

Liverpool John Moores University

Title: Fashion Campaign (C)
Status: Definitive
Code: **5012FD** (117805)
Version Start Date: 01-08-2019

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
Total Delivered Hours: 100
Total Learning Hours: 240
Private Study: 140

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	3
Off Site	3
Practical	84
Seminar	5
Tutorial	5

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Research and development, competition, live projects as listed in project brief	50	
Portfolio	AS2	Fashion campaign	50	

Aims

1. To aid the development of professional promotional skills by exploring a range of visual and conceptual approaches to expressing ideas and organizing gathered

information.

2. To develop student intellectual skills of evaluation and synthesis within a promotional fashion campaign;
3. To encourage experimental, innovative and original design applications when undertaking a fashion campaign by diagnosing problems and identifying solutions;
4. To increase the student's profile by strengthening existing components of their portfolio presentation skills via selection of appropriate methods and media;

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 intellectual skills of evaluation and synthesis within a promotional fashion campaign;
- 3 Engage in experimental, innovative and original design applications when undertaking a fashion campaign by diagnosing problems and identifying solutions;
- 4 Demonstrate an ability to communicate ideas and information by appropriate methods and media;

Learning Outcomes of Assessments

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

Artefact	2	3
Portfolio	1	4

Outline Syllabus

Students engage in negotiated research and design to produce a promotional fashion campaign by exploring and delivering exciting ways to market fashion to its related industries. Emphasis is upon individual, student orientated, personalized and professional awareness and application.

Learning Activities

Students will translate their own design ideas and present complete promotional packages via appropriate skills and techniques applicable to their pathway focus.

Notes

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.