

Developing Cross-School Collaboration to Simulate Industry Practice

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Fashion Marketing Management & Fashion Design



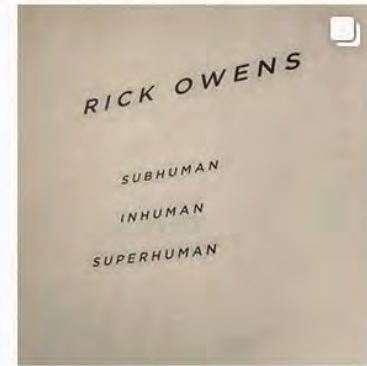
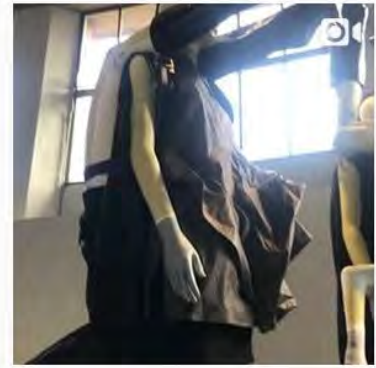
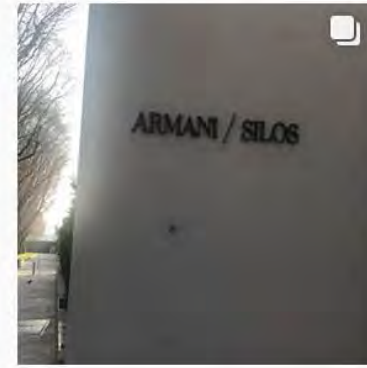
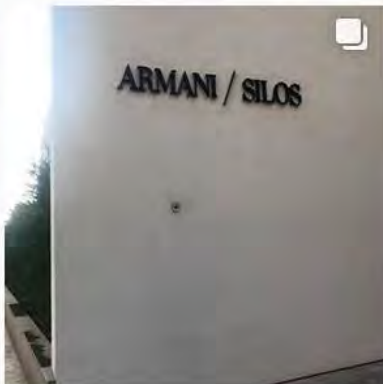
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Fashion at Cardiff Met



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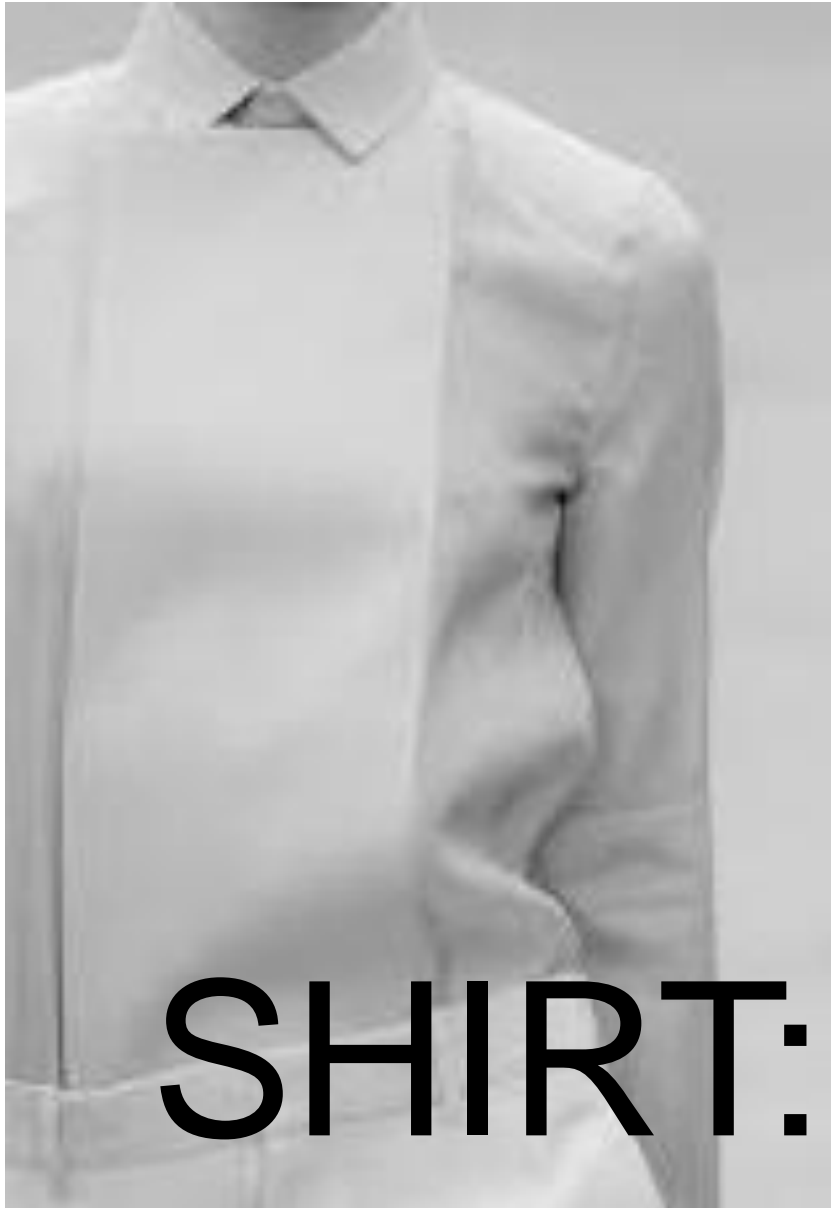
BA (hons) Fashion Design
BA (hons) Fashion Marketing Management
MA Fashion Design Futures
MSc Fashion Marketing Management



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Fashion Visualisation



The Kooples

H&M CONSCIOUS
For a more sustainable fashion future

COS

TOPSHOP

WHISTLES

RIVER ISLAND

ALLSAINTS

H&M

ZARA

SHIRT:CODE



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Focused on embedding the graduate **EDGE** attributes within the module.

Ethical – by the collaboration design fostered with IKEA to donate fabric for the students to construct their garments.

Digital – by enhancing digital skills in 2D, 3D visualisation and moving image as part of their assessment outcomes, and utilising a blended learning approach.

Global – the module began with a cultural, social and research trip to Milan, with visits to key exhibitions and flagship retail to expose the students to creative inspiration.

Entrepreneurial – Students are encouraged to think both entre and intra-preneurially here – by working on a real brand for their assignments, they are gaining a, authentic assessment experience. Generating deeper understanding of brands, markets and the creation of new and innovative responses to a complex design brief.

Milan



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#milan#2018#amazing#time#cardiffmet#students
@csmfashionmarketing



Initial workshop –

Mixed teams, researching brands and presenting



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Example tasks -

Task - Fashion students to develop their trend forecasting/ key shapes / textile inspirations/ fabrics/ key features for their brands.

Task - Fashion marketing to present brand promotion strategies for marketing and promotional material for their allocated brands.

*The above tasks should result in a collaborate PP presenting their market research, trend forecasting and promotional strategies for the new **SHIRT CODE**: ranges to be launched in May 2018*





Key drivers of Skills development

Factor

implication

Coherence with industrial processes

Focus on product development

Commercial creativity developments

Sequentially of learning goals

Pedagogical approach based on skills

Priority to operational skills

Priority to design skills

Priority to project management skills

Focus group-based environments

Experiential learning

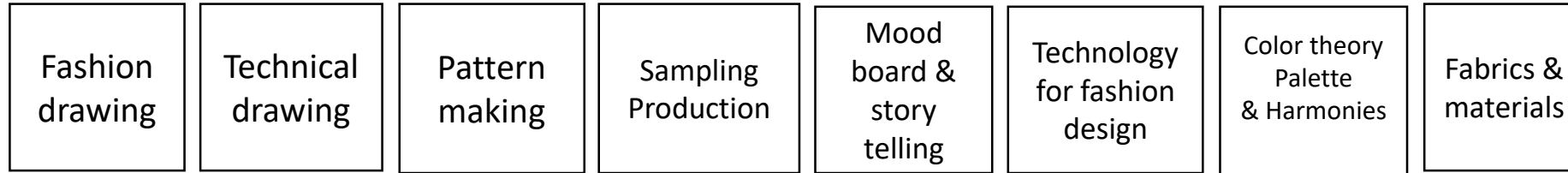
Different structure of the learning
experience

Focus on real world experiences

Focus on soft skills

Design Consultancies Teams - Fashion Design (CSAD) & Fashion Marketing Management (CSM)

Priority to operational skills



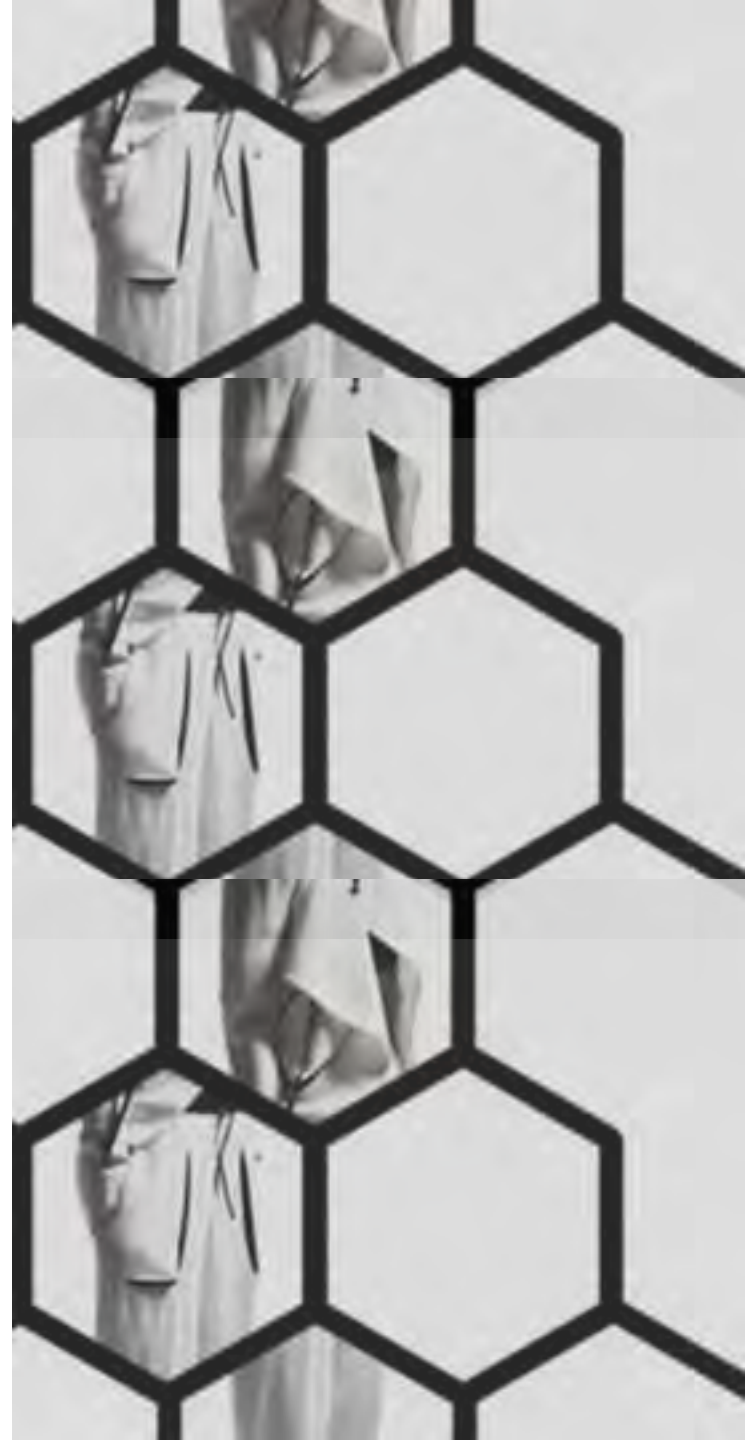
Priority to design skills



Priority to project management skills



Facilitating Networks, Shared Understanding and Team Working



Over to you....



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