# University of the West of England

# BA(Hons) Fashion Communication
# 2020/21
# Level II

### Module Name
# Developing Practice in Fashion Communication

### Module Code
# UADAJT-45-2

### Module Leader
# Rachel Eleftheriou

### Project
# Fashion Digital Application
# and Experiential Event

# Project Brief

Fashion is an aesthetical and emotional manifestation of individual and collective vision,
incorporating and expressing social, cultural, political and anthropological concepts,
embodied in craftmanship or manufacturing of shapes, colours, textures and techniques,
employed by the human body,
to signify and communicate identity, lifestyle, mentality and attitude.
Fashion is also a major international industry and an intricate system.

This is a Fashion Digital Application and Experiential Event Project,
which compose the Module 'Developing Practice in Fashion Communication'.
The emphasis is on imaginative and forward-thinking ideation of brands and experiences,
to be articulated through strategy and communication and visualised on multidisciplinary formats.

Students will create and produce work in groups,
as an independent, collective creative entrepreneurial project.

In this project, students will work in a structure, simulating a start-up brand,
whose mission is to conceive, create and design
an innovative, pertinent and functional fashion digital application,
which shall be manifested in an experiential event,
either in a physical or virtual space.

Students are required to come up with an innovative idea for a fashion digital application,
which shall fall into one of the following categories:
E-commerce app          *ex. Depop*
Social app              *ex. Instagram*
Mobile game app         *ex. The Sims x Moschino*
Utility app             *ex. Fad*

Students are required to conceive and design a fashion digital application,
operating with the following criteria:
To have one, core function
To provide content
To enable interactivity with user generated content or choices.

The fashion digital application shall have the main following features:
Content visualisation and functionality
Client profile construction
Client interactivity with a specific outcome.

The fashion digital application is to be designed, content-fed and simulate performance.
Production or launch of the fashion digital application is not required.

Students are required to conceive and design an experiential event,
as a manifestation of the fashion digital application,
for communicating the digital application's launch or activation or celebration
to a relevant target audience.

The experiential event shall create a buzz,
initiate interaction between the application and users prior to the event,
gather and engage with the audience community during the event,
secure a desired brand-egagement outcome further to the event.

The event's communication and production shall be designed for either:
A physical space                    *ex. festival, shop, exhibition, immersive performance etc*
A virtual space                     *ex. online gallery, immersive website, streaming, chatroom etc*

Two entrepreneurial propositions should be conceived by the students,
and one shall be pitched in a presentation and selected to be developed and visualised.

One art direction proposition for the fashion digital application and experiential event
is to be conceived and presented to the tutor by the students.
All artistic and technical elements are to be presented in images and words in mood-board format,
in a clear, coherent and holistic manner, reflecting the digital application's creative strategy
and taking the experiential event's production elements and possibilities into consideration.

A creative strategy is to be conceived for encapsulating
the digital application's  reason for existence, function and story.
The creative strategy is to be communicated in the form of a written manifesto,
expressing the brand's identity, vision, values, story, audience,
market segment, commercial objectives, future development etc

A brand identity is to be designed in the format of a logo, colour, typography and layout,
encapsulating the digital application's creative and strategic vision.
The above brand identity elements are to be applied in the visual design
of the digital application and the experiential event.

Exclusive and sourced content is to be created, produced and edited
to feed the digital application and experiential event.
New content, in the form of words, still images and film, is to be produced.
Sourced content through secondary research, is to be researched, curated and edited.

A press release is to be written for communicating on the digital application
and the happening of the experiential event.

Communication is to be created, produced and designed in the form of text, photography and film,
for the creation of a print or digital poster, a print or digital invitation and an advertising video of
30-60 seconds for the event.

The event is to be curated with the team's produced and sourced content,
including imagined user generated content.
The selected physical or virtual space is to be designed in 2-D or 3-D format and in video simulation,
to present the experiences and interactions.

* It is a recommendation that the fashion digital application and/or experiential event employ digital
innovation, such as:
Virtual reality
Augmented reality
Artificial intelligence

Each group is required to assemble its final outcomes and deliver a designed, coherent, relevant and
professional presentation to tutors and students, both for digital and verbal communication.

Good luck!

# Project Roles

*Founder*
Directs and develops the entrepreneurial strategy, the idea implementation and the outcome delivery throughout project initiation, process and sign-off. Composes the strategy based on industry analysis. Holds responsibility of the project's performance. Identifies project and team objectives and guides intended results with the mission of project success. Leads and manages the team, maintaining communication and close collaboration with all team members. Composes the copywriting for internal and external project communication, in line with the project's strategic and creative intended results. Creates the copywriting to feed the digital application, event promotion, communication and execution.

*Art Director*
Directs, decides and oversees the project's artistic aspects and visual implementation, from conception, throughout the process to outcome delivery, for the fashion digital application, brand identity and experiential event. Holds responsibility of the creative result. Designs the brand identity and integrated communication for the digital application, the promotion of the event and the experience of the event in a coherent manner, in line with the project's strategic and creative intended results. Visually translates, in a hands-on manner, the project's art direction, from typography, to colour, layout, user interactivity etc to create the integrated communication of the digital application and the experiential event across various formats and creative disciplines: print, web, film, space etc.

*Application Designer*
Designs and edits the digital application's interface, content presentation and user experience, in a contemporary and coherent manner, in line with the project's strategic and creative intended results. Visually translates, in a hands-on manner, the project's art direction. Implements the brand identity (logo, typography, colour, layout), integrates the content (copywriting, photography, video) and constructs the client profiles, functionality, user interactivity. Creates the application's simulation video in a logical navigation to present all utilities and facets of the design and system.

*Experiential Event Designer*
Curates and designs the physical or virtual environments of the event to accommodate the project's strategic, creative and technical objectives and functions.Composes in writing the physical or virtual experience for the audience in an innovative and pragmatic manner. Designs the event's two- or three-dimensional experience in images and video, to illustate theme, environment, content curation, activities, user interactivity etc. Holds responsibility for the event's experience.

*Photographer and Filmmaker*
Creates the project's content in photography and film. Sources production elements (materials, people casting, location scouting, equipment rental, event space booking etc), presents options to

the project team, executes decisions by hiring, organising and managing all production elements and activities. Operates the camera and leads photography, film, light, sound elements and all artistic and technical aspects during production in a hands-on manner. Plans, manages and oversees production. Performs make-up and styling if required. Executes post-production by assembling, editing and exporting visual and sound raw material to produce the content's final outcome, in line with the project's strategic and creative intended outcomes. Holds responsibility for the visual content's image.
Sources and edits secondary-researched content to feed the digital application and experiential event.

# Project Timeline

10 weeks
from the 13th October to the 15th of December 2020

*Teaching dates*
13, 20, 27 October 2020
3, 10, 17, 24 November 2020
1, 8, 15 December 2020

*Project Outcome Submission*
12 January 2021 via Blackboard/OneDrive

# Project Outcomes

The following elements are the Project's mandatory submission deliverables.

Group

1. One Fashion Digital Application, fully designed, content-fed, simulating performance:
   home page

   pages of content visualisation        *ex. product or services, campaigns etc*

   pages of client profiles        *ex. client details, visual content, libraries etc*

   pages of client interactivity        *ex. messaging, liking, buying, playing, uploading etc*

*Designed on Adobe XD*

2. A digital presentation featuring project process and final outcome:

Creative strategy, Fashion Digital Application, Experiential Event Communication, Experiential Event Design

2. A digital folder, containing the following elements:

| | |
|---|---|
| Creative strategy | *pdf - brand manifesto of 300 words* |
| Art direction | *pdf - mood-boards of art direction concept* |
| Brand identity | *pdf - brand bible: logo, colour, typography, layout* |
| Communication | *pdf - press release 300 words* |
| | *pdf - advertising poster/gif* |
| | *mp4 - advertising video (30-60 seconds) exported in youtube format* |
| Physical/digital event design | *pdf - 2-D or 3-D designs or video simulation of the event* |
| Fashion Digital Application | *mp4 - application simulation video* |
| | *pdf - 10 application still images* |

*Individual*

4. Project digital sketchbook, composed of

Research folder: selection and critical analysis of digital applications and experiential events

Bibliography: selection and critical analysis on brand experiences

Self-evaluation: critical reflection on individual role and group synergy

*pdf of high quality design and edition, including index and clear lebelling of all sections - apprx. 100 single pages*

5. Two project journal vlogs, documentating the individual's role in the project

2 mp4 of 2-minute films, mac-compatible

6. Summer project

4 zines of research and analysis on the defined fashion application brands

All learning outcomes are digital and shall be designed/embedded on a variety of software

# Scheme of Work

Project launch
Project brief by module leader
Group and role confirmation
Lecture on fashion innovation and digital applications
TBC: VR workshop / Digital Inspiration workshop
Group studio work: conceive and articulate two entrepreneurial ideas for the brand

Work to be delivered on the following week:
Each group to create 3-minute pitch x 2 entrepreneurial ideas. Each entrepreneurial idea to be a 3- to 5-pages pdf and a speech presentation communicating the creative strategy, art direction and market/ audience for each brand and digital application.
Individual sketchbooks: research


Week 2/ 20th October 2020

Group pitch presentations to class of 2 entrepreneurial ideas in a 3- to 5-pages pdf and a speech presentation communicating the creative strategy, art direction and market/audience for each brand and digital application.
Post presentation: Q&A, discussion, evaluation
Selection of 1 entrepreneurial idea for each group to be developed in the module
Lecture on brand and culture
Creative strategy manifesto workshop

Work to be delivered on the following week:
Creative brand strategy manifesto: 200 words
Art direction: research and content for mood-boards to present the app and brand identity concept
Application design: rough sketches for app and user experience-interaction notes
Brand identity: research on brand's logo, colour, typography, layout
Individual sketchbooks: research, documentation


Week 3/ 27th October

Mood-board workshop
Sketchbook workshop
Vlog workshop

Work to be delivered on the following week:
Creative brand strategy manifesto: 300 words
Art direction: mood-board design to present the app and brand identity concept
Application design: design initiation and user experience-interaction notes
Brand identity: rough sketches for logo, colour, typography, layout
Individual sketchbooks: research, documentation, design initiation


Week 4/ 3rd November

Lecture on experiential events
Group seminars
Group studio work

Work to be delivered on the following week:
Creative brand strategy manifesto: final edit
Art direction: mood-board development to present the app and brand identity concept
Application design: design of 3 pages
Brand identity: design development of logo, colour, typography, layout
Event design: rough sketches for event and user experience notes
Photography and Film: content direction and production
Individual sketchbooks: research, documentation, design


Week 5/10th November

Lecture on brand identity and multidisciplinary communication
Brand bible workshop
Group seminars
Group studio work

Work to be delivered on the following week:
Creative brand strategy manifesto: final edit
Art direction: mood-board finalisation to present the app and brand identity concept
Application design: design of 5 pages
Brand identity: design development of logo, colour, typography, layout
Event design: 2-D / 3-D visualisation of event and user experience notes
Communication: design and copywriting of advertising poster/gif
Photography and Film: content direction, production and edition
Individual sketchbooks: research, documentation, design
1 vlog: production and edit

## Week 6/ 17th November (on UWE physical location)

Sketchbook and vlog tutorials

Work to be delivered on the following week:
Creative brand strategy manifesto: final edit
Art direction: final mood-board presenting the app and brand identity concept
Application design: design of 8 pages
Brand identity: design development of logo, colour, typography, layout
Event design: 2-D / 3-D visualisation of event and user experience notes
Photography and Film: content direction, production and edition
Communication: advertising poster finalisation, first draft of press release
Individual sketchbooks: research, documentation, design
1 vlog: production and edition


## Week 7/ 24th November

Lecture on campaign film and advertising video
Press release workshop
Group seminars
Group studio work

Work to be delivered on the following week:
Creative brand strategy manifesto: final edit
Art direction: final mood-board presenting the app and brand identity concept
Application design: design of 10 pages
Brand identity: design development of logo, colour, typography, layout
Event design: 2-D / 3-D visualisation of event, incorporating the brand identity and user experience
Photography and Film: content direction, production and edition
Communication: final advertising poster, press release development, advertising video proposal and production
Individual sketchbooks: research, documentation, design
2 vlogs: production and edition


## Week 8/ 1st December

Group seminars
Sketchbook tutorials

Work to be delivered on the following week:
Creative brand strategy manifesto: final edit
Art direction: final mood-board presenting the app and brand identity concept
Application design: design of 10 pages, app video simulation

Brand identity: design finalisation of logo, colour, typography, layout
Event design: 2-D / 3-D visualisation of event and video simulation
Photography and Film: content direction, production and edition
Communication: final advertising poster, final press release, advertising video edition
Individual sketchbooks: research, documentation, design
2 vlogs: production and edition
Presentation: design of audio-visual presentation, incorporating all project outcomes and speech preparation


## Week 9/ 8th December

Presentation training
Group project presentation to module leader, communicating all project outcomes in a designed audio-visual digital format and verbal presentation by all group members
Feedback provision


## Week 10/ 15th December

Project presentation to class (formative assessment)
Self and peer evaluation