



LUND
UNIVERSITY

Faculties of Humanities and Theology

**MODA28, Fashion Studies: Basic Tools 2 - Fashion
Communication and Visual Communication, 7.5 credits**
*Modevetenskap: Verktgskurs 2 - modekommunikation och visuell
kommunikation, 7,5 högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2021-02-18 to be valid from 2021-02-18, autumn semester 2021.

General Information

The course is a compulsory component of the Bachelor of Arts programme in Fashion Studies. It can also be included in a first or second cycle degree.

Language of instruction: Swedish

Teaching in other Scandinavian languages and English may occur.

Main field of studies

Cultural Sciences with specialization in Fashion Studies

Depth of study relative to the degree requirements

G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

On completion of the course, the students shall be able to

Knowledge and understanding

- in speech and in writing, provide a basic account of fundamental theories on fashion communication and visual brand identity in the subject area of strategic communication
- provide a basic account of the theoretical and practical foundations of graphic design
- provide a basic account of visual and spatial design relating to the field of fashion communication

Competence and skills

- in speech and in writing, at a basic level, analyse and reflect on fashion communication, visual brand identity, visual communication and graphic design in relation to fashion brands
- independently apply theoretical and practical knowledge in fashion communication, visual communication, visual brand identity, graphic design and graphic digital production to practical cases
- at a general level, design messages and the visual identity of a brand in relation to visual communication and graphic design through the use of subject theory and digital design tools

Judgement and approach

- reflect on ethical aspects concerning fashion communication, visual communication and visual brand identity in relation to fashion brands.

Course content

The aim of the course is for students to acquire basic knowledge and understanding of fashion communication and visual brand identity, visual communication and graphic digital production related to fashion. The course covers both practical and theoretical knowledge. From a visual communication perspective, the student should demonstrate practical skills and theoretical knowledge in the areas of fashion communication, visual communication, visual brand identity, design and graphic digital production in the form of knowledge and skills in graphics software. From a theoretical communication perspective, the student is to analyse the fashion communication, visual communication and visual brand identity of brands.

Course design

Teaching consists of lectures, 2 to 3 workshops, seminars and supervision. The seminars and the workshops are compulsory. Absence from the compulsory components is compensated for with an assignment in accordance with the lecturer's instructions.

Assessment

Assessment of the course is based on two graded assignments, an individual written assignment and a group assignment. Assessment of the practical group assignment is based on the student's individual performance during the oral presentation as well as in the group presented and submitted written design assignment.

The theory-based individual written assignment consists of a written paper that covers fashion communication, visual communication and visual brand identity.

Three opportunities for examination are offered in conjunction with the course: one ordinary examination and two re-examinations. Within a year after the end of the course at least two additional examination sessions on the same course content are offered. After this, further re-examination opportunities are offered but in accordance

with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, Pass, Pass with distinction.

For a grade of Pass, the student must have been awarded at least this grade for all the assessed components. For a grade of Pass with Distinction, the student must also have been awarded the grade of Pass with Distinction on all components.

Entry requirements

General requirements for university studies in Sweden

Further information

1. The course is offered at the Department of Arts and Cultural Sciences, Lund University.
2. The course replaces MODA24.
3. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details, see the current registration information and other relevant documentation.

Subcourses in MODA28, Fashion Studies: Basic Tools 2 - Fashion
Communication and Visual Communication

Applies from V22

2201 Exam Basic Tools 2, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction