Programme Specification and Curriculum Map for Fashion Communication and Styling

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| **1. Programme title** | BA (Hons) Fashion Communication & Styling |
| **2. Awarding institution** | Middlesex University |
| **3. Teaching institution** | Middlesex University |
| **4. Programme accredited by** | n/a |
| **5. Final qualification** | BA Honours |
| **6. Academic year** | 2013 / 2014 |
| **7. Language of study** | English |
| **8. Mode of study** | Full time or Part-time |

**9. Criteria for admission to the programme**

**Specific Admissions policy and procedures for Fashion Design, Styling and Promotion:**

Applicants must submit a portfolio of recent work with supporting sketch books (see the website for advice on portfolios). Those subsequently selected as candidates for the programme will normally be interviewed.

Academic qualifications or admission to this programme are:

* Foundation Course Certificate in Art and Design – at Merit Level

*or*

* National Diploma in General Art and Design

*or*

* where appropriate, equivalent, demonstrable and/or appropriate experience e.g City and Guilds at DMM Level
* at least three passes at Level C and above in GCSE should be academic subjects, including English Language – 260 points.

**Direct entry to 2nd Year and 3rd Year**

Candidates are eligible for entry at a higher level upon successful completion of:

* a Higher National Diploma in Fashion or Certificate(for applicants to 2nd year) or Diploma (for applicants to 3rd year) level of an equivalent BA Fashion related programme in another Institution.

It is unusual for applicants to apply for the third year of any of the Fashion based degrees.

**Mature students**

* If you are a mature student and you do not have the required qualification but can submit the required standard of portfolio, you can still be eligible for a place.

**Part Time students**

* Applications who wish to study part time are welcome. This is an unusual request, however, and a programme of study should be planned with the Programme Leader.

**International students**

* International students must have an IELTS score of 6.0 (or equivalent) (students who score less than 5.5 on any element are strongly recommended to attend the M.U. pre-sessional programme) and should submit a portfolio of recent work. This can be supplied electronically.

**10. Aims of the programme**

The programme aims to:

* provide a research environment for students to acquire specific skill sets needed for their chosen professional pathway/s.
* develop the ability for students to originate and innovate concepts, proposals and solutions in response to set or self-initiated briefs.
* promote an awareness of the historical and contemporary social context of fashion within local and global environments.
* encourage the deployment of relevant communication and networking skills.
* produce confident and aspiring students, ambitious to become creative and committed business professionals within the fashion communication industries.

**11. Programme outcomes**

**A. Knowledge and understanding**

On completion of this programme the successful student will have knowledge and understanding of:

**A. Knowledge and understanding**

On completion of this programme the successful student will have knowledge and understanding of

1. how to initiate original and confident research methodologies through practical and theoretical study.
2. how to communicate effectively through professional presentations of creative work.
3. the cultural, historical and socio-political contexts within the genres of fashion communication.
4. the awareness of the wider fashion concepts of contemporary fashion direction, styling and promotion.

***Teaching/learning methods***

Students gain knowledge and understanding through:  
lectures, seminars, individual research, critical essays and practical coursework assignments, demonstrations by tutors, visiting lecturers and guest lectures and technical staff.

**Assessment Methods**

Students’ knowledge and understanding is assessed by:  
practical and written coursework assignments, group presentations to tutors and peers, portfolio presentations and one-to-one assessment tutorials.

**B. Cognitive (thinking) skills**

On completion of this programme the successful student will be able to:

1. select visual and textual material relevant to the modes of study.
2. engage in critical analysis of historical and contemporary fashion.
3. articulate and evaluate documented research processes and outcomes.
4. initiate projects and explore areas of work.

***Teaching/learning methods***

Students learn cognitive skills through:

seminars, presentations to larger groups, tutorials, participation in self and peer assessment including written and verbal feedback, strategies for solving visual communication problems.

**Assessment Method**

Students’ cognitive skills are assessed by:  
coursework, original practical coursework assessed against established outcomes and criteria, written and oral presentations to peer groups and written reports in support of practical work

**C. Practical skills**

On completion of the programme the successful student will be to:

1. produce original concepts and outcomes significant to the aims of the programme.
2. research and find visual and textual information from a range of sources.
3. apply and demonstrate presentation skills that utilise facilities to create a fashion portfolio relevant to the chosen pathway.

work innovatively with virtual design communication and operate traditional and visual digital technologies.

***Teaching/learning methods***

Students learn practical skills through:

inductions and demonstrations by technical and academic staff in specialist workshop areas and practical work on projects.

***Assessment Method***

Students’ practical skills are assessed by:

practical and theoretical coursework assignments, attendance and participations in inductions, demonstrations, practical workshops and written assignments.

**D. Graduate Skills**

On completion of this programme the successful student will be able to:

1. demonstrate personal and career development skills relevant to the chosen pathway.
2. learn effectively.
3. communicate effectively using a variety of media.
4. work independently, and when appropriate as part of a team.
5. use information technology proficiently and work accurately with numbers and measurement.

***Teaching/learning methods***

Students acquire graduate skills through:

coursework assignments supported by workshops, seminars, tutorial and practical groups, numeracy and learning skills in the core modules, participation at all levels in the presentation of outcomes, self and peer assessment to develop oral and written communication skills appropriate for industry.

***Assessment method***

Students’ graduate skills are assessed by:

individual and group coursework assignments, practical and theoretical coursework assignments, presentations combining both visual and oral elements.

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| **12. Programme structure (levels, modules, credits and progression requirements)** |
| **12. 1 Overall structure of the programme** |
| BA (Hons) Fashion Communication & Styling is structured as a three-year full time programme although it may be taken in part-time mode over a longer period after discussion with the Programme Leader.  Each academic year accommodates units of study called modules, each providing a number of credit points which when completed via set assignment projects, will allow students to progress to the following year and academic level of study.  Each academic year is made up of a sub-total of 120 credits accumulated from a variety of set modules of 30, 60 or 90 credits valued respectively depending on the amount of assignment project work required to be submitted for summative assessments. A three year programme is an overall total of 360 credits, and students are required to achieve a total of 360 credit points in order to be awarded the academic level of study required to graduate with a BA Honours Degree in Fashion Communication & Styling.  Please see the programme structure diagram. |

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| **12.2 Levels and modules** | | |
| **Level 4** | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:  FSH1200  FSH1600  FSH1700  FSH1931 | N/A |  |

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| **Level 5** | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:  FSH2300  FSH2600  FSH2936 | N/A |  |
| **Level 6** | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:  FSH3300  FSH3930 | N/A |  |

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| **13. Curriculum map** |
| See Curriculum Map attached |

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| **14. Information about assessment regulations** |
| Please refer to the Middlesex University Guide and Regulations:  <http://www.mdx.ac.uk/regulations/>  Automatic or Self-deferral is not permitted on any modules within the Fashion Communication and Styling programme. Students wishing to defer must consult with the Assessment and Achievement Officer for Art & Design, and also inform their Year Tutor / Level Coordinator and Programme Leader. |

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| **15. Placement opportunities, requirements and support (if applicable)** |
| * A period of work experience is included in the FSH 2100 module in Year 2 (Level 5). It is approximately 6 weeks in length and is designed to allow the student to spend time in their chosen area of the Fashion industry on a full time basis in order to experience professional activity first hand. It is held in the weeks before London Fashion Week so as to allow maximum opportunity for a full experience. * The work experience is run with support, and under the guidelines, of the Work Placement Office. * The work experience is supported earlier in the year by Curriculum Vitae workshops and tutorial advice on destinations. * Workshops after completion of the work experience support the generation of the outcomes of this part to the module. |

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| **16. Future careers** |
| The programme supports the graduates’ future career developments by the activities within it. Students from this Programme have forged successful and lucrative careers in fashion communication, art direction and graphic design, styling, photography, illustration and associated areas. |

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| **17. Particular support for learning** |
| * The lecturers have a wide variety of skills and experiences and most are actively engaged in professional practice, theoretical and practice-based research outside the University ensuring awareness of academic and industrial currency to inform the curriculum. * Support for self directed learning and analysis through individual and group work. * The Grove at Hendon Campus has the support and workshop availability for lens based media for still and moving image, digital resources, reprographics, 2-D and 3-D print making, plastics, laser cutting, glass, metals, wood etc. with the relevant health and safety inductions by trained technical staff on all specialist equipment. * ILRS facilities are resources, including specialist books, journals, videos, DVDs, slides, special collections and computer programmes and subject-dedicated librarian. |

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| **18. JACS code (or other relevant coding system)** | JACS Code W230 |
| **19. Relevant QAA subject benchmark group(s)** | QAA Subject Benchmarks  QAA Codes of Practice  Framework for Higher Education  Qualifications (FEHQ) |

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| **20. Reference points**   * Relevant University Regulations <http://mdx.ac.uk/regulations/> * QAA Subject Benchmark Statement for Art & Design / BA (Hons) Fashion Design * The Framework for Higher Education in England, Wales and Northern Ireland * Student, Staff, External Examiners and Graduate feedback comments * Learning and Teaching Policy and Strategy |

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| **21. Other information** |
| Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the student programme handbook and the University Regulations. |

**Curriculum map for BA (Hons) Fashion Design, Styling and Promotion**

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

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| **Module Title** | **Module Code**  **by Level** | **Programme outcomes** | | | | | | | | | | | | | | | | |
| **A1** | **A2** | **A3** | **A4** | **B1** | **B2** | **B3** | **B4** | **C1** | **C2** | **C3** | **C4** | **D1** | **D2** | **D3** | **D4** | **D5** |
| **YEAR ONE** (Level 4) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fashion Fundamentals | FSH 1700 | x | x |  | x | x | x | x | x | x |  | x | x |  | x | x | x | x |
| Fashion Promotion One | FSH 1600 | x |  |  | x |  | x | x |  |  | x | x |  |  | x |  | x |  |
| Fashion Skills | FSH 1200 | x | x |  | x | x | x | x | x | x | x | x |  |  |  |  |  |  |
| Fashion, Cultural Contexts and Representation | FSH 1931 | x |  | x |  | x |  | x | x |  |  |  |  |  | x |  |  |  |
|  |  | **A1** | **A2** | **A3** | **A4** | **B1** | **B2** | **B3** | **B4** | **C1** | **C2** | **C3** | **C4** | **D1** | **D2** | **D3** | **D4** | **D5** |
| **YEAR TWO**(Level 5) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Developing Fashion | FSH 2300 | x | x |  | x | x | x | x | x | x |  | x |  | x | x | x | x |  |
| Fashion Promotion Two | FSH 2600 |  | x |  | x |  | x | x |  |  | x |  | x |  |  |  |  |  |
| Fashion Cultures | FSH 2936 | x |  | x |  |  |  | x | x |  |  |  |  | x | x |  |  |  |
|  |  | **A1** | **A2** | **A3** | **A4** | **B1** | **B2** | **B3** | **B4** | **C1** | **C2** | **C3** | **C4** | **D1** | **D2** | **D3** | **D4** | **D5** |
| **YEAR THREE**(Level 6) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Final Fashion Portfolio | FSH 3300 | x | x | x | x | x | x | x | x |  |  | x |  |  | x |  |  |  |
| Critical and Contextual Research Project | FSH 3930 | x |  |  |  | x | x | x |  |  | x | x |  |  |  | x | x |  |

**Programme learning outcomes**– highest level achieved by all graduates

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| **A1** | **A2** | **A3** | **A4** | **B1** | **B2** | **B3** | **B4** | **B5** | **C1** | **C2** | **C3** | **D1** | **D2** | **D3** | **D4** | **D5** |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |

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| **Knowledge and understanding** | | **Practical skills** | |
| **A1** | to initiate original and confident research methodologies through practical and theoretical study | **C1** | find visual and textual information from a range of sources. |
| **A2** | to communicate effectively through professional presentations of creative work | **C2** | apply and demonstrate presentation skills that utilise facilities to create a fashion portfolio relevant to the chosen pathway |
| **A3** | of the cultural, historical and socio-political contexts within the genres of fashion communication | **C3** | work innovatively with virtual design communication and operate traditional and visual digital technologies. |
| **A4** | the awareness of the wider fashion concepts of contemporary fashion direction, styling and promotion |  |  |
| **Cognitive skills** | | **Graduate Skills** | |
| **B1** | select visual and textual material relevant to the modes of study | **D1** | demonstrate personal and career development skills relevant to the chosen pathway. |
| **B2** | engage in critical analysis of historical and contemporary fashion | **D2** | learn effectively. |
| **B3** | articulate and evaluate documented research processes and outcomes | **D3** | communicate effectively using a variety of media |
| **B4** | initiate projects and explore areas of work | **D4** | work independently, and when appropriate as part of a team |
|  |  | **D5** | use information technology proficiently and work accurately with numbers and measurement |