



Module Name: Introduction to Fashion Communication

Module Code: UADAJW-45-1

Project 4 - The Future Brand

Start: Friday 4th November, 2pm

Deadline: Friday 18th November, 9am

Outline

You will be working individually for this project. You will be looking to the future, preferably 50 years and beyond for this project to explore speculative thinking which will enable you to consider what a brand would look like in the future.

You will use your communication and creative thinking skills in the development of this project to support your outcome, which will be communicating a product via a digital media campaign for a brand of your choice, you will be proposing what the brand could offer and look like and how this brand will communicate to their customers.

You will not be presenting research files at the project deadline; this is submitted at the module deadline with all work created within the Introduction to Fashion Communication module

Project Outcome:

Research that clearly communicates the process you've been through.

1 X 5 second GIF posted onto your Instagram account. There will be a GIF workshop on Monday 7th November to develop a creative outcome from found image you've sourced. This creative outcome will be a 5 second GIF made up of 5 separate images of your brand and visuals to support your thinking on the future of fashion. This GIF to be posted onto your Instagram account.

1 x creative deck which clearly communicates your outcome for the chosen brand and its future. The deck should clearly reflect the elements below and you should also use these to support the structure of your deck, consideration to the presentation in relation to the themes that you have explored as part of this project, so it has a clear visual message:

Logo for the brand | Customer/lifestyle | Final imagery that communicates your product for a campaign of the future | Communicate the why? for this project in the final page of the deck – 250 maximum word count, reflecting on the work you produced, your methodology, and the reasons why you believe this is appropriate for the future and the brand.

Resources > Blackboard > Project Briefs > Project 4 – The Future Brand > The Future Brand Resources

Week by Week

W/C 31 st October	
<p>Friday 4th November Project Introduction, 2 pm. Room 3AF013</p>	<p>To Prep: Source 5 images and save these as JPEGs in preparation for the workshop on Monday 7th November. These images need to connect to your chosen brand and your first visual thoughts about the future.</p> <p>Start to identify resources from your initial ideas, see list of links/books and resources on Blackboard, look at these to start your thinking and to develop your research further.</p>
W/C 7 th November	
<p>Monday 7th November GIF Workshop see Blackboard for workshop groups Virtual Red Room Group A – 9:30 – 12:30 Group B – 1:30 – 4:30</p> <p>Seminars See Blackboard for times, rooms, and tutors. These seminars will allow you to start thinking about the direction you want to take the project in, this discussion will be about your brand and mega trend you have chosen.</p> <p>Tuesday 8th November Introduction to Photography Workshop Group 5 & 6 See Timetable for details</p> <p>Friday 11th November</p> <p>Seminars See Blackboard for times, rooms, and tutors. Create a 10-slide presentation that presents our research into the mega trend, your brand, and the creative response you've created, which will allow tutors and students to see your progression and ideas to develop into the next week.</p>	<p>To Prepare for Friday 11th November: Research into your mega trend, your brand and create a response from the research gathered. Mega Trend: research what is happening now and consider what it might develop into the future, from your research start to gather visuals that support your thinking and research, this will help to develop a visual identity in preparation for the next stage in the development of your idea. Brand: research the brand and its visual output, branding and logo, start to gather research into new innovations/ideas they've created along with research into other fashion brands that have explored innovative approaches to product/marketing within the past 3 – 6 months Response: this should be a series of images or short films captured on your phone in response to the research gathered on the mega trend and your brand, this should include initial styling ideas/mood you've considered from your research.</p> <p>Book a Photography studio or scout for suitable locations to take your images. Please book the Photographic studio between the hours of 10 and 3, send an image(s) when you contact the technical team so they're able to recreate what lighting and mood you want to create with your images. Model Casting</p> <p>Contact spc@uwe.ac.uk for support with post-production of image make making in preparation for the final presentation</p>

w/C 14th November

Monday 14th November

There is no teaching taking place on this day, use this as Independent Study time

Friday 18th November

You will present to a small group of students in the morning session.

See announcement with times and rooms.

Submit your presentation to the OneDrive Folder below before 9 am on Friday 18th

November:

[Future Brand Submissions](#)

Please save the presentation as a PDF and name the file as:

YourName_TheFutureBrand

To Prepare for Friday 18th November

The presentation should include the following:

- 1.Introductory page
- 2.A new logo for the brand
- 3.Customer/Lifestyle, dependant on how long into the future you're predicting
- 4.Final Imagery – minimum of 3 styled images along with images of the product
- 5.Evaluation – focus on the following questions:
Why you did it?
How did you do it?
Was it successful and why?
6. Questions