

Module code: MOD009492	Version: 1 Date Amended: 06/Sep/2023
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1. Module Title
Fashion Histories and Contexts

2a. Module Leader
Tamzin Byrne

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Fashion Communication and Branding		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This is a Critical and Contextual Studies module, which will introduce you to fashion history and contexts, and help you to understand how these issues inform and underpin Fashion Communication and Branding more broadly. This module will provide you with the foundations of fashion research, critical thinking, and contextual studies, and will help you to articulate your ideas orally, visually, and through written text.

The content will explore global approaches to fashion, and will help you to consider fashion through industry, style, dress, the body, as well as fashion business, media, communication, and branding. The module will help you to investigate the importance of fashion history in relation to key concepts such as gender, class, and sustainability, and help you to position fashion within a broader social and contextual framework. These concepts will serve as a basis for subsequent modules at Levels 5 and 6, and will provide you with support for engaging with the fundamental skills for future Critical and Contextual Studies modules.

You will be taught through lectures, seminars, and workshops, as well as field trips, study support, independent reading, and seminar activities. By the end of this module, you will be able to understand and contextualise your own position as a creative and critical fashion researcher and practitioner, and be confident in employing critical thinking, research, and communication skills.

6b. Outline Content

- Fashion and Identity
- Class and Social Change
- Wartime fashion and conflict
- Youth and Subculture fashion histories and theories
- Race and Ethnicity
- Feminism, Gender and Sexuality
- Protest and Activism
- Ethics and Sustainability
- Digital and Technological fashion futures

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources
Trend and industry applications and databases, e.g. WGSN and Mintel; Adobe creative suite

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Explain how fashion histories and contexts from a range of geographies and time periods, affect key critical thinking and debates.
2	Knowledge and Understanding	Identify how key fashion histories and contexts affect present day approaches to your subject.
3	Intellectual, practical, affective and transferrable skills	Demonstrate development in research skills, critical thinking, as well as visual and textual articulation.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-3	1 x 1 hr lecture for 12 weeks
Other teacher managed learning	18	1-3	Seminars: 12 Hours. 1 x 1 hr seminar for 12 weeks Other Teacher Managed Learning: 6 Hours spread across the Trimester of: workshops / library visits / field trips / tutorials across 12 week
Student managed learning	120	1-3	120 hours of student managed learning including: Group and independent research, peer group work, project development, workshops, study skills and specialist workshops, preparation for seminars and lectures, assessment preparation.
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-3	75 (%)	Fine Grade	30 (%)
Image Analysis (2,000 words equivalent)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	3	25 (%)	Fine Grade	30 (%)
Lecture Diary (1,000 words equivalent)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]