



Unit Title	Fashion Practice in Context
FHEQ Level	Level 4
Unit Code	FAS18103
Credit Value	15 Credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	45
Supervised access to resources	15	Preparation for Assessment	10
		Unsupervised Access to Resources	50
Total			150

Unit Description

This unit provides the opportunity for students to observe and analyse the fashion industry within a broader creative and cultural context. Students will explore fashion history, current position, national and international perspectives through insight and understanding from a range of cultural references and exemplars. The full breadth of the fashion design sector will be explored through case studies that highlight the uniqueness and commonalities to Fashion within the creative industries.

The unit will introduce and engage students in current debates that fashion designers and the industry face today, such as sustainability, fashion ethics, fast fashion, consumption, and technology. Students will be encouraged to analyse and evaluate how the fashion industry is responding to challenges and change, now and in the future.

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.

Unit Indicative Content

Research methodologies relevant to academic report writing
Primary & secondary research
Fashion history and Culture
Contemporary fashion – movers and shakers

The structure of the fashion industry and market segmentation
Sustainability and Product Life Cycles
Fast and slow fashion
Contemporary practice and new technologies
Current debates in the industry
National and international perspectives

Unit Aims

To expand and develop insight into a chosen field of study.

To deepen and strengthen subject specific knowledge by exposing the student to related contexts.

To encourage student engagement with mixed research methods and critical analysis and evaluation within the discipline.

To provide a platform for debate, where the student can explore and develop their personal points of view and positions on the industry they wish to enter.

Unit Learning Outcomes

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 7 Employability

Evidence nurturing professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

Learning and Teaching Methods

Briefings
Lectures
Project work
Seminars
Group work

Online activity
 Group presentations and critiques
 Self-directed independent study

Assessment methods and tasks

Brief description of assessment methods

Formative Assessment & Summative Assessment

Assessment tasks:	Weighting (100% of the unit)
Portfolio of evidence to include:	This unit is assessed holistically
Illustrated critical and analytical research report	100 %
Presentation	

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 research methodologies and academic conventions including referencing (LO1,)
2. Demonstration of synthesis and evaluation of a topic relating to your industry (LO1,)
3. Application and demonstration of knowledge and understanding of effective oral, written and visual communication (LO5)
4. Analysis of challenges, practices and management solutions relevant to the fashion industry (LO1, LO5,)
5. Demonstration of application of professional engagement/collaborative working (LO7)

Essential Reading list

1. Entwistle, J. (2015). *The Fashioned Body: Fashion, Dress and Modern Social Theory*. Polity Press.
2. McNeil, P. (2014) *Fashion writing and criticism: history, theory and practice*. Bloomsbury.
3. Vincent, S. J. (2009). *The anatomy of fashion: dressing the body from the Renaissance to today*. Berg.
4. Mbonu, E. (2014). *Fashion Design research*. Laurence King.
5. Seivewright, S. (2016). *Research and design for fashion*. AVA Academia.
6. Gaimster, J. (2011). *Visual Research Methods in Fashion*. Berg.
7. Fletcher, K. (2012). *Fashion & Sustainability: Design for Change*. Laurence King.
8. Brown, S. (2010) *Eco Fashion*. Laurence King.

9. Knox, K. (2011). *Culture to Catwalk: How World Cultures Influence Fashion*. A&C Black.
10. Lee, S. (2005). *Fashioning the Future: Tomorrow's Wardrobe*. Thames & Hudson.

Digital Resources

<http://www.wgsn-edu.com/edu/>

LNS Global

<https://www.lnsglobal.com/>

<http://www.trendwatching.com>

<http://www.fashiontrendsetter.com>

<http://www.fuk.co.uk/>

<http://www.showstudio.com>

<http://www.vogue.co.uk>

<http://www.hintmag.com>

www.urbanjunkies.com

www.ypulse.com

www.fashionista.com

www.psfk.com

www.coolhunting.com

www.thesartorialist.com

www.ashadedviewonfashion.com

www.dezeen.com

www.trendhunter.com

www.trendcentral.com

www.wwd.com

<http://www.businessoffashion.com/>

<http://www.prshots.com>