

**SEPTEMBER 2023**

**Year 1 BA (Hons) Fashion Communication and Styling.**

Dear Students,

May we take this opportunity to welcome you to the BA (Hons) Fashion Communication & Styling course at De Montfort University.

It is important to start to begin preparations for the work ahead of you, so please read the following Holiday brief carefully, this MINI project will help you with the transition onto your degree studies.

This brief is designed to be an enjoyable introduction to your course and is intended to encourage you to start to think about your new subject in readiness for the start of the course. You will be required to present and discuss the work you have completed during induction week.

## **INTO THE NEW....**

Welcome to Fashion Communication and Styling! You are about to embark on the next stage of your learning to help you establish yourself as an innovative, unique and original fashion communicator and content creator. You will soon be starting to learn all the new skills you need to begin this journey and before we begin, we would like to learn something about who you are as fashion communicators currently and who and what you aspire to be.



## **THE TASK:**

First step would be to evaluate **yourself** and look at everything you love and feel passionate about from music, how would you define your personality, artists that inspire you, what you eat, to the clothes you wear are just a few examples to look at.

- What is important to you?
- What interests and inspires you?
- What and who has informed you on the way to becoming who you are today as you enter your first year of study?

To help us understand more about you, we would like you to create and bring the following to your induction week (week beginning 26<sup>th</sup> September):

**Pick 3-5 things (but at least 1 from each of the areas below) that inspire you creatively and have motivated you to want to become a fashion communicator. These could be:**

People – personal friends and family, musical figures, politicians, artists, stylists, film characters.

Places – places you have visited, important places to you, places you aspire to visit.

Objects – items from your past or sentimental items.

Popular culture references – films, books, tv shows, magazines.

Consider when selecting the inspirational motivators ensure are relevant to you in terms of how you have progressed to now be venturing onto this course. These points of reference should collectively tell us something about you. Once you have identified these personal creative inspirations, collate the following:

## **THE REQUIREMENTS:**

**A3 loose pages showing research visualisation into and surrounding the 3-5 things (people, places, objects, popular culture references) you have selected.**

- Collate relevant research imagery focusing on your chosen areas.
- Use this research to try styling ideas / looks that relate to and reference the people / items / inspirations you have chosen on yourself or a friend (any willing model!).
- Show your ideas and the different variations you have tried - Create a series of 2D styling development ideas, sketches and collages from your 3D experiments.
- Approximately 4 pages as a minimum.

**4-5 styled images (these can be taken on your phone or a camera if you have one) printed out that make a stylised statement about you as a young creative.**

From your research and trials, **create 4-5 final stylised fashion images that reflect who you are NOW**. Try to imagine these images as a 'fashion story' that you are telling about who you are / what is important to you.

Things to consider are:

- Location – do you need to shoot somewhere specific as it has relevance to your personal fashion story?
- Hair and make-up – do you need to try any ideas with this to reflect your inspirations and influences?
- Styling – the garments you have selected and how they are worn on the body; these should have significance to your research and inspirations. How many outfits do you need to create to visually tell your personal creative story?
- Pose and angle – think how you can tell a story using body language. What does the pose you have asked your model to do visually communicate to the viewer of your images? What angle should you take your image from to create the most interesting and impactful image?

Bring your A3 research and development pages (4 pages as a minimum) and your 4-5 images printed out to induction week. We will view these together and hopefully learn something about who you all are and who you all inspire to be!

**Have fun and enjoy this creative experience** – there are no rules other than try to create images that tell us something about who you are creatively and what inspires you. **Please see this as a great opportunity for you to demonstrate your skills & own interpretation of this project brief.**

**FSHN1011 FASHION STYLING Learning outcomes:**

1. Identify creative, contextual and cultural influences through appropriate investigation (Coursework)
2. Apply key subject skills into new personal development of ideas. (Coursework)
3. Select a range of visual methods to communicate styling concepts and conclusions. (Portfolio)

We very much look forward to meeting you in a few weeks during your induction week!

Yours faithfully,

The Fashion Communication and Styling team.