

WELCOME

BA (HONS) FASHION BRANDING AND COMMUNICATION

INTRODUCTION

A warm and excited welcome to you as a new member of the AUB Fashion community within the Fashion Branding and Communication degree. You will experience diverse projects covering the strategy behind campaigns including fashion branding and brand development, styling, fashion publications, film, websites, apps, and new media developments.

The staff team create a unique journey for all of our undergraduates, where you will experience the opportunities we offer at AUB. Our views and practices within fashion are less than traditional and it is our contemporary approach which defines us as a course. The current graduates of 2017 have excelled this academic year winner of the Graduate Fashion Week Fashion Styling and Creative Direction award and we have had finalists for the All Walks beyond the Catwalk DiversityNOW competition, and many more.

Previous awards at Graduate Fashion Week include Drapers Fashion Publication Award 2016, the Accessories Award 2015, the Fashion Styling and Creative Direction award 2014 and the Harrod's Styling award 2015.

Our students continue to make an impact on the international and UK fashion Industry through live projects, internships, placements and employment. Companies employing and working with our students include: Burberry* Chi Chi London* Skinny Dip* Urban Outfitters* ShowStudio* Protein Studios* ASOS* The Sunday Times Style* New Look* Graduate Fashion Week* All Walks Beyond Catwalk* Topshop* Cube PR* River Island* GQ Style* Oasis* Liberty London* Starworks* Inca Productions* and many more.

The successes of the course highlight the standard to which we strive for, these are exciting times for Fashion at Arts University Bournemouth and we very much look forward to you playing an important part in our successes in the future!

We look forward to meeting you on Monday 18th September. Student mentors will be around during the first week to assist you and to provide an additional welcome. If you have any questions during the summer please do not hesitate to contact us on 01202 363324.

Yvonne Trew

Course Leader

Fashion Branding and Communication

PREPARING FOR YOUR COURSE

Summer Project

This project is about opening up your mind, expressing your individuality and preparing for the creative challenges you are about to embark on for the BA (Hons) Fashion Branding and Communication course. Defining your identity as a communicator will be crucial to your success this year.

Part 1

If I were a shoe - What kind of shoe would I be? Despite the title of this project, it is not about shoe design.

It is about your design identity. Defining this will be crucial to your success this year, whether you opt for presenting a collection or the communication option. You are all designers.

Produce a finished sample of one shoe. This piece of footwear can be constructed from an original starting point, or be customised. Either way, it should represent your individual design characteristics. Consider the whole package; the product itself, packaging, labelling, and the overall design statement you wish to make. Explore print, fabric manipulation, colour, graphics and photography, in order to create this final piece, plus any packaging and labelling. Produce a sketchbook of development ideas, and personal research that plots this journey.

The final piece can be a customised shoe/boot/trainer, or it can be built from scratch. It doesn't have to be wearable; the important thing is to make it unique to you and your identity. Be creative in your exploration of materials and making.

Final Presentation

One unique piece of footwear and all of the supporting packaging and labelling, plus a record of development process, concept, sketches, photography etc.

Part 2

Look at designers and companies who produce exclusive footwear ranges as part of the catwalk collections: *Vivienne Westwood, Prada, Marni, Comme des Garcon*; also lifestyle stores such as *Dover Street Market* (London) and *10 Corsa Como* (Milan).

Please note that this will NOT be an assessed piece of work within the course, but it could be an important portfolio piece; it is intended to allow you to creatively initiate ideas across a range of formats, and to prepare for the challenges of the BA (Hons) Fashion Branding and Communication course.

Course Trip

We will be offering an international study trip. A letter will be sent out separately with further details. The itinerary and planning meetings for this will be held during the autumn term. Your first year will further include domestic trips, for example, to engage with exhibitions held in London.

Computer Equipment

Please note that a computer/laptop of your own is a course requirement. However before you purchase any computer equipment for your course, first of all attend the introductory sessions, and then please ask for advice on what to purchase.

Many computer retailers offer student discounts, so if you are considering buying a computer and Adobe software you may wish to wait until you have enrolled on your course.

Additional Course Requirements

We strongly encourage students to have access to a computer running the Adobe Creative Suite.

External backup of your digital work is essential: At AUB all students are given free access to OneDrive with 1TB of storage. However you may also like to purchase an external hardrive (formatted to work across both Mac and Windows) of at least 250GB and/or a cloud-based storage facility of 5 to 10GB is recommended or cloud-based backup (Dropbox, Cubby, Google Drive etc). Memory stick for transfer of digital work (minimum 16GB).

NEW STUDENT CHECKLIST

- Check the fees due for your course at aub.ac.uk/fees, please email income@aub.ac.uk with any queries.
- If you have applied for a student loan, ensure you return the Declaration form and complete your on line enrolment or your loan will not be issued.
- If you have a disability please complete the disability disclosure in My Application. Please email evidence (psychologist's report or GP letter) to academicsupport@aub.ac.uk
- If you have not already done so, arrange your accommodation. You can contact Student Advice for guidance.
- Ensure you are vaccinated against meningitis and mumps.
- Complete the enclosed GP registration form.
- Arrange insurance for your belongings.
- Complete any preparatory work detailed in this Welcome Pack.
- Upload your photograph through my Application for your AUB student card.

Online Enrolment

All students are required to enrol online on, or soon after, 12 September 2017. Online enrolment is accessed via myApplication. Login with your 7-digit username (student number) and follow the instructions - this is approximately a ten minute task.

If you have any problems with on line enrolment, please contact Student Records on studentrecords@aub.ac.uk or telephone 01202 363381 or 01202 363221

Enrolment ID Check

Enrolment is completed by an ID check during your first week at AUB. It is essential that you bring one of the following ID with you to complete this process:

- Full valid passport
- Photo ID plus correspondence from Student Loans Company I Student Finance England/ original birth or adoption certificate
- Valid photo identity card (EU countries only)

If you are a Visa student it is essential that you bring a full valid passport, plus your Visa documentation*.

If you have a Tier 4 Visa, you should also bring your original qualification certificates.

*Please note: we can only temporarily enrol you with a 30 day entry clearance vignette in your passport. You must collect your Biometrics Residence Card from the Post Office within 10 days of arriving in the UK.

IMPORTANT DATES

ARRIVAL

The academic year for undergraduate students starts on Monday 18th September 2017.

Please arrive in time for 11.30am on that day and make your way to the University House. The Course Leader will meet you there, so please arrive promptly. If for any reason you are delayed on your way to us, please make your way to Main Reception. Please see reverse for the campus map of AUB.

If you are joining us from overseas, International Orientation week takes place from 11 – 15 September; details of this week will be provided separately.

INDUCTION WEEK

You must arrive and check in on Monday 18 September at 11.30am at the Enterprise Pavilion.

Your first few days at the University will include enrolment and induction events to introduce you to the facilities and services you will be using as a student, as well as the activities and resources on your course. You will receive copies of important documents, including

your course handbook and the Undergraduate Course Framework and HE Regulations.

The following activities have been arranged for you:

Monday 18 September

11.30am

Arrival (University House)

Tuesday 19 September

12.15pm

Vice-Chancellor's Welcome (SH001)

2.30pm

IT Induction (SH001)

4.30pm

Library Induction (SH001)

Wednesday 20 September

10.00am

Student Services (SH001)

1.45pm

Enrolment (Conference Centre)

A more comprehensive timetable will be circulated on the first day of Induction Week, which will include the activities for each day during Induction Week.

CONTACT

Admissions

01202 363228

01202 363225

admissions@aub.ac.uk

Student Advice

01202 363031

01202 363242

studentadvice@aub.ac.uk

Academic Support

01202 363273

academicsupport@aub.ac.uk

Disability Support

01202 363291

wellbeing@aub.ac.uk

Students' Union

01202 363286

studentunion@aub.ac.uk

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