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MODULE DESCRIPTOR

Module Title

Fashion Communication

Reference	CB2279	Version	2
Created	June 2022	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	30
Amended	June 2022	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	44	N/A
Non-Contact Hours	256	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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, 4
 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

- 1 BARNARD, M., 2007. *Fashion as communication*. 2nd ed. Abingdon: Routledge.
- 2 BARTHES, R., 2013. *The language of fashion*. London: Bloomsbury.
- 3 MCKAY, J., 2019. *The Magazines Handbook*. 4th ed. London: Routledge Taylor & Francis Group.
- 4 McLOUGHLIN, L., 2000. *The language of magazines*. Abingdon: Routledge. *ebook*
- 5 WOLBERS, M.F., 2009. *Uncovering fashion: fashion communications across the media*. New York: Fairchild.
- 6 SHINKLE, E., 2008. *Fashion as photograph: viewing and reviewing images of fashion*. London: I.B. Tauris.