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MODULE DESCRIPTOR

Module Title

Fashion Design Concepts and Communication

Reference	CB1266	Version	1
Created	January 2020	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	30
Amended	June 2018	ECTS Points	15

Aims of Module

To provide the student with the ability to interpret and evaluate the design processes necessary to create fashion products and introduce students to a range of professional written, print, graphic and multimedia techniques for communicating fashion products to an audience.

Learning Outcomes for Module

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

- 1 Explore and apply the basic principles of both fashion and communication design and relate these to appropriate contexts.
- 2 Appreciate the factors that influence both fashion and communication design decisions and how these can affect design development.
- 3 Demonstrate enterprise, interpretation and innovation in developing a new product within the fashion sector, from initial concept through to promotion and packaging.

Indicative Module Content

Social and technological evolution and the role of design: design principles, proportion, balance repetition, focal point, principles of product quality and pricing. New product development and the need for new products, idea generation (Lectra Kaledo software), planned fashion, technological and postponed obsolescence. Packaging and branding of new product development, communication design, storyboards, typography, image editing and digital manipulation (Adobe Photoshop software).

Module Delivery

Key concepts are introduced and illustrated through a blended approach, with lectures, online learning and directed reading. Student understanding is further enhanced through practical workshops and supervised computer labs, student centred learning and tutorials. Progression of knowledge will be further advanced by visits and guest speakers where appropriate.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	55	55
Non-Contact Hours	245	245
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
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:	100%	Outcomes Assessed:	1, 2, 3
Description:	Individual Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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

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| 1 | BEST, K., 2006. <i>Design management: managing design strategy, process and implementation</i> . London: AVA Publishing. |
| 2 | CARR, H. and POMEROY, J., 1992. <i>Fashion design and product development</i> . Oxford: Blackwell Scientific Publications. |
| 3 | JONES, S.J., 2011. <i>Fashion design</i> . 3rd ed. London: Laurence King. |
| 4 | PECK, J. and COYLE, M., 2005. <i>The student's guide to writing: grammar, punctuation and spelling</i> . 2nd ed. London: Palgrave Macmillan. |
| 5 | REGAN, C.L., 2008. <i>Apparel product design and merchandising strategies</i> . 3rd ed. New Jersey: Pearson Prentice Hall. |
| 6 | TROTT, P., 2012. <i>Innovation management and new product development</i> . 5th ed. Harlow: Pearson Education. |
| 7 | <i>Journal of Fashion Marketing and Management</i> |