues and practices related to key sustainability issues. | 1 | 100% | All   1. **A1, A2** 2. **B1, B2, B3** 3. **C1, C2** |
| **Assignment hand in date** | Friday 14th August 2020 by 4.00pm | | |
| **Marks and feedback will be available to students** | 11/09/2020 | | |
| **Scenario**  The purpose of this assignment is to write an illustrated essay addressing the key issues and practices in the current sustainability debate. You will select a brand or a company or a personal research subject of your interest demonstrating your knowledge and understanding and ability to recognise and address the following key issues:   1. Concede major local and global sustainability concerns into your chosen brand /company 2. Justify the significance of adopting a sustainable supply chain model in designing/producing products conceding the impact of sourcing raw materials both on the environment and society applying the SCM theory. 3. Evaluate the value of stakeholder engagement and the key impacts that CSR and Business Ethics may have on society and environment in relation to your chosen brand/company. 4. Importance of green marketing to promote sustainable product and identify opportunities for your chosen brand/subject that the said brand could use in future/current marketing practices. 5. Imply how the changing patterns in consumption behaviour would mean to your chosen company/brand to adopt a sustainable approach to innovation and redesign. 6. Highlight the key challenges in pursuing sustainable development within your chosen industry? | | | |

# **Learning Resources**

The course instructor will provide guidance regarding preparatory and ongoing reading, which will enable you to situate your work within existing literature and contemporary theoretical and practical frameworks.

All course content, reading lists, and other materials (i.e. assignment brief) will be available to download from Blackboard: [www.Blackboard.soton.ac.uk](http://www.Blackboard.soton.ac.uk)

**Recommended Reading:**

*\*Please note that you are advised to read other relevant sources along with the recommended readings\**

Walkar, S. (2017). The Handbook of Design for Sustainability. London: Bloomsbury Academic

Sandy, B., (2012). The Sustainable Handbook. London: Thames and Hudson

Fletcher, K. and Grose, L. (2012). Fashion & Sustainability: Design for Change. London: Laurence King

Siegle, L. (2011). To die for: is fashion wearing out world? London: Fourth Estate

Rasika, K. (2014). Fashion ethics and sustainability: brnging change from high street to luxury. Saarbruken: Lambert Avademic

Jennifer, F. (2014). Suatainable Fashion: past, present and future. London; New York: Bloomsbury Publishing

Shmelev, S. and Shmeleva, I. (2012). Sustainability analysis: an interdisciplinary approach. Palgrave Macmillan: UK

Tencati, A. and Perrini, F. (2011). Business ethics and corporate sustainability. Edward Elgar Publishing Limited

Sri, U. (2010). CSR Strategies. Wiley

Weiss, J.W. (2014). Business Ethics: A stakeholder and issue management approach. 6th ed. Westchester Publishing.

**Other Resources:**

[Report] Human Rights Watch, [Follow the Thread: The Need for Supply Chain Transparency in the Garment and Footwear Industry](https://www.hrw.org/sites/default/files/report_pdf/wrdtransparency0417_brochure_web_spreads_3.pdf)

[Report] [Child Labour in Cotton Supply Chains: Action-Based Collaborative Project to Address Human Rights Issues in Turkey](https://www.unicef.nl/files/child_labor_in_cotton_supply_chains_june_2017.pdf), June 2017, Fair Labor Assocation, Unicef

[Report] [Fashion Revolution Index 2018 Edition](http://issuu.com/fashionrevolution/docs/fr_fashiontransparencyindex2018?e=25766662/60458846)

[Report] [Better Buying Index Report Spring 2018, Purchasing Practices Performance in Apparel, Footwear, and Household Textile Supply Chains](https://betterbuying.org/wp-content/uploads/2018/05/4159_better_buying_report_final.pdf)

[Journal Article] [Beyond Rana Plaza: Next Steps for the Global Garment Industry and Bangladesh Manufacturers, Motoko Aizawa and Salil Tripathi, Business and Human Rights Journal, 1 (2015), pp.145-151](https://www.cambridge.org/core/services/aop-cambridge-core/content/view/B362D6DB2E0A46EFAB81361E7F4201C1/S2057019815000127a.pdf/beyond_rana_plaza_next_steps_for_the_global_garment_industry_and_bangladeshi_manufacturers.pdf)

[Article] [When clothing labels are a matter of life and death](https://www.hrw.org/news/2018/05/02/when-clothing-labels-are-matter-life-or-death), Aruna Kashyap

**Expectations for Independent Learning**

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| Includes preparation for scheduled sessions, follow-up work, wider reading or practice, completion of assessment task, revision etc. |

**Indicative Syllabus**

This module offers students the opportunities to critically analyse at an advanced level, debate and address key issues and principles associated with ethics and responsible design as they relate to your discipline-specific practice

**Referencing Guidelines:** <http://library.soton.ac.uk/sash/referencing>

You must follow Harvard Referencing style for referencing and in-text citations in your essay.

**Academic Integrity Regulations:** <http://www.calendar.soton.ac.uk/sectionIV/academic-integrity-regs.html>

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| **1.** | **What is Academic Integrity** | |
| 1.1 | Academic Integrity is integral to studying at University and a guiding principle of academic life. At its most basic, academic integrity describes acting with honesty and responsibility in one's own Academic Work (which throughout these Regulations means work undertaken for formative and summative assessments, your academic practice and your academic working relations with others). Maintaining academic integrity therefore requires: | |
|  | 1.1.1 | Appropriately acknowledging all sources of information drawn upon in your own Academic Work according to the citation and referencing practices of the discipline within which you are working; |
|  | 1.1.2 | Never seeking to obtain unfair advantage for yourself or another in any form of academic assessment or examination; |
|  | 1.1.3 | Always presenting accurate data and information in your Academic Work; |
|  | 1.1.4 | Declaring when you have used Academic Work for which you have previously obtained credit in another academic context but only with the University's permission and using appropriate citation; |
|  | 1.1.5 | Complying with the ethical requirements for the research projects that you undertake, including the [*University Ethics Policy*](http://www.southampton.ac.uk/ris/policies/ethics.html); and |
|  | 1.1.6 | Complying with and undertaking your research responsibly, following all necessary regulatory, legal and professional obligations. |

**The Importance of Academic Integrity**

You are expected to use the work of other authors in your assignments, and to give full credit to the people whose work you use. You must make it obvious when you have used someone else's ideas or exact words. At Winchester School of Art we use Harvard Referencing System to do this. In the Research Skills module you will learn/revise and practise how to use it.

All assignments are submitted both electronically and in paper form. The electronic copy is used for Turnitin which checks your work against a large database of websites, journals and other students' work. This software is one of the tools used by tutors to detect breaches of academic integrity.

The University takes academic integrity very seriously, and the penalties for breaches of academic integrity can be very severe, ranging from penalties to individual assignment grades to automatic failure of the degree as a whole. How to comply with academic integrity regulations is an important part of teaching in the early weeks of semester one, therefore your tutors will be giving you continuous guidance on this.

# **Feedback**

**Form of Feedback for Formative Assessment**

Including any activity within the module which provides meaningful feedback to students which helps them know how they are doing and how they can improve. Any marks given are not part of the overall module mark.

A two hour tutorial will be provided throughout the semester in small group settings to help you to reflect on your progress and support you with you studies.

**Form of Feedback for Summative Assessment**

3000 word, illustrated essay - Students will receive written feedback on a specifically designed template, which includes their grade and developmental comments.

# **Assessment Criteria:**

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|  | **Winchester School of Art PGT programmes marking descriptors aligned to learning outcomes categories** | | |
|  | **Knowledge and Understanding**  **A** | **Subject Specific Intellectual and Research Skills**  **B** | **Transferable and Generic Skills**  **C** |
| **Distinction**  **100%-80%** | **Exceptional systematic knowledge of key concepts and research informed literature in your discipline. Evidence of outstanding comprehension of theories, methods and techniques. Exceptional critical awareness of new insights and skills at the forefront of the discipline.** | **Exceptional ability to critically analyse scholarship and question complex ideas. Clear evidence of advanced ability to critically evaluate research and interpret methods and techniques of enquiry. Outstanding problem solving and risk-taking skills, to creatively test ideas, techniques and materials.** | **Exceptional self-management, autonomy and interpersonal learning skills. Outstanding communication skills across a range of formats and contexts. Accurate referencing rules are applied rigorously: may be of publishable standard. Outstanding presentation skills, well- organised selection of materials and sources.** |
| **Distinction**  **79%-70%** | **Comprehensive systematic knowledge of key concepts and research informed literature covered in your area of study. Evidence of excellent use of theories, methods and techniques. Advanced critical awareness of new insights and skills at the forefront of the discipline** | **Excellent ability to critically analyse scholarship and question complex ideas. Evidence of advanced ability to critically evaluate research and interpret methods and techniques of enquiry. Excellent problem-solving and risk-taking skills, to creatively test ideas, techniques and materials** | **Excellent self- management, autonomy and interpersonal learning skills. Advanced communication skills across a range of formats and contexts. Accurate referencing rules are applied rigorously: may be of publishable standard. Advanced presentation skills, well- organised selection of materials and sources** |
| **Merit**  **69%-60%** | **Good systematic knowledge of key concepts and a range of research informed literature covered in your area of study. Clear evidence of use of theories, methods and techniques. Good critical awareness of new insights and skills, some of which are at the forefront of the discipline.** | **Good ability to critically analyse scholarship and question complex ideas. Evidence of consistent ability to critically evaluate research and interpret methods and techniques of enquiry. Good problem-solving and risk-taking skills, to creatively test ideas, techniques and materials** | **Good self- management, autonomy and interpersonal learning skills. Accomplished communication skills across a range of formats and contexts. Competent referencing rules are applied rigorously: may be of publishable standard. Accomplished presentation skills, well-organised selection of materials and sources.** |
| **Pass**  **59%-50%** | **Adequate systematic knowledge of key concepts and a range of research informed literature covered in your area of study. Satisfactory evidence of use of theories, methods and techniques. Competent critical awareness of new insights and skills in the discipline.** | **Competent ability to critically analyse scholarship and question complex ideas. Satisfactory evidence of ability to critically evaluate research and interpret methods and techniques of enquiry. Adequate problem-solving and risk-taking skills, to creatively test ideas, techniques and materials** | **Adequate self- management, autonomy and interpersonal learning skills. Competent communication skills across a range of formats and contexts. Adequate evidence of referencing rules being applied: some of which may be to a publishable standard. Competent presentation skills and organised selection of materials and sources.** |
| **Compensatable Fail**  **49%-35%** | **Some knowledge of key concepts and research informed literature covered in your area of study. Limited evidence of use of theories, methods and techniques. Partial critical awareness of new insights and skills in the discipline.** | **Some ability to critically analyse scholarship and question complex ideas. Limited evidence of ability to critically evaluate research and interpret methods and techniques of enquiry. Partial evidence of problemsolving and risk-taking skills, to creatively test ideas, techniques and materials** | **Limited self- management, autonomy and interpersonal learning skills. Rudimentary communication skills across a range of formats and contexts. Some evidence of referencing rules being applied. Limited presentation skills and organised selection of materials and sources.** |
| **Fail**  **34%-0%** | **Very limited knowledge of key concepts and research informed literature covered in your area of study. Poor or very limited evidence of use of theories, methods and techniques. Lack of critical awareness of new insights and skills in the discipline.** | **Inadequate ability to critically analyse scholarship and question complex ideas. Little or no evidence of ability to critically evaluate research and interpret methods and techniques of enquiry. Very limited evidence of problem-solving and risk taking skills, to creatively test ideas, techniques and materials** | **Poor or very limited self management, autonomy and interpersonal learning skills. Underdeveloped communication skills across a range of formats and contexts. Little or no evidence of referencing rules being applied. Underdeveloped presentation skills and organised selection of materials and sources.** |