

## Liverpool John Moores University

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Title: Fashion Communication  
Status: Definitive  
Code: **4605DFT** (122855)  
Version Start Date: 01-08-2018

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

Team	Leader
Fiona Armstrong-Gibbs	Y

**Academic Level:** FHEQ4      **Credit Value:** 20      **Total Delivered Hours:** 90  
**Total Learning Hours:** 200      **Private Study:** 110

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	15
Practical	45
Seminar	5
Tutorial	5
Workshop	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Fashion communication: Investigation into fashion communication from traditional channels to new digital platforms.	50	
Portfolio	AS2	E-portfolio using digital applications to enhance professional and personal profile.	50	

## Aims

*To develop an understanding of the different platforms and channels of communication in the fashion industry.*

*To research, compare and analyse how the communication of fashion differ in function of its platforms, audiences and market levels.*

*To enhance students' awareness of the different professional practices.*

*To engage with their development of personal and professional learning goals by promoting their design concepts through virtual promotional media.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an awareness of professional communication practices.
- 2 Identify how fashion designers develop their unique ways of communicating their main concepts and designs.
- 3 Communicate fashion ideas using personal style, in visual, oral and written form using appropriate media, materials, techniques and processes.
- 4 Make independent judgements through reflection and evaluation of own work and work of others to create personal profile.

## Learning Outcomes of Assessments

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

Report	1	2
Portfolio	3	4

## Outline Syllabus

*This module will help students in broadening their awareness of professional practices, focusing on pathways related to fashion communication. Students will develop their research and analytic skills by comparing and contrasting the context and the uses of different traditional communication channels as well as comparing and contrasting new digital platforms. This module will enable students to apply their knowledge learnt during semesters 1. Students will also research and analyse how fashion designers develop their unique and creative ways of communicating their main concepts and designs. The research and analysis of the work of others will enable students to develop their personal and professional plan by communicating their own personal and professional profile.*

## Learning Activities

The module will be delivered through a series of lectures to introduce fashion professional practices and to introduce the history of fashion communication with

particular references to new digital platforms. Seminars and workshops will be in place to enable students to conduct their research and analysis. Students will have to compare and contrast historical and contemporary communication platforms by identifying the similarities and differences between market levels and sectors. This unit will help students to enhance their academic study skills, introduced at semester 1. The second part of this module will be taught, mainly through workshops and tutorials as the remainder of the module will be self-directed study. Students will develop their personal and professional plan. The workshops will guide students on how to use digital platform to create their personal and professional profile, which will be used when applying for work placement.

### **Notes**

Students will develop their visual communication skills and techniques. This work will support students' personal and professional plan.