

## Liverpool John Moores University

Title: Fashion Awareness  
Status: Definitive  
Code: **5107FC** (122398)  
Version Start Date: 01-08-2021

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

Team	Leader
Paul Owen	Y
Marc Provins	
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**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 57

**Total Learning Hours:** 200      **Private Study:** 143

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	3
Practical	28
Seminar	7
Tutorial	3
Workshop	16

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Body of work (research and outputs) to meet requirements of as outlined in submission criteria.	60	
Artefacts	AS2	Body of work (research and outputs) to meet requirements of as outlined in submission criteria.	40	

## Aims

1. To examine contemporary and historical practice within the creative industries.
2. To encourage and support independent research using a variety of creative methods.
3. To produce a body of work in relationship to customer profile and market level.
4. To research specific materials, processes and media to apply to set project work.
5. To recognise the importance of roles within creative teams when undertaking project work.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Evidence analysis of appropriate research and its application to fashion practice.
- 2 Demonstrate in depth design and applied technical methods to project work.
- 3 Formulate a range of visual and conceptual approaches to justify and apply appropriate methods of presentation.
- 4 Demonstrate an ability to produce 2D and digitally produced work to a professional standard.
- 5 Recognise, plan and implement time management strategies to support set goals and objectives.

## Learning Outcomes of Assessments

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

Artefacts	1	2	3	4	5
Artefacts	1	2	3	4	5

## Outline Syllabus

*Students will be taught through a programme of one to one tutorials, group critiques / activities / seminars / lectures / Interaction within the Art School, learning resources, technical workshops and immediate location for research exploration and trials / fostering new learning styles and practices.*

*Students will work with set themes and projects to cover a variety of outcomes.*

## Learning Activities

This module is designed to introduce students to key areas within fashion communication in an industry context. Teaching will take the form of lectures, seminars and practical sessions underpinned with a focus on market level and customer awareness. The areas covered are broad and will bring all tasks taken in level 4 together through a variety of projects which may be live or set projects.

## **Notes**

This module enables students to start to build their own profile in their chosen specialist pathway identifying their strengths and developing. Exploration of new media and applications will be explored to build confidence in content and presentation awareness. Formative feedback points will be embedded throughout the year.