

Module code	FSM408	Level	4
Module title	Fashion Images	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Fashion Marketing	Teaching Period	Autumn

1. Module description

In this module, you will explore how images are used as an important means of communication in fashion and how the fashion industry promotes its products.

You will be introduced to the skills of visual analysis and explore the role of semiotics in consumer culture and the importance of messaging within the creation of visual texts. You will explore the related roles of graphic design, art direction, styling and photography in communicating about fashion. You will be introduced to the techniques, processes and commercial applications of fashion images for the fashion industry and in particular fashion marketing.

This module is designed to provide you with a practical introduction to image creation and editing, developing skills in photography, styling, editing, and layout techniques using the Adobe Creative Suite. This will culminate in applying the principles of visual analysis to the creation of your own visual solutions.

2. Learning outcomes

Upon successful completion of this module you will be able to:

MLO2 Innovation

Analyse contemporary fashion image making outputs and apply skills and knowledge to your own creative work.

MLO4 Decision Making

Reflect on and evaluate existing and personal work to make informed decisions as to how you deploy your skills

MLO6 Digital Data and Tools

Use digital and photographic tools as response to an applied brief.

MLO8 Discipline Skills

Use fashion image making knowledge, techniques and tools for your creative outcomes.

3. Learning and teaching methods

Tutor-led presentations will be used to teach you about the theory of visual communication and the role of fashion images in fashion marketing. You will also learn about the use of images in fashion through individual research and begin to deconstruct the semiotics of contemporary fashion images through discussion and debates. The module will also involve you learning through experiencing contemporary visual culture in either study visits to exhibitions or engaging with industry.

You will learn to apply visual communication theory to practice through practical studio workshops experiencing image creation through digital photography, styling and creative direction. This will be supported by technical workshops using software for image editing and layout purposes. Tutorials will support your learning as you acquire new skills. Exercises in reflective practice aim to help you contextualize the creative process.

Learning hours	
Directed learning	72 hours
Workshops/classes	48 hours
Supervised Studio Activity	24 hours
Guided/Self-guided learning	128 hours
Total	200 hours

4. Assessment, formative feedback and relative weightings

PAssessment 1 Project

Weight (%): 50

Word Count or Equivalent: 2500w equivalent

You will be asked to submit a series of creative works (for example, original photographs, layouts, etc.) arising from activities in session that demonstrate your learning and address key skills, knowledge and experiences in the process of planning and executing fashion images for an applied context. You will also be asked to reflect upon your skills development, and experiences in the process of planning and executing fashion images.

Assessment 2 Portfolio

Weight (%): 50

Word Count or Equivalent: 2500w equivalent

You will be asked to produce a series of creative outputs for the content of your fashion imagery portfolio and demonstrate the purpose of the pieces for both brand and audience. In the process you will be asked to engage with planning and critical evaluation of your work.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module										
Assessment tasks	LO2	LO4	LO6	LO8						
Project Work	X	X	X							
Fashion Imagery Portfolio		X	X	X						

5. Indicative resources

Recommended texts:

Baron, K. (2012) *Stylists: New Fashion Visionaries*, Laurence King

Berger, J. (2008) *Ways of Seeing*, Penguin Classics

Chandler, D. (2017) *Semiotics : the basics*. 3rd edn. Routledge.

Cottrell, S. (2017) *Critical thinking skills : effective analysis, argument and reflection*. Palgrave.

Daly, T. (2014) *The fundamentals of digital photography*. London: Fairchild Books.

Dingemans, J. (1999) *Mastering Fashion Styling*, Palgrave Macmillan

Hay, H., Marshall, S., et al. (2018). *Posturing: Photographing the Body in Fashion*, UK: Self Publish, Be Happy

Jaeger, A. (2010) *Image Makers Image Takers*, Thames & Hudson

Remy, P. (2019) *Antiglossy: Fashion Photography Now*, Milan: Rizzoli International Publications

Jobling, P., Nesbitt, P. and Wong, A. (2022) *Fashion, Identity, Image*. London: Bloomsbury Visual Arts.

Lawes, R. (2020) *Using semiotics in marketing : how to achieve consumer insight for brand growth and profits*. London: Kogan Page

Lynge-Jorlen A. (2020) *Fashion stylists : history, meaning and practice*. London: Bloomsbury Visual Arts

McAssey, J. and Buckley, C. (2011) *Basics Fashion Design 08: Styling*. AVA Publishing

Shinkle, E. (Ed) (2012) *Fashion as Photograph: Viewing and Reviewing Images of Fashion*, I. B.

TaurisWerner, T. (2018) *The fashion image: planning and producing fashion photographs and films*, New York: Bloomsbury Visual arts.

Williamson, J. (2010). *Decoding Adverts: Ideology and Meaning in Advertising*. London: Marion Boyars.