

BA Fashion Communication and Styling

Programme Specification



1. Programme title	BA Fashion Communication and Styling (FCS)
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	N/A
5. Final qualification(s) available	BA (Hons) Fashion Communication and Styling BA (Hons) Fashion Communication and Styling with Foundation Year Cert (HE) Fashion Communication and Styling DIP (HE) Fashion Communication and Styling
6. Year of validation	2013
Year of amendment	2021
7. Language of study	English
8. Mode of study	Full-time or Full-time + TKSW (Thick Sandwich mode) or Part-time (There is no Part-Time TKSW option available)

9. Criteria for admission to the programme

These regulations are made in accordance with the Academic Regulations for University Awards and conform to the Middlesex Academic Credit Scheme (MACS) and the Common Academic Framework.

Specific Admissions Policy and Procedures for Fashion Communication and Styling

All acceptances for year 1 (Level 4) of study are subject to the successful completion of a portfolio interview or, where it is not possible for the student to attend an interview, the submission of a digital portfolio. In addition, the applicant is required to have completed:

- a Foundation Course Certificate in Art and Design
or
- a National Diploma in General Art and Design
or, where appropriate, equivalents:
- a recognised professional qualification in or experience of the following design disciplines: fashion/textiles, three-dimensional design, interior or spatial design, visual communication, graphic design, furniture, ceramics, jewellery, architecture
- at least three passes at Level C and above in GCSE should be in academic subjects, including English Language

10. Aims of the programme

The programme aims to:

- Facilitate the production of exploratory, experimental fashion communication and styling that develops an individual style or identity
- Establish the attainment of visual and technical skills relating to individual aspiration and current audiences and market needs
- Promote an awareness of the historical and contemporary social context of visual communication for fashion within local and global environments.
- Foster a range of critical research skills
- Engender professionalism and an understanding of appropriate practices and modes of communication

11. Programme outcomes*

A. Knowledge and understanding

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

A1. cultural, historical, political and socioeconomic context of fashion and related design fields;

A2. fashion system and fashion communication concepts;

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.

<p>A3. collaborative practice and interdisciplinarity within chosen field of fashion communication and styling;</p> <p>A4. currency and innovation in relation to personal direction and/or contemporary practice;</p> <p>A5. personal career development and employability opportunities with fashion design and related fields;</p> <p>A6. resourcefulness, development of autonomy and problem-solving ability;</p> <p>A7. appreciation of citizenship, social responsibility and/or sustainability;</p> <p>A8. professional standards and practice.</p>	<p>Assessment methods</p> <p>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.</p>
<p>B. Skills</p> <p>On completion of this programme the successful student will be able to:</p> <p>B1. select and articulate relevant research material from a variety of sources;</p> <p>B2. critically analyse, organise and evaluate research material;</p> <p>B3. communicate to academic and professional audiences, both verbally and visually, using a variety of appropriate media;</p> <p>B4. utilise specialist techniques and media appropriate to fashion communication - styling, photography and film, art direction;</p> <p>B5. reflect on processes and outcomes;</p> <p>B6. work with numbers and analyse and interpret data;</p> <p>B7. utilise current IT and CAD tools;</p> <p>B8. apply presentation skills, including photography, graphic and digital design relevant to research and portfolio for fashion communication.</p>	<p>Teaching/learning methods</p> <p>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.</p> <p>Assessment methods</p> <p>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.</p>

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

Programme Structure Diagram – Full Time

BA (Hons) Fashion Communication and Styling is a 3-year (full-time) or 4-year (full-time thick sandwich year mode) or 6-year part-time programme (the TKSW option is not an option on PT mode).

Each year contains a set of modules, which provide credit points that allow each student to progress to the following year. Students will need 360 credit points in total to achieve BA (Hons) Fashion Communication and Styling. This is made up of a total of 120 credit points in each academic year.

Students on the full-time mode of study only will also have the option to complete an additional 120 credit module after level 5 and before level 6 as long as all modules have been passed and progression is possible: FSH3520 Fashion Communication and Styling: Fashion Communication Placement Year.

In addition:

- On completion of level 4, there is an exit award available: DIP (HE) Fashion Communication and Styling
- On completion of level 5, there is an exit award available: CERT (HE) Fashion Communication and Styling

YEAR ONE (Level 4)

FSH1220
Fashion Communication Skills
(30 Credits – Term 1)

FSH1620
Communication, Collaboration and
Production
(30 Credits – Term 2)

FSH1720
Visual Communication Research
(30 Credits – Year long)

FSH1935
Fashion History and Theory
(30 Credits – Year long)

YEAR TWO (Level 5)

FSH2620
Fashion Communication Practice
(30 Credits – Term 1)

FSH2320
Fashion
Communication
Internship
(30 credits-Term 2)

FSH2920
Industry, Media
and Audience
(30 credits –
Term 2)

FSH2935
Fashion Culture and Industry
(30 Credits – Year long)

YEAR THREE (Level 6)

FSH3320
Fashion Communication Portfolio
(90 Credits – Year long)

FSH3935
Contextual Studies Research Project
(30 Credits – Year long)

Programme Structure Diagram – Full Time (Thick Sandwich mode)

YEAR ONE (Level 4)

FSH1220
Fashion Communication Skills
(30 Credits – Term 1)

FSH1620
Communication, Collaboration and
Production
(30 Credits – Term 2)

FSH1720
Visual Communication Research
(30 Credits – Year long)

FSH1935
Fashion History and Theory
(30 Credits – Year long)

YEAR TWO (Level 5)

FSH2620
Fashion Communication Practice
(30 Credits – Term 1)

FSH2320
Fashion
Communication
Internship
(30 credits-Term 2)

FSH2920
Industry, Media
and Audience
(30 credits –
Term 2)

FSH2935
Fashion Culture and Industry
(30 Credits – Year long)

YEAR THREE / OPTIONAL - Full Time (Thick Sandwich mode) (Between Level 5-6)

FSH3520
Fashion Communication Placement Year
Advanced Diploma in Professional Practice
Pass or Fail
(120 Credits)

YEAR FOUR (Level 6)

FSH3320
Fashion Communication Portfolio
(90 Credits – Year long)

FSH3935
Contextual Studies Research Project
(30 Credits – Year long)

Programme Structure Diagram – Part Time

YEARS ONE & TWO (Level 4)

FSH1220
Fashion Communication Skills
(30 Credits – Term 1)

FSH1620
Communication, Collaboration and
Production
(30 Credits – Term 2)

FSH1720
Visual Communication Research
(30 Credits – Year long)

FSH1935
Fashion History and Theory
(30 Credits – Year long)

YEARS THREE & FOUR (Level 5)

FSH2620
Fashion Communication Practice
(30 Credits – Term 1)

FSH2320
Fashion
Communication
Internship
(30 credits-Term 2)

FSH2920
Industry, Media
and Audience
(30 credits –
Term 2)

FSH2935
Fashion Culture and Industry
(30 Credits – Year long)

YEARS FIVE & SIX (Level 6)

FSH3320
Fashion Communication Portfolio
(90 Credits – Year long)

FSH3935
Contextual Studies Research Project
(30 Credits – Year long)

12.2 Levels and modules

Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore, the old coding is bracketed below.

Level 4 (1)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: FSH1220 FSH1620 FSH1720 FSH1935	N/A	Successful completion of all modules

Level 5 (2)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: FSH2320 FSH2620 FSH2920 FSH2235	N/A	Successful completion of all modules

Between Level 5-6 (TKSW)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
	FSH3520 Fashion Communication Placement Year (TKSW)	Successful completion of all modules PASS
Level 6 (3)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: FSH3320 FSH3935		Successful completion of all modules

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	Module code
4	FSH1220
4	FSH1720
4	FSH1620
4	FSH1935
5	FSH2320
5	FSH2920
5	FSH2620
5	FSH2935
6	FSH3520 [Optional module / year in industry]
6	FSH3320
6	FSH3935

13. Curriculum map
See attached

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 BA 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.

15. Placement opportunities, requirements and support

A period of work experience is included in the FSH2320 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 supported earlier in the year by Curriculum Vitae workshops and tutorial advice on destinations and assessment.

We offer a 'Thick Sandwich' version of the Fashion Communication and Styling programme. Students will be given the opportunity to opt for a year-long work placement during their third year. Those students undertaking the placement year will complete a series of assessment tasks during their work experience, and will gain an additional 120 credits and receive an Advanced Diploma in Professional Practice.

The internship programmes are run with support, and under the guidelines, of the Work Placement Office.

Level 5 – Compulsory

FSH2320: Fashion Communication Internship (30 credits - Term 2)

Level 6 – Optional (120 credits)

FSH3520

- To provide students with the opportunity to gain an *Advanced Diploma in Professional Practice*

All students will be eligible to complete a year-long Work Placement within the Fashion and wider creative industries. This provides students with an opportunity for more extensive work-based learning industry. Opportunities are also provided throughout the course for students at all levels to enter into Industry-led briefs and collaborative projects, which can result in further opportunities for work placement and / or industry experiences.

16. Future careers (if applicable)

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.

One of the key options for recent graduates here at Middlesex University is to progress onto one of our Art and Design MAs, in particular the MA Fashion. There are many incentives, including financial support for any Middlesex University students wishing to follow this path.

17. Particular support for learning (if applicable)

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.

18. JACS code (or other relevant coding system)	W230
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19. Relevant QAA subject benchmark group(s)	Art and Design February 2017
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20. Reference points

- Relevant University Regulations <http://mdx.ac.uk/regulations/>
- QAA Subject Benchmark Statement for Art & 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.

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.

Appendix 2: Curriculum map for BA (Hons) Fashion Communication and Styling

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.

Programme learning outcomes

Knowledge and understanding	
A1	Cultural, historical, political and socioeconomic context of fashion and related design fields
A2	Fashion system and fashion communication concepts
A3	Collaborative practice and interdisciplinarity within chosen field of fashion communication and styling
A4	Currency and innovation in relation to personal direction and/or contemporary practice
A5	Personal career development and employability opportunities with fashion design and related fields
A6	Resourcefulness, development of autonomy and problem-solving ability
A7	Appreciation of citizenship, social responsibility and/or sustainability
A8	Professional standards and practice
Skills	
B1	Selection and articulation of relevant research material from a variety of sources
B2	Critical analysis, organisation and evaluation of research material
B3	Communication to academic and professional audiences, both verbally and visually, using a variety of appropriate media
B4	Specialist techniques and media appropriate to fashion communication - styling, photography, art direction and/or film
B5	Ability to reflect on processes and outcomes
B6	Ability to work with numbers and analyse and interpret data
B7	Appropriate use of current IT and CAD tools
B8	Application of presentation skills, including photography, graphic and digital design relevant to research and portfolio for fashion communication

