

Module code	FSH507	Level	5
Module title	Fashion Styling	Credit value	12
Programme(s) on which the module is taught	BA (Hons) Fashion Design BA (Hons) Fashion Design (Marketing) ELECTIVE MODULE	ECTS Credits	6
		Notional learning hours	120

1. Pre-requisite modules

None

2. Module aims and objectives

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 embellishment of contemporary fashion.

You will develop your aesthetic sensibilities in relation to styling and you will learn to work creatively, developing ideas and narrative, from concept through to finished work. You will engage in group work and will learn to communicate your ideas verbally and through visuals. You will explore the cultural significance of styling and examine audiences and contemporary styling outcomes. You will experience first-hand the role of the stylist and will also learn to create directional fashion image and other styling outcomes.

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module the students will be able to:

A4 Understand and apply a substantial knowledge of professional practice in Fashion Design, including; the designers' relationship with an audience; clients; users; colleagues; environments; markets and intellectual property issues.

B) Skills

Upon successful completion of this module the students will be able to:

B1 Source, navigate, analyse, communicate and apply relevant research material from a range of relevant sources, to the development of responses to written and creative briefs with increasing independence.

B9 Work productively with others, through collaboration, collective endeavour and negotiation.

B10 Apply growing self-awareness, ethical values, openness and sensitivity to diversity in terms of people, cultures, and environmental and business issues, to behaviour and work.

4. Indicative content

- Analytical and critical approaches to styling
- Roles and responsibilities of a contemporary fashion stylist
- Styling theory and practice
- Creating a narrative through styling
- Communication through visual and verbal media
- Creative development and expression
- Audiences and contemporary styling outcomes
- Digital image capture and other styling outcomes
- Creating a portfolio

5. Learning and teaching methods

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 and the theoretical contexts within which they sit through tutor-led presentations, and creative studio work. This will involve examination of contemporary images and other fashion media, 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 and 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.

12 credit module – 120 learning hours

Directed learning	36 hours
Lectures	
Seminars	36
Other	
Collaborative Learning	0 hours
Tutorials (1:1 and group)	
Self-directed learning	84 hours
Preparation for class	20
Self-study after class	44

Preparation for assessments	10
Assessment	10
Total	120

6. Assessment and 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 also document and reflect upon your group and individual work on the module in your sketchbook.

You will prepare for and take part in styling projects and you will present the best of your finished work in a portfolio.

1. Sketchbook and Portfolio (100%)

You will be assessed on evidence that you have engaged effectively and independently in the creative process of researching, generating ideas and narrative, and developing concepts through to finished output. 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. Your portfolio will cover a range of work relevant to directional fashion and the styling.

A4 B1 B9 B10

7. Mapping of assessment tasks for the module

Assessment tasks	A4	B1	B9	B10
Sketchbook and Portfolio	X	X	X	X

8. Key reading

- Baron, K., (2012) *Stylists: New Fashion Visionaries*. Laurence King
- Bruzzi, S. & Church Gibson, P., (2000) *Fashion Cultures Revisited: Theories, Explorations and Analysis*. Routledge, new edition
- Dingemans, J., (1999). *Mastering Fashion Styling*. Palgrave Press.
- Griffiths, D., (2016) *Fashion Stylist's Handbook*. Laurence King
- Luanne (2012) *Contemporary Fashion Stylist*. Vivays Publishing Ltd
- McAssey, J. & Buckley, C., (2011) *Basics Fashion Design 08: Styling*. AVA Publishing
- Victionary (2011) *MasterMind; Art Directors in Fashion Styling*. Victionary
- Werner, T., (2018). *The Fashion Image*. Bloomsbury Visual Arts

Websites

- www.coolhunting.com/design
- www.showstudio.com
- www.coloro.com