

MODULE DESCRIPTOR

MODULE TITLE	CRITICAL STUDIES IN FASHION AND TEXTILES 2		
MODULE CODE	FQ2001 (L5)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This module aims:

- To examine the construction and communication of identity through dress and style within the context of 20th – 21st Century historical, social and cultural change.
- To explore style and communication within the context of visual culture.
- To introduce students to a number of theoretical and critical approaches in the study of fashion and communication.
- To develop research, analytical, and academic writing skills to underpin the study of fashion and style.

MODULE CONTENT

Indicative syllabus content:

Study will focus on the following areas:

- The representation of gender through dress and style.
- The communication of social and cultural information through dress and style.
- The incorporation of traditional elements from diverse cultural heritages in contemporary fashion design and consumer preferences.
- The role of the designer/brand in communication strategies.
- The relationship between consumer and commodity.

INTENDED LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

1. Recognise the different motivations in the representation and communication of identity through dress and style.
2. Identify key theoretical approaches relating to the study of dress and communication.
3. Apply critical and analytical skills to texts and images.
4. Conduct research and relate this to creative practice.
5. Verbally present research findings with creativity and flair.

TEACHING METHODS

Teaching and learning will occur through:

- Lectures
- Seminars
- Tutorials
- Fieldtrips/Visits to Cultural Heritage Museums and Exhibitions, Traditional Lace-Making Museums, Folklore Museums, Artisan Workshops and Demonstrations, Heritage Organizations, Cultural Events and Traditional Textile Workshops.
- Private study

For the assessment of this module, students will be required to write an essay in response to a choice of five questions. In addition, students will deliver a short presentation in the studio area linking practice to theory.

ASSESSMENT METHODS

This module is assessed through one Presentation and one Essay.