

Module Specifications

Year/Level: 4

Programme: Fashion and Fashion Business

Module: Fashion: Critical Contexts 1

Module Code: 4FTC2177

Credits: 30

Module Description:

Mandatory

Through a series of lectures, seminars and tutorials, students will be introduced to the notion of fashion as a critical practice, exploring its historical contexts and situating it within broader cultural debates. Module content focuses on critical issues and ideas, which shaped contemporary fashion and continue to emerge, including key movements and theoretical perspectives related to visual culture. Students are encouraged to position themselves in relation to fashion practice as existing at the intersection of fast-evolving creative movements. At Level 4, students will begin to locate their professional practice within wider contextual frameworks.

Module: Principles of Global Fashion Design

Module Code: 4FTC2178

Credits: 30

Module Description:

Mandatory

The module will focus on fashion design for global fashion markets. Students will begin to explore the global influences that shape the contemporary fashion industry, including the conscious fashion agenda and key issues surrounding sustainability. Students will begin to gather specialist fashion and design related research and begin to develop inquiry skills and visualisation techniques. Students will also build practical knowledge learning about materials and fabrication as well as three-dimensional and textile experimentation, sampling and construction on design outcomes through to basic garment realisation.

Module: Concept to Customer

Module Code: 4FTC2179

Credits: 15

Module Description:

Mandatory

Through a series of lectures, seminars and workshops, this module provides students with a foundation of understanding of the business of fashion, including the customer, market sector, global supply chain, sales, marketing and associated financials and data at an introductory level. The module focuses on the important relationships within small, medium and large scale operations, how they function, key internal stakeholders and their relationships with external stakeholders across a global supply chain including timelines. Students will be introduced to the 'language' of fashion and fashion business, via key roles and their functions and how the sector operates. Students are encouraged to develop an understanding and awareness of a typical fashion business from concept to customer.

Module: Fashion Product Development Process

Module Code: 4FTC2180

Credits: 15

Module Description:

Mandatory

This module balances theoretical and the practical aspects of product development through a series of lectures, seminars and workshops. Students will be supported to explore the basic mechanics of both design and garment technology, connecting design to innovative and technical development and manufacture. Students become familiar with industrial skills and technical inquiry to gain a basic understanding of a detailed tech pack, the fitting process basic patterns, grading, sizing, and costing with consideration to the market sector and external factors including ethics and sustainability.

Module: People, Product, and Global Markets

Module Code: 4FTC2181

Credits: 30

Module Description:

Mandatory

Through a series of lectures, workshops and seminars, students will be encouraged to explore the relationship between people and their role as global consumers of fashion, products and services. Students will be introduced to the notion of customer profiling and the variety of ways in which brands build complex models of their customers and consumer behaviour and attitudes towards fashion brands. Established academic theories and processes are used to underpin student learning in order to contextualise research and apply outcomes to written analytical studies. Students will be able to study the fashion consumer, their behaviour in brick and mortar and online and digital environments and study products and how they are represented across multi channels and markets. Students will be able to gain knowledge of these processes through primary and secondary research and case studies.