

## Liverpool John Moores University

Title: Major Project (Fashion Innovation & Realisation)  
Status: Definitive  
Code: **7005MAFIR** (120191)  
Version Start Date: 01-08-2021

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

Team	Leader
Kayla Owen	Y

**Academic Level:** FHEQ7  
**Credit Value:** 60  
**Total Delivered Hours:** 60  
**Total Learning Hours:** 600  
**Private Study:** 540

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Practical	30
Tutorial	30

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Reflection	Journal	Professionally presented final body of work to include reflective journal (format of which should be appropriate to student's individual project and/or future aspirations) Indicative word count 1,500.	40	
Presentation	Pres	A variety of presentation outputs to include: visual and verbal presentation (viva) and final exhibition.	60	

### Aims

*To explore the boundaries of fashion through the development of an individual practical proposal that is evidenced by a significant body of work and supported by critical reflection and evaluation.*

*To support the development of a self-directed and in-depth body of work appropriate to the student's selected field of study.*

*To enable students to plan, organize and deliver a final exhibition of their major project or equivalent, through effective time and resource management, demonstrating a high level of critical engagement, creative achievement and appropriate practical and technical ability.*

*To develop the students' comprehensive understanding of the synergy between relevant theory and professional practice through a variety of presentation techniques including verbal and exhibition.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Evidence the production of and reflection upon a coherent and significant body of work that explores the boundaries of fashion
- 2 Plan, implement and disseminate a public-facing exhibition of their Major Project at a professional level
- 3 Articulate comprehensive self-reflection, critical analysis and in-depth knowledge of a personally selected area of fashion, in a variety of ways to evidence achievement at Masters Level and the capacity to engage in professional practice.

## **Learning Outcomes of Assessments**

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

Reflective journal	1	2	3
Variety of presentations	1	2	3

## **Outline Syllabus**

*The Major Project module reflects the summation of the Masters programme of study.*

*Students will bring together all the skills that they have acquired on the programme to materialise an individual proposal through exhibition or equivalent, and developing a significant body of work that is supported by critical reflection and evaluation, in order to explore the boundaries of fashion.*

*The Major Project module provides an opportunity for innovation, inspiration and critical creativity and encourages students to produce final work that may have real world impact.*

*Students will have the opportunity to produce a substantial body of work that can be closely linked with their personal career/future aspirations. The kind of work expected should demonstrate a high level of conceptual thought and an acute awareness of current issues within the fashion industry. This should be reflected in the motivations behind the work, which in turn should be based in scholarly research and current topics of interest.*

## **Learning Activities**

This module is where students consolidate all the skills they have acquired on the programme to realise their individual programme of study via exhibition or equivalent. Students will work in a studio-based environment and will have access to the resource and workshop areas. Regular tutorials will help them to articulate their practice and develop an appropriate final presentation. Students will be assessed by a public-facing outcome derived from a significant body of work, including evidence of reflection, critical analysis and supporting work. Assessment will be supported by a formal verbal presentation (viva).

## **Notes**

The Major Project module builds on the research and inquiry carried out during the MA programme and represents the culmination of each students' individual proposed plan to execute their final masters' project. Interaction and collaboration with professionals and external agents within the creative sector will enable students to establish the necessary professional benchmarks to develop aesthetic and conceptual excellence in their execution of practical work. Rigorous investigation into advanced technical applications will be expected to produce work appropriate to masters' level study. Students will have regular opportunities to discuss initial ideas through to product prototypes and final outcomes. Students will be assessed via exhibition and/or show as well as viva voce.