

MODULE DESCRIPTOR

MODULE TITLE	FASHION COMMUNICATION AND PRESENTATION METHODS		
MODULE CODE	FS1102 (L4)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This module aims:

- To challenge illustrative preconceptions and develop drawing confidence.
- To begin to utilise and develop a basic understanding of the principles of fashion illustration as a means of communication.
- To build a creative portfolio of work.

MODULE CONTENT

Indicative syllabus content:

- Basic principles of drawing with 'formulas' for achieving accurate illustrations.
- Traditional drawing and rendering skills explored.
- Experimentation and communication of style through illustration.
- Proportion, communication and accuracy in illustration.
- Composition, scale and professional presentation methods.

INTENDED LEARNING OUTCOMES

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

1. Experiment in fashion illustration, rendering, and use of media.
2. Present design ideas which are accurate and correctly proportioned.
3. Plan, organise and complete a presentation in the fashion design subject area.
4. Explore personal style preferences and analyse current practice.
5. Apply a professional approach to the management of time and resources.

TEACHING METHODS

This module consists of a practical project, which will build the students' illustration and presentation skills, confidence and fashion awareness. The project has an in-depth briefing with the requirements clearly outlined. Progress checks are constant throughout the duration of the project.

The module will be delivered via a series of lectures and specifically developed illustration workshops. Assessment will be through a group critique enabling students to view the work of their peers and is appropriate for the fashion industry experience of presentations to clients.

It encourages students to present their ideas in a visually stimulating way and introduces the concept of building a portfolio of work that will enable them to communicate design ideas when entering the employment market.

Employability skills are further encouraged via interpersonal skills, communication skills and many transferable skills.

ASSESSMENT METHODS

This module is assessed through Projects and one Presentation.