

Module code	FSD414	Level	4
Module title	Art, Culture and Fashion Design	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Fashion Design	Teaching Period	Spring

1. Module description

In this module, through using exhibitions as a primary source of inspiration, you will explore overlaps between art, culture and fashion design. You will identify and build strong visual research, and experiment with different processes and materials to explore creative ideas.

Relating your design ideas with your knowledge and understanding of contextual and contemporary fashion, you will generate individual fashion design outcomes and will be introduced to the analysis and selection process for collection development.

You will explore key social movements and theories from history and contemporary times, which will deepen your understanding of the interconnecting relationships between art, fashion and culture. With this foundation of knowledge, you will learn how to utilise visual and critical analysis through a written piece of work.

Through self-evaluation and reflection throughout the module, you will identify opportunities for your personal and professional development.

2. Learning outcomes

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

Professional Development (MLO 03)

Identify opportunities for your learning and your personal and professional development as a creative practitioner

Communication (MLO 05)

Communicate your design proposals, using visual, oral and written means, in multicultural and international settings and defined industry contexts

Discipline Knowledge (MLO 07)

Explain visual analysis theories, concepts and influences used in your practice and relevant to the project

Interdisciplinary Perspectives (MLO 09)

Identify and contrast methods and practices from different creative disciplines relevant to your own work

3. Learning and teaching methods

Through visiting exhibitions for inspiration, you will identify areas of research and theory to inform the creative development of your design work within its wider contexts. You will evaluate different perspectives, undertake self-reflection, and identify areas for your development as a designer.

You will learn through research activities, lectures, seminars, presentations, set readings and tasks, discussions, creative practical experimentation, and workshops. Throughout the module you will develop your communication skills, to clearly explain your responses and ideas and to creatively show your outcomes. One-to-one tutorials will help you to hone your ideas and discuss your assessments with your tutor.

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

4. Assessment, formative feedback and relative weightings

Assessment 1: Sketchbook & Presentation

Weight (%): 70

Sketchbook including research, idea generation and design development and which documents project work appropriate to the brief. The sketchbook should show your ability to develop an idea from research through to concept. A visual presentation that communicates your concept, creative process and final design outcomes.

Assessment 2: Essay

Weight (%): 30

Word count or equivalent: 1500 words

You will produce an essay that outlines your exploration of a movement or theory, which has inspired or informed your design project. You will integrate images into your work and show evidence of visual and critical analysis. Your essay will conclude with a self-evaluation of your own learning and development.

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

Assessment tasks	LO3	LO5	LO7	LO9
Sketchbook & Presentation		X	X	X
Essay	X	X	X	X

5. Indicative resources

Barnard, M. (ed) (2014 and 2020) *Fashion Theory: A Reader*. Routledge: London.

Craik, J. (2009) 'Fashion, Aesthetics, and Art', in J. Craik (ed.) *Fashion the Key Concepts*. London and New York: Berg Publishers, pp. 171–204.

Collins, H., (2017) *Creative Research: The Theory and Practice of Research for the Creative Industries*. London: Bloomsbury Publishing.

English, B. (2013) *A Cultural History of Fashion in the 20th and 21st Centuries: From the Catwalk to the Sidewalk*, 2nd Edition. London: Bloomsbury Academic.

Geczy, A. and Karaminas, V. (2012) 'Fashion and Art: Critical Crossovers', in A.

Geczy and V. Karaminas (eds.) *Fashion and Art*. London and New York: Berg Publishers, pp. 1 –12.

Kiper, A., 2014. *Fashion Portfolio: Design and Presentation*. London: Batsford.

Kawamura, Y. (2018) *Fashion-ology*, 2nd Edition. London: Bloomsbury Academic.

Rose, G. (2016) *Visual Methodologies: An Introduction to Researching with Visual Materials*. 4th ed. London: Sage Publications.