

Liverpool John Moores University

Title: FASHION PRACTICE
Status: Definitive
Code: **4002FD** (109794)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Liverpool School of Art & Design

| Team | Leader |
|-----------------|--------|
| Delphine Wilson | Y |

Academic Level: FHEQ4
Credit Value: 36.00
Total Delivered Hours: 72.00
Total Learning Hours: 360
Private Study: 288

Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 12.000 |
| Off Site | 6.000 |
| Practical | 36.000 |
| Seminar | 12.000 |
| Tutorial | 6.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|-------------------------------------------------------------------------|---------------|---------------|
| Presentation | AS1 | Presentation of visual reference together with practical realisation(s) | 100.0 | |

Aims

To advance the students application and ideas by articulating their pathway focus through the execution of Fashion related activities.

To instruct students and encourage experimentation via design development and presentation in order to link these skills with research and personal investigation

*together with instruction and practice of related processes and procedures.
To enhance students skills and understanding of employing CAD in Fashion.
To increase the students profile by strengthening existing components of their PDP as evidenced by their portfolio-to-go.
To enhance application and observance of good studio practice including safe and efficient employment of resources as appropriate.*

Learning Outcomes

After completing the module the student should be able to:

- 1 engage with a variety of basic design processes to evidence fashion in a diversity of practical conclusions and presentation formats.
- 2 undertake investigation, reference and critical evaluation of their work.
- 3 use CAD as a promotion and communication tool for Fashion.
- 4 apply drawing techniques in the representation of Fashion
- 5 co-ordinate their time and demonstrate safe and efficient use of technical equipment and resources.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

| | | | | | |
|--------------|---|---|---|---|---|
| PRESENTATION | 1 | 2 | 3 | 4 | 5 |
|--------------|---|---|---|---|---|

Outline Syllabus

This module will have a series of cumulative set tasks that will form a progressive development of pathway specific design skills and production techniques.

DESIGN:

Project 1: FABRICATION (fabric awareness & sourcing)

Project 2: DESIGN 1 (design & illustration)

Project 3: DESIGN 2 (patterning & assembly)

COMMUNICATION:

Project 1: BRAND IDENTITY (creative promotion)

Project 2: FASHION IMAGING 1 (drawing & illustration)

Project 3: FASHION IMAGING 2 (CAD & photography)

Learning Activities

During this module students will undertake pathway specific practical projects exploring creative ways in which fashion generated and presented.

On-going informal feedback will be available during the contact practical sessions.

Students will also take part in student led discussion sessions, which will help them to verbally assess and self-critically evaluate their progression.

There will be a Mid-Semester Review to acquaint students of their development to date.

This module enhances the students' PDP via the maintenance of their portfolio-to-go,

which aims to help each become more effective, independent confident and self-directed learners.

References

| | |
|------------------------|-------------------------|
| Course Material | Book |
| Author | Benny, L |
| Publishing Year | 1992 |
| Title | The Colour of Fashion |
| Subtitle | |
| Edition | |
| Publisher | Stewart Tabori & Change |
| ISBN | |

| | |
|------------------------|----------------------|
| Course Material | Book |
| Author | Waddell, G |
| Publishing Year | 2004 |
| Title | How Fashion Works |
| Subtitle | |
| Edition | |
| Publisher | Blackwell Publishing |
| ISBN | |

| | |
|------------------------|--------------------------|
| Course Material | Book |
| Author | Jenkyn Jones, S |
| Publishing Year | 2002 |
| Title | Fashion Design |
| Subtitle | |
| Edition | |
| Publisher | Laurence King Publishing |
| ISBN | |

| | |
|------------------------|---------------------------|
| Course Material | Book |
| Author | Bright, S |
| Publishing Year | 2007 |
| Title | Face of Fashion |
| Subtitle | |
| Edition | |
| Publisher | National Portrait Gallery |
| ISBN | |

| | |
|------------------------|---------------------------------------------------|
| Course Material | Book |
| Author | Bubonia-Clarke, J & Borcharding, P |
| Publishing Year | 2007 |
| Title | Developing and Branding the Fashion Merchandising |

| | |
|------------------|-----------|
| | Portfolio |
| Subtitle | |
| Edition | |
| Publisher | Batsford |
| ISBN | |

| | |
|------------------------|--------------------------------------|
| Course Material | Book |
| Author | Dawber, M |
| Publishing Year | 2007 |
| Title | The Big Book of Fashion Illustration |
| Subtitle | |
| Edition | |
| Publisher | Batsford |
| ISBN | |

| | |
|------------------------|---------------------------------------------|
| Course Material | Book |
| Author | Harrison, M |
| Publishing Year | 1991 |
| Title | Appearances: Fashion Photography Since 1945 |
| Subtitle | |
| Edition | |
| Publisher | Jonathan Cape |
| ISBN | |

| | |
|------------------------|-----------------|
| Course Material | Book |
| Author | Jobling, P |
| Publishing Year | 1999 |
| Title | Fashion Spreads |
| Subtitle | |
| Edition | |
| Publisher | Berg |
| ISBN | |

| | |
|------------------------|--------------------------|
| Course Material | Book |
| Author | Lovatt-Smith, G |
| Publishing Year | 2004 |
| Title | How Fashion Works |
| Subtitle | |
| Edition | |
| Publisher | Vision On Publishing Ltd |
| ISBN | |

Notes

This module increases students understanding and individual pathway focus within Fashion and suggests ways in which a variety of processes interact with, and inform

their fashion practice. This module strengthens existing components of the Personal Development Portfolio and emphasizes reflective learning.