

## Programme Specification

<b>1.</b>	<b>Programme title</b>	MA Digital Fashion, Innovation and AI MA Digital Fashion, Innovation and AI with Professional Placement
<b>2.</b>	<b>Awarding institution</b>	Middlesex University
<b>3a</b>	<b>Teaching institution</b>	Middlesex University: London
<b>3b</b>	<b>Language of study</b>	English
<b>4a</b>	<b>Valid intake dates</b>	September
<b>4b</b>	<b>Mode and duration of study</b>	FT – 1 Year PT – 2 Years FT with Professional Placement – 2 Years PT with Professional Placement – 3 Years
<b>4c</b>	<b>Delivery method</b>	On-campus
<b>5.</b>	<b>Professional/Statutory/Regulatory body (if applicable)</b>	n/a
<b>6.</b>	<b>Apprenticeship Standard (if applicable)</b>	n/a
<b>7.</b>	<b>Final qualification(s) available</b>	MA Digital Fashion, Innovation and AI MA Digital Fashion, Innovation and AI with Professional Placement PGDip Digital Fashion and AI PGDip Digital Fashion and AI with Professional Placement PGCert Digital Fashion
<b>8.</b>	<b>Academic year effective from</b>	2026/27

<b>9.</b>	<b>Criteria for admission to the programme</b>
	<p><b>Appropriate qualifications or experience:</b></p> <ul style="list-style-type: none"> <li>We celebrate inclusivity and diversity and welcome applicants without the normal qualifications but who have extensive and substantial work experience in appropriate fields.</li> <li>A good undergraduate degree (normally a 2:2 or better) in a subject-specific or related design subject, or a recognised, equivalent professional qualification.</li> </ul>

- Applicants with a good undergraduate degree in an unrelated subject but with substantial professional experience within the field of Fashion, and able to demonstrate an aptitude for working in the subject at postgraduate level.
- In all cases, admission to the programme is dependent on:
  - evidence of subject-related knowledge and skills, and of critical subject engagement, demonstrated through an annotated digital portfolio of relevant academic and professional work submitted in a suitable format.
  - sufficient command of the English language. Applicants for whom English is not their first language must provide evidence of attainment to an IELTS overall score of 6.5 (with 6.0 in each component), or equivalent qualification.
  - at least 1 supportive academic, and/or where relevant, professional reference.

The University aims to ensure that its admissions processes are fair, open and transparent and aims to admit students who, regardless of their background, demonstrate potential to successfully complete their chosen programme of study where a suitable place exists and where entry criteria are met. The University values diversity and is committed to equality in education and students are selected on the basis of their individual merits, abilities and aptitudes. The University ensures that the operation of admissions processes and application of entry criteria are undertaken in compliance with the Equality Act.

We take a personalised but fair approach to how we make offers. We feel it's important that our applicants continue to aspire to achieving great results and make offers which take into account pieces of information provided to us on the application form. This includes recognition of previous learning and experience. If you have been working, or you have other learning experience that is relevant to your course, then we can count this towards your entry requirements and even certain modules once you start studying.

## **10. Aims of the programme**

The programme aims to:

- Equip students with advanced theoretical, ethical, and contextual frameworks for critically evaluating audience behaviours, media systems, and digital fashion cultures within global contexts.
- Develop high-level creative and technical competencies in areas such as video, audio, animation, podcasts, social media, and interactive media, underpinned by real-time analytics, platform dynamics, and audience insights.
- Enable students to design, produce, and deliver innovative, audience-focused fashion content strategies tailored to diverse platforms and markets.
- Foster critical understanding of brand strategy, audience engagement, and business innovation within the digital fashion and creative industries.
- Critically examine the opportunities and challenges presented by emerging technologies, including generative AI, with attention to their cultural, creative, ethical and environmental implications.
- Embed the principles of the Design Council Skills for Planet Blueprint within the everyday design practice of graduates to develop a Green Design Mindset.
- Prepare graduates for leadership and entrepreneurial roles in fashion media production, digital communications, and content industries.

Develop students' ability to plan, manage, and deliver complex cross-platform projects, integrating editorial judgement, agile project management, and critical awareness of regulatory, cultural, and economic environments.

## 11. Programme learning outcomes

### A. Knowledge and understanding

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

1. Theories of digital fashion culture, audience reception, and media convergence within global communication ecologies.
2. The effects of platform governance, datafication, and algorithmic bias on audience behaviour, content circulation, and media practice.
3. The ethical, social, and environmental implications of digital fashion technologies and content strategies, with reference to the Design Council's *Skills for Planet* Blueprint.
4. Cross-platform workflows, content formats, and distribution models, with reference to real-time audience analytics and market dynamics.

### B. Skills

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

1. Design and implement audience-centred content strategies using advanced data analytics, engagement metrics, and profiling tools.
2. Create original, professional-standard digital fashion artefacts that integrate audio-visual storytelling, branded content, and interactive experiences.
3. Apply inclusive, ethical, and sustainable practices in content production, to develop a Green Design Mindset, informed by critical frameworks and industry codes of practice.
4. Lead collaborative production processes, employing agile, cross-disciplinary, and entrepreneurial approaches responsive to audience insight and industry trends.

## 12. Teaching/learning methods

- **Seminar discussions & Presentations:** to develop effective communication and presentation skills with a focus on critical evaluation.
- **Specialist subject & Group tutorials:** to consider the project from a creative perspective and to discuss the approach to self-managed learning.
- **Research:** to consider a wide range of theoretical and practical examples.
- **Writing support:** the writing support team will be available to support written work.
- **Online platforms:** to disseminate teaching materials and support peer-based discussion groups.
- **Independent Study:** to promote the development of autonomy in research, critical analysis, decision-making, planning and self-management, and cultivate independent practice.
- **Making workshops (2D, 3D, 4D):** To explore ideas, materials, technologies, and processes across various mediums to refine working methods.
- **Peer and self-evaluation:** To build critical thinking, evaluation skills, and assessment literacy through reflective practice.

<sup>1</sup> Approx. number of timetabled hours per week (at each level of study, as appropriate), including on-campus and online hours	FT 12	PT 6
Approx. number of hours of independent study per week (at each level of study, as appropriate)	FT 38	PT 19
Approx. number of hours on placement (including placement, work-based learning or year abroad, as appropriate).	FT	PT

### 13. Employability

#### 13a Development of graduate competencies

##### Leadership and Influence

At the MA level, students are expected to take ownership of their research interests and design projects through self-directed inquiry. They will lead complex projects, working across disciplines and with external collaborators, refining their ability to drive change and shape the future of design. By engaging with live projects, real-world case studies, and industry partners, students develop the leadership skills and strategic thinking needed to take on influential roles within the industry.

##### Entrepreneurship

Entrepreneurship is a key focus of the MA programme, as students are encouraged to think beyond traditional roles and develop their own design initiatives. MA students will gain experience in negotiating larger, more complex projects, looking for potential opportunities for development within a given environment. Students will be challenged to pitch ideas and participate in competitions while developing skills to organise and collaborate with professionals from various sectors. Self-directed projects in the latter stages of the programme enable students to explore multiple directions, aligning their personal and professional aspirations with market opportunities and emerging industry trends.

##### Communication, Empathy, and Inclusion

Effective communication and empathy are critical skills for MA-level designers, particularly when addressing complex, multifaceted projects. MA students will further develop their ability to communicate their design ideas persuasively to diverse audiences, including stakeholders, clients, and collaborators. The programme will deepen their understanding of inclusive design practices, with an emphasis on human-centred, empathetic approaches to solving design challenges.

##### Curiosity and Learning

MA students are expected to demonstrate a high level of intellectual curiosity and a commitment to lifelong learning. At the MA level, students are encouraged to take ownership of their learning journeys by engaging in targeted research and design projects that push the boundaries of the Digital Fashion discipline. They are challenged to continually explore new ideas, trends, and technologies and to critically evaluate how these innovations might impact the future of Digital Fashion. Throughout the programme, students will reflect on their learning processes, adapting and evolving their practices as they engage with cutting-edge research and global design challenges.

<sup>1</sup> This information will be used as part of our submission to Discover Uni (previously Unistats).

### **Collaborative Innovation**

Studio-based learning fosters collaboration and shared creativity. Working alongside staff, peers, and the wider community of practice encourages students to exchange ideas, challenge perspectives, and co-create solutions. Through this collaborative environment, students develop the confidence to innovate collectively and contribute to the evolving landscape of contemporary design practice.

### **Resilience and Adaptability**

Resilience and adaptability are crucial at the MA level, as students are tasked with navigating the complexities of real-world design challenges. The programme encourages students to develop resilience by critically engaging with feedback, learning from failures, and iterating their designs to meet high standards. Through advanced studio work and tutorials, MA students will encounter a range of professional scenarios, helping them build the flexibility and adaptability needed to thrive in a rapidly changing industry.

### **Technological Agility**

Technological proficiency is essential for MA graduates, and the programme integrates advanced digital skills, including the use of cutting-edge software and fabrication technologies, alongside hands-on making technologies like laser cutting, 3D printing, and augmented reality (AR) applications. At the MA level, students are expected to not only use these technologies proficiently but also to critically evaluate and innovate with them, positioning themselves at the forefront of digital advancements in design.

### **Problem Solving and Delivery**

MA students will develop advanced problem-solving skills, learning to approach design challenges from strategic, systems-thinking perspectives. Feedback from tutors, members of the cohort and other commentators, test the design process led approach to problem solving. The programme will focus on enabling students to handle complex, multi-layered problems, integrating research, creativity, and project management to deliver robust solutions to a deadline.

### **13b Employability development**

The students are able to take one of three work experience modules (either 15 or 30 credits) and will have the opportunity to be placed on active productions through the MDX Studios scheme. Modules on business skills and AI also teach the students about the realities of working in the industry

### **13c Placement and work experience opportunities (if applicable)**

Students must choose one of three credit-bearing work experience modules (either 15 or 30 credits). On the extended version of the programme, they also have the opportunity to take two additional non-credit-bearing work experience modules.

Throughout this course, students have access to various optional opportunities to enhance their professional experience and industry connections. These include:

- Taking on freelance projects
- Responding to competition briefs
- Building connections with alumni and research groups associated with the course

### 13d Future careers / progression

Graduates can pursue roles at the intersection of fashion, technology, branding and consumer experience. You'll develop transferable skills in leadership, ethical innovation, and cross-disciplinary collaboration, preparing you for work in fashion and lifestyle brands, media organisations, and emerging tech-driven creative industries, ready for roles in gaming, trend forecasting, AI and data intelligence, digital strategy, fashion futures, digital marketing, fashion communication, brand and customer experience, AR / VR campaign production, e-commerce, digital innovation, digital product developer and digital transformation.

### 14. Assessment methods

### 15. Programme structure (level of study, modules, credits and progression requirements)

#### 15a Structure of the programme.

#### Full time structure

	Semester 1		Semester 2		Semester 3
Level 7 (Year 1)	Weeks 1-6 <b>Storytelling and Worldbuilding</b> 15 credits Compulsory	Weeks 7-12 <b>Planet-Centred Design</b> 15 credits Compulsory	Weeks 13-18 <b>Digital Fashion Innovation for Sustainable Consumer Engagement</b> 15 credits Compulsory	Weeks 19-24 <b>Fashion, AI &amp; Data-Driven Futures</b> 15 credits Compulsory 15 credits Compulsory	Weeks 25-36 <b>Major Project</b> 60 credits Compulsory
Level 7 (Year 1)	<b>Creative Practice and AI</b> 15 credits Optional	<b>AI in Design Workflows</b> 15 credits Optional	<b>Social Media Strategy and Analytics</b> 15 credits Optional	<b>Business Skills for Creative Practice</b> 15 credits Optional	
Level 7 (Year 1)	<b>Work Experience 1</b> 15 credits Optional				
	<b>Work Experience 2</b> 30 credits Optional				
	<b>Work Experience 3</b> 15 credits Optional				

## Full time structure with Professional Placement

	Semester 1		Semester 2		Semester 3
Level 7 (Year 1)	Weeks 1-6 <b>Storytelling and Worldbuilding</b> 15 credits Optional	Weeks 7-12 <b>Planet-Centred Design</b> 15 credits Compulsory	Weeks 13-18 <b>Digital Fashion Innovation for Sustainable Consumer Engagement</b> 15 credits Compulsory	Weeks 19-24 <b>Fashion, AI &amp; Data-Driven Futures</b> 15 credits Compulsory 15 credits Compulsory	Weeks 25-36 <b>Preparing for the Professional Placement</b> 0 credits Compulsory
	<b>Work Experience 1</b> 15 credits Optional 15 credits Compulsory	<b>AI in Design Workflows</b> 15 credits Optional	<b>Social Media Strategy and Analytics</b> 15 credits Optional	<b>Business Skills for Creative Practice</b> 15 credits Optional	
	<b>Work Experience 1</b> 15 credits Optional  <b>Work Experience 2</b> 30 credits Optional  <b>Work Experience 3</b> 15 credits Optional				
	Semester 1 Weeks 1-6 / Weeks 7-12		Semester 2 Weeks 13-18 / Weeks 19-24		Semester 3 Weeks 25-36
Level 7 (Year 2)	<b>Work Experience 5</b> 0 credits Optional				<b>Major Project</b> 60 credits Compulsory
	<b>Work Experience 4</b> 0 credits Optional		<b>Work Experience 4</b> 0 credits Optional		

## Indicative Part time structure

	Semester 1		Semester 2		Semester 3
Level 7 (Year 1)	Weeks 1-6 <b>Storytelling and Worldbuilding</b> 15 credits Optional	Weeks 7-12 <b>AI in Design Workflows</b> 15 credits Optional	Weeks 13-18 <b>Social Media Strategy and Analytics</b> 15 credits Optional	Weeks 19-24 <b>Business Skills for Creative Practice</b> 15 credits Optional	Weeks 25-36

	<b>Work Experience 1</b> 15 credits Optional	<b>Work Experience 1</b> 15 credits Optional	<b>Work Experience 1</b> 15 credits Optional	<b>Work Experience 1</b> 15 credits Optional	
	<b>Work Experience 2</b> 30 credits Optional		<b>Work Experience 2</b> 30 credits Optional		

	Semester 1		Semester 2		Semester 3
Level 7 (Year 2)	Weeks 1-6 <b>Creative Practice and AI</b> 15 credits Optional y	Weeks 7-12 <b>Planet-Centred Design</b> 15 credits Compulsory	Weeks 13-18 <b>Digital Fashion Innovation for Sustainable Consumer Engagement</b> 15 credits Compulsory	Weeks 19-24 <b>Major Project Pre-Production</b> 15 credits Compulsory	Weeks 25-36 <b>Major Project</b> 60 credits Compulsory

Indicative Part time structure with Professional Placement

	Semester 1		Semester 2		Semester 3
Level 7 (Year 1)	Weeks 1-6 <b>Storytelling and Worldbuilding</b> 15 credits Optional	Weeks 7-12 <b>AI in Design Workflows</b> 15 credits Optional	Weeks 13-18 <b>Social Media Strategy and Analytics</b> 15 credits Optional	Weeks 19-24 <b>Business Skills for Creative Practice</b> 15 credits Optional	Weeks 25-36
	<b>Work Experience 1</b> 15 credits Optional	<b>Work Experience 1</b> 15 credits Optional	<b>Work Experience 1</b> 15 credits Optional	<b>Work Experience 1</b> 15 credits Optional	
	<b>Work Experience 2</b> 30 credits Optional		<b>Work Experience 2</b> 30 credits Optional		

	Semester 1		Semester 2		Semester 3
Level 7 (Year 2)	Weeks 1-6 <b>Creative Practice and AI</b> 15 credits Optional	Weeks 7-12 <b>Planet-Centred Design</b> 15 credits Compulsory	Weeks 13-18 <b>Digital Fashion Innovation for Sustainable Consumer Engagement</b> 15 credits	Weeks 19-24 <b>Fashion, AI &amp; Data-Driven Futures</b> 15 credits Compulsory	Weeks 25-36 <b>Preparing for the Professional Placement</b> 0 credits Compulsory

			Compulsory		
	<b>Work Experience 1</b> 15 credits Optional				

	Semester 1		Semester 2		Semester 3
Level 7 (Year 3)	Weeks 1-6	Weeks 7-12	Weeks 13-18	Weeks 19-24	Weeks 25-36
<b>Work Experience 5</b> 0 credits Optional					<b>Major Project</b> 60 credits Compulsory
<b>Work Experience 4</b> 0 credits Optional		<b>Work Experience 4</b> 0 credits Optional			

### 15b Levels and modules

Level 7

Compulsory (Core)	Optional (Elective)*	Progression requirements
Planet-Centred Design Digital Fashion Innovation for Sustainable Consumer Engagement Fashion, AI & Data-Driven Futures Major Project	Creative Practice and AI Storytelling and Worldbuilding Business Skills for Creative Practice AI in Design Workflows Social Media Strategy and Analytics Work Experience 1 Work Experience 2 Work Experience 3	Students must pass at least 90 credits before progressing to the Major Project module.  Students on the Professional Placement (2 year) version of the programme must pass at least 90 credits before progressing onto the Professional Placement module(s) (ACI4421 or ACI4422).

\*Please refer to your programme page on the website re availability of option modules

### 15c Non-compensatory modules

Module level	Module code
7	Major Project FSH4050

## 16. Programme-specific support for learning

- Excellent facilities including printmaking workshops, photographic studios, darkrooms, reprographics studio and digital media facilities. Each area has dedicated technical staff providing support and inductions.
- Digital Fashion studios provide studio space, studio printers, studio computers with up-to-date software, live streaming facilities and presentation screens.
- Students are supported in their learning by Library and Learning Enhancement staff in addition to the academic and technical staff within the programme.
- The library provides online and physical resources, including specialist books, journals, multimedia and special collections.
- The library provides online research tools, a specialist dedicated librarian, bookable study spaces and a research repository.
- Online learning resources will be delivered through our Virtual Learning Environment.
- Online platforms will support learning activities, provide collaborative online spaces, to provide discussion forums, tutorial discussion, weekly updates, events, mentoring systems and a visual wall to share work in progress.
- Students have access to the latest creative software, along with digital media support and the ACI online learning and making resource.
- MDX Studios initiative providing access to industry professionals and real-world productions

## 17. HECos code(s)

Fashion: 100054 60%  
Digital Media: 100440 40%

## 18. Relevant QAA subject benchmark(s)

[Art & Design, 2020](#)

[Communication, Media, Film and Cultural Studies, 2024](#)

## 19. University Regulations

This programme will run in line with general University Regulations: [Policies | Middlesex University](#)

## 20. Reference points

[University regulations](#)

[Middlesex Learning and Quality Enhancement Handbook \(LQEH\)](#)

[Education for Sustainable Development](#)

[QAA Qualification Characteristics Statement, 2020](#)

[Knowledge into Action, Middlesex University Strategy 2031](#)

## 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 they take full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

## 22. Curriculum map for MA Digital Fashion, Innovation and AI

### 22a Programme learning outcomes

Knowledge and understanding	
A1	Theories of digital fashion culture, audience reception, and media convergence within global communication ecologies.
A2	The effects of platform governance, datafication, and algorithmic bias on audience behaviour, content circulation, and media practice.
A3	The ethical, social, and environmental implications of digital fashion technologies and content strategies, with reference to the Design Council's Skills for Planet Blueprint.
A4	Cross-platform workflows, content formats, and distribution models, with reference to real-time audience analytics and market dynamics.
Skills	
B1	Design and implement audience-centered content strategies using advanced data analytics, engagement metrics, and profiling tools.
B2	Create original, professional-standard digital fashion artefacts that integrate audio-visual storytelling, branded content, and interactive experiences.
B3	Apply inclusive, ethical, and sustainable practices in content production, to develop a Green Design Mindset, informed by critical frameworks and industry codes of practice.
B4	Lead collaborative production processes, employing agile, cross-disciplinary, and entrepreneurial approaches responsive to audience insight and industry trends.

Programme learning outcomes										
A1	A2	A3	A4		B1	B2	B3	B4	B5	B6
Highest level achieved by all graduates										
7	7	7	7		7	7	7	7	7	7

## 22b Mapping by level of study and module

Module Title	Module Code by Level of study	A1	A2	A3	A4		B1	B2	B3	B4	B5
<b>Level of study (year 7)</b>											
Worldbuilding and Storytelling	ACI4401	x			x		x		x		
Creative Practice and AI	ACI4402	x	x			x		x			
Business Skills for Creative Practice	ACI4403								x		
AI in Design Workflows	DES4001		x		x		x				
Social Media Strategy and Analytics	DES4003	x	x		x	x			x		
Work Experience 1	ACI4410	x		x				x	x		
Work Experience 2	ACI4411	x			x		x		x		
Work Experience 3	ACI4412	x		x				x	x		
<b>Optional</b>											
Planet-Centred Design	DES4002			x				x	x		
Digital Fashion Innovation for Sustainable Consumer Engagement	FSH4010	x		x	x		x	x			
Fashion, AI & Data-Driven Futures	FSH4011	x	x	x		x	x	x			
Major Project	FSH4050	x	x	x	x	x	x	x	x		