



## Fashion Communication: Fashion Photography, Styling and Presentation Modedkommunikation: modefotografi, styling och presentation

4.5 credits

**Ladok Code:** AX1MK3

**Version:** 3.0

**Established by:** Artistic Research and Education Board 2022-10-26

**Valid from:** Spring 2023

**Education Cycle:** First cycle

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

**Disciplinary Domain:** Design

**Prerequisites:** A pass in the course Portfolio and presentation technique 7.5 credits (or equivalent).

**Subject Area:** Design

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

### Content

The course aims to develop students' knowledge and understanding of fashion photography, styling, and presentation in the field of fashion. The main content of the course is:

- Studies of and discussion of concepts and media formats; concepts, communicative platforms, and target audiences
- Analysis of different brands' communicative design languages
- Practical application of styling and fashion photography in one's own design work
- Practical exercises with presentation formats

### Learning Outcomes

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

1. demonstrate knowledge and understanding of different possibilities and problems in fashion communication and media formats,
2. demonstrate knowledge and understanding of contemporary artistic and ethical issues in fashion communication,
3. demonstrate artistic ability in working with styling and fashion photography in one's own design work,
4. demonstrate in-depth knowledge of presentation formats in one's own design work.

### Forms of Teaching

The teaching consists of lectures, workshops and supervision.

The language of instruction is English.

### Forms of Examination

The course will be examined through the following examination elements:

*Documented exercises and presentations*

Learning outcomes: 1-4

Credits: 4.5

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

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**

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

Reference literature and other literature may be included, as well as equipment and materials needed to carry out the practical components.

### **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.