

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Creative Fashion Brand Communication with options: Option 1: Visual Brand Image Communication Option 2: Graphic Brand Communication
<b>2</b>	<b>Module Credits</b>	40
<b>3</b>	<b>Module Level</b>	4
<b>4</b>	<b>Module Code</b>	FAS4025

<b>5</b>	<b>Module Overview</b>
<p>Creative Fashion Brand Communication is an exploration into the exciting and yet complex world of brand communication. This module will give you an opportunity to choose a brand of your choice, and define and explore their specific the channels of communication, through a thorough exploration into its brand touch points. You will create a report including both written and visual, you explain the current communication activity of your brand.</p> <p>You will then choose from the options to complete a creative portfolio, where you focus on a new brand strategy, which is based on the brands visual image.</p> <p>Option 1: Visual Brand Image communication: This could be a new lookbook, brand wrap imagery or developing a new brand visual image.</p> <p>Option 2: Graphic Brand Communication: This could be a new graphic identity, this could be logo, packaging, website, hangtags, and other touchpoints relevant to your chosen brand.</p>	

<b>6</b>	<b>Indicative Content</b>
<ul style="list-style-type: none"> <li>• Fashion Communication theory</li> <li>• Report writing</li> <li>• Look book techniques</li> <li>• Graphic communication</li> <li>• Brand concept building</li> <li>• Design iteration techniques</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>	
	<b>On successful completion of the module, students will be able to:</b>	
	<b>1</b>	<b>Define</b> , key theories and practise in the area of fashion communication.
	<b>2</b>	<b>Explain</b> and formulate independent ideas of how these can be used to develop fashion brands communication.
	<b>3</b>	Develop a range of elements that <b>demonstrate</b> proficient use of the appropriate tools of communication that are relevant to your chosen outcome.
	<b>4</b>	<b>Create</b> and develop a piece of work utilising the key theories of fashion communication.

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1, 2</b>	X		
<b>3, 4</b>	X		

<b>9</b>	<b>Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	56	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	264	
<b>Private Study (PS)</b> includes preparation for exams	80	
<b>Total Study Hours:</b>	400	