

## MODULE DESCRIPTOR

### Module Title

Fashion Communication

Reference	CB2279	Version	3
Created	April 2024	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	30
Amended	April 2024	ECTS Points	15

### Aims of Module

To promote critical and practice-based understanding of the communication that stems from the inter-relationships 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, perceptions of beauty; 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. This module aligns with UN Sustainable Goal 5: Gender Equality and Goal 10: Reduced Inequalities as it engages students to consider the wider context of fashion discourse in the formation of individual identities both situational and cultural while also examining diverse outcomes and inequalities. By this examination, it engages students with UNESCO's Education for Sustainable Development Critical thinking competency.

### 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:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	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.