

ANNEX 2 – COURSE DESCRIPTION

Course Title	Building a Fashion Identity				
Course Code	DESF421				
Course Type	Elective				
Level	4				
Year / Semester	Year 4 / Semester 1				
Teacher's Name	Anna Chrysaphi				
ECTS	5	Lectures / week	3 hours	Laboratories / week	1 hours
Course Purpose and Objectives	The purpose of this course is to enable students to understand the operational and managerial considerations that must be taken into account when developing and maintaining a new fashion business/ brand. To cultivate an understanding of evolving styles and movements of fashion businesses and how they are influenced by contemporary culture. This will enable the students to reflect and employ personal strategic thinking in an innovative and critical way in preparation for the final design project and their collections. They will also learn to evaluate where they stand within the market as fashion designers.				
Learning Outcomes	On successful completion of this course, students will be able to: <ul style="list-style-type: none">• Identify ethical and holistic considerations in a business.• Understand the operational and managerial considerations that must be taken into account when starting a new fashion business.• Evaluate business opportunities and ideas current to today's fashion markets.• Evaluate various sources of start-up business funding and finances with in the fashion industry.• Demonstrate knowledge and understanding of the steps necessary to start a new fashion business.• Understand where their collection stands with in the fashion market.				
Prerequisites	No		Required	Yes	
Course Content	<ul style="list-style-type: none">• Contemporary topics and career opportunities in the fashion industry; structure of the fashion industry• Working from home versus setting up a studio;• Setting up a business; Business Planning Process; feasibility study• Production/ manufacturing; Retailing;• Marketing Understanding the customer; Marketing mix elements; Promotion mix; Branding; web pages, look-books and social media advertising. Presentation and Finished Designs• Management; Qualities of effective running of a small business; time management; social responsibility; ethics				

Teaching Methodology	<p>Students will engage with various lectures and workshops to generate ideas and recognize opportunities within the fashion industry.</p> <p>This course will be delivered through a series of the following:</p> <ul style="list-style-type: none"> • Lectures • Seminars from practitioners. • Workshop exercises • Directed Self-Study
Bibliography	<ul style="list-style-type: none"> • Davies, M. (2005) More than a Name: An Introduction to Branding. Lausanne AVA • Meadows, T. (2009) How to Set Up and Run a Fashion Label. Laurence King • Posner H. (2011) Marketing Fashion. Laurence King • Moore, G. (2012) Fashion Promotion. AVA Publishing • Shijian, L. (2012) Communicating Fashion Brands. Send Points Publishing • Wheeler, A. (2013) Designing Brand Identity. John Wiley & Sons, Inc. • Gobe, M. (2001) Emotional Branding. Allworth Press • Gehlhar, M. (2008) The Fashion Designer Survival Guide. Kaplan • Vogt, P. (2007) Career Opportunities in the Fashion Industry. Checkmark Books <p>https://digitalcommons.du.edu/cgi/viewcontent.cgi?article=1474&context=etd</p> <p>https://process.arts.ac.uk/sites/default/files/zoi-arvanitidou.pdf</p> <p>https://d3ui957tjb5bqd.cloudfront.net/ebooks/BeginnersGuidetoBranding.pdf</p> <p>http://www.businessoffashion.com/</p> <p>https://www.wgsn.com/en/</p>
Assessment	<ul style="list-style-type: none"> • Written work 20% • Participation 10% • Portfolio work 70%
Language	English