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MODULE DESCRIPTOR

Module Title

Design For Client

Reference	CB2289	Version	1
Created	February 2020	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	30
Amended	June 2018	ECTS Points	15

Aims of Module

To introduce the student to the fashion buying role, providing the ability to identify specific demands of the consumer, client and brand, and to channel this information into creative solutions, presented to a professional standard.

Learning Outcomes for Module

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

- 1 Generate designed outcomes for selected project work which have specific demographic references, exploring the intrinsic relationship of contemporary design and culture.
- 2 Develop creative ideas by analysing both traditional and non-traditional design solutions, including accessing IT software to aid the sourcing of reference material.
- 3 Define brand identity by the ability to analyse design problems and design solutions.
- 4 Present selected project work to a professional standard, defining factual information, concepts and solutions, both visually and orally.

Indicative Module Content

The module will introduce students to the range of customer profiles and customer demands in the retail market place focussing on the role of the fashion buyer and range building function. These will typically include: working to a client brief, research methods and problem solving, using research databases, trend forecasting providers and digital imaging software.

Module Delivery

The module is computer lab based and supported by appropriate lectures, however the emphasis will be on the learners applying previously learned skills (from other modules) to solve a client problem. Projects are introduced and expanded upon using relevant background material, which may include DVD and/or visits to and from professional practitioners and retailers.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	264	264
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
<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 BRADDOCK, S., 2007. *Techno textiles 2*. London: Thames and Hudson.
- 2 CELENTE, G., 1991. *Trend tracking*. New York: Warner Books.
- 3 EASEY, M., 2009. *Fashion marketing*. 3rd ed. Oxford: Wiley-Blackwell. *ebook*
- 4 GOWOREK, H., 2007. *Fashion buying*. 2nd ed. Oxford: Blackwell.
- 5 JACKSON, T. and SHAW, D., 2009. *Mastering fashion marketing*. Basingstoke: Palgrave Macmillan.
- 6 UNDERHILL, P., 1999. *Why we buy: the science of shopping*. London: Orion Business.
- 7 WGSN - online subscription to Worth Global Style Network trend forecasting service - accessible to students from all on-campus computers: www.wgsn.edu.com.