

Module full title	Fashion Styling and Creative Direction
SITS Module Code	4FADE013W
Credit level	Level 4
Length	Semester
UK credit value	20.00
ECTS credit value	10
College	Design, Creative and Digital Industries
School	Westminster School of Arts
Host programme of study	BAFAS06F (BA Fashion Marketing and Promotion FT)
Progression and assessment board	WESART - Fashion UG PAB
Pre-requisites	None
Co-requisites	None
Study abroad	No
Special features	3 Sessions of digital photography training will support practical outcomes of this unit plus 3 sessions of Photoshop basics.
Access restrictions	None
Are the module learning outcomes delivered, assessed or supported through an arrangement with organisation(s) other than the University of Westminster:	No
Summary of module content	The purpose of this module will explore strategies and formats of fashion styling in the current fashion market. Focusing on presenting and promoting the product on a model, using digital image to communicate to a fashion audience, through image and narrative. Students will work in groups researching and developing, fashion styling concept ideas; collating visual design research in a portfolio and pitching the final concept in a presentation. Teamwork will support a practical outcome of organising, directing, styling and implementing a fashion shoot.

Assessment Methods

Rank	Assessment type	Assessment name	Weighting	Qualifying Mark	Qualifying set (where the minimum mark required applies across multiple assessments)
001	Coursework	Individual Research Folder	40		
002	Portfolio	Collaborative Fashion Styling Shoot and Portfolio	60		

Synoptic assessment

n/a

Learning outcomes

On completion of this module successful students will be able to:

LO1: Define, analyse and review fashion imagery in relation to style, and relate this knowledge to culture, ethnicity, diversity and equality.

LO2: Analyse, experiment, and generate creative fashion concepts and narratives for a specified target audience.

LO3: Identify, present and communicate fashion imagery by working individually and with others, to promote cultural identity, ethnicity and equality.

LO4: Identify and demonstrate knowledge of the cultural context

LO5: Apply theoretical and practical frameworks to generate written outcomes.

LO6: Effectively communicate theoretical and practical understanding of the concepts of identity in written outcomes.

Course outcomes the module contributes to

L4. 1. Identify and analyse the tools of promotion and their use and effectiveness. Evaluate the concepts of promotional campaigns. (KU) (PPP)

L4. 4. Develop strong team working and leadership skills to negotiate positive group outcomes. (GA) (KTS)

L4. 5. Apply a knowledge of the disciplines and roles within fashion promotion to develop a strong portfolio to gain professional work experience. (PPP) (KU)

L4. 6. Identify where and how to gather creative research, interpret creative research methodology across creative and academic practices. (PPP) (KU)

L4. 7. Apply creative idea and technologies to produce promotional campaigns; including the use of mood boards and design solutions to industry problems. (PPP) (KTS)

Indicative syllabus content

- Introduction to Styling
- Styling formats: Image and communication
- Styling formats: set and location
- Concepts and narratives
- Trends
- Product presentation: Models
- Hair and makeup
- Digital photography basics
- Lighting
- Propping
- Research methods
- Presentation methods
- Implementation of creative practical outcomes.

Teaching and learning methods

Students will be taught in interactive sessions comprising of lectures, seminars and workshops. Students will apply taught theories and concepts underpinned by current industry practices and will be expected to visit retail environments and exhibitions to research and analyse VM and styling strategies.

The teaching and learning activities consist of :

Team Activity:

Workshop studio time and external specialist support teams provide the first opportunities for students to work as a team, produce a coherent narrative, brief a team and produce relevant imagery.

Individual Activity:

Lectures, workshops, seminars and tutorials will support the students learning activity.

Workshops:

Photographic, digital media workshops will be supported by technical staff and external specialist teams who will jointly provide the main teaching strategy.

Activity type	Category	Student learning and teaching hours *
Lecture	Scheduled	11
Seminar	Scheduled	16
Tutorial	Scheduled	1
Project supervisor	Scheduled	
Demonstration	Scheduled	
Practical classes and workshops	Scheduled	10
Supervised time in studio/workshop	Scheduled	6
Fieldwork	Scheduled	
External visits	Scheduled	4
Work based learning	Scheduled	
Scheduled online learning	Scheduled	
Other learning	Scheduled	
Total scheduled		48
Placement	Placement	
Independent study	Independent	152
Total student learning and teaching hours		200

* hours per activity type are indicative and subject to change

Assessment rationale: Why has this assessment been used for this module?

Students are assessed on 2 pieces of work.

1. An **Individual Research Folder 40%** (10-15 pages): collating concept research and development and specifying all design specifications pertaining to a fashion shoot outcome. Consideration of publications, their histories, styles, content, aesthetics and readerships will also underpin practical work in order for the context of fashion image creation to be understood. Students will use diverse range of materials like pictures, sketches, to help generate exciting and unique images (LO1,LO2,LO3).

2. A **Collaborative Fashion Styling Shoot and Portfolio 60%** (20-25 pages) including: implementation, evidencing cohesive team work, interpretation of design concept, organisational skills and practical styling implementation: worth 60%. Students are required to generate styled images for a specified fashion editorial. The way students develop the 'flavour' and aesthetic of their shoot and identify which fashion publication would serve this best. The photo shoot must be presented in digital PDF format and must be aligned in terms of layout with their chosen/referral publication. In addition they will hand-in a supportive portfolio evidencing the entire process. (LO3,LO4,LO5,LO6)

Assessment criteria: What criteria will be used to assess my work on this module?

University Grade Descriptors are a benchmark point of reference, they are contextualised using specific subject specialist criteria specific to a particular assessment.

[University Grade Descriptors](#)

Individual Research Folder (40%)

Communication and Information Technology

- Communicate effectively in an appropriate format

Management of Information Research and Technology

- Manage available information. Collect appropriate data from a range of sources. Undertake simple research tasks with external guidance.

Design Interpretation and Innovation

- Interpret research into viable and innovative design concepts, harnessing awareness of current and future strategies in the fashion market.

Design Development

- Evidence design developments through data collation, sketches and original work, showing the developmental process of ideas to concept.

Collaborative Fashion Styling Shoot and Portfolio (60%)

Communication and Information Technology

- Communicate effectively in an appropriate format.

Implementation

- Effective methods are employed for practical installation/implementation of creative outcomes

Problem Solving and Decision Making

- Identify methods of resolving practical and logistical problems
- Demonstrate methods of undertaking rational decisions that support successful concept developments and realisation.

Organisation and process

- Demonstrate ability and skill in order to self –direct, organise and manage proposals to create successful outcomes to proposals and concepts.

Group work

- Work effectively with others as a member of a group to meet both individual and team obligations to others (e.g. tutors, peers and colleagues)

The success criteria for these assessments are based upon the University's [Grade Descriptors](#). These criteria have been adapted to reflect the specific requirements of the assessments on this module, but provide a benchmark that ensures consistency of marking and progression throughout your degree.

You should refer to the marking rubric for a full breakdown of the marking criteria and success criteria for each assessment on this module. These will be made available to you via the VLE during the course of the module.

How will this module enhance employability?

This module will support learners from different areas of the creative industries through the generation of styled images for a specified fashion editorial. Students will explore creative decision-making through styling and choice of model casting. This module will help learners developing their fashion styling and photography skills, which will support them in their professional career.