

MODULE DESCRIPTOR

MODULE TITLE	Fashion Promotion in Context		
MODULE CODE	FP1002	CREDIT VALUE	20
MODULE DELIVERY	Semester 2		
MODULE TUTOR	Eve Astle		
DATE APPROVED		VERSION NUMBER	1
DEPARTMENT	ART AND FASHION	PARTNER INSTITUTION	

RELATIONSHIP WITH OTHER MODULES

Co-requisites		Pre-requisites		Excluded Combinations	
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MODULE AIMS

This module aims to

- Enable the student to continue to develop fundamental research skills
- Introduces the student to designing their own promotional strategies
- Continue to develop and refine presentation and technical skills whilst highlighting the importance of working to deadlines.

MODULE CONTENT

Study will focus on the following areas

- Market research
- Developing presentation and technical skills
- Understanding customer needs and profiles
- Experimentation with media
- Options to assist a final year Fashion Promotion student with their final promotional campaign
- Develop computer skills

LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1.	• <i>Develop and demonstrate creativity in relation to practical problems</i>
2.	• <i>Analyse research information and develop investigative strategies</i>
3.	• <i>Identify and explore a range of appropriate media for practical solutions</i>
4.	• <i>Apply numerical skills in layout and computer work</i>
5.	• <i>Describe the attributes of basic market and customer profile characteristics</i>
6.	• <i>Define and describe a basic promotional structure</i>

TEACHING AND LEARNING STRATEGY

Teaching and learning will occur through:

- Supervised studio sessions in the form of workshops.
- Critiques and presentation of work to peers.
- Group tutorial and seminar sessions with at least one project being group based.
- Lecture based information delivered at the start of each project.
- Reflection after each project in order to develop and direct future work.
- Self directed study

INDICATIVE CLASS CONTACT

Lecture / Studio based work – 2 hours per week (total 26), Group tutorials or seminars 1.5 hours per week (total 19.5)
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INDICATIVE ASSESSMENT

Number of Assignments	Assessment	Weighting %	Type/Duration/ Wordcount (indicative only)	Learning Outcomes being assessed
1	Coursework Packaging Project	See Below	Final 3d piece and research work	1, 3 and 4
1	Coursework Visual Merchandising Project	See Below	Final piece and supporting material	1, 4 and 5
1	Coursework Promotional Campaign	See Below	Final pieces as agreed and supporting material	2,5 and 6
1	Final Assessment Module Assessment	See Below	Portfolio of level 1 work	1,3 and 4

MODULE PASS REQUIREMENTS

Students have to pass all pieces of assessment with the overall mark being calculated according to the assignment weightings. At the end of the module, students will present their portfolio along with any backup work and sketchbooks for assessment. 60% of the marks for this module are awarded for this assessment. The remaining 40% constitutes an aggregate of the marks awarded for the individually equally weighted projects that make up the module.
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BIBLIOGRAPHY AND LEARNING SUPPORT MATERIAL

- Portas, M. 1999. *Windows - The art of retail display*. Thames & Hudson
- 2003. *Structural package designs - templates & CD rom*. Pepin Press
- 2002. *Display & Publicity - templates & CD rom*. Pepin Press
- Bohdanowisz, J. ,Clamp, L. 1994. *Fashion Marketing* (Routledge)
- Knight, C. , Glaser, J. 2003. *Layout : making it fit : finding the right balance between content and space* Gloucester, Mass Rockport
- McAlhone, B. ,Stuart, D. 1998 *A smile in the mind : witty thinking in graphic design*. London, Phaidon Press
- Williams, N. 1993. *Paperwork : the potential of paper in graphic design*. London : Phaidon Press