

**Scheduling:**

Course start: week of 21 Sept 2020

Course end: week of 18 Dec 2020

**Credits:** 3 US semester credits

**Course names:**

- **Creative Industries London**
- **Social Media for Fashion**
- **Visual Communication for Fashion**
- **Fashion Entrepreneurship and Luxury Brand Management**

**Creative Industries London**

With a focus on disruptive design, media and screen industries it is ideal for students joining degrees in media communications, photography, advertising, PR, graphic design, information and interaction design, film, animation and games.

It is ideal for you if you need to gain additional credit or show evidence of intercultural competence.

Media and culture are not just about making meaning: they are also about making money. This course explores the consequences of the industrialisation of media and culture. We will look at the nature of work in the creative industries, and at the way that political decisions about ownership and funding influence the culture that we consume. We will consider the rights and wrongs of copyright, the rise of amateur cultural production, and the way that advertising and branding industries have shaped the culture at large. The ideas explored during the course will be illustrated by case studies looking at the music, television and promotional industries. The course combines theory and practice. You will be taught through lectures and seminars, and also practical

workshops in photography, video-making and blogging. The ideas and skills you develop in these workshops will be used to produce a multimedia blog about “Creative London,” which will form part of the assessment for the course.

#### Entry Requirements:

This course is open to all students.

#### Learning Outcomes

- Awareness of the economic forces which frame the media, cultural and creative industries, and the
- role of such industries in contemporary political and cultural life
- Ability to critically analyse issues relating to the production, regulation and consumption of media
- and cultural artefacts
- Initiate and realise distinctive creative work in visual or other electronic media
- Requirements for Assessment
- Contribution to online media presence
- Presentation of ideas and concept development

#### Materials Required

- Smartphone with a camera
- Sketchbook/Notebook
- Laptop

### **Social Media for Fashion**

In a very short period of time the ways in which written and visual content are disseminated haven't merely changed, they have exploded. The world of marketing is 'noisier' than ever before with ever evolving systems of communication feeding ever growing appetites for consuming information. In a contradictory world where fresh new content is craved but almost immediately discarded, an awareness of the complex mechanics of social media is essential to be able to use these languages both strategically and effectively.

In this unit you will examine the evolution of various social media platforms to gain a comprehensive understanding of their current impact and evolving potential. You will

then use this research to inform the building of your own personal social media campaign.

Case studies including cultural institutions, fashion brands, cultural movements and individuals in the cultural sector will inform the approach to evolving your own personal project.

Though intuitive and reactive activity fuels the progression of social media, strategic decision making and constant evaluation to generate meaningful analytics are key working methods covered in this unit. Market awareness, consumer habit, trend anticipation and market saturation need to be recognised so that they can be avoided or exploited in the creation of your own distinct and engaging voice.

### Learning Outcomes

- Identify a number of key social media platforms, understand their relevance and argue their
- potential within a specific marketing campaign
- Use your awareness of evolving social media trends to help inform your knowledge of current
- and changing social media communication and marketing practice
- Identify strategic approaches to social media campaigns that will inform your own social media
- strategy development and execution
- Analyse the impact of content and strategise your own approaches to content selection and
- dissemination

This unit is suitable for anyone entering an area of the fashion industry where having good social media awareness as well as skill are key.

### **Visual Communication for Fashion**

Compiling impactful presentations is an acquired skill that can greatly influence the creative process and give a competitive edge when communicating or pitching an idea.

The mood board is a recognised tool with which to express, explain, excite, and/or sell an approach, new product or personal skill. A well-constructed visual board can be a

powerful driving or supporting tool and is an impactful nonverbal form of communication used at all levels across the fashion industry.

In this unit you will learn the principals behind creating mood boards and examine situations where they can be used effectively. This will include exploring typography, imagery, colour, texture, layout, composition, style and basic graphic design. You will be working both physically and digitally combining traditional image making techniques such as collage and sketching with digital media resources. Combining found images and your own photography will be a key element with an emphasis on learning effective ways of using a camera.

As a vital communication tool, photography is used across the fashion industry, often on mood boards and social media. It is an effective way of introducing self-generated content into a presentation to communicate your own unique vision.

There is a photography element within this unit, which will investigate a range of technical and creative approaches, including composition, perspective, light, colour, depth of field, movement, capturing the moment, and expressing a mood.

The need for image gathering, idea development and practice using a camera / smart phone are reflected in the self-directed study element in this unit.

### Learning Outcomes

- Apply critical thinking skills in relation to visuals and images
- Develop and examine a variety of methods for successful visual communication
- Identify, evaluate and categorise images for a maximum visual impact
- Apply the mood board/collages/animations creation process, in the context of visual communication
- Examine the use of visual literacy in creative visual communication
- Create and present visuals in a physical and digital form, combining traditional image making techniques with various digital media resources

### Materials Required

Digital camera or smart phone  
Flash drive

You will also need to buy magazines, take and print photographs, collect other visual references such as colour swatches, fabric swatches, patterns, graphics, illustrations, fonts, etc as a part of your Visual Journal.

## **Fashion Entrepreneurship and Luxury Brand Management**

Luxury brands may project the solidity and permanence of an impenetrable fortress, but this contrived deceit masks the creative skill and business acumen of entrepreneurially spirited individuals carefully managing every aspect of this unique industry.

In this course you will gain an understanding of the principles and practices behind luxury brand management including economic management, sustainable production and distribution channels of a brand.

This course is aimed at aspiring fashion entrepreneurs who dream of starting or managing a luxury fashion brand and want an overview of the development, planning, marketing and management involved. Gaining a comprehensive understanding of the current global luxury brand climate and how it is moving forward is key to this course. You will research trends, gain an understanding of sustainability, trend forecasting, while considering: who is the luxury consumer?

Through a combination of lectures, discussions and workshops you will gain knowledge of the techniques needed to develop, produce and market an ethical and sustainable luxury product.

Topics covered will include:

Sourcing strategy

Sustainability and ethics

Production process

Target market customer profiling

Financially driven marketing strategies

A broad range of tools with which to present product from packaging to e-commerce.

### **Materials Required**

- A notepad and pen
- Access to a computer and a good internet connection

- Microsoft Word
- PDF reader

## **How UAL Online Courses Work**

All online courses have the benefit to be a part of the University of the Arts London Virtual Learning Environment (VLE), and have been developed specifically for the teaching and learning of Art and Design practices, online.

This Virtual Learning Environment uses the latest technologies to provide the participants direct access to lessons, assignments, portfolio space and live classes from most devices enabled to access the internet, including smartphones and tablets.

UAL Study Abroad Online courses are a mix of live classes and self-study time. Students will be required to attend live classes at a given time every week and work on the weekly assignment between classes.

Every week, the tutor and student will meet in the virtual classroom and participate as a class, which is set at a recurrent day and time (set in the United Kingdom, times GMT or BST and dates are subject to the Bank Holidays set in the country).

For convenience, the classes and course content are archived and made available for review for up to three months after the course finishes. The platform also enables each participant to manage their own content, including the submission of their work for assessment by the tutor.