

Unit Title	Major Project Realisation
FHEQ Level	6
Unit Code	FPR18304
Credit Value	30
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	25	Independent Study	80
Supervised access to resources	35	Preparation for Assessment	40
		Unsupervised Access to Resources	120
Total			240

Unit Description

This unit presents an opportunity for students to realise and execute the proposals they made in Major Project Research. In this unit students will further test the theories put forwards in Term One and will fine tune these proposals.

Students will undertake feasibility studies through the preparation of a business plan and marketing strategy to underpin their Gap in the Market solution. This marketing strategy will include an examination of the full marketing mix covering the seven P's.

There will be strong focus on mapping the customer journey to inform a 360 degree product, service, launch and campaign proposal. Market growth, international relevance and sustainability will all be fully considered as part of this pitch.

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

- Seven P's of Marketing
- Business Planning
- Customer Journey Mapping
- Branding Realisation
- Major Project Realisation/ final prototypes
- Management of own learning experience / Project Management Plan;
- Professional Pitch

Unit Aims

To execute and produce contemporary fashion promotion prototypes and solutions

Further develop and translate original concept into a final form relevant to market level.

Consolidate and test skills and knowledge gained throughout the course.

Present final solution to industry peers

Unit Learning Outcomes

LO 1 Research/Inspiration

Select and evaluate information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Evaluate a range of critical approaches in order to form an independent position

Related Principle: ORIGINATE

LO 7 Employability

Effectively employ 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

Align your professional identity as a practitioner with a viable career context.

Related Principle: CULTIVATE

Learning and Teaching Methods

- Briefings
- Lectures
- Project work
- Seminars
- Workshops
- Group work
- Online activity
- Individual Presentations and critiques
- Presentations and critiques
- Self-directed independent study

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Portfolio of Evidence to include:	100%
Report including Business Plan	
Brand Pack	
Creative Outputs	
Presentation/Pitch	

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.

Demonstration of synthesis and evaluation of a broad range of considerations (LO1, LO2)

Application of advanced technical skills in visual communication (LO4)

Application of knowledge and understanding of effective and targeted visual communication (LO5)

Effective understanding of end user, audience and relevant consumer typologies (LO5)

Deep knowledge and understanding of fashion sectors, challenges, practices and management solutions relevant to your own end industry (LO4, LO5)

Application of design thinking to produce innovative solutions (LO2, LO3, LO6)

Demonstration of advanced application of professional engagement/collaborative working (LO7, LO8)

Demonstration of effective and professional oral communication and pitching skills (LO5, LO8)

Essential Reading list

1. Brannon, Evelyn L. (2010). Fashion Forecasting 3rd Edition. Fairchild Books.
2. Burke, Sandra (2012) Fashion Entrepreneur: Starting your Own Fashion Business Burke Publishing
3. Guillermo, Jimenez C. & Kolsun, Barbara. (Editors) (2014). Fashion Law: A Guide for Designers, Fashion Executives and Attorneys. Bloomsbury.
4. Rylan, Damian & Jones, Calvin. (2011). The Best Digital Marketing Campaigns in the World: Mastering the Art of Customer Engagement. Kogan Page.
5. Sahoqiang, Wang. (2013). Fashion Exposed: Graphics, Promotion and Advertising. Promopress.

<http://www.fashioninganethicalindustry.org>

<http://www.firstview.com>

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

www.pausemag.co.uk

<http://www.mintel.com>

<http://www.style.com>

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

www.campaign.com

www.visuelle.co.uk