



Unit Title	Personal Branding, Styling and Art Direction for Industry
FHEQ Level	UG 2 - Level 5
Unit Code	FPR18202
Credit Value	15 Credits
Unit Type	Subject

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

The unit will help prepare students for work placement in term two. Students will research industry sectors of greatest interest to them and identify companies to which they will make an approach. Different modes of approach will be explored including letters of application, CV writing, personal branding and film.

Students will explore and critically evaluate a variety of personal brands in order to inform approaches to their own personal brand development.

As part of the preparation for their chosen industry sector, students will produce a photo shoot and or art direct a fashion film that will promote them to a target company.

Students will bring together editing, production, storytelling, sign posting and art direction skills to produce a film featuring the skills they would like to market to industry or study aboard partner.

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

- Career sector research
- Personal branding
- Targeted approaches including CV writing and letters of application
- Database creation and monitoring mechanisms
- Interview techniques

- Personal promotion and styling
- Film creation, story telling, sign posting and post production
- Portfolio development and integration for show reel

Unit Aims

- Develop ability to critically evaluate own work and personal brand ready for industry
- Further develop understanding of career sectors
- Help improve and demonstrate personal presentation and interview skills.
- Encourage development of independent learning, time management and organisational skills to arrange a work placement/and or international experience.
- Develop editing skills to select and produce portfolio/show reel to industry standard

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 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 7 Employability

Demonstrate professional transferrable 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

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

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	This unit is assessed holistically (100% of the unit)
Placement Research Pack	100%
Personally branded show reel	

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 relevant primary and secondary research methodologies (LO1)

Demonstration of sophisticated synthesis and evaluation through database development and application monitoring (LO1)

Application of range of effective technical skills in visual communication for personal branding (LO4)

Demonstration of application of sophisticated professional engagement/collaborative working (LO8)

Demonstration of effective oral communication and pitching skills to promote personal brand and employability (LO7, LO8)

Essential Reading list

1. Baron, Katie (2012) *Stylists : new fashion visionaries* Laurence King Publishing
2. Cotton, Charlotte (2000) *Imperfect Beauty: The Making of Contemporary Fashion Photographs* – V&A Publications
3. Jade, Lara (2012) *Fashion photography 101 : a complete course for the new fashion photographer* Lewes
4. Mower, Sarah (2007) *Stylist : the interpreters of fashion* Rizzoli
5. Seddon, Tony (2009) *Art Directing Projects For Print : Solutions And Strategies For Creative Success* Mies : Rotovision
6. Sinofzik, Anna (2015) *Start Me Up! : New Branding For Businesses* Die Gestalten Verlag