Year One, SCQF level 7, each course 15 credits
Semester 1 weeks’ 1-14

E17CS Introduction to Contemporary and Contextual Studies
Delivery: Lecture based Assessed: 100% Coursework
Course leader: Assistant Professor Fiona Jardine

Aims: To develop students awareness of political, social and contextual factors influencing contemporary culture and design. To encourage critical thinking, analysis and evaluation. To develop an appreciation, awareness and understanding of the contemporary, historical and cultural context which influence the fashion and art and design zeitgeist.

E17VP Visual Presentation
Delivery: CAD Lab based Assessed: 100% Coursework
Course leader: TBC

Aims: To develop skills appropriate to the communication and presentation of contemporary fashion concepts through digital media and technologies. To develop an awareness of contemporary presentational techniques through the practical application of Powerpoint, Illustrator and In Design.

E17FM Introduction to Fashion Marketing
Delivery: Lecture based Assessed: 100% Coursework
Course leader: Assistant Professor Andrew Grieve

Aims: To introduce students to the theory and practice of fashion marketing, to enable them to recognise and appreciate issues relating to product management, market research and consumer buying behaviour. To develop an awareness of the role of marketing and current developments within fashion marketing.

E17WW Introduction to Fashion 1*
Delivery: Studio based Assessed: 100% Coursework
Course leader: Assistant Professor Bruce Roberts

Aims: To provide students with a theoretical and practical understanding of the fashion industry culminating in the process of product development
To provide students with the basic context within which fashion design, production and promotion takes place.
To provide students with an understanding of the management of the design process within the fashion industry.

**Semester 2 weeks’ 15 - 30**

**E17CK Introduction to Contemporary and Contextual Studies**
Delivery: Lecture based  
Assessed: 100% Coursework  
Course leader: Assistant Professor Fiona Jardine

**Aims:** To develop an awareness of seminal events and developments in the history of Art and Design in the 20th Century through developing the skills necessary to investigate, analyse and document the context of art and design. To develop analytical, evaluative, and critical thinking skills through the production of reflective learning journals and to encourage independent learning skills through peer review, self-evaluation, group work and reflective writing.

**E17TX**
Delivery: Lecture based  
Assessed: 60% exam and 40% continuous assessment  
Course leader: Assistant Professor Dr Lisa MacIntyre

**Aims:**
- Introduce students to the world of textiles, including an overview of textile processing sequences and textile terminology.
- Foster an understanding of the production, properties and major end-uses of textile fibres, yarns and fabrics. This will include the major benefits and limitations of the principal textile fibres and yarns for fabric production and fabric types for product construction.
- To develop in the students an understanding of which fibre, yarn and fabric types should be selected for which garment type, season and market level.
- To enable students to recognise common fibre, yarn and fabric types and develop an ability to write basic fabric specifications.

**E17FC Introduction to Fashion Communication**
Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Theresa Coburn

**Aims:** To introduce students to Fashion Communication through the medium of the contemporary fashion magazine. Investigating, analysing and evaluating context, market, fashion writing, graphic communication, page layout, fashion photography and text.

An understanding of how fashion is communicated in the fast paced fashion industry, demonstrated through a knowledge of current contemporary issues, research methods, media analysis and consumer awareness. Underpinned by an introduction into photography, fashion writing, IT and CAD skills (In Design, Photoshop, Illustrator) leading to the production of a contemporary fashion magazine.

**E17MW Introduction to Fashion 2**
Delivery: Studio based  
Assessed: 100% Coursework
Aims:
To provide students with a theoretical and practical understanding of the fashion industry culminating in the process of product development
To provide students with the basic context within which fashion design, production and promotion takes place
To provide students with an understanding of the management of the design process within the fashion industry

Year Two, SCQF level 8, each course 15 credits unless otherwise stated
Semester 1 weeks’ 1-14

E18FY Fashion Photography
Delivery: Assessed: 100% Project work 15 credits
Course Leader: Assistant Professor Stephen Lee

Aims:
To develop skills in fashion photography through an understanding of contemporary practice, digital photography and an appreciation of model casting, styling, location and client.

To demonstrate an understanding of key industry practitioners and an appreciation of the appropriate use of digital photography and ICT skills for fashion photography.

E18PY Photography (Still Life)
Delivery: Studio based Assessed: 100% Project work. 15 Credit Course
Course leader: Assistant Professor Stephen Lee

Aims:
To introduce students to the technical and practical skills employed in studio based photography and to underpin an understanding of the role of still life photography for a specific market.

To develop the ability to work professionally within a studio environment and develop skills for photography and image editing appropriate to the fashion industry

E18CC Contemporary and Contextual Studies
Delivery: Lecture based Assessed: 100% Coursework
Course leader: Assistant Professor Aude Le Guennec

Aims: To further encourage written and visual expression and discussion of historical and contemporary issues in fashion and design.

To develop visual, written and verbal communication skills through participation in group debates, peer review, self-evaluation and problem based learning.

E18DP Digital Application
Delivery: Practical Lab Assessed: 100% Coursework
Aims: To analyse and create visual imagery to promote a fashion concept, demonstrating strong visual communication skills using appropriate software in typography, composition, layout, moving image, colour and imagery.

To design a contemporary website containing a rich variety of digital media to communicate an idea.

Semester 2 weeks’ 18 - 33

E18PA Promotion and Advertising
Delivery: Studio based Assessed: 100% Project Work
Course leader: Assistant Professor Andrew Grieve

Aims: To introduce students to branding, advertising and promotion within a marketing context.

To develop a broad knowledge of the advertising industry and develop skills in communicating complex information to a range of audiences.

E18TG Typography and Graphics
Delivery: Studio based Assessed: 100% Project Work
Course leader: Assistant Professor Stephen Lee

Aims: To develop skills and knowledge and understanding of the role of graphic design and graphic communication in a contemporary fashion marketplace. Through investigation of contemporary promotional imagery – page layout, typography and visuals and through the investigation of corporate identity and branding and underpinned with a knowledge of appropriate digital applications.

Practical application of research and skills into graphic communication to demonstrate a strong understanding of fashion brand identity through image manipulation, typeface and layout.

E18MI Moving Image
Delivery: Studio based Assessed: 100% Project work
Course leader: TBC

Aims: To introduce the role of moving image, film making and music in contemporary fashion communication and to develop skills in the filming and editing of fashion films/ animation.
To demonstrate an awareness of the role of innovation in fashion and moving image in a contemporary context.

E18CD Contemporary and Contextual Studies
Delivery: Lecture based Assessed: 100% Coursework
Course leader: TBC

Aims: To continue from Semester 1 the exploration of formats and presentation of texts and visual information appropriate to the wider fashion industries.
To further develop visual, written and verbal communication skills through participation in group debates, peer review, self evaluation and problem based learning.

**Year Three, SCQF level 9, each course 15 credits**
**Semester 1 weeks’ 1-14**

**E19CZ Contemporary and Contextual Studies**
Delivery: Lecture based  
Assessed: 100% Coursework  
Course leader: Assistant Professor Dr Britta Kalkreutter

**Aims:** To further encourage students to engage with a wide range of art and design theories and establish familiarity with a wide range of writing styles for art and design.

To encourage independent learning skills in planning research targets for a defined assignment and to demonstrate advanced written communication skills and academic referencing.

**E19PR Personal Design Project Fashion 1**
Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Theresa Coburn

**Aims:** To further develop students skills in contemporary fashion image making and styling for fashion Communication, demonstrating an understanding the intended market and of fashion illustration, and traditional and digital drawing skills.

To demonstrate an awareness of key professional in the fashion styling industry, contemporary practice and the role of fashion illustration and styling in Fashion Communication.

**E19FS Fashion Business in Practice**
Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Stephen Lee

**Aims:** To develop skills in working collaboratively with other design professionals and disciplines within the fashion industry and to understand the role of Fashion Communication.

The appreciation of Fashion Communication in relation to other design pathways and the ability to work effectively in a team.

**E19EP Client Based Project 1 (Events)**
Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Andrew Grieve

**Aims:** To understand the role of promotional events within Fashion Communication and to develop the organisational skills required to organise a fashion show/ event / activity and to develop the promotional material to promote it.
To develop the professional skills and knowledge to organise and promote fashion shows and other live events.

**Semester 2 weeks’ 15-30**

**E19FW Personal Design Project 2 (Fashion Writing)**
Delivery: Studio based  
Course leader: Dr Sue Thomas  
Assessed: 100% Project work

**Aims:** To develop students skills in contemporary fashion writing and journalism, through an understanding of primary and secondary research and a knowledge of various target markets.

An appreciation of the structure of the fashion industry and an ability to communicate effectively to specified audiences.

**E19CC Fashion Design for Commercial Context**
Delivery: Studio based  
Course leader: Assistant Professor Theresa Coburn  
Assessed: 100% Project work

**Aims:** To introduce students to the principles of commercial practice in the development of fashion design ideas for a specific product and market demonstrating an ability to provide creative solutions within commercial constraints.

**E19BO Client Based Project 2 (Brand Promotion)**
Delivery: Studio based  
Course leader: Assistant Professor Stephen Lee  
Assessed: 100% Project work

**Aims:** To introduce the role of public relations within the fashion industry and to create a fashion promotion concept for a specific brand / target market, through press release, press pack and brand promotion.

To further understand the role of Fashion Communication within the fashion industry and to analyse the relationship between market level and design style.

To development the ability to respond to a commercial design brief and demonstrate skills in negotiation and collaboration in the development of commercial design ideas.

**E19CZ Contemporary and Contextual Studies**
Delivery: Lecture based  
Course leader: Assistant Professor Dr Britta Kalkreutter  
Assessed: 100% Coursework

**Aims:** To further demonstrate an awareness of current themes in art and design and an understanding of scholarship in dealing with design practise through the written word.

To continue to encourage independent learning skills in planning research targets for a defined assignment and to demonstrate advanced written communication skills and academic referencing.
Year Four, SCQF level 10, each course 15 credits
Semester 1 weeks’ 1-14

**E10PX Product Development 2 (Research and Development)**
Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Stephen Lee

**Aims:** To research and plan for a Final Major Project in Fashion Communication, to propose, plan and initiate an independently managed project.

To demonstrate the ability to produce clear and concise written rationale, employing critical, creative, communication and practical skills in generating ideas and solutions. To research, evaluate, source and select appropriate materials, techniques and processes to further develop the project in Product 2.

**E10PW Product 1 (Research and Development)**
Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Theresa Coburn

**Aims:** To further develop a range of ideas for a Final Major Project in Fashion Communication.

To translate ideas into working prototypes further developing ideas and concepts explored in Product Development 1.

**TBC: Fashion Communication Portfolio Research and Realisation (S1)**
Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Theresa Coburn

**Aims:** To produce a professional Fashion Communication portfolio using a variety of mediums, demonstrating contemporaneity, versatility and individuality.

Demonstrating knowledge and understanding of the ways in which a fashion communication portfolio is developed through the ability to professionally produce a body of contemporary work which critically evaluates and responds to developments in the fashion communication industry

**E10CE Contemporary Contextual Essay and Personal Brief**
Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Aude Le Geunnec

**Aims:** To design challenging and relevant briefs for own design practise. To discuss context of design practice in written format to reach conclusions that contextualise, advance and evaluate students own design practice.

To demonstrate independent learning skills in the planning, methodology, execution and dissemination of a topic.

Semester 2 weeks’ 15-30

**E10ER Evaluative Report**
Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Stephen Lee
**Aims:** To demonstrate an understanding and critical analysis of chosen market including the critical awareness of the commercial imperative.

To provide effective analysis to evaluate the achievements of objectives and outcomes of the report

**TBC: Fashion Communication Portfolio Research and Realisation (S2)**

Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Theresa Coburn

**Aims:** Continuation of ideas and concepts explored in Semester One. To produce a professional portfolio using a variety of mediums, demonstrating contemporaneity, versatility and individuality.

Demonstrating knowledge and understanding of the ways in which a fashion communication portfolio is developed through the ability to professionally produce a body of contemporary work which critically evaluates and responds to developments in the fashion communication industry

**E10PY Product 3 (Development and Realisation)**

Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Stephen Lee

**Aims:** To produce a professional Fashion Communication Product which could be a fashion film, Fashion Magazine, fashion Promotional Package or Fashion Website demonstrating the ability to analyse target markets and consolidating knowledge and skills gained throughout the Programme.

Demonstrating the ability to research, evaluate, source and select appropriate materials, techniques and processes required to develop the project and to reflect critically on the relevant professional contexts in which creative practise and personal strengths can be applied and developed.

**E10PZ Product 4 (Development and Realisation)**

Delivery: Studio based  
Assessed: 100% Project work  
Course leader: Assistant Professor Stephen Lee

**Aims:** To produce a professional Fashion Communication Product which could be a fashion film, Fashion Magazine, fashion Promotional Package or Fashion Website demonstrating the ability to analyse target markets and consolidating knowledge and skills gained throughout the Programme.

Demonstrating the ability to research, evaluate, source and select appropriate materials, techniques and processes required to develop the project and to reflect critically on the relevant professional contexts in which creative practise and personal strengths can be applied and developed.