

Fashion Direction

Module Information

2022.01, Approved

Summary Information

Module Code	5108FC
Formal Module Title	Fashion Direction
Owning School	Liverpool School of Art & Design
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool School of Art & Design

Learning Methods

Learning Method Type	Hours
Lecture	4
Practical	27
Seminar	8
Tutorial	4
Workshop	14

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evidence analysis of appropriate research methods and applications into visual and conceptual approaches for fashion communication.
MLO2	2	Demonstrate a creative response to technology processes appropriate for project briefs.
MLO3	3	Demonstrate a professional range of research skills to select, justify and apply appropriate methods for presentation.
MLO4	4	Demonstrate an ability to produce 2D/digital outputs to a professional standard.
MLO5	5	Formulate plans to manage resources and time in respect to both academic and industry practices.

Module Content

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.
Module Overview	This module will focus on the exploration of digital and mixed media outputs to a professional standard via a number of trials. You will produce a body of work in context to market level and professional practices. You will also be able to develop an understanding of time management skills to produce outcomes in sequence and on time.
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Artefacts	Artefacts 1	60	0	MLO1, MLO2, MLO3, MLO4, MLO5
Artefacts	Artefacts 2	40	0	MLO1, MLO2, MLO3, MLO4, MLO5

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Paul Owen	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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