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**London  
South Bank  
University**

Module Guide

**FASHION PROMOTION IN**

**PRACTISE**

**CIN\_4\_FPP\_1**

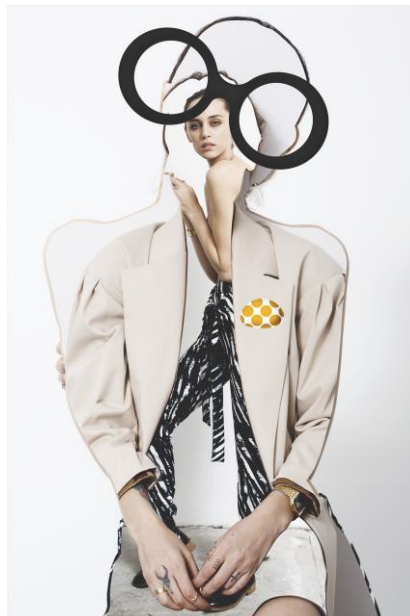


Image: <https://www.behance.net/gallery/38297799/Abstract-Portraits-Editorial-for-One-Magazine-NY>

BA (Hons) Creative Advertising with Marketing  
2019-20  
Level 4

BA Fashion Promotion with Marketing: Course structure

| Semester 1   |                                 | Semester 2  |                                      |
|--|---------------------------------|---|--------------------------------------|
| Fashion Promotion in Practice (ACI)                                  | 20 CAT                          | Visual Communication (ACI)                                  | 20 CAT                               |
| Fashion Promotion in Context (ACI)                                   | 20 CAT                          | Brands, Branding and Social Media (ACI)                     | 20 CAT                               |
| Principles of Marketing (BS)   | 20 CAT                          | Marketing in a Digital World (BS)                           | 20 CAT                               |
| Exit at the end of Level 4: Certificate of Higher Education (CertHE) |                                 |   |                                      |
| Fashion, Editorial and Advertising Photography (ACI)                 | 20 CAT                          | Creativity: The Creative Industries (ACI)                   | 20 CAT                               |
| Fashion, Retail and Consumer Trends (ACI)                            | 20 CAT                          | Fashion Events and Promotion (ACI)                          | 20 CAT                               |
| The Consumer Behaviour Analyst (BS)                                  | 20 CAT                          | Work Placement (ACI) or Creativity: The Creative Industries | 20 CAT                               |
| Exit and the end of Level 5: Diploma in Higher Education (DipHE)     |                                 |   |                                      |
| <b>OPTION: Sandwich Year in Industry</b>                             |                                 |   |                                      |
| Level 6 Option 1   | Enterprising Futures (ACI)      | 20 CAT  | Major Project Portfolio (ACI)        |
|  | Creative Research Project (ACI) | 20 CAT  |                                      |
|  | Brand Management (BS)           | 20 CAT  | Marketing Strategy and Planning (BS) |

## 1. MODULE DETAILS

**Module Title:** Fashion Promotion in Practise  
**Module Level:** Level 4 **Module**  
**Reference Number:**  
**Credit Value:** 20  
**Student Study Hours:** 200 **Contact**  
**Hours:** 48  
**Student Managed Learning Hours:** 152  
**Pre-requisite Learning (If applicable):** None  
**Co-requisite Modules (If applicable):** None  
**Course(s):** BA (Hons) Fashion Promotion and Marketing  
**Year and Semester:** Level 4, Semester 1  
**Module Coordinator:** Ram Shergill  
**MC Contact Details:** shergilr@lsbu.ac.uk  
**Subject Area:** Creative Industries  
**Summary of Assessment Method:** 100% summative assessment

## 2. SHORT DESCRIPTION

This module introduces the multifaceted nature of Fashion Promotion in the broader context of marketing, clarifying the role of the promotional mix and exploring how practitioners use research insights to plan and deliver campaign strategies from concept to realisation. Project briefs encourage students to visualise and communicate concepts and ideas through using contemporary image-making practices in photography, illustration, graphic design and/or typography.

## 3. AIMS OF THE MODULE

The module aims to introduce students to:

- provide students with an understanding of the role of the promotional mix within the broader context of marketing
- provide an introduction to campaign planning and strategies, from concept to realisation
- enable students to apply visual image-making practices to realise industry-based project briefs.

## 4. LEARNING OUTCOMES

On completion of this module, students will be able to:

### **Knowledge and Understanding:**

- Identify how practitioners use research insights to plan and deliver campaign strategies from concept to realisation.

### **Intellectual Skills:**

- Demonstrate a creative and reflective approach to realising a body of practical work to meet the requirements of a project brief.

### **Practical Skills:**

- Develop a number of creative concepts based on wide-ranging research.
- Develop technical skills in a range of media.

### **Transferable Skills:**

- Demonstrate effective time management and organisation skills to meet a range of project deadlines.

## 5. ASSESSMENT AND SUBMISSION DETAILS

There is one 100% mark for this module (100% summative assessment). Students will be awarded a group mark for their industry pitch and then the mark will be revised and finalized based on the individual written submission and inclusion of pitch slides. All work is marked and moderated by a second marker.

### **Your Assessment is in two stages: CHANGE HIGHLIGHTED TO REFLECT WHAT YOU WOULD LIKE TO GIVE AS A BRIEF**

**Formative Assessment: Thursday 7<sup>th</sup> November 2019 (week 7)**

#### **Presentation**

This is an opportunity for students to receive feedback on their work so far for this module. You will be expected to show your work to date and will receive verbal feedback on the day to help you move forwards and complete the module.

**Summative Assessment: Thursday 12<sup>th</sup> December 2019 (week 12)**

**100% practical assessment consisting of two sub-components as follows:**

#### **1. Creative Portfolio: 60%**

A Portfolio of work that meets the requirements of the project brief and demonstrates the ability to communicate visual ideas through an appropriate use of professional image capture and production techniques. (1,200 words equivalent)

Students will be expected to include:

- Introduction

- Creative Portfolio of work
- Clear referencing of images used within your work
- Conclusion
- Bibliography

Explore a new and innovative fashion campaign which evidences the promotional mix for your selected high-street or high fashion brand. Your campaign can be visually demonstrated using several medias including a professional image using production techniques.

You must consider a visually creative and engaging presentation.

You must evidence both primary and secondary outcomes including graphic, photographic and digital skills techniques.

## **2. Supporting Workbook: 40%**

A workbook including appropriate supportive material, demonstrating: Working Sketch book, physical or digital

- Breadth of research
- Experimentation and creative ideas development
- Planning and recordkeeping. (800 words equivalent)

Create a supportive visual workbook evidencing the ability to plan, communicate and demonstrate your final outcome. This supporting workbook must be creative and professionally presented demonstrating your full primary and secondary research abilities..

You will be expected to include:

- Introduction
- Creative Portfolio of work
- Clear referencing of work and use of images

## **6. FEEDBACK**

Feedback will normally be given to students **15 working days** after the final submission of an assignment or as advised by their module leader.

If for any reason beyond our control (e.g. staff illness or bereavement) feedback cannot be returned within that timeframe, students will be informed by the course director of the fact and be presented with an alternative timeframe.

## **7. INTRODUCTION TO STUDYING IN SEMESTER 1**

### **7.1 Indicative Content**

This level 4 module is designed to provide you with the necessary set of transferable skills to enable you to work in a number of promotional settings. Across the 12 weeks you will build the following skill set:

#### **Branding and Identity**

#### **Fashion Advertising**

**Social, economic and political influences within the fashion advertising industry**

**Fashion photography, film and animation**

**Planning campaigns – from concept to realisation**

**The analytical, creative and technical potential of fashion image-making**

**Image analysis, research and conceptualisation**

**Generating ideas**

**Visualising concepts through drawing and illustration**

**Concept development and testing**

**Fashion photography – basic use of professional image capture and production methods**

**Basic principles in Graphic design, layout and typography (InDesign)**

**Appropriate time-management and organisation to meet production deadlines**

**Methods of presentation**

**Professionalism and studentship**

### **7.2 Types of Classes**

Depending on the subject matter under consideration, the class will take a variety of forms:

- Lectures
- Group Work
- Seminars
- Tutorials
- Ethnography/field work
- VLE learning
- Creative content development: brainstorming, testing, revising

### **7.3 Importance of Student Self-Managed Learning Time**

The importance of self-managed learning cannot be under-estimated. You will be expected to undertake individual work, or work independently in your group. You will also be expected to undertake study (e.g. reading books and articles) and prepare tasks for forthcoming sessions.

## 7.4 Employability

Students will develop the ability to identify the potential for a new brand and execute its launch via social media. They will develop the team working skills required to work in any areas of promotional culture and gain insight as to what is required when pitching for business. They will learn the importance of self promotion and develop the tools to begin to create their own self-brand.

## 8. THE SEMESTER 1 PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

### Session Breakdown – Semester 1

**ALL TEACHING WILL TAKE PLACE ON THURSDAY**  
**ROOM: Please check your time table**

|  |   |  |
|--|---|--|
| <p><b>DATE</b><br/>Thursday</p> <p>Thursday</p>                | <p><b>LECTURE CONTENT, WORKSHOP ACTIVITY and CORE READING</b></p>   |  |
|  | <p><b>WORKSHOPS, PHOTOGRAPHY, I.T. SKILLS, GRAPHIC DESIGN</b></p>   |  |
| <p><b>Week 1</b><br/><b>26<sup>th</sup> September 2019</b></p> | <p><b>Session 1</b><br/> <b>Lecture: Module Briefing, Timetable and time management Aims and Objectives</b></p> <p><b>Workshop 1:</b> What is fashion? Art and Commerce and The Contemporary Fashion Image</p> <p><b>The Fashion Photograph</b></p> <p><b>Workshop 2:</b> Case study research. Ready for the following class.</p> | <p><b>Session 2</b><br/> <b>Activity: Studio Introduction.</b></p> |

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| <p><b>Week 2</b><br/><b>3rd October 2019</b></p> | <p><b>Session 1</b><br/><b>Lecture:</b> Moodboards for Industry</p> <p>Reading:<br/>Cope, J. and Maloney, D. (2016)<br/><i>Fashion Promotion in Practice</i>,<br/>Fairchild Books</p> <p>Chapter 1: Campaign planning<br/>making it happen</p> | <p><b>Session 2</b></p> <p>Make a Moodboard</p> <p>Layout</p> <p>Presentations/ creative layout and<br/>content</p> |
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|--|---|--|
|  | <p>.</p> <p>Reading:<br/>D Shaw, T Jackson (2009)<br/><i>Mastering Fashion Marketing</i>.<br/>Palgrave, USA</p> |  |
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| <p><b>Week 3</b><br/><b>10<sup>th</sup> October 2019</b></p> | <p><b>Session 1</b><br/>The Making of a Photo Shoot-<br/>Editorial and Advertising</p> <p><b>READING:</b><br/>Cope, J. and Maloney, D. (2016)<br/><i>Fashion Promotion in Practice</i>,<br/>Fairchild Books</p> <p>Chapter 4 and 9</p> <p>Keaney, M, (2014) <i>Fashion<br/>Photography Next</i>, Thames and<br/>Hudson</p> | <p><b>Session 2</b></p> <p>Studio Practice-Fashion Promotion<br/>Through Preliminary Practice, basic<br/>lighting skills.</p> |
|--|--|---|



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| <p><b>Week 4</b><br/><b>17<sup>th</sup> October 2019</b></p> | <p><b>Session 1</b></p> <p><b>Students to present back week 3 activity.</b></p> <p><b>Lecture:</b><br/>Icons of The Industry<br/>The Eye Has to Travel</p> <p>Reading: Blanks, T. (2013) <i>New Fashion Photography</i>, Prestel</p> <p>Why don't you?</p>                            | <p><b>Session 2</b></p> <p>Layout and Presentation.</p> <p>Introduction to InDesign and Photoshop</p> |
| <p><b>Week 5</b><br/><b>24<sup>th</sup> October 2019</b></p> | <p><b>Session 1</b></p> <p><b>Tutorials Peer to Peer feedback</b></p>   | <p><b>Session 2</b></p> <p><b>Tutorials Peer to Peer feedback</b></p>                                 |
| <p><b>Week 6</b><br/><b>31<sup>st</sup> October 2019</b></p> | <p><b>Session 1</b></p> <p>Social, Cultural and Fashion Debate:</p> <p>Fashion and Subcultures through Fashion Photography -The 'Style of The Street'</p> <p><b>Workshop: I-D/ The Face</b></p> <p>Hebdige, D. (1981) <i>Subcultures: The Meaning of Style</i>. London: Routledge</p> | <p><b>Session 2</b></p> <p>I-D cover workshop</p>   |
| <p><b>Week 7</b><br/><b>7<sup>th</sup> November 2019</b></p> | <p><b>Session 1:</b></p> <p>Formative Assessment<br/>See Moodle/ Schedule for times</p>   | <p><b>Basics in Photography session 2</b><br/>Lighting and Digital Capture</p>                        |

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| <p style="text-align: center;"><b>Week 8</b><br/><b>14<sup>th</sup> November 2019</b></p>  | <p><b>Session 1</b><br/><b>Lecture:</b> The Importance of Team Collaboration</p> <p><b>Workshop:</b> Group activities in session</p> <p><b>Reading:</b><br/>Cope, J. and Maloney, D. (2016) <i>Fashion Promotion in Practice</i>, Fairchild Books</p> <p>Chapter 4</p> | <p><b>Session 2</b></p> <p><b>Studio.</b><br/>The Editorial/ Advertising Team</p> <p>The Group shot</p>  |
| <p style="text-align: center;"><b>Week 9</b><br/><b>21st November 2018</b></p>             | <p><b>Session 1</b></p> <p><b>Lecture:</b> The Fashion Campaign<br/>How they have changed over the years</p> <p><b>Workshop: The Fashion Campaign</b></p> <p>Ingledeew, J. (2011) <i>The A-Z of Visual Ideas: How to Solve any Creative Brief</i>, Laurence King</p>   | <p><b>Session 2</b></p> <p><b>“BRING SOMETHING IN”</b></p> <p><b>Workshop:</b> Branding through image</p> <p><b>Fashion photography. Planning and Layout</b></p> |
| <p style="text-align: center;"><b>Week 10</b><br/><b>28<sup>th</sup> November 2019</b></p> | <p><b>Session 1</b></p> <p><b>Lecture:</b> The Art Director</p> <p><b>Workshop:</b> Design and Layout<br/>Aesthetics, The Publishing of Magazines</p> <p><b>Reading:</b><br/>Hess, J. &amp; Pasztorek, S. (2010).<br/>Graphic design for fashion. London</p>           | <p><b>Session 2</b></p> <p>Graphic design in publications</p>  |

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| <p><b>Week 11</b><br/><b>5<sup>th</sup> December 2019</b></p>  | <p><b>Session 1</b></p> <p><b>Lecture; The Finishing Touches</b><br/><b>Workshop: Putting the Final output together/ Presentation</b></p> | <p><b>Session 2</b></p> <p>The finishing touches</p> |
| <p><b>Week 12</b><br/><b>12<sup>th</sup> December 2019</b></p> | <p><b>Summative Assessment</b></p> <p><b>No work will be accepted to Turnitin later than 23.59pm</b></p>                                  |  |
|  |   |  |

## 9. LEARNING RESOURCES

Please note that the module guide, lecture presentations and other supporting materials will be available on Moodle.

### **KEY RESOURCE:**

#### **Core Reading:**

Cope, J. and Maloney, D. (2016) *Fashion Promotion in Practice*, Fairchild Books

Ingledeu, J. (2011) *The A-Z of Visual Ideas: How to Solve any Creative Brief*, Laurence King

Rath, P. M. (2012) *Marketing Fashion: A Global Perspective*, Fairchild Books

#### **Optional Reading:**

Ambrose, G, and Harris, P. (2006) *Fundamentals of Typography*, AVA Publishing

Berger, J. (1972). *Ways of seeing*. London: Penguin.

Borden, N. "The Concept of the Marketing Mix." *Journal of Advertising Research* (1964) Vol 4, No.2

Blanks, T. (2013) *New Fashion Photography*, Prestel

Hebdige, D. (1981) *Subcultures: The Meaning of Style*. London: Routledge

Hess, J. & Pasztorek, S. (2010). *Graphic design for fashion*. London

Keaney, M. (2014) *Fashion Photography Next*, Thames and Hudson

McCarthy, E. J. (1960) *Basic Marketing: A Managerial Approach*, Richard D. Irwin. 1960

Moore, G. (2012) *Basics Fashion Management: Fashion Promotion 02: Fashion Promotion*, AVA Publishing

Solomon. R. & Rabolt. (2009) *Consumer Behaviour in Fashion*. 2nd edition. London: Pearson Education Ltd.