



Unit Title	Fashion Insider Methods and Tools
FHEQ Level	4 Term 1
Unit Code	FBM18103
Credit Value	15
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	45		105

Unit Description

This unit introduces students to essential diagnostic primary and secondary research methodologies relevant to buyers, designers and brand managers in the fashion industry as well as key academic conventions relating to referencing of both written and visual report writing.

Students will learn how to conduct a shop report, a key form of analysis used by fashion industry practitioners to measure current strengths and weaknesses and diagnose remedial strategies. Students will learn the differences between ‘bricks and mortar’ store environments and online trading platforms. This unit introduces the concept of branding and the methodologies used in creating a personal brand.

The learning in this unit will be underpinned by visual communication mechanisms used within the fashion research, buying, design, branding and marketing sectors.

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
- Harvard referencing
- Structure of the industry and roles

- Market segmentation
- Bricks and Mortar vs Online environments
- Fashion adoption theory
- Boston Matrix
- Price/style matrix
- Price brand matrix
- Introduction to digital resources for fashion
- Visual communication
- Personal branding
- Fashion Layout
- CAD skills1; Introduction to InDesign

Unit Aims

- To introduce research methodologies and academic conventions relevant to the fashion industry
- To develop awareness of shop reporting as a diagnostic tool for measuring performance and competition
- To demonstrate effective design communication and presentation through a variety key communication tools including graphs, charts and matrices

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 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
- Individual Presentations and critiques
- Self-directed independent study

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks – A digital portfolio containing

Mini projects relating to the fashion industry (Visual equivalent to 200 words each)

Shop report (approx. 1500 words)

This unit is assessed holistically (100%) of the unit

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. Apply Research Methodologies relevant to key industry roles (LO1)
2. Apply and adhere to academic conventions and referencing methods for written and visual reports (LO1)
3. Knowledge and understanding of fashion sectors, roles, challenges, practices and management solutions relevant and employed by your end industry. (LO7)
4. Demonstrate understanding of professional engagement through peer group working and tutor interaction (LO7)

Essential Reading list

1. Grose, V. (2012). *Concept to Consumer (Basics Fashion Management)*. AVA Publishing distributed by Thames & Hudson.
2. Shaw, D. and Koumbis, D. (2013). *Fashion Buying: From Trend Forecasting to Shop Floor*. Bloomsbury Publishing; London.
3. Yulan Jong, J. (2018) *The Fashion Switch; The New Rules of Fashion Business*

Unit Relevant Websites

The WGSN news and information service <http://www.wgsn-edu.com/edu/>

The Business of Fashion <https://www.businessoffashion.com/>

LSN Global <https://www.lsnglobal.com/>

Mintel <http://www.mintel.com/>

Edited <https://www.edited.com/>