

## Liverpool John Moores University

Title: Fashion Communication and Promotion  
Status: Definitive  
Code: **5502DFT** (119315)  
Version Start Date: 01-08-2012

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

Team	Leader
Stuart Borthwick	Y

**Academic Level:** FHEQ5  
**Credit Value:** 24.00  
**Total Delivered Hours:** 105.00  
**Total Learning Hours:** 240  
**Private Study:** 135

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	15.000
Practical	55.000
Seminar	5.000
Tutorial	5.000
Workshop	25.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	AS1	Short dissertation with proposal of proposed promotional strategy for targeted market for mini collection.	50.0	
Artefacts	AS2	Promotional campaign: press pack, press release, look book; photo shoots with contextual research with annotations and evaluation of outcomes.	50.0	

### Aims

*To define learners individual communication skills through exploration of creative use of media and sophisticated communication techniques.*

*To investigate the principles of marketing for the conceptualisation of mini collection for a specific market.*

*To discuss marketing and promotional policies and how it relates to fashion brands in the current fashion environment.*

*To enhance learners' understanding of the relationship between fashion brands and the creative media that fashion designers use to promote themselves and sell their product.*

*To synthesise their research and knowledge to produce professional marketing materials for their own brand.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Discuss promotional strategies of existing brand and appraise the needs for designers to be aware of economic, technological and social aspects of diverse fashion markets.
- 2 Investigate techniques and materials used in contemporary fashion communication and promotion using a range of different media and techniques to inform their own promotional campaign.
- 3 Plan, organise, create promotional campaign to suit specific markets using appropriate materials and technologies.
- 4 Make independent judgements, articulate arguments through reflection on the effectiveness of promotional campaign and appraisal of own personal and professional aspirations in support to Personal Development Planning.

## **Learning Outcomes of Assessments**

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

Short dissertation	1	2
Promotional campaign	3	4

## **Outline Syllabus**

*Students will enhance their knowledge of fashion communication and promotion and will discuss how it has developed with technology and the changing retail environment.*

*Students will investigate techniques and materials in contemporary fashion presentation using a range of different media and techniques from hand to use of CAD.*

*Students will identify diverse fashion designers and brands from mass market retailers to independent designers and will compare media and techniques used to target different markets and customers. Students will appraise the needs for designers to be aware of economic and social aspects of diverse fashion markets.*

*Students will consider the context of different promotional campaigns: technology, politics, cultures, celebrities, film and music to appeal to different demographics. Students will be required to plan and create an innovative promotion for a specified market for their mini collection. Students will create a press pack, including press release, look book and advertising shoot. Students will have to place their presentation in context: fashion styles, movements, designers, illustrators, forecasting materials including fabric, styling, colour, trend and cultural and contextual influences. Learners will be encouraged to visit exhibitions, art galleries, trade fairs and cultural events to develop visual awareness and personal fashion interest. Students will have developed through reflection and evaluation of their own work the ability to plan and communicate their style and branding using appropriate media, materials and techniques.*

## Learning Activities

This module will be delivered through formal lectures to introduce marketing environment, market levels, market research, targeting market, trend forecasting and prediction, promotion policies, promotional techniques, contemporary fashion media and styling.

This module will also be delivered through workshops to guide students on how to create their press pack, including writing press release, presenting look book, planning and creating studio photography shoot. During workshops, students will explore and develop communication skills using a range of different media and techniques using a mixture of manual and computer applications. The rest of the module will be self directed study on one to one basis to develop students' individual research.

## References

<b>Course Material</b>	Book
<b>Author</b>	Chermayef, C.
<b>Publishing Year</b>	
<b>Title</b>	Fashion Photography Now
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London, Harry N. Abrams, Inc
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Posner, H.
<b>Publishing Year</b>	
<b>Title</b>	Marketing Fashion
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London, Laurence King Publishing
<b>ISBN</b>	

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<b>Course Material</b>	Book
<b>Author</b>	Jones, T.
<b>Publishing Year</b>	
<b>Title</b>	100 Contemporary Fashion Designers
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Fashion Taschen GmbH
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Keaney, J.
<b>Publishing Year</b>	
<b>Title</b>	Fashion and Advertising
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Switzerland, Rotovision SA
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Frances, M.
<b>Publishing Year</b>	
<b>Title</b>	Uncovering Fashion
<b>Subtitle</b>	Fashion communications across the media
<b>Edition</b>	
<b>Publisher</b>	Fairchild books
<b>ISBN</b>	

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## Notes

This module will help students to develop their professional portfolio for progression to Level 6 or to employment. This module will provide students with promotional materials to promote their style and their mini collection. Students will be able to define their own design within a work-related context by developing the branding of their personal design for a specific market and customer profile. This module will also enable students to organise their thoughts, analyse and critically appraise their own work.