

Nottingham Trent University
Course Specification
GLOBAL SUMMER SCHOOL

Basic course information		
1	Course Title:	International Fashion Branding and Design
2	Course Code:	GLB_001
3	Credit Points:	10
4	Duration:	10 days
5	School:	Art and Design
6	Campus:	City
7	Date this version first approved to run:	July 2019

8 Pre, post and co-requisites:

This course is suitable for anyone who has completed the first year of an undergraduate course related to fashion design or fashion marketing, communication, or promotion.

You should also have the required English language skills.

9 Programmes containing the course

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Course Title</u>
5	Option	FT		A constituent of the NTU Global Summer School.

10 Overview and Aims

This course is aimed at fashion design and marketing students who wish to explore design, consumer behaviour and brand development in a UK and international context. It will provide a link between the creative process of fashion design and an understanding of the fashion industry today.

The course will involve a project where you will research, design, and create a new brand identity for a collection of your own fashion garments, accessories, or products. This project will be completed individually or in groups of two and presented on the last day.

The course is therefore aimed at students who are creative, inquisitive and have a willingness to share ideas with others.

11 Course Content

You will begin the course with an introduction to fashion design in the UK, looking at British designers of global significance, such as Paul Smith, Vivienne Westwood and Alexander McQueen. You will learn how British fashion brands have created a distinct voice in both the UK and international markets.

You will then undertake fashion market research, looking at the different tools available to designers when identifying trends. You will also learn to understand the customer, how to create a consumer profile and how to position your brand in the market.

As the course progresses you will then begin to work on your fashion collection (garments, accessories or products), responding to your brand research. You will experiment with shape and draping on the stand (if



appropriate), using calico or other materials to create innovative new silhouettes. You will also explore drawing and illustration techniques to create unique visuals of your collection.

On the final day you will present your designs alongside a short report about your sources of inspiration. The presentation will include a collection of fashion concepts and illustrations, outcomes of draping in 3D, plus market intelligence and a unique brand identity.

The course will include:

- lectures on contemporary design, brand identity and consumer research
- group seminars to discuss themes within fashion and branding
- practical design, research, draping and illustration sessions in the studio
- visits off-campus to galleries, museums and places of interest that are relevant to fashion students
- fashion branding and promotion excursions to the high street, which will help you to identify key themes to support your project.

12 Indicative Reading

Books

SEIVEWRIGHT, S., 2007. *Basic Fashion design 01: Research and Design*.

Switzerland: AVA Academia. ISBN 978-2940411702

Drawing

RIEGELMAN, N., 2006. *9 Heads: A guide to drawing fashion*. 3rd edition. USA: 9 Heads Media. ISBN 0-970246-33-1

Websites

www.style.com

www.drapersonline.com

www.wgsn.com

www.mintel.com

www.euromonitor.com

www.stylus.com

www.businessoffashion.com

www.psfk.com

www.brandrepublic.co.uk

Blog examples

www.marketingterms.com

www.businessballs.com

www.trendwatching.com

13 Learning outcomes

Knowledge and understanding. After studying this course, you should be able to:

- K1. Identify the principles of marketing and branding theory and demonstrate the vital roles they play within the fashion industry
- K2. Demonstrate an understanding of the fashion industry, its structure and evolution
- K3. Identify and discuss the diverse global trends that influence consumer and brand positioning.

Skills, qualities and attributes. After studying this course, you should be able to:

- S1. Demonstrate your ability to communicate well with others within the context of your work
- S2. Illustrate your use of a range of established research skills to gather information and evidence.



14	Teaching and learning <i>Range of modes of direct contact</i>
	<ul style="list-style-type: none">• lectures and project briefings• studio design workshops• project work• individual and group presentations <p>Total contact hours: 50</p> <p>Reasonable additional hours will be required for reading and research before and during the course.</p>
	<i>Range of other learning methods</i> <p>Directed reading before and during the course.</p> <p>Total non-contact hours: 10</p>

15	Assessment methods								
	This indicates the type of assessment elements in the course								
	<table border="1"><thead><tr><th><u>Element number</u></th><th><u>Weighting</u></th><th><u>Type</u></th><th><u>Description</u></th></tr></thead><tbody><tr><td>1</td><td>100%</td><td>Coursework</td><td>Brand report and collection of fashion garments or products in 2D presentation form.</td></tr></tbody></table>	<u>Element number</u>	<u>Weighting</u>	<u>Type</u>	<u>Description</u>	1	100%	Coursework	Brand report and collection of fashion garments or products in 2D presentation form.
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	Further information on assessment <p>There will be time during the course for informal feedback sessions with your tutor.</p> <p>Final Assessment: You will receive a pass/fail mark for the course. Written feedback from your tutor will identify strengths evident in the body of work and include some pointers on what to focus on to improve your future work.</p>								