

Liverpool John Moores University

Title: Fashion Communication in Context
Status: Definitive
Code: **4503DFT** (119311)
Version Start Date: 01-08-2012

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

Team	Leader
Stuart Borthwick	Y

Academic Level: FHEQ4
Credit Value: 24.00
Total Delivered Hours: 105.00
Total Learning Hours: 240
Private Study: 135

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	15.000
Practical	55.000
Seminar	5.000
Tutorial	5.000
Workshop	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay: comparison between past and present work with explanation of creative process and external factors that have influenced those pieces of work.	40.0	
Portfolio	AS2	e-portfolio professional and personal profile with evaluation.	60.0	

Aims

To provide students with an introduction to the history of design in particular

reference to fashion and textile sector

To focus on the social, cultural and economic factors that have surrounded key designers, design movements and to examine historical factors that have influenced the shape of contemporary design practice.

To develop students' awareness of ways fashion designers communicate their designs through research and analysis.

To engage with the development of personal learning goals and communication skills by promoting their design concept through virtual promotional media.

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise the main changes in the history of fashion related to historical, social, cultural and economic factors.
- 2 Explain through presentation of written work the conceptual creative process of design work from past and present and demonstrate how external factors the shape of contemporary design practice.
- 3 Identify how fashion designers develop their unique ways of communicating their main concepts and designs.
- 4 Make independent judgements, articulate arguments through reflection and evaluation of own work and work of others to create personal profile.
- 5 Communicate fashion ideas using personal style, in visual, oral and written form using appropriate media, materials, techniques and processes.

Learning Outcomes of Assessments

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

Essay	1	2	
e-portfolio	3	4	5

Outline Syllabus

Students will be introduced to the history of design in particular reference to fashion and textile sector. The module will provide students with an understanding on how social, cultural and economic factors had an impact on the history of fashion design and how those factors are still playing an important role in contemporary fashion practices. The module will also provide students with analytical skills by examining and comparing examples of fashion design work from past and from contemporary design practices and by analysing the main concepts in relation to its social, cultural and economic contexts. Students will also research and analyse how fashion designers develop their unique ways of communicating their main concepts and designs. Students will develop through reflection and evaluation of their work, the ability to plan and communicate their personal design style using appropriate media, materials and techniques. Students will be introduced to the basic requirements of the fashion industry looking at jobs specifications and how to promote professional practice through the creation of their e-portfolio.

Learning Activities

The first part of this unit will be delivered through formal lectures to introduce the history of design with particular reference to fashion and textile sector. Students will have to select one historical and one contemporary design practitioners and write a short by underpinning the main concepts and creative process behind both pieces. This unit will help students to develop their academic study skills.

The second part of the module will be focusing on how fashion designers develop their unique ways of communicating their main concepts and designs. This module will also be delivered through some lectures, but mainly through workshops to guide students on how to create blog/e-portfolio to start creating their personal and professional profile.

The reminder of the module will be self directed study to develop on one to one basis students' personal and professional aims and goals.

References

Course Material	Book
Author	Barnard, M.
Publishing Year	2002
Title	Fashion as Communication
Subtitle	
Edition	2nd Edition
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Cumming, V.
Publishing Year	2004
Title	Understanding fashion history
Subtitle	
Edition	
Publisher	London: Batsford
ISBN	

Course Material	Book
Author	Bruzzi, S.
Publishing Year	2000
Title	Fashion Cultures, theories, explorations and analysis
Subtitle	
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Frances, M.
Publishing Year	2009
Title	Uncovering fashion
Subtitle	fashion communications across the media
Edition	
Publisher	Fairchild Books
ISBN	

Course Material	Book
Author	Jones, T.
Publishing Year	2009
Title	100 Contemporary fashion designers
Subtitle	
Edition	
Publisher	Fashion Taschen GmbH
ISBN	

Course Material	Book
Author	Jones, S.J.
Publishing Year	2005
Title	Fashion Design
Subtitle	(Portfolio)
Edition	2nd edition
Publisher	London: Lawrence King Publishing
ISBN	

Course Material	Book
Author	Miglietti, A.M.
Publishing Year	2006
Title	Fashion Statements
Subtitle	Interviews with Fashion designers
Edition	
Publisher	Italy: Skira editore
ISBN	

Course Material	Book
Author	Posner, H.
Publishing Year	2011
Title	Marketing Fashion
Subtitle	(Portfolio)
Edition	
Publisher	London: Lawrence King Publishing
ISBN	

Course Material	Journal / Article
Author	

Publishing Year	
Title	Pop, Wonderland, I.D, Wallpaper, Computer Arts, 10 magazine
Subtitle	
Edition	
Publisher	
ISBN	

Notes

This module will help students to start their personal and professional development plan. This module will enable students to reflect on their personal achievement. This module will also enable students to organise their thoughts, analyse and critically appraise their own work. This module will support the Personal Development Planning for each student. Students will plan, organise and create their individual creative profile in preparation to their work placement taking place at the end of their level 4 and in preparation to their progress into Level 5.

This module will provide a platform for students to place their own design and themselves within a wider context and to develop their personal and professional portfolio via virtual media (e-portfolio, blog etc...)