



UNIVERSITI TEKNOLOGI MARA

FES651: FASHION COMMUNICATION

Course Name (English)	FASHION COMMUNICATION APPROVED
Course Code	FES651
MQF Credit	2
Course Description	This course emphasize on theoretical and practical studio courses come together to test student's abilities, talents and skills in producing fashion design collection that are both creative, artistic and are market ably viable. Students will research on specific themes and concepts, study market demands, fashion trends and other related aspects. A body of works of in depth study and explorations will culminate in a visual design folio works and verbal presentations.
Transferable Skills	Communication Adaptability
Teaching Methodologies	Lectures, Blended Learning, Tutorial
CLO	<p>CLO1 Articulate concepts within an appropriate and defined design context through a process of selection, editing and through selected projects and applied creative practice. (P4)</p> <p>CLO2 Cooperate effectively in the visual development, communication, and resolution of fashion design concepts using appropriate technical and technological processes in order to develop work through digital and analog methods. (A3)</p> <p>CLO3 Integrate innovative concepts and strategies in relation to fashion branding and marketing. (A4)</p>
Pre-Requisite Courses	No course recommendations
Topics	
<p>1. Industry and Context 1.1) Brand building 1.2) The shifting communications landscape 1.3) Global market changes</p>	
<p>2. Marketing 2.1) Research and trends 2.2) Brand concept development 2.3) Multi-channel marketing</p>	
<p>3. Media and PR 3.1) Fashion PR 3.2) Building Media relations 3.3) Creating content for distributions</p>	
<p>4. Creating The Vision 4.1) Photography and styling 4.2) Illustration and graphics 4.3) Video 4.4) Web design visuals</p>	
<p>5. Digital Fashion 5.1) A changing industry 5.2) Using social media to reach customers 5.3) Citizen journalism and blogging 5.4) The future</p>	

6. Collaboration and Connection 6.1) Working with other industries 6.2) Philosophy 6.3) Concept
7. Fashion Journalism 7.1) N/A
8. Fashion Advertising 8.1) N/A
9. Fashion Culture 9.1) N/A
10. Ethical Issues in Fashion 10.1) Cultural Appropriation 10.2) Plagiarism 10.3) Eco Fashion
11. Fashion Forecasting (Trend Analysis) 11.1) Function 11.2) Methodology 11.3) Analysis
12. Image Making 12.1) N/A
13. Consumer Buying Behavior 13.1) N/A
14. Fashion Shows and Expositions 14.1) N/A

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Project 1	20%	CLO1
	Assignment	Project 2	20%	CLO2
	Assignment	Project 3	60%	CLO3
Reading List	Recommended Text	<ul style="list-style-type: none"> • Gaynor Lea-Greenwood 2013, <i>Fashion Marketing Communications</i>, John Wiley & Sons [ISBN: 1405150602] • Gwyneth Moore 2012, <i>Basics Fashion Management 02: Fashion Promotion</i>, A&C Black [ISBN: 2940411875] • Malcolm Barnard 2002, <i>Fashion as Communication</i>, Psychology Press [ISBN: 0415260183] • Djurdja Bartlett, <i>Fashion Media: Post and Present</i>, Bloomsbury Academic [ISBN: 0857853074] 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			