

Module Specification

Module Summary Information

1	Module Title	Writing for Fashion
2	Module Credits	20
3	Module Level	4
4	Module Code	FAS4022

5	Module Overview
<p>Writing for fashion is an opportunity to explore the world of fashion journalism. Writing for print publications and online copy remains both relevant and a necessity throughout the fashion industry. You will explore the difference between writing for print and online, you will learn how to structure, capture and create a narrative through writing for fashion.</p> <p>Following on from your previous module, Fashion Publications, you will create a piece of writing to include in the zine you created in the Publication Design module. With specific consideration to the genre, values, content and style of your chosen publication, and their audience. Attention to detail is paramount, as is the ability to engage your audience, and communicate the required information, in the relevant style.</p> <p>You will be using your writing skills to create two journalistic pieces of writing totaling to (1000 words), one (500 word) piece of copy writing and a final (500 word) review of your choice.</p> <ul style="list-style-type: none"> • A journalistic trend article identifying key themes from the Spring Summer 2019 catwalks, focusing on silhouette, colour, fabric and context (500w). • You will need to lay your feature out with a selection of imagery, headline, stand-first and byline emulating (but not copying) the title of your choice – be creative in your approach. • Choose a designer suitable to your publication and write up a review of their recent catwalk show for SS2019 finding an angle that will make this relevant to the reader. Consider the designer's inspiration, the context/business situation, the key looks, the production, any celebrity front row. Like any review, a catwalk report must explain why something worked or did not work. (500w). 	

6	Indicative Content
<ul style="list-style-type: none"> • Fashion Content • Runway Reviews • Fashion terminology • Fashion moments • Trend reports 	

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Communicate the style and genre of your chosen publication through a piece of journalistic writing.
	2	Demonstrate the ability to utilise terminology and suitable imagery in appropriate contexts.
	3	Evidence skills of communication and creative distinctness to generate engaging and informed work.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1	X		
2	X		
3	X		

9	Breakdown Learning and Teaching Activities	
Learning Activities		Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		36
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		124
Private Study (PS) includes preparation for exams		40
Total Study Hours:		200