

Module full title	London Fashion
SITS Module Code	4FAMN005W
Credit level	Level 4
Length	Semester
UK credit value	20
ECTS credit value	10
College	Design, Creative and Digital Industries
School	Westminster School of Arts
Host programme of study	BAFBM01F (BA Fashion Business Management FT)
Progression and assessment board	WESART - Fashion UG PAB
Pre-requisites	None
Co-requisites	None
Study abroad	Yes
Special features	None
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	This module will cover the history of London Fashion from the immediate post war period (1945) to the present day looking at the iconic names, designers and retailers associated with London Fashion. The link between culture and fashion will be explored, the significance of key designers and the role of retailers from boutique to department store in satisfying the demands of the consumer. London itself will be explored both as a trend setter and also in the context of its being the home of many iconic heritage brands including Liberty & Burberry as examples. The module will be delivered through a mixture of lectures and seminars but visiting contemporary retailers, exhibitions and galleries including the V & A and The Museum of London.

Assessment Methods

Rank	Assessment type	Assessment name	Weighting	Qualifying Mark	Qualifying set (where the minimum mark required applies across multiple assessments)
001	Presentation Group	Group Presentation	50		
002	Coursework	Individual Report	50		

Synoptic assessment

n/a

Learning outcomes

By the end of the module the successful student will be able to:

LO 1 Describe in detail, with the use of relevant examples, key trends relevant to the London Fashion scene and to link these to wider trends in society. (KU)

LO 2 Identify the most significant people and places relevant to the London Fashion “Scene” between 1945 and the present day. (KTS)

LO 3 Prepare effective presentations with an emphasis on creativity and audience engagement. Communicate effectively in a format appropriate to the subject matter and report how research has been undertaken and deliver conclusions in a clear and concise manner. (PPP)

LO 4 Work effectively with others as a member of a group and meet obligations to others in seminar activities and assignments. (GA)

LO 5 Conduct appropriate primary research by visiting galleries and museums. (PPP)

Course outcomes the module contributes to

LO 2 Identify social, cultural & historical factors and trends, distinguish between macro and micro- environmental issues, how to gather key economic & market data, interpret basic financial reports, apply basic calculations and debate & discuss contemporary commercial, sustainable & ethical issues for the global fashion business. (PPP)

LO 4 Demonstrate the development of strong, positive team working and leadership skills to negotiate positive teamwork outcomes. (KTS)

LO 5 Apply appropriate technologies to produce mood boards, presentations, charts and tables, well-structured reports written in appropriate business language in design solutions to industry problems. (PPP)

LO 6 Identify and utilise broad and credible academic and industry sources in order to evaluate the fashion industry and contemporary business environment. (PPP)

Indicative syllabus content

Starting from the immediate post war period, the module will take the student through each decade and period, highlighting the trends and designers that were/are important. This will be discussed with regard to and in context with the societal changes occurring contemporaneously. Students will be introduced to the zeitgeist of each time period.

The evolution of the retail brands and stores over this time will also be discussed including markets and boutiques through to department stores.

There will be considerable emphasis placed on visits to shops, museums, galleries and exhibitions and evaluation and discussion of the same.

Teaching and learning methods

The module will be taught through a mixture of lecture and seminars supplemented by guest speakers and outside visits. Seminar activity will be structured around preparation for the group presentations. Tutorials will be available both for the individual report and for the group presentation.

Activity type	Category	Student learning and teaching hours *
Lecture	Scheduled	9
Seminar	Scheduled	19
Tutorial	Scheduled	2
Project supervisor	Scheduled	
Demonstration	Scheduled	
Practical classes and workshops	Scheduled	10
Supervised time in studio/workshop	Scheduled	
Fieldwork	Scheduled	
External visits	Scheduled	8
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?

FORMATIVE FEEDBACK: Students will be given the opportunity to receive formative feedback in workshops following the research field trips to support the preparation of their group presentations and individual reports.

Assessment 1 Group Presentation (15 minutes)

The group presentation is designed to assess students' ability to utilise facts and knowledge gained over the course of the module and to present this as a cohesive group LOs 1,2,3 & 4

Assessment 2 Individual Report

The written course work (2,000 words) is designed to assess individual students' ability to conduct basic primary research from galleries and museums and assimilate this knowledge with other taught content to produce a report; this will assess LOs 1, 2, 3 & 5.

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](#)

The Group Presentation

Communication

- Communicate effectively describing the key Fashion trends and their social context, identifying significant people, events & places.
- Use varied and appropriate means, including technologies, to create an engaging presentation.

Management of Information & Research Techniques

- Collect and manage appropriate information and materials from a range of sources to develop an engaging and original presentation.

- Undertake simple research tasks to develop a creative approach to the task.

Group Work

- Demonstrate that the group has worked together effectively and that individuals have contributed to the preparation of the presentation.

The Written Report

Communication & Information Technology

- Communicate effectively in a written format, using appropriate written English with good structure and balance.
- Use relevant images extensively to enhance the report

Management of Information & Research Techniques

- Undertake simple research tasks with external guidance fully utilising the various resources that London has to offer particularly with regards to galleries and museums.

Understanding and Evaluation

- Demonstrate an understanding of the fashion influence of a particular designer together with their broader cultural & social context.

Generic Grade Descriptors at Level 4

80-100: An outstanding piece of work: All assessment criteria have been met at an exceptionally high standard.

- Critically analyses application of relevant knowledge/techniques.
- Shows exceptional knowledge, insight and understanding of key concepts and principles.
- Uses terminology and disciplinary knowledge confidently to communicate excellent level of understanding.
- Demonstrates critical awareness of wider context/reading and implications for subject/practice.
- Undertakes independent research drawing upon a range of authoritative sources. Communicates effectively using appropriate format and presentation.

70-79: An excellent piece of work: All assessment criteria have been met at a high standard.

- Applies relevant knowledge/techniques with clarity and confidence.
- Shows extensive knowledge, insight and analysis of key concepts and principles.
- Uses terminology and disciplinary knowledge effectively to communicate understanding.
- Undertakes independent research drawing upon a range of authoritative sources.
- Communicates effectively using appropriate format and presentation.

60-69: A good piece of work: All assessment criteria have been met at a good standard.

- Applies appropriate range of relevant knowledge/techniques.
- Demonstrates understanding and application of key concepts and principles.
- Uses a good range of terminology or disciplinary knowledge.
- Undertakes independent research drawing upon a range of authoritative sources.
- Communicates work effectively using appropriate format and presentation.

50-59: A sound piece of work: All assessment criteria have clearly been met.

- Applies limited range of relevant knowledge/techniques.
- Demonstrates understanding of key concepts and principles.
- Uses reasonable range of terminology or disciplinary knowledge.
- Undertakes research primarily from given sources from within the module.

- Communicates work using appropriate format and with some weaknesses of presentation.

40-49: An adequate piece of work: All assessment criteria have just been met.

- Applies relevant knowledge/techniques.
- Demonstrates descriptive understanding of key concepts and principles.
- Uses a limited amount of terminology or disciplinary knowledge.
- Uses relevant information sources from within the module to inform work.
- Communicates adequately using appropriate format with some weaknesses of presentation.

30-39: FAIL (a condoned pass may be permitted): An inadequate piece of work: One or more relevant assessment criteria are not met.

- Applies relevant knowledge/techniques and/or information with some weaknesses/omissions.
- Demonstrates limited understanding of key concepts and principles.
- Uses a limited range of relevant information from within the module.
- Communicates ineffectively with a poor standard of presentation.

0-29: FAIL A poor piece of work: Most of the relevant assessment criteria area not been met.

- Omits and/or misunderstands relevant knowledge/techniques.
- Demonstrates a significant lack of understanding of key concepts and principles.
- Uses inadequate information and research from within the module.
- Communicates with insufficient clarity of presentation to convey understanding.