

TICE CREATE Stage: **CREATIVE WRITING** Project 1

Title: How to report on a fashion shoot

Project Outline: Calling all journalists! Are you ready to delve into the world of feature writing and reportage? There's a fashion shoot happening at The Bowes Museum and we need you to write a feature about it. Could you help a beautiful North East venue to showcase its fashion collections in a fresh new way that will appeal to your age group? If your answer is yes – then this is the project for you.



Pick this project if you are interested in Journalism, Media and Public Relations (PR)

The Bowes Museum is a hidden treasure, a jewel in the heart of beautiful Teesdale. The magnificent building stands proudly in the historic market town of Barnard Castle housing internationally significant collections of fine and decorative arts, showcasing beautiful fashion collections and more.

However, the Press Officer at Bowes Museum has requested some assistance. This is where you (Generation Z) may be able to help. The museum regularly features some of the most amazing fashion exhibitions in the world, but there's a shortage of visitors aged 12-18. Could you as young fashion journalist help with this?

The Bowes Museum needs your help:

- Their Press Officer has arranged a fashion shoot for a group of Generation Z Fashion Communicators, who will be using Instagram to showcase the Bowes Museum to a new young target market
- Can you write a long-form piece of journalism (circa 1,500 words), based on the fashion shoot, which will entice your age range to come to Bowes?

Once complete, you will present your research, your finished feature article and any photography you've done to complement the piece to the Bowes Museum Press Officer.

Which companies you will be working with? This is your first experience of a 'live brief' with an industry and academic partners and is a collaborative project with the Bowes Museum in Barnard Castle:

<http://thebowesmuseum.org.uk/> and the Fashion Communication team at Northumbria University:

<https://www.northumbria.ac.uk/study-at-northumbria/courses/fashion-communication-ba-hons-uusfhc1/>

Your 3 Training Days may look like this:

Day one: The first day of our project will be dedicated to learning about fashion journalism, the fashion photoshoot and the Bowes Museum. We will be looking at how to write a long-form fashion feature article and develop your unique writing voice.

Day two: As part of visiting the Bowes Museum, you will start to make notes and take photographs to record your experience there, highlighting points of interest to followers.

Day three: This day will be dedicated to finalising your feature article and preparing a pitch ready for the Press Officer at the Bowes Museum.

Your Mentor is: Katherine Wildman (Writing)