

Fashion Promotion & Communication Modules for Visiting Students 2024/25

This course empowers students to discover their creative self and their future role in the fashion industry. It is a creative, exploratory, flexible, and dynamic approach to fashion communications. It combines cultural and business awareness alongside creative thinking and technical skills so that students can expand their knowledge and explore ideas.

The course encourages students to pursue and practice areas of personal interest, co-create projects and take ownership of their learning. They will learn the skills of image making, creative direction, graphic design and editorial copy needed to produce visual content for fashion brands. Students will also explore how technologies such as augmented and virtual reality, and the relationship between physical retail environments and online digital platforms, provide new opportunities for creating innovative brand experiences.

Successful, creative people in fashion communications can combine art and design skills with commercial understanding and project management techniques. Students will therefore develop the business and management skills needed to work in teams, working on a multitude of projects and collaborative industry briefs, in preparation for a career within the global fashion industry.

Level 5 (Year 2)

This level has four discipline-specific modules. Students will analyse fashion cycles, trends, channels, brand values, ethics, print promotion, photoshoots and social media marketing. They will interpret briefs and transform the brand values of a fashion company into a coherent visual identity aimed at the desired audiences.

Students study conceptualisation, visual narratives, artwork commission, branding, entrepreneurship, managing risk and creative strategy. The variety of modules will develop their understanding and ensure that they have the skills to operate successfully as a communicator in the fashion industry.

Updated March 2024/PJW

Entry requirements:

- GPA of 2.75 or above (out of 4.0) or equivalent
- Acceptance is dependent upon review of a portfolio. See <https://www.kingston.ac.uk/visitingstudents/studyabroad/applying/>

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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The University makes every effort to ensure that module availability & content is correct at the time of publishing, but it cannot accept responsibility for subsequent changes, as part of the University's policy of continuous improvement & development.

**Fashion Promotion & Communication Modules for Visiting
Students 2024/25**

| KEY TO MODULE DESCRIPTORS | |
|---|---|
| SUITABILITY OF MODULE FOR STUDENTS VISITING KU ON STUDY OPTION ____ | |
| 1 | Indicates module is suitable for students visiting KU on Study Option 1 (Whole Year) |
| 2 | Indicates module is suitable for students visiting KU on Study Option 2 (Autumn) |
| 3 | Indicates module is suitable for students visiting KU on Study Option 3 (Spring) |

Notes:

- All modules are at undergraduate level only.*
- Students enrolled on Study Option 1 are required to study the entire module.*
- Within each level, all modules are interlinked and students would thus have to be enrolled in all specified Fashion modules. **Taking an individual Fashion (FN) module is therefore not possible.***
- Whilst the University makes every effort to ensure that this information is correct at the time of updating (March 2024), it cannot accept responsibility for omissions or subsequent changes. Module availability and content may be subject to change, as part of the University's policy of continuous improvement and development.*

| MODULE CODE | TITLE | SUITABILITY KEY |
|-------------------------------|---|------------------------------------|
| LEVEL 5 (INTERMEDIATE) | | |
| FN5006 | Professional Practice 2 | 1, 2, 3 |
| FN5007 | Fashion Promotion and Communication 2 | 1, 2 |
| FN5008 | Fashion Direction | 1, 3 |
| HA5109 | Critical Issues in Fashion Media: Research & Practice | 1, 2, 3 |

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Fashion Promotion & Communication Modules for Visiting Students 2024/25

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|-----------------------|--|
| Module Code | FN5006 |
| Module Title | Professional Practice 2 |
| Credits | 8 (US), 15 (ECTS) |
| Level | 5 |
| Prerequisites: | Prior study/practice in fashion promotion and communication |
| Suitability: | <ul style="list-style-type: none"> • Study Options 1 or 2 or 3 • Must be studied with FN5007 and FN5008 and HA5109 for Study Option 1 • Must be studied with FN5007 and HA5109 for Study Option 2 • Must be studied with FN5008 and HA5109 for Study Option 3 |
| Content: | <p>This module will focus on the following competences to develop and enhance student employability skills: professionalism, self-awareness, technical advancement, specific career routes and continuing self-development practices. Students will be able to define their individual creative and philosophical identity and begin to consider their role in the industry, developing visual and written communication material reflecting their strengths and potential career choices.</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Demonstrate personal reflection and practical development of employability skills relevant to their career routes and ambitions, defining their suitability for industry. • Articulate creative and contextual considerations, positioning themselves accordingly in response to social, ethical, and cultural agendas impacting on the creative industries. • Apply relevant research, practical and technical strategies in the creation of creative outputs in the support of self-promotional material. • Demonstrate self-criticality and reflection in presenting and communicating a cohesive personal, visual response to an audience effectively. |

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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| Teaching: | Lectures, seminars, tutorials, workshops |
| Assessment: | <ul style="list-style-type: none"> ➤ Study Option 1: <ul style="list-style-type: none"> • Research portfolio: reflective multi-media blog (75%) • 5-minute presentation (25%) ➤ Study Options 2/3: <ul style="list-style-type: none"> • Research portfolio – 2 projects |
| Last updated: | 04/04/24 PJW |

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| Module Code: | FN5007 |
| Module Title: | Fashion Promotion and Communication 2 |
| Credits: | 8 US, 15 ECTS |
| Level: | 5 |
| Prerequisites: | Prior study/practice in fashion promotion and communication |
| Suitability: | <ul style="list-style-type: none"> • This module runs in the Autumn semester only. • Study Abroad/International Exchange/Erasmus students for Study Options 1 or 2 • Must be studied with FN5006, FN5008 and HA5109 for Study Option 1 • Must be studied with FN5006 and HA5109 for Study Option 2 |
| Content: | <p>This module will build on the skills and processes developed at introductory level (level 4) with a direct application to professional and industry practice.</p> <p>Students will be encouraged to advance their research methodologies and contextual understanding further, with added evaluation, new resources and analysis of defined</p> |

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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| | <p>markets and consumer segments. They will underpin their creative outputs by evaluating data and marketing metrics when developing creative outputs in relation to brand communication and present their work in a professional manner to an identified audience. Students are encouraged to utilise and develop advanced visual communication skills to explore new creative agendas and new creative, visual platforms.</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Analyse and evaluate a variety of current, historical, ethical cultural and community research methodologies relating to the practice of fashion promotion, the fashion industry, brand, and the global consumer. • Articulate a creative, contextual response to social and community agendas impacting global business strategy and relating to global consumer patterns and the international market. • Evaluate and demonstrate the role of marketing metrics and data capture in strategic business decision making and promotional objectives. • Demonstrate professional presentation skills, using a variety of visual media and communication tools in delivering, dynamic strategic visual/written outputs. • Develop original multi-channel/platform concepts and campaign strategies with consideration and analysis of a specified customer. <p>Topics:</p> <ul style="list-style-type: none"> • Brand analysis and communication • Creative concept development, • Data capture & analytics, promotional & marketing strategy • Global consumer patterns and the global market • Social agendas, brand analysis • Promotional tools & strategies, customer acquisition and retention. • Competitive context of fashion promotion and communication • What is a brand? • Brand equity • Ethical challenges of fashion promotion and communication • Socio-cultural and psychological foundations of fashion consumer behaviour • Marketing channels • Social media and fashion promotion and communication |
| Teaching: | Lectures, seminars, tutorials, workshops |

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| Assessment: | <ul style="list-style-type: none"> • Visual Brand report (1,500 words) (40%) • Project folder (60%) |
| Last updated: | 04/04/24 PJW |

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|-----------------------|---|
| Module Code: | FN5008 |
| Module Title: | Fashion Direction |
| Credits: | 8 US, 15 ECTS |
| Level: | 5 |
| Prerequisites: | Prior study/practice in fashion promotion and communication |
| Suitability: | <ul style="list-style-type: none"> • This module runs in the Spring semester only • Study Abroad/International Exchange/Erasmus students for Study Options 1 or 3 • Must be studied with FN5006, FN5007 and HA5109 for Study Option 1 • Must be studied with FN5006 and HA5109 for Study Option 3 |

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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| Content: | <p>This module gives students the opportunity to work on projects that that are defined by external stakeholders and that require high levels of professionalism, understanding and engagement. All of which culminates in the students presenting and justifying their creative outputs and/or promotional strategies to external audiences. Students will also be able to further develop their own individual identity in response to internal and external briefs which builds on prior learning, individual strengths, and career aspirations.</p> <ul style="list-style-type: none"> • A series of projects set by different external stakeholders who will provide initial briefings, attend final presentations. • A negotiated creative project developing the student’s individual specialism • A series of lectures supporting concept development and brief activities • Presentation techniques in response to brief requirements. • Verbal and visual presentation methods appropriate for in person and online. • Interpreting and clarifying a brief • Professional writing/communication • Design Thinking methodologies • Pitching skills |
| Teaching: | Lectures, seminars, tutorials, workshops |
| Assessment: | <ul style="list-style-type: none"> • Project folder (100%) |
| Last updated: | 04/04/24 PJW |

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|-----------------------|---|
| Module Code: | HA5109 |
| Module Title: | Critical Issues in Fashion Media: Research & Practice |
| Credits: | <ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS) |
| Level: | 5 |
| Prerequisites: | Prior introductory study of fashion media and practice |

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Fashion Promotion & Communication Modules for Visiting Students 2024/25

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| Suitability: | Study Abroad/International Exchange/Erasmus students for Study Options 1 or 2 or 3 |
| Content: | <p>This module builds on the historical and thematic content introduced at Level 4 and looks closely, in more depth, at the ideas that shape the practice of fashion media and fashion promotion.</p> <p>The module explores a range of contemporary issues related to fashion media and promotion, and equips students with the conceptual tools to debate and discuss their own practice and practice from the professional sectors.</p> <p>In addition, students are introduced to a range of research methodologies through case studies and practical activities that reflect the ideas explored through the classes, lectures, and workshops. Through this module, students will be able to examine the relationship between theory and practice in fashion media, and start developing their skills as independent researchers and reflective practitioners.</p> <p>In the autumn semester, there is investigation of critical issues related to the production and consumption of fashion media.</p> <p>In the spring semester, those issues and more are considered as researchers in the field of fashion ourselves. This will mean trying out new research methods, learning how practiced researchers have examined similar topics and crucially, identifying the student's own research interests.</p> |
| Teaching: | In-person lectures, seminars, workshops, and tutorials |
| Assessment: | <ul style="list-style-type: none"> ➤ Study Option 1: <ul style="list-style-type: none"> • 2,500-word essay (50%) • Independent Research Project (IRP) Proposal (2,500 words) (50%) ➤ Study Option 2: <ul style="list-style-type: none"> • 2,500-word essay (100%) ➤ Study Option 3: <ul style="list-style-type: none"> • Independent Research Project (IRP) Proposal (2,500 words) (100%) |

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