



Fashion Communication

Modekommunikation

4.5 credits

4.5 högskolepoäng

Ladok Code: AX1MK2

Version: 2.0

Established by: Artistic Research and Education Board 2020-10-26

Valid from: Autumn 2020

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Fashion Design (G1N)

Disciplinary Domain: Design

Prerequisites: General entry requirements and artistic ability (or equivalent).

Subject Area: Design

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

Content

The course aims to develop knowledge and understanding in concept development and communication within the area of fashion. The main content for the course is:

- Studies and discussions of branding development and media formats - their terms and roles
- Investigations of media formats of fashion - their communicative platforms and target groups
- Analysis of the communicative design of different brands and trademarks
- Practical application of media format on own design work

Learning Outcomes

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

1. Demonstrate knowledge and understanding of possibilities and problems within fashion communication,
2. Demonstrate knowledge and understanding in regards to different roles within fashion communication,
3. Demonstrate the ability to apply branding concepts on own design work.

Forms of Teaching

The teaching consists of lectures, exercises, independent studies and supervision.

The language of instruction is English.

Forms of Examination

The course is examined through:

Documented exercises (Learning outcome 1-3) 4 credits Grading scale Fail/Pass

Presentation (Learning outcome 3) 0,5 credits Grading scale Fail/Pass

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 Methods

Leslie, Jeremy. (2013). *The modern magazine: visual journalism in the digital era*. London: Laurence King Publishing.

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: 3a, 5a-b.

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

This syllabus is a translation from the Swedish original.