

Liverpool John Moores University

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Title: Fashion Awareness and Direction
Status: Definitive
Code: **5604DFT** (122878)
Version Start Date: 01-08-2018

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

Team	Leader
Fiona Armstrong-Gibbs	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 90
Total Learning Hours: 200 **Private Study:** 110

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Practical	55
Tutorial	3
Workshop	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	AS1	Introduction to key research concepts in the wider context of fashion design and communication. Short dissertation (4000 words), engaging in critical debate and analysis within contemporary fashion practice.	40	
Artefacts	AS2	Effectively communicate visual outputs to a professional level via a range of creative	60	

Category	Short Description	Description	Weighting (%)	Exam Duration
		processes.		

Aims

To introduce further key research concepts in the wider context of fashion design and communication.

To discuss marketing strategies and how it relates to the fashion environment.

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

To synthesise their research and knowledge to produce professionally presented marketing materials.

Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss and appraise the needs for designers to be aware of economic, technologic and social aspects of diverse marketing environment.
- 2 Make independent judgements, articulate arguments through reflection on emerging issues from individual research and consider its relationship within the global context.
- 3 Investigate techniques and materials used in contemporary fashion communication.
- 4 Plan, organise, create marketing materials using appropriate materials and technologies.

Learning Outcomes of Assessments

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

Dissertation	1	2
Artefacts	3	4

Outline Syllabus

Students will consider the context of key fashion concepts by making references to external references, for example, technology, politics, cultures, celebrities, film and music... Learners will be encouraged to visit exhibitions, art galleries, trade fairs and cultural events to develop visual awareness and personal fashion interest. Student will build upon their academic skills learnt at level 4, by writing a short dissertation. This will enable students to develop their researching, writing and academic referencing skills. 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 create marketing materials that may range from a press pack to a look book, dependent on their professional and personal

goals. Students will have developed through reflection and evaluation of their own work the ability to plan and communicate their individual style using appropriate media, materials and techniques.

Learning Activities

This module will be delivered through formal lectures to introduce dissertation academic writing and the principles of fashion marketing such as marketing environment, trend forecasting and prediction and contemporary fashion media and techniques.

This module will also be delivered through CAD workshops to guide students on how to create their marketing material. 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 through practical workshops and on one to one basis to develop students' individual research.

Notes

This module will help students to start their personal and professional development plan. This module will enable students to reflect on their personal achievement. This module will also enable students to organise their thoughts, analyse and critically appraise their own work. This module will support the Personal Development Planning for each student. This module will provide a platform for students to place their own design and themselves within a wider context.