

Module Specifications

Year/Level: 6
Programme: Fashion and Fashion Business

Module:	Analytical Study: Critical Research	Module Code:	6FTC2228	Credits:	30
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Module Description: **Mandatory**

Through this module, students will further develop into self-aware, socially and culturally engaged practitioners with a critical approach to their discipline. This module will enable students to apply their critical and analytical skills in the context of an independent analytical study. They will carry out an in-depth enquiry on an aspect of fashion culture, with an emphasis on the research and analysis of appropriate social, cultural, historical, political and aesthetic issues germane to students' chosen topic. The module will also allow students to work independently and develop an expertise on a topic relevant to the context of their own practice.

Module:	Fashion and Fashion Business Major Project	Module Code:	6FTC2229	Credits:	60
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Module Description: **Mandatory**

Working on a negotiated project, students are expected to study with a greater level of autonomy, creating a response that reflects their interests in fashion business. Student projects will demonstrate a sophisticated awareness of the industry, provide solutions to complex business problems while showing an understanding of the key factors influencing commercial fashion. Consolidating their learning on the programme and playing to their personal strengths, students will be actively encouraged to apply with rigour, knowledge and understanding of a concept to customer philosophy.

Module:	Fashion Communication: Professional Practice and Promotion	Module Code:	6FTC2230	Credits:	30
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Module Description: **Mandatory**

Through a series of lectures, seminars and tutorials, this module enables students to produce a consolidated body of work based on their personal strengths and career aspirations. Demonstrating an advanced understanding of fashion communication for fashion brands, students will embark on self-directed study producing an accomplished body of fashion communication materials at a professional level. A wider observation via discussion and debate will identify and develop creative solutions to fashion business communication issues, including sustainable, ethical, cultural and diverse considerations and the impact these have on their own personal research, practise and awareness. Student can choose whether to link their body of work to their Fashion and Fashion Business: Major Project area of study.