

Course Title:
Fashion Media and Promotion

Course Level:
Level 3

SECTION 1: A brief welcome paragraph

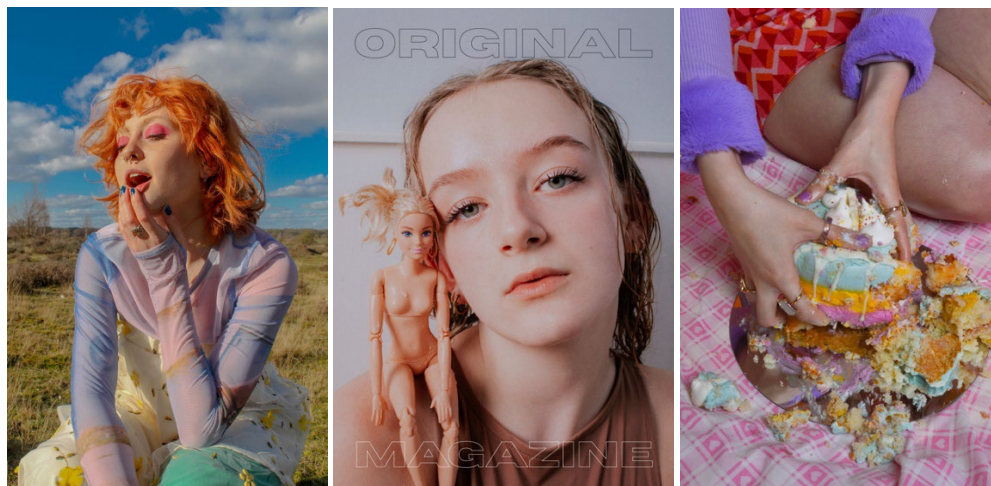
Welcome to UAL Level 3 Extended Diploma in Creative Practice: Fashion Media and Promotion

This exciting course is designed to give you the essential skills and knowledge to enter the world of fashion communication.

You will learn: *Fashion Promotion, Visual Merchandising, Fashion Photography and Imagery, Fashion Styling, Marketing, Advertising, History of Fashion, Fashion Illustration, Adobe CC such as Photoshop and InDesign, Fashion Business, Portfolio, Print and Digital Design, Fashion Film...* And you will accumulate this into an independent Final Major Project at the end of each year, displayed in our School of Art and Design exhibition.

Within this course we work with you individually to find your passion within the fashion industry and work with you to achieve your goals.

Please view our course portfolio on our Instagram account: @lch_fashionmediapromotion



SECTION 2: Preparing to start your course

Anything students need to know before they start in Sept? Equipment List, reading materials etc

Kit List – what you please need to have to start this course

- USB Memory Stick (min. 32 GB) or USB External Hard Drive (usually 500GB+)
- General pencil case:
Pens, Pencils, Eraser, Sharpener, Pritt Stick, Scissors, Coloured Pencils, set of Paintbrushes, Double sided tape, Masking Tape, Craft Knife.
- It will be beneficial for you to have access to a laptop or computer at home to complete your digital coursework. It would be additionally beneficial if this can support Adobe CC software (login available as part of your student enrolment)
- Digital camera (beneficial)

You will be required to pay an enrichment fee of £40 (TBC) for trips and specialist materials. There will be a range of relevant trips offered throughout the year, relating to the course. These are a considerable strength of our provision and excellent learning experiences. There will also be some additional costs for some materials and outcomes that you produce as you progress through the course.

You will be required to be in college three days a week and to complete two days' worth of coursework from home. Your timetabled college days will be confirmed when your place on the course is confirmed, upon receipt of your results.

SECTION 3: Summer Work Task

Outline your set task for students here.

Include how you want the work to be laid out, in what format (Word, Excel, PDF) etc.

Attach any extra documents or work booklets for the summer task to the email, as a PDF file.

These will then be included as additional downloads to the website.

Deadline Date:

How do students submit their completed work:

Induction Day

Please bring access to your work with you on the first Induction Day

Task 1:

Create an Instagram account for your journey ahead as a Fashion Media and Promotion student. This is your social media portfolio! You will be using this consistently throughout the course.

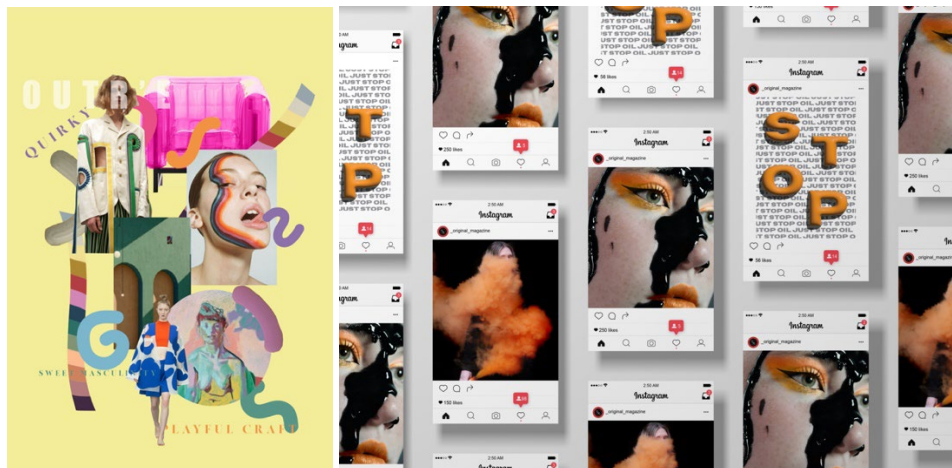
- **Choose a professional name** - Include FMP / fashion media / etc. within this. For example – @charlotte_fashionmedia
- **Follow our Fashion Media & Promotion Instagram account** - @lch_fashionmediapromotion so you can see examples of work so far. We will also be able see what you're posting and share your work. This may inspire some work of your own!
- **Follow our Art School LCH Instagram account** – @leonardocreativehouse so you can see what other students are doing and we may reshare your work
- **Begin posting inspiration and examples of your work** – complete a minimum of 12 posts by the induction days.

You may wish to photograph how you style outfits, set up mini photo shoots with friends, editing, document exhibitions/museums etc. that you visit, practical work that you can create from home, photography in/around your home, etc.

Task 2:

Create a Whering account and begin tracking and posting your outfits.

- **Download the app Whering** on your phone (you may need to create an account)
- Either capture and log **Photos of your outfits** or capture and log images of the **clothing to then compile into outfit collages**
- Use this for at least 7 days over the summer (either consecutively or sporadically) to enable you to consider your wardrobe, clothing consumption, sustainability and personal style. (You can upload these to your course IG page too if you wish or show us in person when you start the course).



SECTION 4: Useful Websites

List any helpful course specific websites.

Our course Instagram account – www.instagram.com/lch_fashionmediapromotion

The art department Instagram account – www.instagram.com/leonardocreativehouse

Inspirational websites:

[Stories Collective](#)

[PhotoVogue](#)

[BRICKS Magazine](#)

[Fashion Gone Rogue](#)

SECTION 5: Staff Contact

Who is best to contact if students have questions?

Staff Name: *Sophie Lachowycz*

Job title: *Course Director: Fashion Media and Promotion*

Staff Email Address: sophie.lachowycz@easterneducationgroup.ac.uk