

Course Outline

Code: FSH200

Title: Digital Media for Fashion

School:	Communication & Creative Industries
Teaching Session:	Semester 1
Year:	2019
Course Coordinator:	Deborah Fisher, dfisher@usc.edu.au
Course Moderator:	Dr Uwe Terton, uterton@usc.edu.au

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1 Description

Digital Media for Fashion provides students an opportunity to become engaged and knowledgeable in digital platforms used in contemporary fashion communication. At a time of exciting digital disruption, new ways of collaboration, and communicating to potential customers are constantly unfolding. This course looks at the important role of social media, fashion photography and styling concepts, image construction, and the emerging influences of co-design (consumers participation in the design process) and industry collaborations. Digital media fashion provides learning outcomes that sit across multi-discipline career opportunities.

1.2 Field trips, WIL placements or activities required by professional accreditation

Activity	Details
Nil	Nil

2. What level is this course?

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

Specific Learning Outcomes	Assessment tasks	Graduate Qualities or Professional Standards mapping
On successful completion of this course, you should be able to:	You will be assessed on the learning outcomes in task/s:	Completing these tasks successfully will contribute to:
Identify the role of social media in fashion production/image production.	1, 2, 3	Knowledgeable
Understand the effect of <i>aesthetic</i> on social media products.	1, 2, 3	Knowledgeable

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
Investigate new and emerging fashion industry collaborations through digital media	1, 2, 3	Engaged
Evaluate and analyse the emergence of co-design or co-production in fashion	2, 3	Creative and critical thinking

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1 Enrolment restrictions

Nil

5.2 Pre-requisites

Nil

5.3 Co-requisites

Nil

5.4 Anti-requisites

Nil

5.5 Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2 Details of early feedback on progress

You will receive formative feedback on your work during the workshop in Week 3 by the lecturer and by peer feedback activities.

6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Plan	Individual	20%	1200 words	Week 4	Online Assignment Submission
2	Case Study	Individual	30%	1500 words	Week 8	Online Assignment Submission with Plagiarism check

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3	Artefact - Creative	Individual	50%	Multiple digital artefacts as determined by plan.	Week 13	Online Assignment Submission
			100%			

Assessment 1: Digital Strategy for Fashion

Goal:	The goal of this task is to understand the components of a successful digital strategy to promote a fashion or beauty product or event such as a product launch or charity fundraiser. The digital strategy for fashion plan will document with clarity and purpose, the steps you will undertake to create a sense of hype and buzz around a fashion or beauty product. It will also outline the potential reach of the campaign, and identify how success will be measured throughout and after the campaign. This will comprise of a blend of social media posts and online materials such as a blog or website.
Product:	Plan
Format:	Professional/Industry Format: Specific requirements will be available in course Blackboard site. Note: This task supports the production of the creative artefacts you will develop in Assessment 3 and sets in place a plan of action to prepare them. The document will be a 1200 word document (+/- 10% word count tolerance applies) with appropriate, supporting visuals/images/screenshots included. Please use Harvard Referencing system, 12-point simple font such as Arial, double spaced and apply clear formatting, correct grammar, spelling and punctuation.
Criteria:	<ol style="list-style-type: none"> 1. Investigation of digital media use in fashion (research) 2. Production of a digital strategy 3. Justification of digital strategy 4. Understanding of the effect of <i>aesthetic</i> on social media products. 5. Description of the role of digital media in collaborations or online audience participation. 6. Organisation - digital strategy meets format requirements.

Assessment Task 2: Case Study

Goal:	The goal of responding to a case study is to provide context to your understanding of digital media for fashion through investigation and analysis of a digital campaign or project
Product:	Case Study
Format:	Professional/Industry Format: There are many innovative examples of how the fashion and beauty industries are responding to the disruptive nature of the digital age. An area of prolific growth in the fashion industry involves innovative approaches to co-design and collaboration, allowing consumers to become cocreators of product design outcomes. In response to particular case study topics provided , you will individually research, analyse and present your findings regarding the particular project/campaign you have selected in a written report. Your response, using a well-structured introduction, body and conclusion. Specific requirements will be available in course Blackboard site. The document will be a 1500-word document (+/- 10%-word count tolerance applies)

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	with appropriate, supporting visuals/images/screenshots included. Please use Harvard Referencing system, 12-point simple font such as Arial, double spaced and apply clear formatting. Include title page with student name and number, course name and code, assignment number, title of case study and your tutor's name. Apply correct grammar, spelling and punctuation.
Criteria:	<ol style="list-style-type: none"> 1. Description of industry collaboration (context, key ideas and strategies employed). 2. Evaluation and analysis of project/campaign outcomes 3. Explanation of the role of digital media 4. Recommendations and conclusions 5. Professional communication 6. Organisation - format requirements

Assessment Task 3: Evidence of Creative Artefacts

Goal:	The goal of this assessment task is to demonstrate your understanding of the role of social media in fashion production through your application of your digital strategy within the fashion or beauty industry. You are asked to create and then curate digital content for a fictional fashion or beauty product, or an event such as launch or charity fundraiser.
Product:	Artefact - Creative
Format:	<p>Professional/Industry Format: Fashion marketing and consumption is undergoing an enormous change due to the influence of the digital age. Consumers now expect immediate or "on-demand" access to new products and ideas. Online platforms deliver this with high efficiency. You will create a suite of artefacts (digital content) to raise awareness of, or promote revenue for, a fictional fashion or beauty product you developed.</p> <p>The portfolio of digital content will be used as marketing collateral within the digital marketing campaign/project to promote (draw attention to, make aware) or produce revenue (sell), a fictional fashion or beauty product. It will comprise of a blend of social media posts (Facebook, Instagram, Tumblr, Snapchat etc), and online materials such as a blog or website as identified in assessment 1 (Digital Strategy Plan). Specific requirements will be available in course Blackboard site.</p> <p>**Please note, this assessment is mocked-up. The artefacts need not "go live" unless you wish them to, but all aspects should be prepared to "go-live" in terms of digital quality and presentation standards.</p>
Criteria:	<p>You will demonstrate the role of social media in fashion production by:</p> <ol style="list-style-type: none"> 1. Variety of media used - for target audience 2. Persuasive visual and text elements 3. Overall digital marketing strategy 4. Execution to produce clear brand identity 5. Reflection on emerging fashion social media trends 6. Professional communication

7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

Location:	Directed study hours for location:
Sippy Downs	Computer workshop: 3 hours

8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1 Prescribed text(s) or course reader

Nil

8.2 Specific requirements

You will benefit from access to a digital camera (phone is appropriate), computer with Adobe Creative Suite and Microsoft Office programmes.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- The final mark is in the percentage range 47% to 49.4%
- The course is graded using the Standard Grading scale
- You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

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- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.6 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au