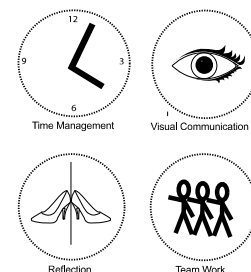


UNIVERSITY OF CENTRAL LANCASHIRE
FACULTY OF ARTS, HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF ART, DESIGN & PERFORMANCE



Course / Area: Fashion Promotion
Year / Level: One
Module Tutor: Eve Astle
Module Code: FP1001
Module Title: Introduction to Fashion Promotion
Verified by: EA, RHH

Commencing: Tuesday 21st September 2010
Submission Date / Deadlines: Monday 4th October 2010

Project Title: 'Promote your partner'

Aims:

- To encourage communication skills.
- To develop creative and presentation skills.
- To develop interpersonal skills.

Introduction:

In order to introduce you to the role of a Fashion Promotion 'darrhling' and make friends with your peers, you are asked to tackle this brief with gusto, creativity, innovation and a sense of humour.

The brief:

You have been allocated a partner. You should then interview, cross-examine, interrogate and whatever else it takes to find out about them, collating information such as:

Career, aspirations, interests, dislikes, hates, ambitions, temperament, character, opinions, who they would like to be or look like etc.

Having collected all this information, you are then asked to profile your partner and then promote them to the world as a piece of promotional material. This could be a magazine, a poster, record sleeve etc, etc. Or even a product such as hair care or cat litter?

Be imaginative. Be creative !!!!!!!!!!!

You should submit any findings and evidence of your research (interviews, inspiration, notes, drawings) at the deadline but this does not have to be formally presented.

Through the duration of the project (and the course) you should be

collecting innovative methods of promotion where and whenever you see it.

We will reward what we judge to be the most innovative, imaginative, creative (found) promotional material presented at the crit (deadline).

Learning Outcomes:

- Develop, demonstrate and express creativity and imagination

Assessment Requirements and Process:

- Research material as evidence of your investigation (this does not need to be presented in a formal way).
- A piece of promotional material that reflects your partner's lifestyle or aspirations. This can be written or visual in any style you like.

Criteria for Assessment

Creativity (concept and implementation of idea)	80 %
Presentation	20 %

Staff involved and Teaching Contact:

Ruth Hardman-Howard, Eve Astle, Melanie Charman.

For penalties of late submission, please refer to your student handbook and the studio notice board.