



Unit Title	Photography, Styling and Creative Direction
FHEQ Level	Level 4
Unit Code	FPR18105
Credit Value	30
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
<p>This unit explores the ever-changing market of fashion magazines and publication production. Students will look at how magazines have evolved through time to reflect the changing consumer base, the growth of niche target audiences, tribes and digital readership.</p> <p>Students will research the current market place to evaluate and identify gaps and opportunities for new commercially viable titles in fashion and /lifestyle.</p> <p>In addition to this students will research online representations in addition to print to inform and produce a their own digital offering. This sits alongside print.</p> <p>Students will use photography, styling and creative direction to introduce the reader to new digital fashion experiences.</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"> 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
<ul style="list-style-type: none"> • The history of magazine publication • Effective use of digital imagery, photography, styling and art direction • Case studies • Technical lessons in lighting, photography and composition • Monetising the skills of creative direction and styling

- The relationship between publication and advertising
- Adapting to changing consumer behaviour
- Ethical standards, sustainability and intellectual property rights

Unit Aims

- Explore methods of trend spotting and how to incorporate them into commercial imagery.
- Explore the current concepts and theories relating to the web as a vehicle for Fashion Promotion.
- Analyse and put into practice changing ethical and moral standards within emerging and established fashion publishing market and how these need to be considered when creating online content.
- Experiment with the creation of online content to fulfil editorial requirements.

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 3 Development/Prototyping

Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

Related Principle: INTEGRATE

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

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

Brief description of assessment methods

Assessment tasks	Weighting (%) (one grade or multi-grade unit) 100%
Individual research pack	100%
Group print publication	
Group Online platform	

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 (LO2)

Ability to test and trial different layouts, fonts, media and creative style for target audience (LO3, LO5)

Application of technical skills in visual communication (LO4)

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

Application of academic conventions and referencing methods (LO4)

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

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. Keaney, Magdalene (2014) *Fashion photography next* Thames & Hudson
5. Mower, Sarah (2007) *Stylist : the interpreters of fashion* Rizzoli

Unit Relevant Websites

<http://www.fashioninganethicalindustry.org>

<http://www.firstview.com>

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

<http://www.style.com>

www.pausemag.co.uk

<http://www.style.com>

<https://www.lsnglobal.com>

<https://www.mintel.com>