



Innovation: The Fashion Industry

Understand how big fashion retailers innovate and discover the story behind a favourite piece of your clothing.

If your students are completing the whole of this course online, then they can complete useful and engaging activities, or a test based on the content covered.

You can choose for your students to complete individual tasks by themselves or encourage group work. Though you may have your own ideas about what your students can do with the course content, we've made things easy for you by suggesting some activities that you can submit to your students below. Choose whichever suits your students and needs.

Each task has student-facing instructions you can use (found later in this pack).

Individual student tasks taken from the course

Reflection: Students write a 500-word reflection on what they learned from the course, including anything they might do differently now as a result of their learning and anything additional they found out from their own reading around the topic. They will submit this reflection as a written essay, podcast or video.

Activity: Students watch the advert from 1950s on Step 1.6 and discuss how it differs from the promotion of the fashion industry today. Their analysis is submitted as a written essay, video, podcast or slideshow.

Research task: Students answer the question: What is sustainable fashion, and what examples of it exist? They submit their summary as a written essay, poster, slideshow, video or podcast.

Group tasks based on the course

Research task: Assign your students to groups or allow them to choose their own group of no more than 3 students. Each group will watch the advert from 1950s, research how it differs from the promotion of the fashion industry today and how it has changed over time. They then find adverts for fashion from different decades and explore the differences, researching why each would have been successful at the time. They submit their findings in a slideshow to you alongside a brief summary of how the team worked together.

Discussion task: Set up a discussion board on a platform of your choice. Students need to discuss this question: What are some of the innovations seen in an item of clothing you own? How did they happen and what makes them so effective?

Test

You can use the test questions listed in the student instructions below as a short assessment to enable your students to demonstrate what they have learned on the course. The assessment has 15 marks in total.

The questions have been designed to be flexible and open. The questions indicate which steps the answers can be found on. The marks available reflect the likely length and complexity of the answer expected, and how many points they are likely to make. For example, a 5-mark question might reflect a longer, more complex question, or one where they have asked to describe or explain a number of elements. Depending on the level and ability of your students, you can decide how you wish to award the marks, so they are appropriate for your class.

Each question suggests which steps the students may wish to return to answer the questions. You can decide if you want to include this information when you share the assessment with your students.

Additional support

You can use the [How to use Futurelearn guide](#) with your students to get started. If you have any more questions, please refer to the [FAQ](#) section.

Student instructions

Reflection

Write a 500-word reflection on what you have learned from the course. It should include anything you might do differently now because of what you learned and anything additional you found out in your reading around the topic. Submit this reflection to your teacher as a written essay, podcast or video.

Activity

Watch the advert from the 1950s on Step 1.6 of the course. How does this advert differ from the way the fashion industry is promoted today? Your answer should include one example of a recent innovation in fashion that can be directly compared to the one in the course. Submit your analysis to your teacher as a written essay, slideshow, video or podcast.

Research task

Conduct some research to answer the question: What is sustainable fashion? Create a short summary (no more than 500 words) which includes examples and submit this to your teacher. Your summary can be a written essay, video, slideshow, podcast or poster.

Group discussion

Use the discussion board set up by your teacher to discuss this question: What are some of the innovations that can be seen in an item of clothing you own? How did they happen and what makes them so effective?

Group research task

Watch the advert from the 1950s on Step 1.6 of the course. As a team, research how it differs from the promotion of the fashion industry today and how it has changed over time. Find adverts for fashion from different decades and explore the differences, researching why each would have been successful at the time. You should compile your research into a slideshow which you will submit to your teacher. Your slideshow should also include a brief written summary of how your team worked together – who contributed to which parts, how you reviewed each other's work.

Test

Complete the assessment questions below to demonstrate your understanding of the course. You can refer back to the course to find the answers or more detail as you need to. You should not however share your answers with other students.

Your answers should be written in full sentences and be appropriately detailed. Make sure you read the questions carefully before starting to answer. Each question shows how many marks are available – use this to guide how much detail or how many points you need to include.

The questions also indicate where you can start to look to find the answer. You can also include information from other steps if that is relevant.

1. Name and describe the five types of innovation. (5 marks) [Step 1.2]

2. How has Marks and Spencer innovated in the high street fashion industry? (5 marks) [Step 1.4]

3. How did Marks and Spencer focus on sustainability when designing the iconic suit and Wear 2 project? (5 marks) [Step 2.2 and 2.3]