Unit Title	Graphic Communication for Fashion Industries
FHEQ Level	Level 4
Unit Code	FPR18104
Credit Value	30 Units
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent Study	90
Supervised access to resources	30	Preparation for Assessment	20
		Unsupervised Access to Resources	100
Total			**300**

Unit Description

This unit aims to introduce graphic communication within the context of fashion promotion. Students will look at primary research methodologies to gain a better understanding of how visual communication has been used effectively within the industry to signify mood, message and tone to target audiences.

Students will explore how font, typography, page layout and hierarchies of information have been used alongside imagery to convey a message. The unit will involve engagement with essential technical skills in CAD programs, including Photoshop, illustrator and InDesign. Students will learn how these programs can be used together to create visual output and semiotics pertinent to the fashion promotion subject and fashion promotion publications.

Building on typography and layout the unit explores the use of motion graphics to deliver information and ideas across time, rather than in static image.

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

- Anatomy of type and the role and importance of typography in fashion promotion.
- Type families and their usefulness in ordering information.
- Readability and design psychology for type.
- The key themes of communicating ideas in a moving image context.

1

- Changing modes of graphic communication to support motion graphics/film
- The use of visual image and effects in graphic communication
- CAD programs used in the sector
- Layout space considerations in graphic publication

Unit Aims

- To understand the basic 'rules' of typography including hierarchy, typeface design, type families, typographic systems, typographic terminology and techniques.
- To introduce and embed primary research methodologies as a method of informing own practice
- To gain knowledge and understanding of issues surrounding both the legibility and aesthetics in graphic communication and moving image.
- To gain knowledge of how the application of typography, space, image, effect and color can facilitate effective communication with a given target audience

Unit Learning Outcomes

LO 2 Concept/Ideation

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

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 6 Critical and Creative Mindsets

Demonstrate enquiry into what makes good practice - both creatively and academically

Related Principle: ORIGINATE

Learning and Teaching Methods

- 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

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
Portfolio of evidence to include:	
Primary Research Sketchbook	100%
Graphic communication publication	
Range of digital media and film	

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.

Application of research methodologies (LO2)

Demonstration of synthesis and evaluation in relation to research and concept development (LO2)

Application of technical skills in visual communication (LO4)

Application of knowledge and understanding of effective graphic and visual communication for target audiences (LO5)

Application of design thinking to produce innovative solutions (LO2, LO6)

Essential Reading list

1. Cooke, Andy (2018) Graphic Design for Art, Fashion, Film, Architecture, Photography, Product Design and Everything in Between Prestel
2. Heller, Steven (2017) Type tells tales Thames & Hudson
3. Pater, Ruben (2016) The politics of design : a (not so) global manual for visual communication – Bis Publishers
4. Toromanoff, Agata (2016) One hundred great books on typography : the ultimate typographic library - Luster
5. Triggs, Teal (2010) Fanzines Thames and Hudson Ltd

http://www.fashioninganethicalindustry.org

http://www.firstview.com

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

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