



Fashion Marketing - Course Outline & Subject Descriptions

Bachelor of Design

Raffles Course Code: KDS001 | CRICOS Course Code: 060732M

COURSE OUTLINE

Semester 1

AC007	Computing for Design
DN019	Drawing, Design Principles and Colour Theory
DN020	20 th Century Design and Culture
DM001	Design, Business and Law

Semester 2

DN021	Design Research Interactive Systems
DM002	Design and Marketing
GD059	Applied Graphics and Imaging Elective

Semester 3

DN022	Sustainable Design
BU031	Business Communication
FM001	Fashion Communication Elective

Semester 4

DN023	Design and Subculture
FM002	Strategic Marketing
FM003	E-Fashion Elective

Associate Degree Exit Point

Semester 5

	Elective
DN024	Design Futures
FM004	Social Psychology of Fashion
FM005	Brand Management

Semester 6

DN025	Industry Experience
DN026	Major Research Project <i>Or</i>
DN027	Major Studio Project

Electives

Please check with Student Services about the availability of each elective in a given semester.

CT057	Advanced Motion Graphics
CT060	Sight for Sound
CT061	Digital Video and Audio
CT062	3D Lighting and Texturing
CT063	Animation
CT064	3D Studies
CT069	Compositing and Special Effects
CT070	Understanding Programming
DM007	Accounting for Designers
FD078	Millinery
FD079	Couture Techniques
FD080	Applied Fashion Design Workshop
FD081	Advanced Pattern Making and Garment Construction
FM006	Fashion Merchandise
GD069	Graphic Construction
ID068	Furniture Design
ID069	Exhibition Design
JD008	Body Adornment
JD009	Explorations of the Set Jewel
PD009	Constructing Prototypes
PH035	Photography Essentials
PH044	Photojournalism
PH045	Advanced Retouching
TV039	Cine
TV042	Understanding Acting
TV046	Post Production

SUBJECT DESCRIPTIONS

All subjects are worth 6 credit points unless stated otherwise.

Core Subjects

Computing for Design | AC007

The aim of this subject is to develop students' computing skills in the areas of drawing, image manipulation, and digital presentation.

Ideas and Thought | CC142

This subject seeks to introduce students to philosophy, culture and visual art. It discusses the interrelatedness of key philosophical, cultural and artistic ideas and encourages a scholarly way of thinking. Providing an overview of some of the major historical periods it focuses on an influential thinker of each age.

Drawing, Design Principles and Colour Theory | DN019

This subject aims to give students a foundation and understanding of the design principles, colour theory and colour forecasting essential to the field of design.

20th Century Design and Culture | DN0020

The aim of this subject is to understand the historical, cultural, social and economic factors that have influenced development of design in the 20th century.

Design Research Interactive Systems | DN021

This subject aims to give students an introduction to all interactive systems (Human Factors and Ergonomics) that affect the design process, design research and design practice.

Sustainable Design | DN022

The aim of this subject is to give students an awareness of the importance of designing for sustainability in addition to providing a valuable knowledge of current sustainable technologies, materials, design innovation and practitioners.

Design and Subculture | DN023

This subject explores a range of subcultures and their transition historically into mainstream culture through design.

Design and Business Management | DM006

This subject will give students an appreciation of what it is like to be part of a commercially based organisation and recognise that management is a generic process that underpins all human activity.

Design Futures | DN024

The aim of this subject is to develop and advance the working methodology of design students as they prepare to enter the professional industry.

Visual Communication | CC143

Students will study recent theories of perception, cognition and communication. They will then apply these theories to design their own works. The aim is for students to be able to communicate to an audience effectively.

Design Meaning and Culture | CC144

This subject allows students to investigate contemporary design in relation to its cultural context. The subject gives them the knowledge and skills to analyse the interaction between design and various cultural and social values.

Major Project | Part 1 | CC139

This subject introduces students to a range of academic and professional research methods appropriate to visual communicators. Students will develop, present and negotiate an innovative project proposal and marketing strategy and prepare a self-initiated brief. The purpose of this brief is to create a blueprint for the student's Major Project to be finalised in the subject CC140 Major Project Part 2.

History of Visual Communication | CC145

This subject will investigate the origins of visual communication and aspects of its pre-twentieth century history. Students will research the major art movements, the evolution of advertising, and the visual aspects of fashion, architecture and graphic design.

Business Communication | BU055

This subject introduces students to the theory and practice of effective communication in the business environment. It covers the dynamics of group and individual interaction and the preparation and presentation of written and verbal communications to demonstrate ability in communicating information at a professional level.

Major Project | Part 2 | CC140 – 18 credit points

This subject will enable students to integrate their cognitive, creative, practical and technical capabilities to manage a major, self-generated project. Working independently or collaboratively, students will produce a major project as evidence of professional expertise in their major area of study.

Major Research Project | DN026 – 18 credit points

This subject provides an opportunity for students to complete a sustained piece of research and to develop their skills of independent writing and research.

Major Studio Project | DN027 – 18 credit points

This subject provides an opportunity for students to design and realise a significant series or body of design work.

Internship | CC141

This subject will give students an opportunity to investigate a selected workplace in their chosen discipline. This structured internship requires students to undertake formal negotiation with the host workplace and to submit written reports.

Industry Experience | DN025

This subject provides an opportunity for students to experience the work place and to contribute professionally within the design industry.

Elective Options

Advanced Motion Graphics | CT057

The aim of this subject is to further develop the ability and skills of students in producing innovative motion graphic designs.

Sight for Sound | CT060

The aim of this subject is to investigate ways in which music and sound have been interpreted into the visual realm.

Digital Video and Audio | CT061

The aim of this subject is to give students technical competency and knowledge of digital video and audio production.

3D Lighting and Texturing | CT062

This subject will develop 3D modelling skills through a detailed study of traditional lighting and texturing techniques and apply these to 3D modelling and rendering.

Animation | CT063

This subject concentrates on the principles and techniques common to all animation. Students will also get experience in a number of specific animation methods. They will also learn drawing techniques appropriate to animators.

3D Studies | CT064

This subject concentrates on the basic principles and concepts of 3D modelling, lighting and animation. Students will also learn and gain practice with an industry standard software package.

Compositing and Special Effects | CT069

This subject will show students how to use compositing software to combine still images, live action and computer generated imagery. This subject will teach students how to use industry standard software to create artificial worlds or to put artificial objects into the real world.

Understanding Programming | CT070

This subject gives students a basic understanding of programming and computer science, so that they can work more effectively in collaborative environments. Students will get a deeper understanding of computers, networks and fundamental programming concepts. They will also look at the technical issues of game construction.

Accounting for Designers | DM007

This subject introduces basic, modern, financial and managerial accounting theory and practice and how those practices affect the work of the designer. Students develop a clear understanding of how and why accounting data is used to help make decisions in organisations.

Millinery | FD078

This subject provides students with the knowledge and skills to design and construct fashion headpieces and trims for hats using a variety of materials and techniques.

Couture Techniques | FD079

This subject explores the conceptual design and technical development of couture garments.

Applied Fashion Design Workshop | FD080

This subject enables learners to explore more advanced applied design techniques. While the primary focus is upon couture draping techniques, other fashion applications such as fabric manipulation, fabric technology and embroidery are explored to support concurrent major projects in the school of fashion design.

Advanced Pattern Making and Garment Construction | FD081

This subject enables learners to produce patterns and construct garments for fashion design applications in the industry using advanced pattern making and garment construction techniques.

Fashion Merchandise | FM006

This subject will provide the learner with knowledge and skills required to manage store merchandising, visual merchandising, housekeeping and pricing policies.

Graphic Construction | GD069

The aim of this subject is to encourage students to utilise graphic making alternatives to digital and computer based image making.

Furniture Design | ID068

The aim of this subject is to introduce students to furniture design, including the history of style, materials and construction techniques.

Exhibition Design | ID069

This subject introduces students to designing exhibition spaces. The student will outline the project scope for a designated space including planning, costing, sourcing and negotiating. Then they will design the designated space.

Body Adornment | JD008

This subject explores the historical and conceptual design and technical development of body adornment.

Explorations of the Set Jewel | JD009

Student's will explores the history of stone setting and its adaptation into contemporary jewellery and then design and develop an innovative setting solution.

Constructing Prototypes | PD009

Students will research, and re-design an existing design or develop a new design project and construct a resolved prototype of it.

Photography Essentials | PH035

This subject introduces the initial process of image capture using digital photographic cameras and equipment and concentrates on the functions and use of digital 35mm SLR cameras.

Photojournalism | PH044

This subject introduces the role and responsibilities of a photographer working within the complex field often referred to as either: photojournalism, reportage, social documentary, press photography, street and celebrity photography.

Advanced Retouching | PH045

Students will be given a variety of challenging briefs. The focus will be on producing high quality digital images that show a creative vision, individuality and to explore the endless possibilities of photographic retouching and image manipulation made possible through modern technology.

Cine | TV039

Students will learn about the broad range of equipment and techniques used to capture the moving image. They will learn about camera lenses and their uses and limitations. They will also gain practical experience in capturing digital moving images.

Understanding Acting | TV042

This subject familiarises students with the skills of the actor. Students can use their knowledge of these skills, as a director, to guide actors or as an animator, to create life-like and believable characters.

Post Production | TV046

This subject will give students experience in the post-production aspects of digital media. While this subject will focus on the editing process, students will grade and export material for distribution.

Fashion Marketing Major

Design, Business and Law | DM001

The aim of this subject is to examine the legal, business and ethical environment in which local and international contemporary design oriented businesses operate. It is designed to equip students with knowledge of the basic business and legal principles pertinent to both international business and to the country in which they are studying.

Design and Marketing | DM002

This subject introduces the basic concepts of marketing and public relations and will examine how these relate to the wants and needs of today's design practice, business and real/potential consumers. Students will learn how to apply these principles in practice when making decisions about marketing their products and services to potential customers in domestic and international markets.

Business Communication | BU031

This subject introduces students to the theory and practice of effective communication in the business environment. The subject covers the dynamics of group and individual communication in terms of verbal, non-verbal and written interactions in an organisational setting.

Fashion Communication | FM001

This module examines the processes of public relations as a management function of marketing. Attention is directed to the specific requirements of interacting with a diversity of people. Students work with public opinion, research data on industry-derived projects, and cases, plan and write proposals for publicity and public relations programmes.

Strategic Marketing | FM002

This subject focuses on basic fashion marketing principles taking a strategic approach to creating and managing today's marketing challenges in the design business. The subject provides a practical framework for the design, implementation and evaluation of strategic options for business and market planning. The subject also focuses on how the marketing organisation can be both pro and re active to the competitive business environment through both macro and micro business analyses and an examination of competitor activity.

E-Fashion | FM003

The aim of the subject is to solicit and analyse Internet marketing data. The subject will investigate and interpret computer networks and other telecommunications technologies which link employees, suppliers, and customers in different locations through the public internet and intranets. The theory will investigate the technological advances, pitfalls, and development in the fashion marketing industry and assess potential new e-fashion markets.

Social Psychology of Fashion | FM004

The aim of this subject is to help students evaluate the utilization of cultures and societies in the marketplace and the research of trends. This subject surveys what psychology and sociology are by definition, then focuses on the meaning of fashion to the individual in society. Cultural messages and symbols communicated through fashion are identified and explored in a fashion-forecasting context.

Brand Management | FM005

This subject examines the importance of developing strategies focused on brand management. The module will present branding strategy options, and outlines how a poorly planned branding strategy can confuse customers and devalue a company's competitive strength. The subject articulates brand designing and building, the challenges in branding development, and developing branding strategies to form competitive barriers and work towards establishing and sustaining a competitive market position.