

Module Specification

Module Summary Information

1	Module Title	Visual Literacy
2	Module Credits	20
3	Module Level	4
4	Module Code	FAS4024

5	Module Overview
<p>This module is an exploration into visual literacy and the art of visual story telling within the fashion image. You will learn the different techniques used in visual communication in the fashion industry, with specific focus on editorial content for magazine publications.</p> <p>You will be able to identify different techniques frequently used in the fashion industry, such as theme, location, model choice, composition, props, hair and makeup. You will then prepare, produce and edit a photo shoot as a creative director and stylist, you will utilise the different visual story telling techniques you have learned about.</p> <p>This module will collaborate with fashion design students, and you will use their garments as the focus of the fashion shoot, and you will collaborate on the creative vision for the images.</p> <p>The purpose of this is to develop your visual literacy, and how this is utilised in creative direction within a fashion shoot for editorial. You will be able to access the photography studios and equipment to facilitate your photo shoot, with further visual communication sessions to support you with pre-and post-production.</p> <p>As with all modules on this programme, learning and teaching is individual and group work. Lectures, workshops, studio sessions, visual communication sessions run throughout the module to enable learning. Independent learning hours should be approximately 25 hours per week, with contact time around 10 hours per week. Your module tutor is available to answer emails, and face-to-face verbal feedback is given weekly in the studio sessions.</p>	

6	Indicative Content
<ul style="list-style-type: none"> • The role of a stylist • Mood and theme of the photoshoot • Photoshoot concept boards • Styling outfits • Editing a photoshoot 	

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Identify and explore a range of techniques used in visual story telling within the field of fashion communication.
	2	Interpret this into a series of creative visually literate images for editorial content.

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