

MODULE DESCRIPTOR

Module Title	Fashion Promotion in Context
Course Title	BA (Hons) Fashion Communication
School	<input type="checkbox"/> ASC <input checked="" type="checkbox"/> ACI <input type="checkbox"/> BEA <input type="checkbox"/> BUS <input type="checkbox"/> ENG <input type="checkbox"/> HSC <input type="checkbox"/> LSS
Division	Creative Technologies
Parent Course (if applicable)	
Level	4
Semester	1
Module Code (showing level)	CIN_4_FPC
JACS Code (completed by the QA)	
Credit Value	20 credit points
Student Study Hours	<p>Contact hours: 36</p> <p>Student managed learning hours: 164</p> <p>Placement hours: N/A</p>
Pre-requisite Learning	None
Co-requisites	None
Excluded combinations	None
Module co-ordinator	TBC
Short Description (max. 100 words)	The global fashion industry is a vibrant, dynamic, and ever-changing marketplace and this module seeks to situate the roles of the fashion promoter within a broader industry context. Key areas of fashion communication are introduced alongside the new technologies, events and activities that have shaped them. Through a series of lectures and seminars, students are encouraged to explore and critically evaluate core areas of contemporary practice, from fashion retailing, visual merchandising, advertising, public relations, celebrity endorsements, fashion shows and events to the production of fashion films and animations, strategic brand collaborations, editorial and fashion publications.
Aims	<ul style="list-style-type: none"> • Key areas of practice in fashion promotion • The role of the fashion promoter and how this is located within the context of fashion, retail, and product development • A number of key theories in relation to design, media, and communication
Learning Outcomes	Knowledge and Understanding:

(4 to 6 outcomes)	<p>A4.1 - Identify key areas of practice relating to fashion communication and locate those practices within a broader industry context</p> <p>Intellectual Skills:</p> <p>B4.1 - Carry out independent enquiry, and demonstrate the ability to be reflective and capable of proposing effective solutions to a given problem</p> <p>Transferable Skills:</p> <p>D4.1 - Communicate ideas clearly and accurately using structured and coherent arguments</p>								
Employability	<p>This module provides practical knowledge in key areas of fashion promotion, allowing students to locate their practices within an industry context and enabling student to develop word transferable skills in written / visual communications.</p>								
Teaching and learning pattern	<p>Contact hours includes the following: (please click on the checkboxes as appropriate)</p> <table border="0"> <tr> <td><input checked="" type="checkbox"/> Lectures</td> <td><input checked="" type="checkbox"/> Group Work</td> </tr> <tr> <td><input checked="" type="checkbox"/> Seminars</td> <td><input checked="" type="checkbox"/> Tutorial</td> </tr> <tr> <td><input type="checkbox"/> Laboratory</td> <td><input type="checkbox"/> Workshops</td> </tr> <tr> <td><input type="checkbox"/> Practical</td> <td><input checked="" type="checkbox"/> VLE Activities</td> </tr> </table>	<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Group Work	<input checked="" type="checkbox"/> Seminars	<input checked="" type="checkbox"/> Tutorial	<input type="checkbox"/> Laboratory	<input type="checkbox"/> Workshops	<input type="checkbox"/> Practical	<input checked="" type="checkbox"/> VLE Activities
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Indicative content	<ul style="list-style-type: none"> • Locating studio practices within a wider industry context • A number of key theories in relation to design, media, and communication • Conducting research, developing insight, and communicating informed opinions • The role of the fashion promoter telling stories in: <ul style="list-style-type: none"> • Fashion retailing • Visual merchandising • Advertising • Public relations • Celebrity endorsement • Fashion shows and events • Fashion photography, film, and animation • Strategic brand collaborations • Editorial and fashion publications 								
Assessment method (Please give details – of components, weightings, sequence of components, final component)	<p>Formative assessment:</p> <p>Students will present work-in-progress during the semester</p> <p>Summative assessment:</p> <p>CW1: Essay: 100%</p> <p>2,000 words</p>								

Mode of resit assessment (if applicable)	<p>Formative assessment:</p> <p>Same as original where feasible</p> <p>Summative assessment:</p> <p>Same as original - unless otherwise agreed at Subject Area Board</p>
Indicative Sources (Reading lists)	<p>Core materials:</p> <ol style="list-style-type: none"> 1. Anderson, C. (2013) <i>Makers: The New Industrial Revolution</i>, London: Random House 2. Cope, J. and Maloney, D. (2016) <i>Fashion Promotion in Practice</i>, Fairchild Books 3. Crow, D. (2018) <i>Visible Signs: An Introduction to Semiotics in the Visual Arts</i>. 3rd ed. AVA Publishing 4. Gauntlett, D. (2008) <i>Media, Gender and Identity: An Introduction</i>. 2nd ed. Routledge <p>Optional reading:</p> <ol style="list-style-type: none"> 1. Davies, R. and Gaudi, S, (2013) <i>Introducing the Creative Industries: From Theory to Practice</i>, London: Sage 2. Duffy, B. (2014) <i>Remake, Remodel: Women's Magazines in the Digital Age</i>, University of Illinois Press 3. Wells, L. (2021) <i>Photography: A Critical Introduction</i>. 6th ed. Routledge
Other Learning Resources	<p>The module guide, lecture presentations and links to other relevant research or supporting materials will be available on Moodle.</p> <p>The Business of Fashion: www.businessoffashion.com</p> <p>LS:N Global www.lsnglobal.com</p> <p>Fashion Monitor: www.fashionmonitor.com</p> <p>The Future Laboratory: http://thefuturelaboratory.com/uk/</p> <p>SHOWstudio: www.showstudio.com</p> <p>Visual Merchandising and Store Design (VMSD) www.vmsd.com</p> <p>WGSN www.wgsn.com</p>