



**Ravensbourne**  
University London

## **BA (HONS) FASHION PROMOTION & COMMUNICATION YEAR 1**

### **WELCOME GUIDE & SUMMER PROJECT BRIEF**

#### **SUMMER PROJECT: CREATIVE OBJECTS**



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Welcome to Ravensbourne University London!

We're delighted you've chosen to study with us and become part of our creative community.

To help you prepare before joining us in September, this guide outlines a recommended reading list, the equipment you'll need your course, and the summer project tasks to complete.

If you have any questions, please contact Admissions or Registry and they'll be happy to help.

If you have any questions, please contact:

Admissions: [admissions@rave.ac.uk](mailto:admissions@rave.ac.uk)

Registry: [registry@rave.ac.uk](mailto:registry@rave.ac.uk)

Fashion Promotion Course Team 😊

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## SUMMER PROJECT

We would like you to complete a summer project with **two tasks** – the work completed will provide an opportunity for staff and your peers to get to know you and what inspires you. There is no assessment of these tasks, but it will provide you with a start to your first project.

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### TASK ONE

Collect objects that demonstrate who you are as a creative.  
Put 5 -10 objects into a shoebox.

These could include handmade and manmade objects, such as:

- Tickets: travel, music, exhibition.
- Wearables: clothing, jewellery, badges
- Paper: postcards, photographs, drawings, flyers
- Publications: books, magazines, zines
- Useful objects: tools, materials, maps
- Cultural objects and artifacts.
- Other items with a story

Also write 5-10 x cue cards that tell the story behind the objects to support you when presenting.

### **WHEN:**

Please bring your shoe box of objects to your first day at Ravensbourne. Induction week starts week commencing Tuesday 17<sup>th</sup> September 2024.

### **WHY:**

The ambition of this project is to introduce you to each other and your tutors. It is also to help you begin to define a sense of what motivates, interests, or excites you about the world of culture, creativity, art and design.

You will be asked to present in small groups during Welcome Week. Have fun and be as creative as you can – remember there is no right or wrong!

### **RESOURCES:**

<https://www.itsnicethat.com>

<https://showstudio.com>

<https://www.tate.org.uk>

<https://www.vam.ac.uk>

<https://magculture.com>

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## **TASK TWO**

### **YOUR FASHION STORY**

Think about the moment you started to be interested in or inspired by Fashion. Was it from a young age? Were you influenced or inspired by a close family member or friend? Was it seeing a catwalk show or event on social media? Or reading a fashion magazine for the first time?

We would like you to create a 1 x A4 visual moodboard or vision board – in either a digital or physical format which effectively tells your Fashion Story. You can include photographs, scans, illustrations, drawings, or graphics. You may also include text / words / affirmations to help elaborate your chosen visuals.

It is your story so make it as personal as you like!

Consider the following questions to help you start:

- Do you have a favourite outfit or item that reflects your personal style?
- Is there someone you have always looked to for inspiration?
- Who are your favourite designers?
- Do you have a favourite shop?
- Which places do you visit for inspiration?

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## **USEFUL INFORMATION:**

### **YOUR WORKING WEEK**

Please remember that you're enrolled on a *full-time course*. Whilst we note students do have other commitments, it is important that you maintain a balance between study, social and possible work commitments. Your timetabled days are **Mondays, Tuesdays and Wednesdays**.

Your first point of contact will be your Year 1 Lead Tutor (Aurora Starbuck) and secondly, the Fashion Promotion & Communication Course Leader, Cameron Haynes.

Individual tutorials will be held throughout the year to discuss what you want to achieve and how, along with your career or professional aspirations.

### **SOCIAL MEDIA**

You can follow the course on [@ravebafashpromo](#) and Ravensbourne on [@ravesbourneuk](#).

Consider creating a 'professional' account if you would like to keep your private account separate.

### **COURSE MATERIALS / EQUIPMENT**

As you will be working with digital programmes and platforms as part of the course, it is recommended that you purchase your own laptop to bring along to class and be able to work on in self-directed time. A notebook and pen are also useful to take notes in class.

#### **Laptop Information**

Option 1 – Mac

Operating System: Mac Processor

CPU: i5/i7 quad core Memory

RAM: 8GB/16GB

Storage: 256GB

SSD Recommended model: 13/16"

Macbook Pro i7, 16GB

Option 2 – Windows

Operating System: Windows

Processor / CPU: Quad i5 + or equivalent

RAM: 8GB RAM or above 2/4GB GPU

1TB HDD

**Warning: A Macbook Air is light but not powerful enough – you will have to purchase an external hard drive for storage and increase the RAM.**

*There are some extra costs to the course that you should prepare for:*

**PRINTING:** Fashion Promotion involves completing course work both digitally and in print (in the form of publications etc.) so you'll need to allocate money for printing.

**EXTERNAL HARDRIVE:** we recommend that you purchase an external hard drive to back up your digital work with around 1TB of storage.

**BOOKS MAGAZINES:** whilst we have an extensive selection of books and magazines in the University Library, you might occasionally need to purchase books and magazines as part of your studies.

**FASHION SHOOTS:** undertaking fashion shoots and create a fashion film will incur model booking, travel and set / prop costs. What you spend will depend on the scope of your project.

**TRAVEL COSTS:** as a Fashion Promotion student, you will need to undertake research trips to museums, exhibitions and retail locations and in Year 2 there is a work placement unit where you will need to pay for your own travel costs.

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## **GENERAL INFORMATION**

Campus Address:

Ravensbourne University London

6 Penrose Way, London, SE10 0EW

(0044) 203 040 3500

Website - <https://www.ravensbourne.ac.uk/>

Building opening hours:

Monday – Friday: 6:00am – 11:00pm

Saturdays: 9:00am – 6:00pm

Sundays & Bank Holidays: Closed