Fashion Summer 2018

Module Catalogue
1. Module aims

In Accessories you will be introduced to the specialist knowledge, and cutting and manufacturing skills, involved in accessories, whilst building on existing conceptual and design skills. You will develop a strong understanding of the accessories market place and the relationship between this and the fashion garment industry. You will produce a small range of pieces with the opportunity to explore accessories such as millinery, bags or other fashion accessories. Designs, demonstrating the application of skill and imagination, will be produced and submitted for runway presentation.

2. Pre-requisite modules or specified entry requirements

None

3. Intended Level learning outcomes

a) Knowledge and understanding

On successful completion of the module you will be expected to:

A3 Generate ideas, concepts, proposals and solutions to set briefs within defined guidelines, and with increasing independence.

b) Cognitive skills

On successful completion of the module you will be expected to:

B2 Demonstrate through convergent and divergent thinking, the design process with increasing autonomy.
c) Practical and professional skills

On successful completion of the module you will be expected to:

C1 Demonstrate the research process through experimentation, analysis, and selection to communicate your ideas with increasing professionalism.

C2 Demonstrate being able to use a range of materials, tools and methods in the fashion design process with increasing professionalism.

C3 Develop the range of practical skills to cut and construct garments and other fashion products.

d) Key transferable skills

On successful completion of the module you will be expected to:

D3 Communicate and respond in a positive manner to criticism from a range of audiences with increasing professionalism.

4. Indicative content

- Interpretation of initial ideas and thought processes
- Inspiration, research and design process through to final product
- Methods of design development and application to a range of accessories making use of creative construction techniques
- The selection process
- Use of new terminology
- Recognising your strengths and weaknesses

5. Learning and teaching strategy

The teaching and learning strategy for this module is designed to ensure that the learning outcomes set out above will be achieved.

You will engage in creative development of your ideas in studio and workshop settings as well as through independent study. You will learn a series of technical skills through group tutorials and presentations by your peers and tutor and in turn you will share your work with others. You will also learn through one-to-one tutorials where you will reflect upon, analyse and justify your ideas.

You will be given formative feedback throughout the module and summative feedback concludes every module.
6. Assessment strategy, assessment methods and their relative weightings

Assessment is conducted through the generation of a set of accessories. These accessories will be original designs that have been developed through the learning of various design and construction techniques and skills that are covered in the class. The accessories must communicate those learned skills to a large degree. The learning will be documented through the production of a sketchbook that covers the design process.

Assessment will be comprised as follows:

1. Research (including sketchbook)  30%
   The sketchbook will include rich research material drawn from a wide range of relevant sources. It will demonstrate critical thinking, analysis, investigation and visualisation of ideas. It will contain design development work that is appropriate to the brief. It will show the ability to develop an idea from research through to final designs. The research will include prototypes or toiles of the various final outcomes. A3 B2 C2

2. Final Outcomes  70%
   A set of accessories that are constructed using techniques learned and developed during the module. The accessories will be the result of a combination of skills learned and the design process undertaken. The form these accessories take will be a three-dimensional representation of your personal design philosophy. C1 C2 C3 D3

7. Mapping of assessment tasks to Level learning outcomes

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>Level Learning outcomes</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>A3</td>
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8. Teaching staff associated with the module

<table>
<thead>
<tr>
<th>Tutor’s name and contact details</th>
<th>Contact hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tracy Spiegel</td>
<td>36</td>
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</table>

9. Key reading list


10. Other indicative resources (e.g. websites)

None
1. Module aims

In *Fashion Buying* you will examine how the product development and buying processes work within the contemporary fashion business. You will learn about the fashion product, product development, clothing manufacture, and supply chain management. You will learn how the role of merchandising integrates with buying and ranges are put together and ranged out to stores. You will explore product planning, strategies, costing, sourcing and supply. The course covers sourcing and ordering stock for retailers of varying size from large multiples to individual stand alone stores and online. You will draw upon your learning in earlier modules and integrate your knowledge of marketing with knowledge of the consumer, marketing research and fashion trends to research for and create a detailed targeted range plan.

2. Pre-requisite modules or specified entry requirements

*Principles of Marketing*

3. Intended level learning outcomes

a) Knowledge and understanding

*On successful completion of the module you will be able to:*

A2 Apply a knowledge of historical, social, ethical and environmental issues and their relevance to fashion marketing and promotion.

b) Cognitive skills

*On successful completion of the module you will be able to:*

B2 Demonstrate the ability to research, generate ideas and develop concepts, proposals, solutions or reasoned arguments independently and collaboratively in response to a given brief.

B3 Demonstrate that you can apply creative thinking and your knowledge of contemporary and future fashion to given projects with a growing degree of independence.
c) Practical and professional skills

On successful completion of the module you will be able to:

C3 Demonstrate the ability to select and employ materials, media and technologies associated with fashion marketing and visual communication, whilst observing good working practices.

d) Key transferable skills

On successful completion of the module you will be able to:

D1 Demonstrate awareness of personal strengths and interests, in both individual and team contexts, utilising good teamwork skills and being able to respond positively to the critical judgement of others.

D3 Demonstrate self-awareness, ethical values, openness and sensitivity to diversity in terms of people, cultures, business and environmental issues and relate this to your own performance.

4. Indicative content

- Fashion retailing
- The buying office
- Roles and responsibilities
- Garment technology
- Sourcing and supply
- Fashion trends
- Range planning & development
- Strategic planning
- Profit and pricing

5. Learning and teaching strategy

The learning and teaching strategy for this module is designed to ensure that the learning outcomes set out above will be achieved. Your knowledge and understanding will be developed largely through tutor-led presentations and group and individual tutorials. You may also have field trips and guest speakers. In the first part of the module you will apply theory to practice in a group project, and guidance will be given through group tutorials. Independent study between teaching sessions will enable you to conduct research and develop project work. This will be reviewed with your lecturer at regular intervals through tutorials. In the second part of the module you will continue to apply theory to practice through an individual project based on learning in tutor-led presentations and exercises. You will also develop your knowledge and your skills by presenting your work and engaging in critical reflection of your own and others’ work in presentation ‘critiques’.
## 12 credit module - 120 learning hours

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<thead>
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<td><strong>Total</strong></td>
<td><strong>120</strong></td>
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### 6. Assessment strategy, assessment methods and their relative weightings

You will be assessed on development work during the term, in studio work and independent study, through researching, documenting, recording, and developing ideas in an annotated sketchbook. You will prepare for and take part in photography projects and you will present the best of your finished work in a portfolio. You will document and reflect upon your group and individual work on the module in your journal.

1. **Portfolio 50%**
   You will be assessed on the creation of a portfolio that covers a range of work relevant to directional fashion. You will evidence having applied theory to practice in working in a team and individually to create visual work that demonstrates effective application of methods and technologies.
   A3 A4 B2 B3 B4 C3 D4

2. **Journal 50%**
   You will be assessed on evidence that you have engaged effectively and independently in the creative process of researching, generating ideas, and developing concepts through to finished output.
   A3 A4 B2 B3

### 6. Assessment strategy, assessment methods and their relative weightings

Assessment will be based on two projects. The first is research focussed and it is a group project. The second is an individual project and this will enable you to apply theory to practice in relation to fashion buying by creating a detailed range plan. Research conducted in the group project may be used in the individual project.
6. Assessment strategy, assessment methods and their relative weightings

1. Group Project  30%
Assessment will be based on your knowledge of research for buying in completing a competitive shop report, your ability to engage in sound research using appropriate research tools and methods, and your ability to engage in group work effectively.
A2 B2 C3 D1 D3

2. Individual Project  70%
Assessment will be based on your ability to work individually to engage in both analytical and creative thinking to evaluate and synthesise research and generate proposals in creating a range plan that is relevant to the brief and to contemporary fashion.
A2 B2 B3 C3 D3

7. Mapping of assessment tasks to level learning outcomes

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<tr>
<td>Individual Project</td>
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</tbody>
</table>

8. Teaching staff associated with the module

Tutor’s name and contact details | Contact hours
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9. Key reading list

9. Key reading list

10. Other indicative resources (e.g. websites)
Module title: FSH503 Fashion Journalism

1. Module aims

*Fashion Journalism* enables students to build on existing knowledge and develop understanding and specialist skills surrounding how fashion is communicated to an audience. You will study both traditional print and digital web platforms and learn how to research and target features to suit appropriate media through various feature treatments, for instance: blogs, catwalk reports, editorial, advertorial, web-based e-zines, and news features. Also in this module you will learn how to conduct interviews, demonstrate personality within copy, help to ‘sell the dream’ in copywriting, appreciate high quality fashion writing of different kinds, and to document, report, review and critique in a compelling and persuasive style.

You will learn about the relationship between fashion media and journalists, and explore the theory, practice and ethical challenges of good practice through tutor-led presentations, guest talks and project work. You will learn how to identify and pitch story ideas and communicate copy angled to a specific audience. You will examine the significance and responsibilities of a contemporary fashion writer and study developing new technologies that are impacting on the fashion media environment.

2. Pre-requisite modules or specified entry requirements

None

3. Intended level learning outcomes

a) Knowledge and understanding

On successful completion of the module you will be able to:

A3 Show knowledge and application of a range of research methods and methodologies used to interrogate contemporary fashion marketing issues, trends and scenarios.
A4 Demonstrate knowledge of the range of media and technologies at the forefront of fashion promotion that you can evaluate and apply in solving fashion marketing problems.
b) Cognitive skills

On successful completion of the module you will be able to:

B1 Demonstrate skills in critical thinking, analysis, reflection, review and evaluation in response to complex or unpredictable contexts demanding application from a wide range of techniques.

B2 Demonstrate the ability to research, generate ideas and develop concepts, proposals, solutions or reasoned arguments independently and collaboratively in response to a given brief.

B3 Demonstrate that you can apply creative thinking and your knowledge of contemporary and future fashion to given projects with a growing degree of independence.

c) Practical and professional skills

On successful completion of the module you will be able to:

C1 Demonstrate the ability to source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources, in response to unpredictable or complex contexts, either individually or as a part of a team.

C3 Demonstrate the ability to select and employ materials, media and technologies associated with fashion marketing and visual communication, whilst observing good working practices.

C4 Demonstrate effective communication, oral, visual and in writing, using a range of media which are widely used in fashion marketing and promotion and present to audiences in a range of situations.

d) Key transferable skills

On successful completion of the module you will be able to:

D3 Demonstrate self-awareness, ethical values, openness and sensitivity to diversity in terms of people, cultures, business and environmental issues and relate this to your own performance.

D4 Demonstrate the ability to communicate effectively in visual, oral and written forms to audiences in a range of situations, both individually and within a team.

4. Indicative content

- Traditional and new media
- Communication theories and methods
- Integrated communications
- Fashion writing and blogging
- Fashion publications, magazines and e-zines
4. Indicative content

- Digital and social media
- News vs. Features
- New technologies, cross-disciplinary platforms and future media
- Journalistic style and critical commentary
- Media analysis
- Fashion markets
- Fashion calendar
- Interviewing
- Trend and catwalk reporting
- Magazine layouts
- Pitching a story/feature
- Audiences and persuasion
- Ethical issues
- Roles and responsibilities
- Titles, headlines, by-lines

5. Learning and teaching strategy

The learning and teaching strategy for this module is designed to ensure that the learning outcomes set out above will be achieved. You will concentrate on theory and practice within fashion journalism. Delivery of module content will be through tutor-led presentations, workshops and exercises as you learn about and explore different styles and purposes of fashion journalism. You will have field trips to fashion-related exhibitions, activities and events and you will be expected to learn how to come up with stories, research and experiment with journalism to develop a strong writing style. You will be set written work and given formative feedback throughout the module.

12 credit module – 120 learning hours

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Self-directed learning 90 hours

| Preparation for class | 20       |
| Self-study after class| 40       |
| Preparation for assessments | 20     |
| Assessment           | 10       |

Total 120 hours
6. Assessment strategy, assessment methods and their relative weightings

You will be assessed on development work during the term, in studio work and independent study, through researching, documenting, recording, and developing ideas in an annotated sketchbook. You will prepare for and take part in photography projects and you will present the best of your finished work in a portfolio. You will document and reflect upon your group and individual work on the module in your journal.

1. Portfolio  50%
   You will be assessed on the creation of a portfolio that covers a range of work relevant to directional fashion. You will evidence having applied theory to practice in working in a team and individually to create visual work that demonstrates effective application of methods and technologies.
   A3 A4 B2 B3 B4 C3 D4

2. Journal 50%
   You will be assessed on evidence that you have engaged effectively and independently in the creative process of researching, generating ideas, and developing concepts through to finished output.
   A3 A4 B2 B3

6. Assessment strategy, assessment methods and their relative weightings

You will be assessed on the production of original written material accompanied by visuals and any other relevant material outcomes. This will cover a range of work for different fashion media, feature treatments and audiences.

1. Portfolio of fashion journalism output   2,500-3,000 words   100%
   You will submit at least two pieces of written work that reflect insight and opinion regarding a contemporary fashion issue. These should total a maximum 3,000 word count. You will be assessed on the professionalism, currency and relevance of your work to trends and directions in fashion.
   A3 A4 B1 B2 B3 C1 D1 D4

7. Mapping of assessment tasks to level learning outcomes

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August 2017
7. Mapping of assessment tasks to level learning outcomes

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<tr>
<td>Fashion Journalism Output</td>
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</table>

8. Teaching staff associated with the module

Tutor’s name and contact details | Contact hours
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9. Key reading list

Wolbers, Marian Frances (2009) *Uncovering Fashion: Fashion Communications Across the Media*

10. Other indicative resources (e.g. websites)

- The Business of Fashion
- Telegraph Fashion
- Vogue.com
- Dazed Digital
- Weworewhat
- The Blonde Salad blog
- Disney Roller Girl
- The Sartorialist
- @Man Repeller
- @kegrand
- @sartorialist
- @susiebubble
- @womensweardaily
- @voguemagazine

Students will draw upon a long list of fashion and related newspapers, books, websites and other sources to complete this course. Your lecturer(s) will advise you with regard to which sources to use.

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1. Module aims

*Fashion Photography* enables students to develop an understanding of photography in different areas of fashion such as; advertising, film, catwalk, and editorial. You will learn about roles and responsibilities and you will study photography as a visual language of contemporary fashion.

You will develop your aesthetic sensibilities in relation to photography and you will learn to work creatively, developing ideas from concept through to finished work. You will engage in group work and will learn to communicate your ideas verbally and through image. You will explore the cultural significance of photography and examine audiences and media channels. You will learn to create and manipulate directional images using both traditional and new technologies.

2. Pre-requisite modules or specified entry requirements

None

3. Intended Level learning outcomes

a) Knowledge and understanding

*On successful completion of the module you will be expected to:*

A3 Show that you are developing a sound knowledge and understanding of contemporary fashion and the ability to stay knowledgeable about future trends.

A4 Demonstrate that you have knowledge of the range of media and technologies at the forefront of fashion promotion and that you can select these with tutor guidance for a given task.
b) Cognitive skills

On successful completion of the module you will be expected to:

B2 Demonstrate the ability to research, generate ideas and develop concepts, proposals, solutions or reasoned arguments independently and collaboratively in response to a given brief.

B3 Demonstrate that you can apply creative thinking and your knowledge of contemporary and future fashion to given projects with a growing degree of independence.

B4 Show that you can develop ideas through to material and/or digital outcomes, for example images, boards, photographs, events and texts with a good degree of independence.

c) Practical and professional skills

On successful completion of the module you will be expected to:

C3 Demonstrate the ability to select and employ materials, media and technologies associated with fashion marketing and visual communication, whilst observing good working practices.

d) Key transferable skills

On successful completion of the module you will be expected to:

D4 Demonstrate the ability to communicate effectively in visual, oral and written forms to audiences in a range of situations, both individually and within a team.

4. Indicative content

- Analytical and critical approaches
- Roles and responsibilities
- Theory and practice
- Communication through visual media
- Creative development and expression
- Future fashion
- Audiences and media channels
- Digital image production and manipulation
- Creating a portfolio
5. Learning and teaching strategy

The learning and teaching strategy for this module is designed to ensure that the learning outcomes set out above will be achieved. You will learn about fashion images, and the theoretical contexts within which they sit through tutor-led presentations, and creative studio work. This will involve examination of contemporary images and their associated purposes and meanings. You will also learn through hands-on planning, organising, and taking part in photographic shoots both in a photo studio and in different locations. You will spend time learning through demonstrations and exercises as you learn the technical as well as the creative skills.

Research into materials such as film, music, web, and magazines, and creative development, will be tutor-directed but carried out in independent study as well in creative studio work, and will enable you to develop a very strong appreciation of the ‘cutting edge’ in fashion. During the term you will work in groups and on individual outcomes. However the individual outcomes will necessitate organising others to work with. You will engage in self- and peer-reflection and you will analyse your strengths and weaknesses and reflect on how you interact and perform in group work.

You will be given formative feedback throughout the module and summative feedback concludes every module.

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<th>12 credit module – 120 learning hours</th>
<th>30 hours</th>
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6. Assessment strategy, assessment methods and their relative weightings

You will be assessed on development work during the term, in studio work and independent study, through researching, documenting, recording, and developing ideas in an annotated sketchbook. You will prepare for and take part in photography projects and you will present the best of your finished work in a portfolio. You will document and reflect upon your group and individual work on the module in your journal.

1. Portfolio 50%
   You will be assessed on the creation of a portfolio that covers a range of work relevant to directional fashion. You will evidence having applied theory to practice in working in a team and individually to create visual work that demonstrates effective application of methods and technologies.
   A3 A4 B2 B3 B4 C3 D4

2. Journal 50%
   You will be assessed on evidence that you have engaged effectively and independently in the creative process of researching, generating ideas, and developing concepts through to finished output.
   A3 A4 B2 B3

7. Mapping of assessment tasks to level learning outcomes

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<tr>
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8. Teaching staff associated with the module

<table>
<thead>
<tr>
<th>Tutor’s name and contact details</th>
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</thead>
</table>
9. Key reading list

Victionary (2011) *MasterMind; Art Directors in Fashion Styling*. Victionary

10. Other indicative resources (e.g. websites) / Class Content

Contemporary fashion magazines: Fruits Magazine, i-D, TANK, POP etc.

www.showstudio.com
www.dazeddigital.com
www.wallpaper.com
www.thesartorialist.blogspot.com
www.papermode.trendland.net
www.crash.fr
www.crane.tv

Berg Fashion Library
1. Module aims

Fashion PR enables students to develop specialist skills in this key area of fashion. You will learn writing skills for different audiences and for different media, for instance: editorial, advertising, web-based media, and features. You will learn how PR activities operate in the fast-moving world of fashion.

You will learn about the relationship between the media and PR. You will explore the theory and the practice of PR through tutor-led presentations, guest talks and project work. You will learn to analyse and identify audiences, how to create personality and how to communicate and manage image through PR activities. You will examine the significance and responsibilities of PR in contemporary fashion and you will study the future of PR in the light of fast developing new technologies. You will work on projects, which will demonstrate your knowledge of PR theory and practice. You will present a proposal for a PR campaign and where possible you will work on a live fashion PR event.

2. Pre-requisite modules or specified entry requirements

None

3. Intended level learning outcomes

a) Knowledge and understanding

On successful completion of the module you will be able to:

A3 Show knowledge and application of a range of research methods and methodologies used to interrogate contemporary fashion marketing issues, trends and scenarios.
A4 Demonstrate a knowledge of the range of media and technologies at the forefront of fashion promotion that you can evaluate and apply in solving fashion marketing problems.

b) Cognitive skills

On successful completion of the module you will be able to:

B1 Demonstrate skills in critical thinking, analysis, reflection, review and evaluation in response to complex or unpredictable contexts demanding application from a wide range of techniques.

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August 2017
b) Cognitive skills

B2 Demonstrate the ability to research, generate ideas and develop concepts, proposals, solutions or reasoned arguments independently and collaboratively in response to a given brief.

B3 Demonstrate that you can apply creative thinking and your knowledge of contemporary and future fashion to given projects with a growing degree of independence.

B4 Show that you can develop ideas through to material and/or digital outcomes, for example images, boards, photographs, events and texts with a good degree of independence.

c) Practical and professional skills

On successful completion of the module you will be able to:

C1 Demonstrate the ability to source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources, in response to unpredictable or complex contexts, either individually or as a part of a team.

C4 Demonstrate effective communication, oral, visual and in writing, using a range of media which are widely used in fashion marketing and promotion and present to audiences in a range of situations.

d) Key transferable skills

On successful completion of the module you will be able to:

D1 Demonstrate awareness of personal strengths and interests, in both individual and team contexts, utilising good teamwork skills and being able to respond positively to the critical judgement of others.

D3 Demonstrate self-awareness, ethical values, openness and sensitivity to diversity in terms of people, cultures, business and environmental issues and relate this to your own performance.

D4 Demonstrate the ability to communicate effectively in visual, oral and written forms to audiences in a range of situations, both individually and within a team.

4. Indicative content

- Fashion writing
- Fashion publications
- Media analysis
- Magazine layouts
- PR theory
- Roles and responsibilities
- Audiences and persuasion
- Target media
- Social media and new technologies
- PR campaigns

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4. Indicative content

- PR tools

5. Learning and teaching strategy

The learning and teaching strategy for this module is designed to ensure that the learning outcomes set out above will be achieved. Delivery of module content will be through tutor-led presentations, workshops and exercises.

You will develop knowledge and skills in relation to PR. Tutor-led presentations will be used to deliver key information and to help you to set PR within the wider context of fashion marketing and promotion. You will learn through class discussion, student presentations and through hands-on work, researching, developing a PR campaign and engaging in PR activities, live industry work where possible and through presentations by your peers.

You will be given formative feedback throughout the module and summative feedback concludes every module.

12 credit module - 120 learning hours

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6. Assessment strategy, assessment methods and their relative weightings

For the Fashion PR Research you will be assessed on the production of written material accompanied by visuals and any other material outcomes.

The second part of your assessment will be based on the development of a Fashion PR Campaign.

Summative assessments and weightings:

1. Fashion PR Research 1,000-1500 words  30%
   You will produce a piece of written work that reflects insights and opinions on a contemporary fashion area or issue. This will be the research for your Fashion PR
6. Assessment strategy, assessment methods and their relative weightings

Campaign. You will be assessed on the professionalism of your written work. You will also be assessed on the relevance of your work to trends and directions in fashion.

A3 A4 B1 B2 B3 C1 D1 D4

2. Fashion PR Campaign 70%

You will be assessed on the relevance, quality and theoretical underpinning of your Fashion PR Campaign. It should demonstrate the application of PR tools, fashion media and creative ideas in the development of an innovative PR campaign. It should employ text and visual materials.

A3 B3 B4 C4 D1 D3

7. Mapping of assessment tasks to level learning outcomes

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<td>Fashion PR Research</td>
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</tr>
<tr>
<td>Fashion PR Campaign</td>
<td>✓</td>
</tr>
</tbody>
</table>

8. Teaching staff associated with the module

Tutor’s name and contact details

9. Key reading list

Murray, Angela. (2005) *Teach yourself PR*. Hodder Education Drapers Record
Wolbers, Marian Frances (2009) *Uncovering Fashion: Fashion Communications Across the
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Media

10. Other indicative resources (e.g. websites)

www.trendhunter.com
www.trendwatching.com/trendreport
www.springwise.com
www.infomat.com/trends/ontherunway.html
www.fashionforprofit.com/introduction.html

Students will draw upon a long list of fashion and related newspapers, books, websites and other sources to complete this course. Your lecturer(s) will advise you with regard to which sources to use.
1. Module aims

In Fashion Styling you will develop an understanding of the role of styling in different areas of fashion such as; advertising, film, catwalk, and editorial. You will study styling as a visual language of contemporary fashion.

You will develop your aesthetic sensibilities in relation to styling and you will learn to work creatively, developing ideas from concept through to finished work. You will engage in group work and will learn to communicate your ideas verbally and through image. You will explore the cultural significance of styling and examine audiences and media channels. You will experience being the stylist will also learn to create use technology to create directional images.

2. Pre-requisite modules or specified entry requirements

None

3. Intended Level learning outcomes

a) Knowledge and understanding

On successful completion of the module you will be expected to:

A3 Show that you are developing a sound knowledge and understanding of contemporary fashion and the ability to stay knowledgeable about future trends.

A4 Demonstrate that you have knowledge of the range of media and technologies at the forefront of fashion promotion and that you can select these with tutor guidance for a given task.
b) Cognitive skills

On successful completion of the module you will be expected to:

B2 Demonstrate the ability to research, generate ideas and develop concepts, proposals, solutions or reasoned arguments independently and collaboratively in response to a given brief.

B3 Demonstrate that you can apply creative thinking and your knowledge of contemporary and future fashion to given projects with a growing degree of independence.

B4 Show that you can develop ideas through to material and/or digital outcomes, for example images, boards, photographs, events and texts with a good degree of independence.

c) Practical and professional skills

On successful completion of the module you will be expected to:

C3 Demonstrate the ability to select and employ materials, media and technologies associated with fashion marketing and visual communication, whilst observing good working practices.

d) Key transferable skills

On successful completion of the module you will be expected to:

D4 Demonstrate the ability to communicate effectively in visual, oral and written forms to audiences in a range of situations, both individually and within a team.

4. Indicative content

- Analytical and critical approaches
- Roles and responsibilities
- Theory and practice
- Communication through visual media
- Creative development and expression
- Future fashion
- Audiences and media channels
- Digital image production
- Creating a portfolio
5. Learning and teaching strategy

The learning and teaching strategy for this module is designed to ensure that the learning outcomes set out above will be achieved. You will learn about fashion styling, fashion images, and the theoretical contexts within which they sit through tutor-led presentations, and creative studio work. This will involve examination of contemporary images and their associated purposes and meanings. You will spend time learning through demonstrations and exercises as you learn the technical as well as the creative skills with a range of media.

Research into materials such as film, music, web, and magazines, and creative development, will be tutor-directed but carried out in independent study as well in creative studio work, and will enable you to develop a very strong appreciation of the ‘cutting edge’ in fashion. During the term you will work in groups and on individual outcomes. However the individual outcomes will necessitate organising others to work with. You will engage in self- and peer-reflection and you will analyse your strengths and weaknesses and reflect on how you interact and perform in group work.

You will be given formative feedback throughout the module and summative feedback concludes every module.

<table>
<thead>
<tr>
<th>12 credit module – 120 learning hours</th>
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<tbody>
<tr>
<td><strong>Directed learning</strong></td>
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<tr>
<td>Seminars</td>
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<tr>
<td><strong>Self-directed learning</strong></td>
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<tr>
<td>Preparation for class</td>
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<td>Self-study after class</td>
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<tr>
<td>Preparation for assessments</td>
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<tr>
<td>Assessment</td>
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<td><strong>Total</strong></td>
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</table>
6. Assessment strategy, assessment methods and their relative weightings

You will be assessed on development work during the term, in studio work and independent study, through researching, documenting, recording, and developing ideas in an annotated sketchbook. You will prepare for and take part in styling projects and you will present the best of your finished work in a portfolio. You will document and reflect upon your group and individual work on the module in your learning journal.

1. Portfolio  50%
   You will be assessed on the creation of a portfolio that covers a range of work relevant to directional fashion. You will evidence having applied theory to practice in working in a team and individually to create visual work that demonstrates effective application of methods and technologies.
   A3 A4 B2 B3 B4 C3 D4

2. Sketchbook  50%
   You will be assessed on evidence that you have engaged effectively and independently in the creative process of researching, generating ideas, and developing concepts through to finished output.
   A3 A4 B2 B3

7. Mapping of assessment tasks to level learning outcomes

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>Level Learning outcomes</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>A3</td>
</tr>
<tr>
<td>Portfolio</td>
<td>✓</td>
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<tr>
<td>Sketchbook</td>
<td>✓</td>
</tr>
</tbody>
</table>

8. Teaching staff associated with the module

Tutor’s name and contact details  
Contact hours

9. Key reading list

McAssey, Jacqueline/ Buckley, Clare (2011) *Basics Fashion Design 08: Styling*. AVA Publishing
Victionary (2011) *MasterMind; Art Directors in Fashion Styling*. Victionary

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August 2017
10. Other indicative resources (e.g. websites) / Class Content

Contemporary fashion magazines: Fruits Magazine, i-D, TANK, POP etc.

www.showstudio.com
www.dazeddigital.com
www.wallpaper.com
www.thesartorialist.blogspot.com
www.papermode.trendland.net
www.crash.fr
www.crane.tv

Berg Fashion Library