Glasgow School of Art Course Specification
Course Title: Fashion Narrative 3A: Event
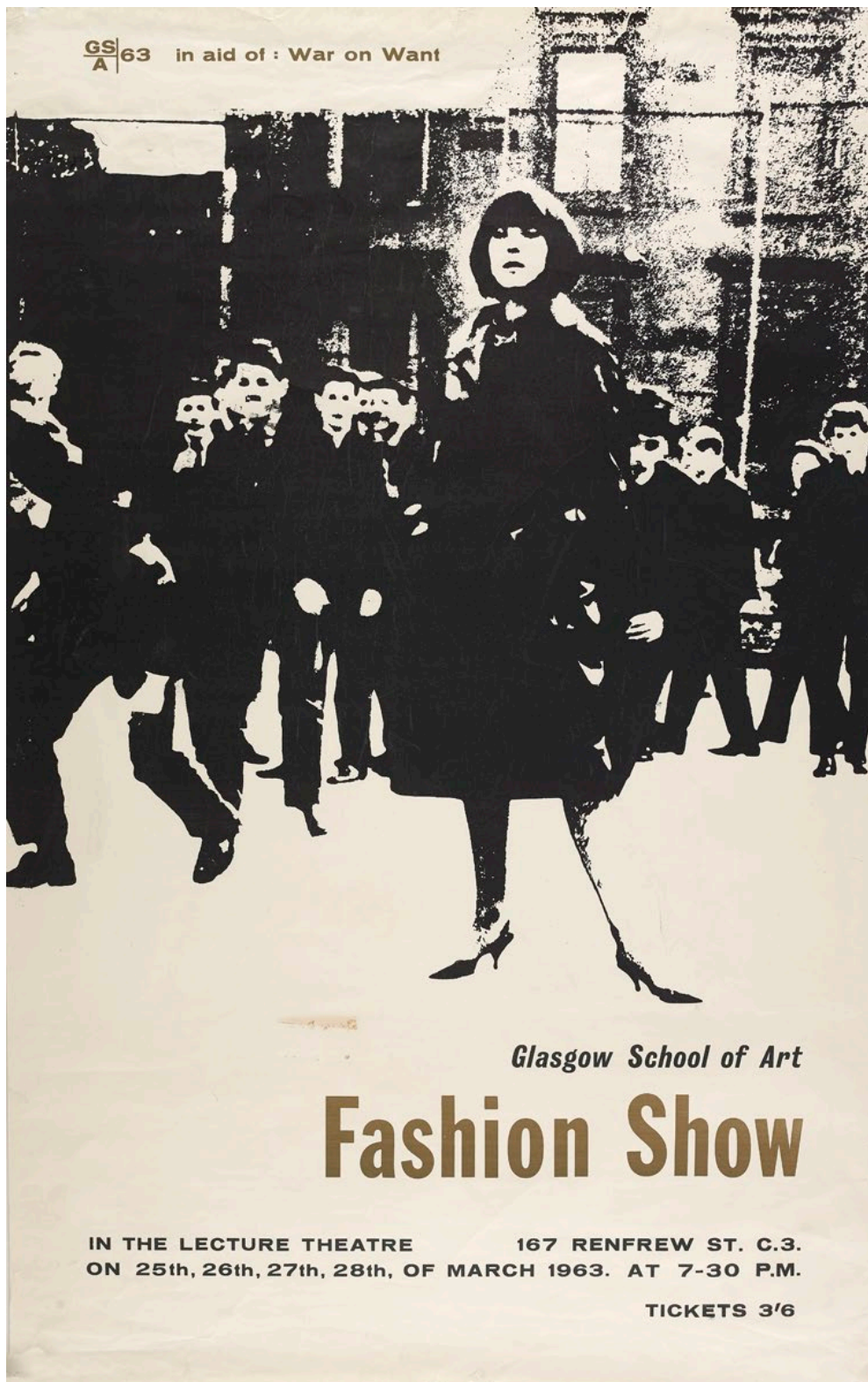

Image: Poster for The Glasgow School of Art Fashion Show (1963), GSA Archives

Course Code	HECOS Code	Academic Session
	100048	2025-26

Course Title	Fashion Narrative 3A: Event
Course Contact	Dr Fiona Jardine

Credits	40
SCQF Level	9
When Taught	Semester 1

Associated Programmes	BA (Hons) Fashion Narrative
Lead School	School of Design
Other Schools	n/a
Date of Approval	Programme Approval February 2025

Course Introduction

On this course you will advance the development of creative and visual storytelling skills for Fashion Narrative in relation to event-based projects and, at the same time, expand your knowledge of fashion's social and cultural value.

The course requires you to develop deep knowledge of the historic and contemporary relationship between fashion and art, considering how these spheres of cultural and personal expression can work in strategic and mutually beneficial ways. Understanding fashion in this way is seen as critical to developing innovative and future-facing engagement with the societal, ethical and environmental challenges it faces.

A variety of set, guided and independently initiated projects, some with external partners and/or on location facilitate the development of real world teamworking, organisational and promotional skills. Students are expected to organise documentation, presentation and evaluation/review of live projects in a variety of ways.

Technical workshops are devoted to advancing skills in recording and editing moving image.

Course Aims

The aims of this course are to:

1. Develop subject knowledge by examining the relationship between fashion and contemporary art

2. Advance research and organisational skills for live projects

3. Focus on methods for documenting, communicating and evaluating live projects

4. Develop team working skills through collaboration with peers in response to external locations/contexts

5. Practice advanced communication skills to present work in progress and completed work to peers, staff and other audiences/external partners

Course Intended Learning Outcomes

By the end of this course students will be able to:

1. Relate and contextualise examples of contemporary art and fashion through research and review

2. Evidence exploration of concepts and ideas for live events through visualisation, written texts and collaborative working

3. Demonstrate advanced organisation and communication skills to effectively plan work with peers, staff and external partners

4. Promote, document and evaluate live events, managing data appropriately

5. Employ technical, digital and critical skills to edit and present documentation across a range of visual and written outputs

Indicative Content

- Fashion in art; art in fashion
- Fashion performance
- Planning, promoting, executing, documenting and evaluating live events
- Qualitive research and data management
- Risk assessment
- Ethical awareness
- Responding creatively to project briefs
- Descriptive and creative writing
- Experimental approaches to working with image and text
- Strategies for organising individual and group work
- Technical skills relevant for realising project briefs

Description of Learning and Teaching Methods

This course is a project-based course. Project briefs are aligned to learning outcomes and encourage an independent, tutor-supported approach to directed and self-directed study. Project briefs are introduced through contextual presentations and seminars offering students inspiration, guidance and direction to useful resources for research. Project briefings also offer students the opportunity to ask questions and clarify expectations.
 Students are supported to engage in an explorative and individual approach to learning through:
- Collaborative group work
- Work in progress reviews & discussions
- Inductions and demonstrations
- Technical workshops
- Lectures, seminars, reading groups, study visits

- Reflection, self-evaluation and peer review

Canvas (VLE) is used as a repository for all briefing materials, supplementary digital resources and as the principal communication tool for all course announcements and scheduling information.

Indicative Contact Hours	Notional Learning Hours
40	400

Description of Formative Assessment and Feedback Methods
Students are supported in their learning through a range of formative assessment activities with staff and peers as they progress through the course. These include weekly class reviews, regular group and individual tutorials offering ongoing written or verbal formative feedback to help develop and refine work as they complete specific briefs and progress towards summative assessment. Students are expected to undertake regular reflective self-evaluation as part of the formative feedback process.

Description of Summative Assessment arrangements
Students are required to submit a portfolio of work produced in response to project briefs and learning and teaching activities. Students are expected to submit research and development work in tandem with completed outputs for each project. The portfolio is assessed holistically against the intended learning outcomes for this course and may include research journals, creative and descriptive writing, image making, audio and video recording developed and completed according to specified outputs, guidelines and formats. Students are required to provide a short written report (approx 1500 words) that introduces their portfolio and provides critical and reflective commentary on their research, materials, and methods and evaluation of their personal development throughout the course. They are expected to participate in a short viva style Q&A (approx. 10 mins) in person or online by choice. Submissions will be assessed and moderated in line with the Code of Assessment, which outlines reassessment opportunities where a student has not passed the course.

Description of Summative Assessment Method	Weight %	Submission week
Portfolio of project work, written report (approx. 1500 words), viva (approx. 10mins)	100%	Semester 1, Week 13

Exchange/Study Abroad	
Can this course be taken by Exchange/Study Abroad students?	Yes
Are all the students on the course taught wholly by distance learning?	No
Does this course represent a work placement or a year of study abroad?	No
Is this course collaborative with any other institutions?	No

If yes, then please provide the names of the other teaching institutions	

Reading and On-line Resources

The course indicative reading and online resource list is accessible via Resource Lists. The list is focussed on general surveys of fashion and art, some key figures and movements, and will be reviewed and updated annually to reflect course content and subject developments.