

MODULE DESCRIPTOR

Module Title	Fuelling Ideas
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_FID
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)	<p>This module provides a foundation for students to start exploring the analytical, creative, and technical potential of fashion communication. A series of fashion-focused lectures and accompanying technical workshops encourage students to understand how practitioners use research insights to ‘fuel’ creative concepts and develop media outcomes. Project briefs allow students to visualise and communicate concepts and ideas through using contemporary image-making practices. Research methodologies, ideas development and production techniques are investigated in ways that promote and champion creative and critical thinking.</p>
Aims	<ul style="list-style-type: none"> • Encourage an understanding of the role of fashion communication within a broader industry context • Explore how research and critical thinking inform and underpin creative concept development • Enable students to apply appropriate image-making practices to realise creative project briefs
Learning Outcomes	Knowledge and Understanding:

(4 to 6 outcomes)	<p>A4.2 - Identify how to use research insights to develop ideas and realise creative concepts</p> <p>Intellectual Skills:</p> <p>B4.2 - Generate concepts and ideas through research and experimentation and communicate them through a range of media</p> <p>Practical Skills:</p> <p>C4.3 - Demonstrate technical proficiency in the production of creative work using a range of visual and written communication</p> <p>Transferable Skills:</p> <p>D4.2 - Demonstrate independent time management and organisation skills to meet project deadlines</p>								
Employability	<p>This module provides students with a core understanding of what it takes to realise a creative brief. This provides a strong foundation for industry practice, with many employers seeking expertise in the creative application of 'stills-based' media.</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 type="checkbox"/> Seminars</td> <td><input checked="" type="checkbox"/> Tutorial</td> </tr> <tr> <td><input type="checkbox"/> Laboratory</td> <td><input checked="" type="checkbox"/> Workshops</td> </tr> <tr> <td><input checked="" 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 type="checkbox"/> Seminars	<input checked="" type="checkbox"/> Tutorial	<input type="checkbox"/> Laboratory	<input checked="" type="checkbox"/> Workshops	<input checked="" type="checkbox"/> Practical	<input checked="" type="checkbox"/> VLE Activities
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Indicative content	<ul style="list-style-type: none"> • Introduction to the creative, analytical, and technical potential of fashion communication • Research, image analysis and critical thinking • Conceptualisation and ideas generation • Visualising concepts • Concept development and testing • Image production and manipulation • Creative direction and styling • Team roles and responsibilities • Time-management and organisation to meet production deadlines • Methods of presentation • Professionalism and studentship 								
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: Practical Portfolio: 100%</p> <p>Portfolio of practical work and supporting materials</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. Ingledew, J. (2011) <i>The A-Z of Visual Ideas: How to Solve any Creative Brief</i>, Laurence King 2. Triggs, T. (2012) <i>FANZINES: The DIY Revolution</i>, Chronicle Books. 3. Zaman, Z, (2012) <i>New Fashion Designers' Sketchbooks</i>, Bloomsbury Publishing <p>Optional reading:</p> <ol style="list-style-type: none"> 1. Bacon, K. (2012) <i>Stylists: New Fashion Visionaries</i>, Laurence King Publishing Ltd. 2. Blanks, T. (2013) <i>New Fashion Photography</i>, Prestel 3. Kedves, J. (2013) <i>Talking Fashion: From Nick Knight to Raf Simons in Their Own Words</i>, Prestel 4. Jaeger, A. (2010) <i>Image Makers, Image Takers: The Essential Guide to Photography by Those in the Know</i>, Thames and Hudson 5. Sherill, M. (2002) <i>Style Makers: Inside Fashion</i>, The Monacelli Press.
Other Learning Resources	<p>The module guide, lecture presentations and links to other relevant research or supporting materials will be available on Moodle.</p>