

## London as a Fashion Capital SAI502

<b>Module code</b>	<b>SAI502</b>	<b>Level</b>	5		
<b>Module title</b>	<b>London as a Fashion Capital</b>				
<b>Status</b>	Elective				
<b>Teaching Period</b>	Summer				
<b>Courses on which the module is taught</b>	Study Abroad				
<b>Prerequisite modules</b>	None				
<b>Notional learning hours</b>	120	<b>Credit value</b>	12	<b>ECTS Credits</b>	6
<b>Field trips?</b>	<i>Mandatory if offered. No additional cost.</i>				
<b>Additional costs</b>	<i>No additional cost.</i>				
<b>Content notes</b>	N/A				

### 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 (MLO4)**

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 (MLO5)**

Communicate effectively in writing the diversity and distinctiveness of London as a fashion capital through a variety of different topics.

#### **Discipline Skills (MLO8)**

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, and reasonable adjustments

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As this module is focused 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. Reasonable adjustments will be offered and made for those students who have a support plan in place.

<b>Learning hours</b>			<b>36</b>
<b>Directed learning</b>			<b>36</b>
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
30	0	6	0
<b>Guided/Self-guided learning</b>			<b>84</b>

### 4. Assessments and weighting, reasonable adjustment, and feedback methods

#### Assessment component 1:

##### Portfolio

Weight (%): 100

**Word Count or Equivalent: 3 x 750w (max) Pieces written in a Journalistic Style. 1 x 500w (max) Research Summary.**

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 choice. 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. Your portfolio will also include a summary of the research approach undertaken on the chosen magazine(s) for each of the pieces.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	MLO4	MLO5	MLO8
Portfolio	X	X	X

The above assessment component is summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

### 5. Indicative resources

BREWARD, C. (2004) Fashioning London : clothing and the modern metropolis. Oxford: Berg.

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[Ebook] Available at: <http://www.bergfashionlibrary.com/view/FASHLOND/book-FASHLOND0001.xml>

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

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

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.**