

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) FASHION BRANDING AND COMMUNICATION

AND

**BA (HONS) FASHION BRANDING AND COMMUNICATION
WITH PROFESSIONAL PRACTICE YEAR**

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2021/22] – *subject to validation*

This Programme Specification is designed for prospective students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts. ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	BA (Hons) OR BA (Hons) with Professional Practice Year		
Course Title	Fashion Branding and Communication OR Fashion Branding and Communication with Professional Practice Year		
Course Location and Length	Campus: Epsom	Length: Full-time - 3 years OR Full-time – 4 years (with Professional Practice Year)	
Mode of Study	Full-time	<input checked="" type="checkbox"/>	Part-time
Period of Validation	TBC – <i>subject to validation</i>		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
Entry criteria and requirements ²			
<p>As the UK's highest-ranking creative arts university, we want to attract the best and most creative minds in the country – so we take a balanced approach to candidate assessment, taking both individual portfolios and exam results into account.</p> <p>That's why your portfolio is an especially important part of your application to study with us – and we can help. Our academics can offer you expert advice on how to showcase your creative work and build a portfolio that will make your application stand out.</p> <p>More advice on how to create an exceptional portfolio is also available here, along with specific portfolio requirements for this course.</p> <p>Along with your portfolio, the standard entry requirements** for this course are:</p> <ul style="list-style-type: none"> • 112 UCAS tariff points from accepted qualifications*, or • Pass at Foundation Diploma in Art & Design (Level 3 or 4), or • Distinction, Merit, Merit at BTEC Extended Diploma, or • Merit at UAL Extended Diploma, or • 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject <p>And four GCSE passes at grade A*-C and/or grade 4-9 including English (or Functional Skills English/Key Skills Communication Level 2).</p>			

¹ Regulated by the Office for Students

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.

If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.

*To see the accepted QCF qualifications, visit: <http://uca.ac.uk/study/accepted-qualifications/>

** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results. In these cases, a strong portfolio is especially helpful.

Overall methods of assessment ³ <i>Estimated – subject to validation</i>	Written exams:	Practical exams:	Coursework:
Stage 1	0.0%	0.0%	100.0%
Stage 2	0.0%	0.0%	100.0%
Year 3 – Professional Practice Year (if undertaken as part of the named award)	0%	0%	100%
Year/Stage 3 or 4 (if Professional Practice Year undertaken)	0.0%	0.0%	100.0%
Overall Learning & Teaching hours ⁴ <i>Estimated – subject to validation</i>	Scheduled:	Independent:	Placement:
Stage 1	36.7%	63.3%	0.0%
	440 hours	760 hours	0 hours
Stage 2	30.8%	59.2%	10.0%
	370 hours	710 hours	120 hours
Year 3 - Professional Practice Year (if undertaken as part of the named award)	0%	0%	100%
	0 hours	0 hours	1200 hours
Year/Stage 3 or 4 (if Professional Practice Year undertaken)	24.2%	75.8%	0.0%
	290 hours	910 hours	0 hours
General level of staff delivering the course ⁵	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.		
Language of Study	English		
Subject/Qualification Benchmark Statement: Art & Design			
Framework for Higher Education Qualifications (FHEQ)			

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Programme Director, Senior Lecturer

The course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#).

The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

The list of units below are the current validated units delivered on the BA (Hons) Fashion Promotion & Imaging course and are subject to change.

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Year/Stage 1				
EFPI4008 - Fashion Promotion	4	30	Core	
EFPI4010 - Fashion Visual Communication	4	30	Core	
EFPI4009 - Fashion Styling and Photography	4	30	Core	
EFPI4011 - Fashion Promotion: Theory	4	30	Core	
Year/Stage 2				
EFPI5008 – Fashion Promotion Specialist Pathway	5	30	Core	
EFPI5009 - Live Industry Practice	5	30	Core	
EFPI5010 - Work Placement	5	30	Elective	Yes
EFPI5014 - Professional Practice – Case Study	5	30	Elective	No
EFPI5012 - Pathway Stream Study Abroad	5	30	Elective	No
EFPI5011 - Image and Identity	5	30	Core	
EFPI5013 - Fashion Promotion & Imaging Study Abroad Option	5	30	Elective	No
XXXX5060 Study Abroad Exchange	5	60	Elective	No
Year/Stage 3				
EFPI6004 - Concept Development	6	30	Core	
EFPI6005 - Final Major Projects	6	60	Core	
EFPI6006- Dissertation	6	30	Elective	Yes
EFPI6007 – Combined Dissertation/Critical Reflection	6	30	Elective	No