



Unit Title	ELECTIVE: Styling and Promotion for Fashion
FHEQ Level	UG 2 - Level 5
Unit Code	EFPR182
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
<p>This unit is designed to introduce students to creative styling as a mechanism of communicating message and brand to a given target audience. In this unit students will conduct primary and secondary research into current and future trends in order to identify key looks/concepts to style and promote.</p> <p>Digital skills will be used to develop concept boards that communicate given themes. Students will then work in groups to source garments, props and settings to style, art direct and promote a story for a chosen magazine/publication.</p> <p>During the course of the unit, students will explore street style photography, subcultures, divergent demographic groups as well as published catwalk editorial coverage to underpin their own creative proposals.</p> <p>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.</p> <p>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):</p> <ol style="list-style-type: none"> 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.

Unit Indicative Content

- **Macro** and micro market research
- Trend forecasting methodologies and trend analysis
- Ethnographic research including street styling photography
- Concept development
- Consumer identification
- Art direction and set design
- Styling and photography
- Creative direction, editing and post production
- Verbal and vocal communication skills
- Effective CVs
- Personal Branding /on-line profiling

Unit Aims

- To introduce primary research methodologies relevant to fashion styling
- To develop an understanding of concept development
- Develop creative skills to communicate aesthetic and brand message
- Develop digital communication skills appropriate to fashion editorial
- 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	This unit is assessed holistically (100% of the unit).
Portfolio of Evidence to include	
Personal Branded Research Pack	100% (pass/fail)
Group fashion editorial for publication	
Personal Branding materials	

Indicative Assessment Criteria

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

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

Essential Reading list

1. Cope, Jon. (2016). Fashion promotion in practice. London: Fairchild books.
2. Gaimster, Julia. (2011). Visual research methods in fashion. Oxford: Berg.
3. Luvaas, Adam. (2016). Street style: an ethnography of fashion blogging. London: Bloomsbury.
4. Moore, Gwyneth. (2012). Fashion promotion: building a brand through marketing and communication. Lausanne: AVA Academia.

5. Raymond, Martin. (2010). The trend forecaster's handbook. London: Laurence King.
6. Seivewright, Simon. (2012). Basics fashion design 01: Research and design. Worthing: AVA Academia.
7. Tamagni, Daniele. (2015). Fashion Tribes: global street style. Singapore: AbramsPrint.
8. Ziv, Yuli. (2013). Fashion 2.0: season of change: a forecast of digital trends to disrupt the fashion industry. Kentucky: Creative space.

Unit relevant websites

<http://www.lsnglobal.com>

<http://www.mintel.com>