



## Fashion Communication and Portfolio

### Modekommunikation och portfolio

7.5 credits

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**Ladok Code:** 51MK01

**Version:** 6.0

**Established by:** The Board for Artistic Development 2010-09-02

**Valid from:** Autumn 2010

**Education Cycle:** First cycle

**Main Field of Study (Progressive Specialisation):** Fashion Design (G2F)

**Disciplinary Domain:** Design

**Prerequisites:** Passed in all courses in the design project, design methodology, design aesthetics and form and materials in the Fashion Design Program Year 1, 2 and 3 (or equivalent).

**Subject Area:** Design

**Grading Scale:** Fail (U) or Pass (G)

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### Content

- Fashion photography; theory, history, contemporaries and development.
- Practical image analysis.
- Portfolio compilation.
- Collection compilation and collationing.
- Styling, reactionary fashion and dealing with the press.
- Design, sewing, styling and photographing.

### Learning Outcomes

See objectives 1.3, 1.4, 1.6 in the training plan

Once the course has been passed, students should have a general knowledge of fashion communication, as well as:

- a knowledge of opportunities and problems as regards the communication of clothing and fashion.
- being able to critically evaluate the fashion design work of others and provide constructive criticism for ongoing work.
- being able to deconstruct and reconstruct alternative collection developments from existing work.

### Forms of Teaching

- Lectures
- Exercises
- Individual tutoring

Teaching in Swedish. However, teaching in English appear on course coordinator deems it necessary.

The teaching language is Swedish. However, the teaching could be carried out in English should the person responsible for the course so decide.

### Forms of Examination

The course is examined through:

- Assignment, 2 hp

- Visual and oral presentation, 5.5 hp  
With regard to the given learning outcomes.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

## **Literature and Other Teaching Materials**

### **Ordinary Course literature**

- Chic Clicks: Creativity and Commerce in Contemporary Fashion Photography, Lehmann, Ulrich m fl, Hatje Cantz (ISBN: 377571135X)
- Portfolio Presentation for Fashion Designers, Tain, L., Fairchild Books

### **Reference literature**

- Shareholders selected reference materials

### **Other material**

- Course material and/or hand outs will also be obtained during the course.

## **Student Influence and Evaluation**

The students' opinions are collected systematically and regularly through written course evaluations once the course is completed. One time per semester, student representatives, together with the Director of Studies and Programme Directors, evaluate completed courses.

For addition materials, please refer to the University's policy on course evaluation and documents established by the Department Board, the Director of Studies and the Course Director.

## **Miscellaneous**

The course is primarily a programme course in the Fashion Design Program.

This syllabus is a translation from the Swedish original.