Module code	SEL507	Level	5
Module title	London as Fashion Capital	Credit value	10
Common/Core/ Elective	Elective	ECTS Credits	5
		Notional learning hours	100
Courses on which the module is taught	All	Teaching Period	Autumn/ Spring

1. Module description

London is a Fashion icon. This module aims to serve as an introduction to London as a key Fashion Capital within the global industry. You will be introduced to key developments in the history of the city that led to its prominence in the international spotlight. By exploring a number of diverse areas and locations, you will learn how London is unique in its fashion geography, varied consumer base and wider appeal including its hotspots and leading style tribes. You will explore the strong interrelationships between London's fashion and culture, art, design and creative scenes. We will explore why the city is unparalleled in its position as home to not only the world's most exciting and dynamic emerging talent, but also some of the world's leading industry players. This module makes full use of London as a resource and therefore much of the activity takes place outside of the classroom.

2. Learning outcomes

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

Decision Making (MLO 04)
Analyse and reflect upon your independent discoveries, resources and experiences gained in the module in order to facilitate informed decision making in generation of ideas.

Communication (MLO 05)
Communicate effectively in writing the diversity and distinctiveness of London as a fashion capital through a variety of different topics.

Discipline Skills (MLO 08)
Employ knowledge of London as a fashion capital to create a body of work that reflects discipline-specific knowledge across the wider creative industries or landscapes.

3. Learning and teaching methods

As this module is focussed on London, most learning takes place within the city itself, whether this be visits to exhibitions, galleries, museums or archives. In class you will be introduced to key topics, people, and moments in history, whilst readings and artefacts provided will support your exploration of London fashion, past, present and future. Group work, discussions and debates will deepen your knowledge and understanding of the visual culture examined. Padlet boards are used on a regular basis to respond to field trips, exhibition visits, set readings and tasks.

Directed learning	36 hours
Workshops/classes/field activities	36

Guided/Self-guided learning	64 hours
Total	100

4. Assessment, formative feedback and relative weightings

Assessment: Portfolio

Weight (%): 100

Word Count or Equivalent: 3 x 750w Pieces written in a Journalistic Style

You will be asked to research, generate, and write three separate pieces of work, each centered on a London based fashion icon of your choosing. The style of writing should align with an indicated print or digital fashion/lifestyle magazine of your choosing. Each piece is to be accompanied by a title, subtitle and formally referenced image(s) to illustrate the work. These can be created/taken by you or sourced from an approved archive.

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	MLO4	MLO5	MLO8				
Portfolio (100%)	X	X	X				

5. Indicative resources

BREWARD, C. (2004) Fashioning London : clothing and the modern metropolis. Oxford: Berg. [Ebook] Available at: http://www.bergfashionlibrary.com/view/FASHLOND/book-FASHLOND0001.xml

BUTLER, F. (2016) It's A London Thing. London: Prestel

DE LA HAYE, A. and EHRMAN, E. (eds.) (2015) London couture 1923-75 : British luxury. London: V&A Publishing.

FARES, T. and MOWER, S. (eds) (2017) London Uprising: Fifty Fashion Designers, One City. London: Phaidon Press.

GORMAN, P. (2006) The Look: Adventures in Rock & Pop Fashion. London: Adelita Ltd.

GRAVILLE, S. (2015) London Style Guide: Revised Edition. London: Murdoch Books (UK) Ltd.

LESTER, R. (2010) Boutique London : a history : King's Road to Carnaby Street. Woodbridge: ACC Editions.

O'NEILL, A. (2007) London : after a fashion. London: Reaktion Books.

Suggested Journals, Publications, Databases and other readings will be made available via Blackboard.