



<b>Unit Title</b>	<b>Mapping the Fashion Promotion Profession</b>
<b>FHEQ Level</b>	Level 4
<b>Unit Code</b>	FPR18103
<b>Credit Value</b>	15 CREDITS
<b>Unit Type</b>	Subject

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

<b>Unit Description</b>
<p>The unit introduces the student to the Fashion Promotion subject area including history, current position, national and international perspectives. The full breath of the Fashion Promotion sector will be explored through case studies that highlight the uniqueness and commonalities of Fashion Promotion within the creative industries. Students will be introduced to the full breadth of career possibilities stemming from this fast developing, evolving subject.</p> <p>The unit will specifically engage with the subject of Fashion Promotion, providing knowledge, insight and understanding of a range of cultural references and exemplars. Research methodologies relevant to the Fashion Promotion subject will be explored and applied. Students will also communicate through a range of communication mechanisms used by professionals in the sector.</p> <p>Students will be introduced to a range of topical fashion subjects such as retail trends, sustainability, media representation and relevant social and cultural influences affecting this industry now and in the future.</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"> <li>1. Cultivate / Where the individual thrives.</li> <li>2. Collaborate / Where disciplines evolve.</li> <li>3. Integrate / Where education engages industry.</li> <li>4. Advocate / Where purpose meets practice.</li> <li>5. Originate / creativity meets technology.</li> </ol>

<b>Unit Indicative Content</b>
<ul style="list-style-type: none"> <li>• Roles within the Fashion Promotion career sector.</li> <li>• Concepts of professionalism within the area of Fashion Promotion.</li> </ul>

- Media Representation of Fashion Promotion Industry Roles and areas from a historical and contemporary perspective.
- National and international perspectives
- Market levels and sectors
- Emerging markets
- Designer clustering
- Intellectual property and copyright
- Visual and written communication methods

### Unit Aims

- Expand and develop insight into a chosen field of study.
- Deepen and strengthen subject specific knowledge by exposing the student to related contexts.
- Encourage student engagement with mixed research methods and critical analysis and evaluation within the discipline.
- Provide a platform for debate, where the student can explore new concepts as they develop their own views 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 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

**Related Principle: COLLABORATE**

#### LO 5 Presentation /Storytelling For Influence

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

Related Principle: ADVOCATE

#### LO 8 Professional Identity

Evidence an emerging personal creative and professional identity

Related Principle: CULTIVATE

#### 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

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

## Assessment methods and tasks

*Brief description of assessment methods*

<b>Assessment tasks- portfolio of evidence to include:</b>	<b>This unit is assessed holistically (100%) of the unit</b>
A blog	
CV, Cover Letter and LinkedIn Profile	

## 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 research methodologies relevant to fashion promotion (LO1)
2. Demonstration of synthesis and evaluation (LO1)
3. Application of knowledge and understanding of effective visual communication in relation to brand identity (LO4)
4. Knowledge and understanding of target audience (LO5)
5. Application of academic conventions and referencing methods for visual and written communication (LO4)
6. Knowledge and understanding of fashion sectors, challenges, practices and management solutions relevant to you own end industry (LO4, LO5, 07)
7. Demonstration of engagement with good studentship practices and induction seminars/workshops (LO8)

## Essential Reading List

1. Cope, Jon (2016) Fashion promotion in practice Fairchild Books; 01 edition
2. Granger, Michele M. (2015) The Fashion Industry and its Careers. Fairchild Books
3. Moore, Gwyneth (2012) Fashion promotion : building a brand through marketing and communication Lausanne : AVA Academia
4. Viction Workshop (2015) Behind Collections: Graphic Design and Promotion for Fashion Brands Victionary

5. Wang, Shaoqiang (2013) Fashion exposed : graphics, promotion and advertising  
Promopress

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](http://www.urbanjunkies.com)  
[www.ypulse.com](http://www.ypulse.com)  
[www.fashionista.com](http://www.fashionista.com)  
[www.psfk.com](http://www.psfk.com)  
[www.coolhunting.com](http://www.coolhunting.com)  
[www.thesartorialist.com](http://www.thesartorialist.com)  
[www.ashadedviewonfashion.com](http://www.ashadedviewonfashion.com)  
[www.dezeen.com](http://www.dezeen.com)  
[www.trendhunter.com](http://www.trendhunter.com)  
[www.trendcentral.com](http://www.trendcentral.com)  
[www.wwd.com](http://www.wwd.com)  
<http://www.businessoffashion.com/>  
<http://www.prshots.com>  
<http://www.searchingforstyle.com>