

## **Fashion Communication and Portfolio**

### **Modedkommunikation och portfolio**

7.5 credits

7.5 högskolepoäng

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**Ladok Code:** AX1MK1

**Version:** 1.0

**Established by:** Artistic Research and Education Board 2019-12-11

**Valid from:** Spring 2020

**Education Cycle:** First cycle

**Main Field of Study (Progressive Specialisation):** Fashion Design (G1F)

**Disciplinary Domain:** Design

**Prerequisites:** A pass in the Design Methodology 2: contemporary art and design methods 7,5 credits, Design Aesthetics 3: criticism and judgement 4,5 credits and Design Project 4: applied design 18 credits (or equivalent).

**Subject Area:** Design

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

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### **Content**

The course aims to develop students' ability to visually document and present their own investigative design work as well as to critically discuss and evaluate different types of presentation formats and media within fashion design. The main content of the course is:

- Fashion photography; theory, history, contemporaries and development
- Practical image analysis
- Styling, reactionary fashion and dealing with the press
- Portfolio composition

### **Learning Outcomes**

After completing the course, the student will be able to;

1. demonstrate knowledge and understanding of opportunities and problems in fashion communication,
2. demonstrate good ability when it comes to graphical layouts in portfolio building,
3. demonstrate the ability to style their own collection work,
4. demonstrate understanding and ability when it comes to image composition and communicative visualisation in fashion photography.

### **Forms of Teaching**

The teaching consists of lectures, exercises and supervision.

The language of instruction is English.

### **Forms of Examination**

The course is examined through:

- Visual and oral presentation (Objectives 1, 3, 4 ) 3 credits. Grading scale: Pass/Fail
- Assignment, 2 hp (Objectives 2-4) 4,5 credits. Grading scale: Pass/Fail

For the grade passed on the entire course, an approved grade is required for all parts.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination

can be adapted in accordance with the decision/recommendation.

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

### **Literature and Other Teaching Materials**

Lipovetsky, Gilles, Lehmann, Ulrich, Morgan, Jessica & Abbate, Matthew (2002). *Chic clicks*: [creativity and commerce in contemporary fashion photography] : [exhibitions: Institute of contemporary art, Boston, january 23 to may 5, 2002 ; Fotomuseum Winterthur, june 15 to august 18, 2002]. Ostfildern-Ruit: Hatje Cantz  
Tain, Linda (2018). *Portfolio presentation for fashion designers*. Fourth edition. New York: Fairchild Books, An imprint of Bloomsbury Publishing Inc

Other literature and material are chosen in consultation with the course coordinator.

### **Student Influence and Evaluation**

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås, in which student perspectives are to be collected. The course evaluation report is published and made available to participating and prospective students in accordance with the above guidelines and forms the basis for the future development of courses and educational programmes. The course coordinator is responsible for ensuring these guidelines are followed.

### **Miscellaneous**

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

The main focus of the course is on the following learning objectives of the programme: 1b, 2b, 3a-b, 4a-b, 5a-b.

The course can be conducted in Swedish if no international students are admitted.

This syllabus is a translation from the Swedish original.