

Liverpool John Moores University

Title: Fashion Research Methods
Status: Definitive
Code: **7001MAFIR** (120187)
Version Start Date: 01-08-2015

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

Team	Leader
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Academic Level: FHEQ7 **Credit Value:** 30.00 **Total Delivered Hours:** 39.00
Total Learning Hours: 300 **Private Study:** 261

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12.000
Practical	3.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	RPT	3000 word project proposal and Literature review, due date week 13. As the module is pre-requisite for the Fashion Research Project it is envisaged that this assignment will present in written format a considered proposal (LO3) for the students own individual research and identify key literature (LO1)	80.0	
Presentation	PRES	Individual Oral Presentation, due date week 7 (tutor and peer assessed). The presentation is	20.0	

Category	Short Description	Description	Weighting (%)	Exam Duration
		designed to assess LO2 - communicate complex concepts and ideas from a variety of research philosophies and approaches to inform one's own practice and facilitate reflective practice. It may take the form of a mini symposium, research forum or debate		

Aims

To establish core research methods and processes to broaden student's knowledge and application to fashion practice.

To research and contextualize historical and contemporary data from a wide range of sources.

To promote personal reflection and contextual evaluation in relationship to individual programmes of study.

To communicate, articulate and record information in a critical format.

Learning Outcomes

After completing the module the student should be able to:

- LO1 Identify, discuss and critically appraise relevant published research in the field or fashion history, theory and business
- LO2 Communicate complex concepts and ideas from a variety of research philosophies and approaches to inform one's own practice and facilitate reflective practice
- LO3 Construct a well-reasoned argument to communicate and effectively defend ideas and proposals

Learning Outcomes of Assessments

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

Report LO1 LO3

presentation LO2

Outline Syllabus

The module is delivered around a series of lectures, seminars and tutorials that enable students to establish a professional understanding of the context and relevance of historical and contemporary fashion practice. Students will examine a wide range of topics in preparation for the Fashion Research Project module. at which point. Students are encouraged to build on individual research concepts to form an in-depth knowledge in their chosen area of study. Indicative examples of

theme concepts for the module will include:

Fashion theory: key concepts in research such as semiotics, postmodernism, social psychology and ethnography in both historical and contemporary practice of fashion design and communication

Learning Activities

Lectures and seminars are supported by case studies and primary research activities that may include visits to exhibitions, retail and industry sites. Research methods will be taught within the context of fashion and developed via workshops and tutorials to support and enhance the students' analytical, evaluative and strategic thinking abilities. Guest speakers will help to contextualize learning for industry and key texts will enable students to gain a theoretical underpinning of both research methods and fashion history, theory and business. The student will be encouraged to develop their own research philosophy and use this to reflect on their own practice and incorporate it into their development.

Formative Assessment - students will receive tutorial support from tutor and peers in the run up to the first assignment an oral presentation. Tutorial support and written comments will be available for their draft proposal for assignment 2.

Notes

The module is structured to develop the research skills of each student within a broad framework to facilitate planning and delivery for report writing, research project and presentation seminars. Students may explore a broad range of issues within fashion including business, marketing and entrepreneurship to evaluate and support the aesthetic and conceptual components of their practical work: Key concepts (e.g. social and political, image and identity, sustainability and ethics, popular culture, fashion symbolism, e commerce, global market place) can be examined to prompt students to articulate fashion in context of their own investigation and experiences. The module will enable students to develop subject specific knowledge and research competency as well as encourage group communication, critical debate and skills in seminar presentation.