

Liverpool John Moores University

Title: FASHION CAMPAIGN (C)
Status: Definitive
Code: **5004FD** (109802)
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: FHEQ5
Credit Value: 48.00
Total Delivered Hours: 120.00
Total Learning Hours: 480
Private Study: 360

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	6.000
Off Site	6.000
Practical	88.000
Seminar	10.000
Tutorial	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Presentation as specified in the individual Learning Agreement	100.0	

Aims

*To develop professional promotional skills by exploring a range of visual and conceptual approaches to expressing ideas and organizing gathered information.
To encourage experimental, innovative and original design applications when undertaking a fashion campaign.*

To increase the student's 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 analyse and evaluate the impact and importance of methods of fashion promotion;
- 2 demonstrate their intellectual skills of evaluation and synthesis within a promotional fashion campaign;
- 3 diagnose problems and identify solutions;
- 4 demonstrate an ability to communicate ideas and information by appropriate methods and media;
- 5 make meaningful connections between different areas of knowledge and skills;
- 6 demonstrate a progression of learning;
- 7 identify and apply good practice to studio and workshop activities.

Learning Outcomes of Assessments

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

PRESENTATION	1	2	3	4	5	6	7
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Outline Syllabus

Project 1: The Product

Project 2: The Package

Project 3: The Hit

Learning Activities

During this module students will undertake a practical project in which they are required to explore, devise, design and produce a promotional fashion campaign. Coursework is divided between 3 projects identified in a negotiated learning agreement.

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	Baudot, F
Publishing Year	1999
Title	A Century of Fashion
Subtitle	
Edition	
Publisher	Thames and Hudson
ISBN	

Course Material	Book
Author	Blanchard, T
Publishing Year	2004
Title	Fashion & Graphics
Subtitle	
Edition	
Publisher	Laurence King
ISBN	

Course Material	Book
Author	Borrelli, L
Publishing Year	2002
Title	Net Mode
Subtitle	Web Fashion Now
Edition	
Publisher	Thames and Hudson
ISBN	

Course Material	Book
Author	Polhemus, T
Publishing Year	1996
Title	Style Surfing
Subtitle	
Edition	
Publisher	Thames and Hudson
ISBN	

Course Material	Book
Author	DVD
Publishing Year	2007
Title	Visual Merchandising
Subtitle	
Edition	
Publisher	Insight Media
ISBN	

Course Material	Book
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Author	DVD
Publishing Year	2004
Title	Fashion Retailing
Subtitle	
Edition	
Publisher	Insight Media
ISBN	

Notes

During this module students will engage in negotiated learning agreement involving research and design activities to produce a promotional fashion campaign. This module affords students the opportunity to explore and deliver exciting ways to promote fashion to its related industries. Emphasis is on individual, student orientated, personalized and professional awareness and application.