

**Glasgow School of Art Course Specification
Course Title: Fashion Narrative 2B: Media**

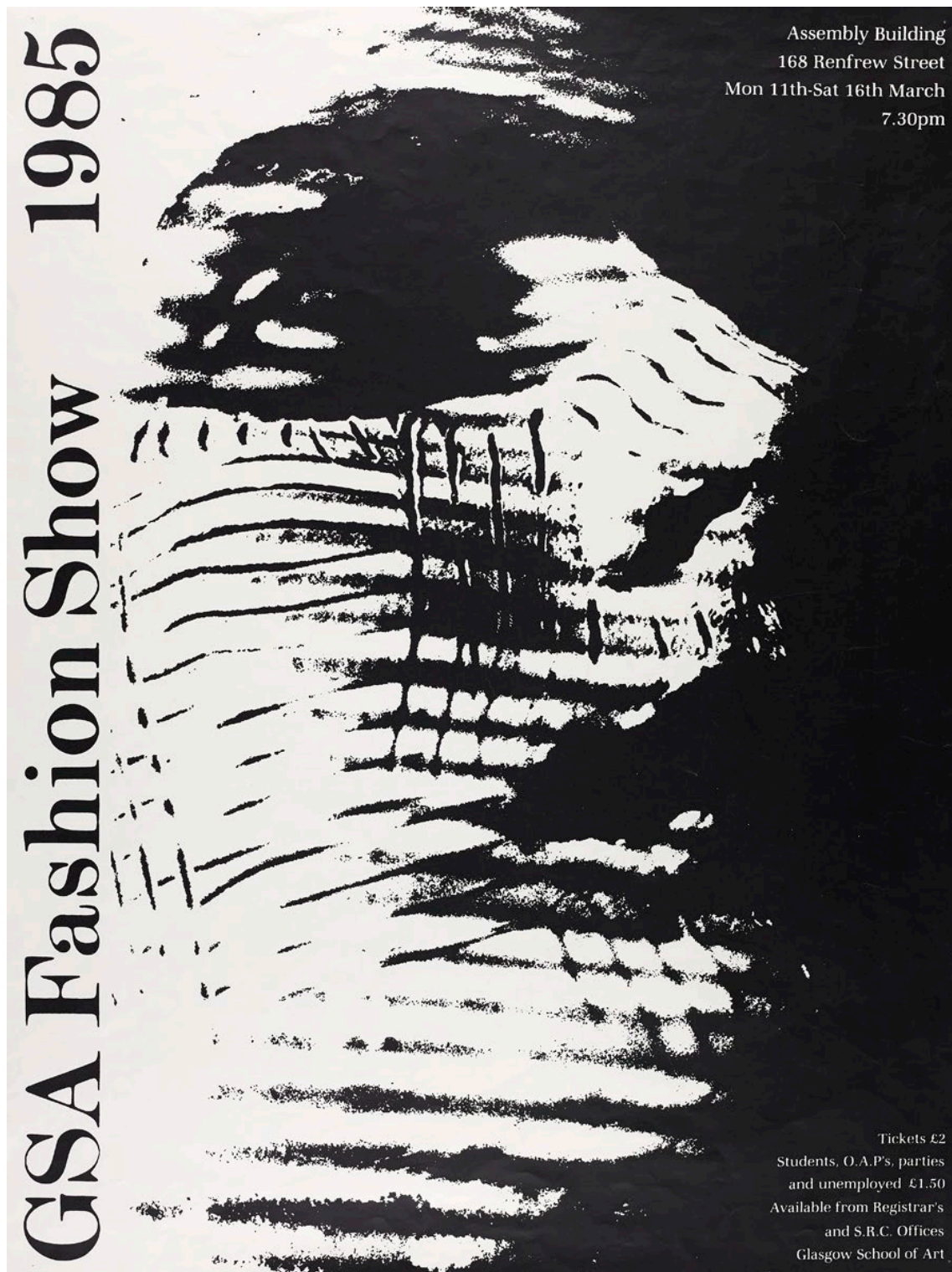


Image: Poster for The Glasgow School of Art Fashion Show (1985), GSA Archives

Course Code	HECOS Code	Academic Session
	100048	2026-27

Course Title	Fashion Narrative 2B: Media
Course Contact	Dr Fiona Jardine

Credits	40
SCQF Level	8
When Taught	Stage 2, Semester 2

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

Course Introduction

With a focus on exploring the role of traditional fashion media and identifying new platforms through which fashion is communicated, discussed and enjoyed, this course requires you to examine fashion through its mainstream, subcultural and community presences. You will be encouraged to question the role that fashion media has in promoting commercial and cultural values, and shaping race, gender, body, age, personal and intersectional identities.

Students practice journalistic review and profile writing in a series of set and self-directed projects as the course builds on the vocabularies and descriptive, creative and visual storytelling skills established in Fashion Narrative 2A: Materials. You will be asked to gather information using interview techniques and learn to do that in an ethically informed manner.

Your skills in digital image making and publication will be consolidated and augmented. Technical workshops explore recording and editing spoken word and audio for podcasts. As in Studio 2A: Materials, you will explore content discursively through presentations, seminars, workshops, group and individual projects. You will be asked to present work in progress to peers and staff and make regular self-appraisals, and you will produce a portfolio of written, visual and recorded work that demonstrates your engagement with project briefs.

Course Aims

The aims of this course are to:

1. Broaden awareness of subject specific contexts, histories and theories by analysing fashion media
2. Extend range of research skills and methods for information gathering, idea generation and exploration
3. Increase range and command of skills for forms of creative, contextual and critical communication
4. Enhance technical and critical skills for digital image making, publication and podcast

5. Refine core organisational, editing and presentation skills to communicate in progress and completed projects to peers, staff and other audiences

Course Intended Learning Outcomes

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

1. Critique the role of fashion media with reference to identity and sustainability
2. Initiate and inform creative projects through primary, contextual and archival research
3. Originate, collect and manage data from a variety of primary and secondary sources observing ethical protocols
4. Determine production of visually driven texts and scripts for chosen platforms in response to set and self-directed project briefs
5. Select and apply relevant technical, digital and critical skills to realise written and visual projects

Indicative Content

- Traditional, contemporary and digital fashion media
- Understanding intersectional identities
- Working with specific archives, collections and databases
- Research and data management ethics
- 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 and digital skills relevant for realising project briefs
- Relevant Software

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 asked to provide a brief, self-evaluative introduction to their portfolio in person or by way of recording.

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 and self-evaluative presentation	100%	Semester 2 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](#). This list will be reviewed and updated annually to reflect course content and subject developments.