

Module code: MOD009495		Version: 1 Date Amended: 06/Sep/2023	
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1. Module Title			
Fundamentals of Fashion Communication			

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			
30			

4b. Study Hours			
300			

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 module will allow you to understand, interrogate, and produce, the multitude of ways that fashion communication is used within industry and academic contexts.

You will be introduced to a range of techniques, styles, and structures of effective fashion communication through written and visual examples which you might engage with professionally. These might include: fiction pieces; news and journalism; advertising and marketing; travel writing; beauty and lifestyle writing; exhibitions and museums, runways and events; and business or policy reports.

Throughout this module, you will explore and analyse some of the key elements of effective written and visual fashion communication. You will learn about these through lectures, seminars, tutorials, and workshops, which will support you to understand and produce different examples of fashion communication from various professional contexts. By the end of this module, you will have developed your skills and confidence as a creative, agile, and innovative communicator. You will also be able to understand the different contexts of fashion communication, and be confident in your practical skills as a fashion communicator, which you will continue building upon in subsequent modules at Level 4 and Level 5.

6b. Outline Content

- Editorial skills
- Recognising different written and visual styles and tone
- Undertaking research
- Communicating for review
- Communicating for reports
- Communicating for marketing and PR
- Communicating for academia

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

Online journals; trend and industry applications and databases, e.g. WGSN, Statista, Vogue Archive, Global Newsstream, and Mintel

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	Demonstrate knowledge and understanding of different styles of fashion communication and contexts.
2	Knowledge and Understanding	Demonstrate creative solutions to problems, challenges and limitations of examples in fashion communication.
3	Intellectual, practical, affective and transferrable skills	Engage in discussion, articulating ideas effectively and contributing to debate in written and oral form, with respect to the critical judgement of others.
4	Intellectual, practical, affective and transferrable skills	Adapt material for different purposes and audiences.
5	Intellectual, practical, affective and transferrable skills	Demonstrate effective oral, visual and written communication skills.

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	1-5	1 x 1 hr lecture for 12 weeks
Other teacher managed learning	30	1-5	Seminars: 24 Hours. 1 x 2 hr seminar for 12 weeks Other Teacher Managed Learning: 6 Hours spread across the Trimester of: workshops / library visits / field trips / tutorials
Student managed learning	258	1-5	258 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:	300		

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	20 (%)	Fine Grade	30 (%)
Fashion Podcast (1,200 words equivalent).					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	2, 5	20 (%)	Fine Grade	30 (%)
Fashion Text (1,200 words-equivalent).					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
012	Coursework	1-5	60 (%)	Fine Grade	30 (%)
Designed Portfolio of Fashion Communication (3,600 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]