

Module Title	Made in London (FAM_5_MIL)
Programme(s)/Course	Study Abroad Programme
Level	5
Semester	1 & 2
Ref No:	
Credit Value	20 CAT Points
Student Study hours	Total hours: 200 Contact hours: 48 Student-managed learning hours: 152
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Module Coordinator	TBC
Parent School	Arts and Creative Industries
Parent Course	Study Abroad Programme
JACS Code	
Description	This module will be offered to visiting students on the LSBU Study Abroad Programme. All Study Abroad Programme students are required to take this module OR London City of Change (AME-5_LCC) and to complete the relevant assessments. The module provides visiting students with an interactive opportunity to learn about London through the prism of fashion. Students will explore London's development as a centre for the fashion industry, engage with fashion in its social, historical and cultural context and develop a growing understanding of London's place as a strategic centre for fashion as a business.
Aims	<p>The aims of this module are to:</p> <ul style="list-style-type: none"> • Provide Study Abroad Programme students with a theme based knowledge of London based on classroom work and experiential learning out and about in London • Introduce students to a range of texts – visual and written – and material objects which will heighten their understanding

	of London and the fashion industry.
Learning outcomes	<p>At the end of this module students will be able to:</p> <ol style="list-style-type: none"> 1) Express and critique insights into fashion in the London context delivered through personal interest in the field, linked to a thorough engagement with the appropriate literature. 2) Describe the historical, cultural and critical significance of fashion in the social, cultural, and professional London landscape. 3) Translate complex ideas into an evidenced argument in clear and concise written English, in appropriate journalistic and academic registers.
Assessment Criteria linked to (LO)	<ol style="list-style-type: none"> 1. Effective communication of appropriate ideas through clear writing and close attention to journalistic and academic conventions (LO1, LO2, LO3). 2. Demonstrate an ability to understand and critique key concepts (LO1, LO2). 3. Demonstrate knowledge of contemporary debates within fashion that displays personal insight, reflection and critical argument (LO1, LO2). 4. Clear writing and close attention to journalistic and academic conventions (LO3). 5. Demonstrate research skills in the essay element of assessment (LO1, LO2, LO3).
Employability	<p>This module addresses broad and more specific questions of employability. Employers seek skilled graduates with competencies in four broad areas: self-reliance, people skills, general employment skills and specialist skills. The module develops students' self-reliance as they learn to navigate the city and enhances people-skills as they communicate with a wide range of people in a variety of contexts. In addition, students hone their specialist writing skills on the subject of fashion – with an opportunity to develop two different registers – the journalistic and the academic.</p>
Teaching & Learning Pattern	<p>The module is taught over 12 weeks through a combination of lectures, seminars, visits (London Fashion week, London Fashion and Textile Museum, the V&A, fashion magazine), walks etc.</p>
Indicative content	<p>The module will include the following areas:</p> <ul style="list-style-type: none"> • London as global centre of fashion • History of fashion in London from 18th century onwards • Fashion during and after WW2. • Fashion as a global business – British brands

	<ul style="list-style-type: none"> • Strengths and weaknesses of British fashion brands • Rise and fall of British High Street Fashion • Fashion and Film • Fashion, clothing and social revolution (from the Sixties to Punk and beyond) • Writing about fashion
Assessment method	<p>Coursework 1: Formative Assessment: 2 x 100 word written pieces on visits made during module.</p> <p>Summative Assessment: 1 x 500 word journalistic style piece – a contemporary London fashion story for a particular/stated publication. Due Week 5.</p> <p>Coursework 2: Formative Assessment: A4 draft of academic essay – outlining thesis and reading to be included in finished essay</p> <p>Summative Assessment: 1 x 1500 word academic essay on topic selected from material covered during the module (fashion as global business, London as centre of global fashion, fashion and film, rise and fall of British High Street fashion etc)</p> <p>All components of assessment need to be submitted in order to pass the module.</p>
Indicative Reading	<p>Core Reading:</p> <p>Evans, Caroline, <i>The London Look: Fashion from Street to Catwalk</i>, USA: Yale University Press, 2004</p> <p>Gonzalez, Ana Marta, and Bovone, Laura, <i>Identities Through Fashion: a Multidisciplinary Approach</i>, London & New York: Berg, 2012</p> <p>Shinkle, Eugenie (Ed), <i>Fashion as Photograph, Viewing and Reviewing Images of Fashion</i>, London & New York: Tauris, 2008</p> <p>Watt, Judith (Ed), <i>Fashion Writing</i>, London: Penguin, 2000</p> <p>Welters, Linda and Lillethun, Abby, <i>The Fashion Reader</i>, Oxford & London: Berg, 2007</p> <p>Optional Reading:</p> <p>Arnold, Rebecca (2009) <i>Fashion: A Very Short Introduction</i>, Oxford, Oxford University Press.</p> <p>Arnold, Rebecca (2001) <i>Fashion, Desire and Anxiety: Image and</i></p>

	<p><i>Morality in the 20th century</i></p> <p>Barnard, Malcolm (2002) <i>Fashion as Communication</i>, 2nd Edition, London, Routledge.</p> <p>Barnard, Malcolm (2007) <i>Fashion Theory: A Reader</i></p> <p>Barthes, Roland (1983) <i>The Fashion System</i>, University of California 1990 edition.</p> <p>Breward, Christopher (2004) <i>Fashioning London: Clothing and the modern metropolis</i>, Oxford, NY, Berg.</p> <p>Crane, Diana (2000) <i>Fashion and its social agendas: class, gender and identity</i>, Chicago, University of Chicago Press.</p> <p>Davis, Fred (1994) <i>Fashion, Culture and Identity</i>, Chicago, University of Chicago Press.</p> <p>Edwards-Jones, Imogen. <i>Fashion Babylon</i>. London: Bantam Press, 2006</p> <p>Ewing, Elizabeth (1975) <i>Women in Uniform through the centuries</i>, London, Batsford.</p> <p>Anne Hollander (1998) <i>Seeing through clothes</i>, University of California Press. 2nd Edition.</p> <p>Vermorel, Fred, <i>Fashion and Perversity: Vivienne Westwood</i>, Bloomsbury, 1995</p> <p>Elizabeth Wilson and Lou Taylor (1991) <i>Through the Looking Glass: A History of Dress from 1860 to the present</i>, NY Parkwest, London, BBC Books.</p>
Other Learning Resources	<p>University Virtual Learning Environment: PowerPoint slide presentations, the module guide and other relevant materials are available through Moodle, along with links to relevant websites.</p> <p>Web Sites</p> <p>Drapers Magazine: http://www.drapersonline.com/</p> <p>Hulton Getty http://corporate.gettyimages.com/marketing/HultonArchive_jumpPage/index.html</p> <p>Show studio: the Home of Fashion Film http://showstudio.com/</p>

V&A library: <http://www.vam.ac.uk/nal/>

Womens Wear Daily WWD: <http://www.wwd.com/>