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| Unit Title | Fashion Films |
| FHEQ Level | Five |
| Unit Code | FDGP21203 |
| Credit Value | 30 |
| Unit Type | Subject |

| Learning Hours | | | |
|--------------------------------|----|----------------------------------|------------|
| Staff – Student Contact Hours | | Independent Study Hours | |
| Classes | 40 | Independent Study | 95 |
| Supervised access to resources | 35 | Preparation for Assessment | 60 |
| | | Unsupervised Access to Resources | 70 |
| Total | | | 300 |

Unit Description

This unit develops the skill-set of a contemporary fashion photographer by exploring how the moving image is now seen as an essential aspect of this area of practice.

Fashion films are seen as an extension of still images within the industry and a key aspect of creating narratives and statements which are often used within a more independent context to produce immediate and dynamic messaging as well as more traditional and commercial outlets. You will explore how to interpret this from the unique perspective of the still image with the aim of shooting for online and social media use. There will be relevant development of brand awareness of how fashion campaigns are planned and shot – central to this will be how the use of the still and moving image combined is now the mainstay of the industry.

The fashion industry is publicly discussing the way in which it represents itself against a background of a global pandemic as well as its own internal dialogues relating to sustainability, gender representation and cultural (miss) appropriation – this unit will give you the opportunity to discover how technology is being utilised to tell these new stories on a variety of platforms.

This unit is influenced by the principles of Cultivate, Collaborate and Originate in that industry expectations are being creatively discussed within a climate of experimentation and discovery. The unit also benefits from the research culture of this institution where developments in VR and multi-dimensional camerawork is being pioneered. It is expected that some of this technology will inform the unit brief in the future so that you can take advantage of the interface between creativity and technology that Ravensbourne’s reputation is built upon.

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 combine and evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / Where enquiry informs creativity.

Unit Indicative Content

- Developing a working knowledge of technique relating to the moving image as expressed in this unit.
- Developing a working knowledge of sound relating to the moving image as expressed in this unit.
- Developing a working knowledge of editing software relating to the moving image as expressed in this unit.
- Simple story-board and pre-production within a treatment to plan and develop ideas into practicalities.
- An awareness of continual lighting and methods of production relevant to a self-initiated idea.
- An awareness of the audience in relation to final moving image outputs.
- An awareness of the relationship of the still and moving image within a commercial fashion context from the perspective of the photographer.

Unit Aims

To apply practical and self-reflective skills to the creation of ideas and concepts influenced by a hybrid practice of still and moving image.

Demonstrate the application of relevant technical and practical expertise on location and in the studio in relation to a self-initiated creative brief.

To promote critical understanding and creative experimentation within the development of self-initiated ideas developed into completed moving image pieces.

To generate ideas in response to a brief, and develop and refine them through a process of experimental practice, reflection and evaluation as demonstrated in a digital workbook and accompanying treatment.

Demonstrate research, analytical and self-reflective skills in the delivery of practical project work. Expand on the ability to organise, plan and control varied resources that are involved in the successful completion of a project that relates to a new set of skills and approaches.

Unit Learning Outcomes

LO1 CULTIVATE

- **Technical Competence**
- **Subject Knowledge**
- **Resilience**

Evidence capacity for evolving discipline specific knowledge and technical competencies, supporting academic & practical self-efficacy and evolving employability skills.

LO2 COLLABORATE

- Inter-disciplinary Working
- Coproduction

Demonstrate capacity for employing approaches that utilise inter-disciplinary and trans-disciplinary working methods.

Demonstrate capacity to employ cooperative interactions and partnerships/teamwork to support professional development.

LO3 INTEGRATE

- Communication & Presentation
- Networking
- Professional Practice

Demonstrate capacity for developing coherent and aligned communication and presentation approaches (including narrative & storytelling) in physical, written and oral forms.

Evidence evolving ability to combine academic development with industry interactions, practices and professional working models in order to develop disciplinary discovery and personal practice.

LO5 ORIGINATE

- Research
- Experimentation
- Ideation

Evidence capacity for considered and aligned enquiry processes to inform practical and theoretical development in physical, written and oral forms.

Evidence capacity to combine ideas, materials, tests and outcomes into solutions that inform and guide practical and theoretical development in physical, written and oral forms.

Learning and Teaching Methods

Lecture

Seminar

Tutorial

Guest Lectures

Practical Classes and Workshops

Supervised Time in Studio

Independent study

Directed Study

Hybrid approaches to study that might include online and pre-recorded materials as well as in-class sessions that concentrate on acquiring practical skills and software/hardware integration as well as industry contact.

Assessment methods and tasks

Brief description of assessment methods

- Formative Assessment: You will be given the opportunity for formative feedback/feedforward. This will be given midway through the unit or at an appropriate time.

- Summative assessment: Is the completion of the main unit tasks – typically a finished outcome together with associated research and reflective elements and the completion of a digital workbook and accompanying treatments or presentations.
- Presentations to tutors and/or peers are usually within a small group environment where at least two tutors are present. This is an oral examination that would look at the content and the delivery of your presentation.
- In some cases, digital files will be required to assess technical skill.

You will be notified of your grades within 3 weeks of the hand in date and feedback is usually via an audio file in which at least two tutors contribute to feedback and feedforward.

| Assessment tasks | Weighting (%) (<i>one grade or multi-grade unit</i>) |
|----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| A series of moving image pieces that relate to a set fashion brief. | 100% |
| A comprehensive digital workbook that is reflective in nature as well as offering a chronological development of techniques and ideas. | |
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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.

- **Demonstrate the ability to engage with a process of applying initial concepts through creative thinking into a series of final outcomes that respond to the ideas around still and moving image. (LO1)**
- **Demonstrate an understanding of testing ideas and reflective working practices through the use of a workbook, treatment and incremental tasks with respect to the specific context of moving images. (LO5)**
- **Demonstrate an understanding of the mix of studio and location photographic practices with reference to an agreed outcome. (LO3)**
- **Demonstrate an awareness and participation in a creative team that might include models and supporting staff to develop and refine a creative outcome through collaboration (LO2)**

Essential Reading list

1. Angel, E. (2016) *Filmmaking Essentials for Photographers: The Fundamental Principles of Transitioning from Stills to Motion*. New York: Rocky Nook

2. Lavery C, (2016) *Fashion in Film*, London: Lawrence King
3. Geczy A, (2019), *Transorientalism in Art, Fashion and Film – Inventions of Identity*, London: Bloomsbury Visual Arts
4. Minh-Ha, T.Pham (2015), *Asians wear clothes on the Internet – Race, gender and the work of personal style blogging*”, USA, Duke University Press
5. Bug P (Ed), (2019), *Fashion and Film: Moving images and consumer behaviour*, USA, Springer

In addition to these titles you will be directed to view materials online and via our library services on demand accounts or via DVD if titles are rare or more obscure. You will also be required to view online resources from commercial and more independent sources as well as social media and vlogging platforms generally.