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MODULE DESCRIPTOR

Module Title

Fashion Communication

Reference	BS2279	Version	5
Created	April 2017	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	30
Amended	June 2018	ECTS Points	15

Aims of Module

To promote critical and practice-based understanding of the communication that stems from the inter-relations between cultural setting, lifestyle aspirations, individual display and fashion.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Appraise the significance of fashion as a location for discourse in a variety of context.
2	Determine the interrelationships between time, culture, communication, fashion and identity.
3	Analyse the visual and verbal rhetoric of fashion communication.
4	Compose creative examples of fashion communication across different media.

Indicative Module Content

History of fashion communication; critical approaches to social identity, individuality, glamour; subculture responses to dominant fashion messages; fashion as language (Barthes, Hebdige, Barnard; fashion communication in practice - copywriting and feature writing; imagery and image manipulation; digital media integration (photography, video and page-layout/editing software); intertextuality; communication via formal and informal channels.

Module Delivery

A theory and practice module, the theoretical content is delivered through lectures; students develop fashion communication techniques in computer labs. Directed self-study and formative tasks are important elements of the module.

Indicative Student Workload	Full Time	Part Time
Contact Hours	52	N/A
Non-Contact Hours	248	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	80%	Outcomes Assessed:	1, 4
Description:	Individual Portfolio Assessment				

Component 2

Type:	Examination	Weighting:	20%	Outcomes Assessed:	2, 3
Description:	Individual Time-limited Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The Module is assessed by two components: C1 - Coursework - 80% weighting. C2 - Online tests - 20% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	At least 70% on weighted aggregate and at least 35% in each component
B	At least 60% on weighted aggregate and at least 35% in each component
C	At least 50% on weighted aggregate and at least 35% in each component
D	At least 40% on weighted aggregate and at least 35% in each component
E	At least 35% on weighted aggregate
F	Less than 35% on weighted aggregate
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1 BARNARD, M., 2007. *Fashion as communication.* 2nd ed. Abingdon: Routledge.

2 BARTHES, R., 2006. *The language of fashion.* Oxford: Berg.

3 CLARKE, D.B., DOEL, M.A. and HOUSIAUX, K.M.L., eds., 2003. *The consumption reader.* Abingdon: Routledge.

4 McLOUGHLIN, L., 2000. *The language of magazines.* Abingdon: Routledge. *ebook*

5 WOLBERS, F.B., 2009. *Uncovering fashion.* New York: Fairchild Books.