

Fashion Styling & Photography SAI504

Module code	SAI504	Level	5		
Module title	Fashion Styling & Photography				
Status	Elective				
Teaching Period	Summer				
Courses on which the module is taught	Study Abroad				
Prerequisite modules	None				
Notional learning hours	120	Credit value	12	ECTS Credits	6
Field trips?	<i>Mandatory where offered. No additional cost.</i>				
Additional costs	<i>No additional cost.</i>				
Content notes	N/A				

1. Module description

This module will introduce you to the relevance of both styling and photography as artistic, narrative and promotional tools for use in the fashion industry. It will enable you to develop an understanding of their role in different areas of fashion such as; advertising, film, catwalk, and editorial.

You will develop your aesthetic sensibilities and you will learn to work creatively, developing ideas and narrative, from concept through to finished work. Throughout the module you will learn to work creatively, developing ideas from concept through to end product. You will engage in group work and will learn to communicate your ideas verbally and through visuals. You will explore the cultural significance of this part of the industry and examine audiences and media channels. You will learn to create and manipulate directional styled images and outcomes for use in a contemporary fashion context.

2. Learning Outcomes

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

Decision Making (MLO4)

Analyse and reflect on different ideas, including your own, to inform decision making in the construction of your portfolio

Discipline Knowledge (MLO7)

Apply theories, concepts and facts in your field of study relevant to the task to enhance your creative output.

Discipline Skills (MLO8)

Employ discipline-specific knowledge, techniques and tools for practical purposes, demonstrating creativity and understanding.

3. Learning and teaching methods, and reasonable adjustments

You will explore fashion styling and photography 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. You will also learn through hands-on planning, organising, and taking part in photographic shoots both in a photo studio and in different locations. You will spend time learning through demonstrations and exercises as you learn the technical as well as the creative skills.

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.

Learning hours				36
Directed learning				36
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other	
18	0	18	0	
Guided/Self-guided learning				84

<detail any reasonable adjustments to learning and teaching methods>

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

Assessment component 1:

Portfolio

Weight (%): 100

Word Count or Equivalent: Maximum equivalent of 2,500 words.

You will be assessed on the creation of a portfolio that covers a range of styling and photography practice relevant to directional fashion. 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. It should contain 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. The portfolio will also contain a range of tasks set within class and a body of independent research and development work. The portfolio will contain example of the outcome of the fashion related shoots you work on throughout the module.

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

Mapping of assessment tasks:

Assessment components	MLO4	MLO7	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

BARON, K. (2012) *Stylists: new fashion visionaries*. London: Laurence King Publishing.

BLANKS, T. (2013) *New fashion photography*. Munich: Prestel

GRIFFITHS, D. (2016) *Fashion stylist's handbook*. London: Laurence King Publishing

McLEAN, L. (2014) *Contemporary fashion stylist*. London: Vivays Publishing Ltd

JADE, L. (2012) *Fashion photography 101: a complete course for the new fashion photographers*. Lewes: Octopus Publishing Group.

WERNER, T. (2018). *The fashion image: planning and producing fashion photographs and films*. London: Bloomsbury Visual Arts

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