

Liverpool John Moores University

Title: Fashion Direction
Status: Definitive
Code: **5108FC** (122399)
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 2

Component	Contact Hours
Lecture	4
Practical	27
Seminar	8
Tutorial	4
Workshop	14

Grading Basis: 40 %

Assessment Details

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

Aims

- 1. To develop the opportunity to understand in depth research methods and structures within students own work in relationship to creative industries.*
- 2. To produce a body of work in context to market level and professional practices.*
- 3. The ability to develop a range of visual communication applications, which explore material and context.*
- 4. To explore the potential of a range of technical approaches for both traditional and contemporary applications to reflect industry practice.*
- 5. To develop an understanding of time management skills to produce outcomes in sequence and on time.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Evidence analysis of appropriate research methods and applications into visual and conceptual approaches for fashion communication.
- 2 Demonstrate a creative response to technology processes appropriate for project briefs.
- 3 Demonstrate a professional range of research skills to select, justify and apply appropriate methods for presentation.
- 4 Demonstrate an ability to produce 2D/digital outputs to a professional standard.
- 5 Formulate plans to manage resources and time in respect to both academic and industry practices.

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 seminars, one to one tutorials and workshops.

The learning outcomes for this module will be achieved through project based learning agreements. Each student will devise their own programme of work, which is supported and guided by tutorials, weekly seminars and critiques. They will be expected to work independently and demonstrate an ability to use available resources effectively. All students will carry out research towards the major project including market and visual research, sourcing materials and trials in 2D or 3D formats. Students will work within a planned timescale to produce a defined body of work.

This module consists of lectures, seminars, fieldwork and practical communication projects defined by an individual learning agreement.

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 5 semester 1 together through a variety of projects which may be live or set projects.

Notes

This module will focus on the exploration of digital and mixed media outputs to a professional standard via a number of trials. Formative feedback points will be embedded throughout the year.