
Summer Project

BA (Hons) Fashion Branding and Communication
Level 6 2020/21



The purpose

The purpose of this brief is for you to start to consider your future career path, consider the area of the industry you wish to work in, the product genre and/or category you wish to develop and the customer/market you want to address.

You as a young next generation fashion communicator have the chance to address critical industry challenges, make political statements, work with niche markets, operate in a conscious/ethical manner on different levels and establish your own identity as a communicator. You have a year to identify your future career path and graduate with a portfolio and body of work which launches you into the industry.

Completion of this summer project will prepare you for your third and final year, and specifically to explore ideas which will inform:

- FMP: Part 1
- Research Project

This work is critical to the exploration and preparation components for the above units, and allows us to understand where you see yourself as a creative, the industry sector you aspire to work in, and the level of brand and market awareness you have. From this understanding we will work with you to establish your proposal for the year.

This is a critical part of your exploration, and this work **WILL BE SUBMITTED** and **ASSESSED** within your submissions for both FMP: Part 1 and Research Project.

NOTE: Students who do not complete or only partially attempt this project have historically spent their year attempting to catch up, and often conclude their studies with partially or unresolved work, impacting greatly on overall grades and in worst case scenarios have failed critical units. We strongly encourage you to invest in this work, and the return will become quickly evident.

The Summer Project 2020 has two components:

1. FMP: PART 1 preparation (10 minute presentation)
FMP: PART 1 preparation (creative response)
2. RESEARCH PROJECT preparation (draft A3 poster)

Deadline:

All work is to be finalised and completed prior to the start of the academic year 2020/21 as you will be required to present your work within the first few days of Term 1. Nb. No time will be allocated for this task within the unit schedules.

Component 1: FMP preparation

Research your specialism:

Consider the type of brands, digital innovations or innovators (whether this is a publication, a branding consultancy/agency, trend consultancy, individual stylist or art direction collective) that you are inspired by/respect/aspire to work for, and the markets they may be addressing. Think about what areas you want to specialise in and ultimately where you want to work/what you want to do as a role, post-graduation.

For this part of the brief you will:

Prepare a 10 minute digital (Interactive PDF, PowerPoint, Prezi etc.) annotated visual presentation, which must include:

- Market research for 4 brands: 2 x high end + 2 x high street/mass market which have a common aesthetic and reflect the market sector and product area you aspire to work in

- Market / Customer profile, which evidences:

Market positioning, brand image, consumer analysis/tribes, including primary and secondary audiences, key influencers, trends or needs;

WHO is your customer?

WHY do they want/need your product?

WHERE are they using your product, and HOW are they engaging with it?

WHAT other brands (market competitors) do they buy?

- Concept Board; the mood and concept for your first proposal for your FMP and which must visually communicate colour, media, and potential processes.

Creative Response:

- You will also create a conceptual response to this research to communicate the area you wish to work within. This could take the form of a zine or mini publication, a photograph/s, a film/animated GIFs, a piece of writing, a piece of audio etc.

- This work will be presented separately and so please do NOT include this in your digital presentation.

Note: You can work anyway you choose; you can work physically and photograph/scan your outcome for the presentation, you can work digitally, using software such as Adobe CC (Illustrator, InDesign, Photoshop, XD etc) collage/illustration, writing, photography, film via your phone cameras etc. - this is your opportunity to show us how you want to work and develop your skills during your final year, which will ultimately inform employability or post-graduate studies upon graduating. SHOW US WHO YOU ARE through creativity and exploration. Remember, this is a starting point not an end goal, so free yourself up to create and explore, rather than worry about a polished end product.

Component 2: Research Project



BRIEF:

This research project brief will prepare you for entering the AUB Level Six Fashion Programme and should be a self-initiated topic that theoretically underpin your subject specialism within your Final Major Project (FMP).

TO DO:

Using the outlined fashion research approaches as a starting guide think about a concept (abstract idea) on which you can generate a question to drive your research. Start to assemble a draft A3 poster using visual and textual imagery that you can present at the start of the unit.

Examples of topics from last year:

'Will digital technologies, such as computer-generated imagery, artificial intelligence and virtual clothing, have a beneficial or detrimental effect on the fashion industry?'

'I will explore the impact of technology on the industry and it's consumers, in order to conclude if this approach will have a beneficial or detrimental effect on the production and promotion of fashion.'
Natasha Wilson (Comms)

'Exploring adaptive clothing and examining the individual clothing barriers to mobility and impairment?'

'The outcome may inform decision makers within the fashion industry, encouraging a move into adaptive fashion, or a greater diversity within collections.'
Tammy Bruce (Design)

'Is fashion demonizing and appropriating the British working class?'

'My study explores fashions behaviour towards the working classes and the social consequences this brings and fashions appropriation of culture and class.'
Jasmin Guiova (Comms)

REFERENCES

- <https://artsandculture.google.com/project/fashion>
- <https://aub-uk.libguides.com/fashion>
- <https://ebookcentral.proquest.com/lib/aib/detail.action?docID=198498> Chapter 3. P.21

