USC

COURSE OUTLINE

FSH200 Digital Media for Fashion

Course Coordinator: Deborah Fisher (dfisher@usc.edu.au)   **School:** School of Business and Creative Industries

2021 | Semester 1

USC Sunshine Coast	ON CAMPUS	Most of your course is on campus but you may be able to do some components of this course online.
Online	ONLINE 1	You can do this course without coming onto campus.

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 a 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. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Laboratory – On campus laboratory for 12 weeks (or equivalent).	2hrs	Week 1	12 times
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

1. Build a successful Campaign
   a. How to develop and implement a digital marketing strategy
   b. How to make a positive impact online
   c. How to develop clarity and focus with forward facing vision
2. Digital Analytics
3. Content Creation
   a. Developing engaging content
   b. Enhancing the effectiveness of digital marketing
4. Marketing Collateral
5. Create a Buzz

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Identify the role of social media in fashion production/image production.	Knowledgeable
2 Understand the effect of aesthetic on social media products.	Knowledgeable
3 Investigate new and emerging fashion industry collaborations through digital media	Engaged
4 Evaluate and analyse the emergence of co-design or co-production in fashion	Creative and critical thinker

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. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

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

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Plan	Individual	20%	1200 words	Week 4	Online Assignment Submission
All	2	Case Study	Individual	30%	1500 words	Week 8	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative	Individual	50%	Multiple digital artefacts as determined by plan.	Week 13	Online Assignment Submission

All - Assessment Task 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:	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:	No.		Learning Outcome assessed
	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 aesthetic 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.	
	7	Assessment criteria are mapped to the course learning outcomes.	① ② ③ ④

All - 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:	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) 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:	No.		Learning Outcome assessed
	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.	

All - 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:	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. 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, Tumbler, 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.**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.

CRITERIA:	No.		Learning Outcome assessed
	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

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.

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

Please note: 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

> There are no required/recommended resources for this course.

8.2. Specific requirements

This course requires some commercial software or hardware which is provided at USC campuses for student use. If you elect to do this course online, you may either; attend a campus at which it is available, discuss alternative open source solutions with your course coordinator that would enable you to demonstrate the learning outcomes, or if you prefer you may acquire this software and / or hardware at your own expense.

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 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 and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training 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

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 may 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.
- 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 to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. 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

10.8. General Enquiries

In person:
- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **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