

Liverpool John Moores University

Title: Fashion Awareness (C)
Status: Definitive
Code: **5011FD** (117804)
Version Start Date: 01-08-2015

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

Team	Leader
Jacqueline McAssey	Y

Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 100.00
Total Learning Hours: 240
Private Study: 140

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	3.000
Off Site	3.000
Practical	84.000
Seminar	5.000
Tutorial	5.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS2	Publication(s) as stated in assessment criteria	50.0	
Artefacts	AS1	Research, development, trials, competitions, live projects as listed in project brief	50.0	

Aims

1. To promote and evaluate primary and secondary trend and forecasting information through effective studio practice

2. To develop the breadth of visual and conceptual approaches in communicating fashion via the exploitation of themes and trends to enhance visual language.
3. To further experimentation with emerging technology.
4. To facilitate the articulation of ideas and information comprehensibly in visual, oral and written forms and the presentation of ideas and work to audiences in a range of situations

Learning Outcomes

After completing the module the student should be able to:

- 1 Collect and evaluate trend and forecasting information in a meaningful manner.
- 2 Recognize a breadth of visual and conceptual approaches to communicating fashion and to exploit themes and trends to enhance visual language.
- 3 Experiment with appropriate contemporary technology.
- 4 Articulate ideas and information comprehensibly in visual, oral and written forms and present ideas to a wide ranging audience.

Learning Outcomes of Assessments

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

Portfolio	1	2	4
Artefact	3		

Outline Syllabus

The module focuses on providing a sound knowledge base for effective creative design practice in relation to Trend and Forecasting for the fashion industry through the application of advertising and media. Emphasis is placed on the opportunity to discover and dispense creative ways to develop individual approaches to forecasting, layout, effective research methodology and creative trend analysis and application.

Project 1: Trend (market awareness)

Project 2: Fashion Graphics (advertising & media)

Project 3: Forecasting (creative prediction)

Learning Activities

During this module students will undertake practical projects exploring Trend and Forecasting and devise creative ways that such information can be relayed to a contemporary audience.

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.

Notes

During this module students will undertake an investigation into Trend and Forecasting for the Fashion Industry through the application of advertising and media. This module allows students the opportunity to discover and deliver creative ways to communicate fashion to a contemporary audience. Emphasis is on individual, student orientated, personalised and professional awareness and application.