

Level 5

Fashion Buying (Design) (W23051) - Single Honours

Module Code	Module Title	Credit Value
FBUY 2417	Core Buying	60
FBUY 2408	Style & Colour	30
FBUY 2425	Range Design	30

Fashion Buying (Marketing) (W23051) - Single Honours

Module Code	Module Title	Credit Value
FBUY 2417	Core Buying	60
FBUY 2412	Product Development	30
FBUY 2418	Fashion Marketing	30

Fashion Buying (Design & Marketing) (W23051) - Single Honours

Module Title: Core Buying
Module Code: FBUY 2417
Module Leader: Karen Hickenbotham

About the Module:

This module builds on the theory delivered at level one and enables students to explore the broader aspects of the Fashion Retail industry. The process of buying and selling product is examined from a variety of angles to include both the retailer and customer's perspective. Students will consider the changing face of the industry in relation to the impact of technology and sustainable business practices.

The module encompasses the buying cycle covering merchandising, technology and commercial practice. It delivers information on the numerical side of buying providing an appreciation of the role of the merchandiser and associated jobs within the buying office, with a particular focus on quality, garment fit and product performance. An appreciation of the role of Visual Merchandising is also explored through a combination of practical and theoretical exercises with added impetus provided by input from outside agencies within this specialism. The module enables students to further explore the technical qualities of fabrication and the importance of quality through the creation of specifications and via testing using industrial equipment. Within this module students are also introduced to global sourcing and the relevant ethical and environmental implications.

Through the module presentation skills are enhanced via the development of CAD skills. Career planning skills are also embedded within this module to support employability. The development of key skills associated with the role of buying including negotiation and range planning also form part of this module.

Projects undertaken within this module are designed to cover elements within the buying cycle to develop student's practical understanding of the buying process.

Assessment: Coursework

Fashion Buying (Design) (W23051) - Single Honours

Module Title: Style & Colour
Module Code: FBUY 2408
Module Leader: Sally Gaukrodger Cowan

About the Module:

This module is focused on the development of a highly professional prediction package which can be contextualised into an area of fashion. Research and information gathering will be developed into a final package giving trend information for the fashion industry. To support this research CCS will be included into the module to illustrate, through lectures and seminars, how trends have evolved throughout the 20th century. These could be from social or political factors or from influential films, travel and street art to name a few.

The second term is largely focussed on the development and creation of the package itself. CAD sessions will be provided to support the student in the realisation of the piece. In addition the student is expected to print the piece either through the use of an outside printing company or by themselves to reach a professional level.

Assessment: Research preparation for Trend Directory T1 (Summative only). CCS Essay to review the origins of trends i.e. social, political, economical reasons. The creation of Trend directory T2 (Formative).

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Fashion Buying (Design) (W23051) - Single Honours

Module Title: Range Design
Module Code: FBUY 2425
Module Leader: Helen Burbidge

About the Module:

The purpose of the overall module is to give the student the opportunity to follow the process of product development from design to final production. The module reviews the process of creating mood boards, garment designs and ranges by following high street practises. The second half of the module then build up skills in pattern cutting , fitting garments and creating product specs industrial standards.

Throughout this module we will encourage the student to look beyond the range design of ladieswear and start to incorporate different clothing ranges from childrenswear, schoolwear, menswear, nightwear, accessories to beach wear to expand their knowledge of range planning cross the board.

The intension is that by the end of this module the student will be encouraged to be an autonomous learner both in range planning and product construction for their 3rd year major project.

Assessment: Coursework

Fashion Buying (Marketing) (W23051) - Single Honours

Module Title: Product Development

Module Code: FBUY 2412

Module Leader: Julia Ling

About the Module:

The Product Development module is designed to give students an appreciation of the product development processes combining theory and practice to develop an understanding of how fashion and textile products are designed, developed and ultimately brought to market. The module provides taught elements on new technical product and process developments in the fashion & textile industry relating contemporary practice to commercial markets through research informed teaching. Students apply this by undertaking a negotiated research project to extend their knowledge to a chosen subject. Applied elements allow students to develop a new product considering such aspects as market potential, sustainability, specifications, costing, product performance and the products marketing strategy working collaboratively in groups to simulate a commercial product development environment.

Assessment:. Coursework

Fashion Buying (Marketing) (W23051) - Single Honours

Module Title: Fashion Marketing

Module Code: FBUY 2418

Module Leader: Kaye Herriott

About the Module:

This module has been design to provide the student with an appreciation of Fashion Marketing and how the industry uses specific tools to promote, persuade products & attract consumer into purchasing its products. Subjects studied include market research, consumer behaviour, marketing strategies, PR, Editorials, Promotional techniques, Brands & Brands Extensions all within a commercial fashion context. Throughout this module the student will have to build relevant skills such as critical thinking, problem solving, decision making, group work, presenting, numeric and analytical skills plus self directed research. The work will be delivered in a variety of ways through problem based learning, group work, investigations and reviews to enable the student to find actual evidence in practise.

Assessment:. Coursework