Unit Title	ELECTIVE: Creating Fashion Film
FHEQ Level	UG 2 - Level 5
Unit Code	ELFPR181
Credit Value	15 Credit
Unit Type	Elective

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	20	Independent Study	47.5
Supervised access to resources	17.5	Preparation for Assessment	30
		Unsupervised Access to Resources	45
Total 37.5			150

Unit Description

This unit is designed to introduce students to fashion film as a medium for communicating message and brand to a given target audience.

In this unit students will conduct primary and secondary research into how fashion film has been used to evoke, inspire and communicate a particular message to a target audience as an effective part of the promotional mix.

Students will conduct case studies into a variety of styles, techniques and postproduction methods used in film to communicate a message effectively and this will inform their own practice.

Research, storyboarding, concept development, story telling, editing and post production will all feature and enable the student to develop fashion film as part of a promotional campaign.

In line with the opportunity for broadening awareness of opportunities outside your area of immediate interest, students will have the opportunity for self-diagnosis, evaluating their own interests, hard and soft skills, strengths, weaknesses and career ambitions. They will evaluate their personal brand and develop organisational skills as well as personal presentation skills. Students will create personal promotional materials using a variety of media to help secure a work placement that is relevant to their career aspirations.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

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Unit Indicative Content

- Fashion film case studies and critique
- Brand and consumer identification
- Concept development
- Storyboarding
- Art direction, Styling and set design
- Creative direction, sound tracking, editing and post production
- Introduction to Final Cut Pro/Premier Pro
- Verbal and vocal communication skills
- Effective CVs
- Online personal profiling

Unit Aims

- To introduce primary research methodologies relevant to fashion film

- To develop an understanding of concept development

- Develop creative skills to communicate aesthetic and brand message

- Develop digital and auditory communication skills appropriate to fashion film

- Raise awareness of personal branding and its importance within the competitive employment market

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 8 Professional Identity

Investigate specific professional contexts to situate your own practice

Related Principle: CULTIVATE

Learning and Teaching Methods

This unit will be delivered using a combination of:
- Briefings
- Lectures
- Project work
- Seminars
- Workshops
- Group work
- Online activity
- Individual Presentations and critiques
- Group presentations and critiques
- Self-directed independent study
- Mini projects

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
Portfolio of Evidence to include:	
Career Research and Development Pack	*100% (pass/fail)*
Fashion Film	
Personal Branding materials	

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. More detailed assessment criteria will be specified in the brief.

1. Application of appropriate and relevant research methodologies (LO1)
2. Demonstration of effective synthesis and evaluation (LO2)
3. Understanding of end user, audience and relevant consumer typologies (LO5)
4. Knowledge and understanding of challenges, practices and management solutions relevant to fashion film (LO5)
5. **Demonstration of effective application of professional engagement/collaborative working (LO8)**
6. **Application of technical skills to present personal branding and identity (LO8)**

Essential Reading list

1. Batty, Craig. (2018). Screen production: creative practice as a mode of enquiry. Cham: Palgrave & McMillan.
2. Block, Bruce. (2008). The visual story: creating the visual structure of film, TV and digital media. London: Focal press.
3. Burgoyne, Patrick (2011) Digital Advertising : Past, Present And Future Creative Social
4. Chandler, Gael. (2012). Cut by cut: editing your film or video. California: Michael Wiese.
5. Cooke, Andy (2018) Graphic Design for Art, Fashion, Film, Architecture, Photography, Product Design and Everything in Between Prestel
6. Cristiano, Giuseppe. (2007). Storyboard design course: the ultimate guide for artists, directors, producers and scriptwriters. London: Thames & Hudson.
7. Dieffenbacher, Fiona (2014) Fashion Thinking AVA Academia
8. Mahon, Nik. (2010) Basics advertising 02: art direction. London: AVA Academia. (eBook)
9. Murch, Walter. (2003). In the blink of an eye. California: Silman-James.
10. Quinn, Bradley (2012) Fashion Futures Merrell
11. Rees-Roberts, Nick (2019) Fashion Film: Art and Advertising in the Digital Age Bloomsbury Academic
12. Sheridan, Jayne. (2010). Fashion, media, promotion: the new black magic. Chichester: Wiley:Blackwell.