

**PROGRAMME SPECIFICATION FOR:  
BA (HONS) FASHION IMAGE and STYLING**

**PROGRAMME SPECIFICATION [ACADEMIC YEAR 2021/22]**

*This Programme Specification is designed for prospective students, current 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 they take 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 <sup>1</sup>		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	BA (Hons)		
Course Title	Fashion Image and Styling		
Course Location and Length	Campus: Rochester	Length: Full-time- 3 years	
Mode of Study	Full-time	<input checked="" type="checkbox"/>	Part-time
Period of Validation	2021/22 to 2025/26		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		

### Entry criteria and requirements<sup>2</sup>

At UCA, 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.

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.

More advice on how to create an exceptional portfolio is also available [here](#), along with specific portfolio requirements for this course.

Along with your portfolio, the standard entry requirements\*\* for this course are:

- 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
- 27 points from the International Baccalaureate (see more information about IB entry requirements at <https://www.uca.ac.uk/international/equivalent-qualifications>)

And four GCSE passes at grade A\*-C and/or grade 4-9 including English Language.

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

<sup>1</sup> Regulated by the Office for Students

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

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 <sup>3</sup>	Written exams:	Practical exams:	Coursework:
Stage 1 /Level 4	0%	0%	100%
Stage 2 /Level 5	0%	0%	100%
Stage 3 /Level 6	0%	0%	100%
Overall Learning & Teaching hours <sup>4</sup>	Scheduled:	Independent:	Placement:
Stage 1 /Level 4	30.3%	69.7%	0%
	364 hours	836 hours	0 hours
Stage 2 /Level 5	27.8%	61.3%	10.8%
	334 hours	736 hours	130 hours
Stage 3 /Level 6	25.7%	74.3%	0%
	308 hours	892 hours	0 hours
General level of staff delivering the course <sup>5</sup>	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)			

### 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:

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

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

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

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

The structure of this particular course is expressed in the Course Diagram below.

## Course Diagram

		TERM 1			TERM 2		
LEVEL 4	1 week	10 weeks	Winter break	4 weeks	1 week	10 weeks	4 weeks
	SCHOOL GUEST SPEAKERS	FASHION IMAGE MAKING 30 credits - CORE		UNIT SHOWCASE 15 credits - CORE	SCHOOL HACK-ATHON	FASHION STYLING & CREATIVE DIRECTION 30 credits - CORE	BUSINESS OF FASHION 15 credits - OPTION
		EQUALITY DIVERSITY & INCLUSIVITY 15 credits				LEVEL 4 PORTFOLIO & PDP 15 credits	
		TERM 1			TERM 2		
LEVEL 5	1 week	10 weeks	Winter break	4 weeks	1 week	10 weeks	4 weeks
	SCHOOL CAREER WEEK	FASHION IN MOTION 30 credits - CORE		ELECTIVES: PRODUCT STYLING & E-COMMERCE or BESPOKE STYLING FOR CELEBRITY 15 credits	SCHOOL DRAGON DEN	DIGITAL CONTENT CREATION 30 credits - CORE	PLACEMENT 15 credits - OPTION
		EQUALITY DIVERSITY & INCLUSIVITY 2 15 credits				LEVEL 5 PORTFOLIO & PDP 15 credits	
		TERM 1			TERM 2		
LEVEL 6	1 week	14 weeks	Winter break		1 week	14 weeks	
	PROJECT PITCH	INNOVATION FOR INDUSTRY 30 credits - CORE		Cont.	SCHOOL CAREER FAIR	CREATIVE DIRECTION FOR FASHION 60 credits - CORE	
		CRITICAL THINKING FOR PUBLICATION 30 credits - CORE					Cont.

## Section B - Course Overview

### Course Description:

Everything you have ever seen of the fashion industry has been communicated to you by a fashion image practitioner. From fashion shoots, to influencer product reviews on social media, to red-carpet 'moments' – all these fashion-brand talking-points have been considered, coordinated, designed and directed by a creative image-making team. This course covers the often-unseen processes of the fashion image creators: from styling a fashion show and editorials to creating a series of Instagram film shorts, to directing pop videos and leading entire teams of creatives towards a common goal.

The BA (Hons) Fashion Image and Styling three-year degree course prepares you to engage at all levels of the global style business, from high street retail through to luxury brands. The curriculum engages with the business of fashion; from trends and cultural influences, to behind-the-scenes documentation and the creation of innovative concepts, to designer collection presentations and retail and consumer markets – allowing you to personalise your learning as the course progresses. The integrated theory-and-practice course philosophy nurtures and develops your understanding of how the fast-paced and ever-changing fashion industry works, how you fit into it and how you can develop your specialist analytical, creative and technical skills for application to a wide range of exciting career paths. Focusing on your area of interest will assist you in identifying your specialist skills whether in leading a creative team or specialising in areas of fashion styling, fashion film, image-making, event and show curation and even in augmented and virtual reality conceptualising.

Acknowledging cultural, ethical, sustainability and technological trends, as well as sociological global shifts, the course investigates how these apply to the business of fashion around the world. Covering a broad range of attitudes and viewpoints, the course curriculum reflects the world around us. We encourage you to investigate and create your own personal skill-set and perspective to investigate market-related, social strategies engaging with specific communities. Throughout the course, you'll be encouraged to find and develop your own distinct voice and creative personal signature as a visionary fashion image maker.

### Year 1 / Level 4

#### Key Words: IDENTIFY, EXPLORE & EXPERIMENT

The first year of the BA (Hons) Fashion Image and Styling course will equip you with both the skills and awareness to identify, explore and experiment with a solid skill-base (practical, intellectual, critical, technological) in fashion image-making and styling in order to become confident with the contemporary fashion image and styling industry.

You will investigate how a trend is researched and expressed by the fashion image maker for a specific brand/client.

You will create innovative fashion imagery by investigating, analysing and storytelling, to communicate a concept, combining technical expertise with creative flare, for a specific brand/client and their market.

Your Personal Learning Experience (PLE) will be consolidated at the end of the year with a Level 4 Portfolio and PDP Document including your Skill Booklet and ATOM Passport.

### Year 2 / Level 5

#### Key Words: DEFINE, DEVELOP & DECIDE

The second year of the BA (Hons) Fashion Image and Styling course will encourage you to define, develop and decide which area of the fashion image and styling industry you would like to investigate. Building on your research, confidence, industry understanding and further

developing your investigative resilience, theoretical and practical skills form threads running through the second year.

You will apply your understanding of the market by creating fashion content in the promotion of a specified fashion brand or product of your choice on platforms of your choice, enhancing your personalised learning journey.

Your professional development and Personal Learning Experience (PLE) will be consolidated at the end of the year with a Level 5 Portfolio and PDP Industry Document including your Skill Booklet and ATOM Passport, all of which leads to your final Placement unit.

### **Year 3 / Level 6**

#### **Key Words: SYNTHESISE & SPECIALISE**

On the final year of the BA (Hons) Fashion Image and Styling course you will synthesise and apply your specialist practical, theoretical and reflective skills, which you have acquired on the course, to all facets of your creative output.

Your preferred arena of employment will be analysed as your focus for your final degree work.

You will refine your personalised learning journey and specialist skills in your final-year by working to a live client-brief in the Innovation for Industry unit, by identifying an area of interest to research and underpin your practice for the Critical Thinking for Publication unit, and finishing the course with your Creative Direction for Fashion to showcase your creative acumen, skill-set and professional practice for your chosen career path

## **Section C - Course Aims**

**To deliver a personalised learning journey and the following five key principles, in a subject-specific context, that underpin and define what is special about a UCA degree:**

- **Practice-led and professionally contextualised**

To provide students with an undergraduate environment (on campus and online) in which to develop a deep understanding of industry context to underpin their practice, with access to industry practitioners, industry briefs and industry collaborations relevant to the creation of innovative fashion image and styling concepts, in order to stimulate employment, further studies and lifelong learning.

- **Discipline-specific with interdisciplinary exposure**

To provide students with an undergraduate environment (on campus and online) in which to work independently and collaboratively within the Course, Cluster, School and University, extending, expanding, sharing and communicating knowledge and understanding, through research, reflection and practice, in global, historical and contemporary fashion image and styling practice and theory.

- **Technologically relevant**

To provide students with an undergraduate environment (on campus and online) in which to investigate and work with a wide range of industry-appropriate technical equipment and software relevant to the creation of innovative fashion image and styling concepts, in order to stimulate employment, further studies and lifelong learning.

- **Employment focussed**

To provide students with an undergraduate environment (on campus and online) in which to develop a wide range of transferrable management- and professional skills, experience and understanding, relevant to entrepreneurship and to employment of fashion image and styling conceptualisers and practitioners within the industry.

- **Internationalised learning**

To provide students with an inclusive and accessible learning environment (on campus and online) in which all students can develop their own personalised practice in a global context, relevant to the creation of innovative fashion image and styling concepts, in order to stimulate employment, further studies and lifelong learning.

## **Section D - Course Objectives**

### **Upon successful completion of the course students are able to:**

Demonstrate, through research, practice and industry experience, the acquisition of an extensive breadth of global, historical and contemporary knowledge in all forms of innovative fashion image-making concepts and methods, through the integration of theory and practice in the subject area of fashion image and styling.

Demonstrate the ability to understand, through analysis, synthesis and reflection, the knowledge, skills, methods and techniques required in order to consolidate, practice, and extend the study and profession of fashion image and styling.

Demonstrate the ability to communicate your application of your specialist strengths, skills and knowledge (practical, intellectual, critical, technological), with a confident awareness of your professional context, in formulating and producing innovative, image-making concepts and output in the subject area, study and profession of fashion image and styling.

## **Section E - Learning, Teaching and Assessment**

### **Learning and Teaching Strategy**

#### **Stage Briefing:**

At the start of each academic year all students meet with their Year Leader and Programme Director in an introductory session outlining Year Plan, Year Learning Contacts (Personalised Academic and Wellbeing aims), Term Timetable, myUCA, Unit Handbook and the Course Communication Strategy

#### **Course Communication Strategy:**

Staff will provide you with eight essential points on how staff will communicate with you and the contact channels and responsibilities that you must adhere to. This strategy will assist you in managing and organising your studies on the course, this includes:

myUCA online communication

Communicating with staff

Communicating with your peers

UCA Timetables and FIS Course Delivery Plans

Attendance / Registers

Personal Development Planning (PDP)

Assessment

Course Resources



**Unit Briefings and Unit Handbooks:**

Discipline specific information is embedded in all Unit Handbooks distributed online and at Unit Briefings.

Unit Briefings include sharing of Good Practice, examples of Industry Excellence, and introduce inter-year mentoring and sharing of practice.

Unit Handbooks contain important dates, unit content outlines, assessment submission requirements, reading lists, communication strategy and staff contact details.

**Lectures and seminars:**

Academic staff and external practice-led teams will jointly provide the main teaching strategy – (online &/or in-person). The integrated theory and practice course philosophy runs alongside other cluster courses with joint lecture-programmes and seminar workshops.

**Sessional Lecturers and Industry Professionals:**

Sessional lecturers are employed to contribute to delivery across all years.

Students have access to work-based learning with industry professionals in each academic year.

The School and Cluster will run industry-based masterclasses and lectures across all years.

**Graduate Teaching Assistants and Alumni:**

Graduate Teaching Assistants (GTAs) are recruited from our cluster alumni and are employed to contribute to delivery offering students an accessible and relatable support structure.

Our Year 3 Outreach Project encourages Year 3 students to reach out to alumni (via our cluster LinkedIn) for mock-interviews and Q&A sessions.

**Workshops:**

On-campus photographic studio practice, image-making, styling and digital-media workshops will be supported by technical staff and external practice-led teams who will provide the main skill-sharing events.

In addition, both UCA Library Services and UCA Learning Support will support students in sourcing and researching at the Campus Library and through UCA online resources (such as MiNTEL, WGSN and Business of Fashion).

Finally UCA Careers Support will support students in all years as appropriate.

**Technology:**

- Digital Media lessons will teach and support your skill acquisition in the use of industry relevant software and hardware.
- Industry-recognised software and hardware is essential for learning. (Adobe, etc)
- Professional quality cameras, studios and studio equipment is essential for learning.

**myUCA:**

All information, learning materials and recorded lectures and workshops will be uploaded onto myUCA throughout the year to support a continuous, blended learning activity.

Learning tools such as the Tutorial Log, e-portfolio, Assessment Submission and online Assessment Feedback are accessed through myUCA

**Tutorials:**

Regular group and 1-2-1 tutorials (online &/or in-person) will be held throughout the course (to be recorded by students in their personal Tutorial Log on myUCA).

Tutorial focus will move from general group sessions at Level 4 to increased levels of student independent learning accompanied by more frequent 1-2-1 tutorials in Level 6.

There are additional opportunities to book 1-2-1 pastoral sessions with Academic Year Leads.

**Team Activity:**

- We require evidencing of 'study-buddy' roles at all Levels. (ATOM)
- We require evidencing of students reaching out for year/alumni mentoring as part of their PDP (ATOM)
- We expect collaborations between courses within the Cluster, School and/or University (ATOM)
- Formative Presentations: students will provide and receive peer feedback to be recorded in personal Tutorial Log on myUCA.

**Individual Activity:**

- Students begin the unit by creating a Unit Agreement stating their personal learning aims & collaborative aims.
- Over the course you will engage in increasing levels of independent learning activity during self-directed periods, which will form the basis of your learning practice.
- Individual research and outcomes will be edited and presented digitally for submission.
- The Summative Presentation provides you with the opportunity to introduce your unit outcomes to the unit assessment panel.
- End of unit requires a Unit Reflective Summary as part of their PDP
- End of unit requires the your to complete the online Unit Evaluation feedback form as part of your PDP
- End of year requires you to complete a digital portfolio and PDP document which includes the FIS Skill Booklet containing the year SWOT, ATOM Passport and PLE aims and reflections.
- End of year requires you to have completed an 'enhancement project' to add to your portfolio (ATOM & PLE)
- We expect all students to contribute to, and use your own, 'Student Voice' in communicating ideas and questions to the Course Reps for Course Board meetings.

**What is special about the way you will learn on the BA (Hons) Fashion Image and Styling?**

The FIS course Learning and Teaching Strategy will enable you to combine theory and practice with your creative outcomes.

We encourage students to personalise their learning journey throughout the course, growing in independence from Level 4 through to Level 6. This is supervised, supported and assessed through PDP workshops including the reflective FIS Skill Booklet workshops and ATOM passport.

**Discipline-specific with interdisciplinary exposure:**

The BA (Hons) Fashion Image and Styling course is based in the School of Fashion and Textiles, alongside other fashion- and creative-industry courses. The online and campus community offers a strong, creative network of individuals to collaborate with for your project work and group work. In the fashion image and styling industry it is essential to become networked with a dynamic community of creators. In Year 1 and Year 2 there will be joint delivery on some units with other Cluster and School courses, lectures, seminars and workshops will assist and facilitate collaboration.

**Practice-led and professionally contextualised:**

The course provides a friendly, supportive environment where you will be taught by a diverse range of professionals, who are all active in the fashion image and styling industries. The course base-rooms, online platforms and studio spaces provide you with lecture, seminar and tutorial learning areas.

The course offers a number of off-campus opportunities for learning and social activity, including optional study visits.

**Technologically relevant:**

The course has a dedicated photographic studio for filmmaking and editorial styling and photography, and a fully equipped digital media suite offering industry-standard software and hardware.

**Employment focussed:**

Working with industry on live projects is embedded into all three years. It is a course requirement for all students to complete extra curriculum work, which is presented at the end of each year in your portfolio. In Year 2 you will undertake a mandatory placement(s) which is key to understanding where you might like to work in the fashion industry after graduating.

**Internationalised learning:**

We offer online support and recorded teaching delivery, meaning students can access from anywhere in the world at a time to suit them.

We offer a globally relevant range of influences and practitioners in lecture and workshop content.

We create study-buddy pairings with International direct entry Level 5 students and current Level 5 students.

**Fashion Image and Styling Skill Booklets:**

BA (Hons) Fashion Image and Styling curriculum combines technical expertise with creative flare by running regular skill-thread lectures, seminars and workshops throughout the course in; Technical skills (practice), Research Skills (theory), Analysis, Reflection and Personal Development Planning and Communication (visual, written and oral). Yearly, FIS skill-booklets provide the detailed skill content, culminating in a yearly skill SWOT and skill action plan, ATOM Passport and PLE aims and reflection.

Knowledge of the research sources and methods in fashion image-making and styling will underpin your creative practice and provide you with a firm theoretical foundation.

Knowledge of the technical aspects of fashion image-making and styling will strengthen your ability to innovate and create with confidence, and will provide you with a solid, practical, skill-set.

Your analytical, reflective and Personal Development Planning skills enable you to explore & experiment with your theoretical and practical role in a personalised learning journey during Level 4. In Level 5 these skills will help you define, develop and decide on your industry context and how you apply your specialist skills, and in Level 6 you will synthesise & specialise all skills in alignment with your career future aims.

Your end-of-year Portfolio and PDP Document is where you communicate in a professional manner how you have analysed, synthesised and applied your theoretical and technical skills in your course and extra-curricular work.

**Assessment Strategy**

### **Unit Assessment 100% Portfolio**

The BA (Hons) Fashion Image and Styling course operates with a 100% portfolio submission on all units. The course team will assess your work (Assessment Tasks) against the unit Learning Outcomes. The benefits of 100% portfolio submission versus a unit with components allows you to work to your strengths and reduces the possibility of failing a unit outright.

All unit Learning Outcomes follow the Common Credit Framework's Generic Criteria; 'Knowledge, Understanding and Application'.

All Assessment Tasks are industry and socially contextualised, discipline specific and employment focussed and require relevant skills in intellectual and technological practice. Interdisciplinary group projects are organised and assessed through the Unit Learning Agreement.

### **Assessment Submissions**

This can be physical &/or digital depending upon the unit outcomes. All unit requirements are communicated through the Learning Outcomes in the Unit Handbook. Assessment tasks, requirements and methods are indicated as a portfolio of evidence, which may include creative unit outcomes, oral presentations, personal development outcomes, reflective research book(s), and written submissions. Assessment submission dates and feedback dates are all detailed in the Unit Handbook.

### **Assessment Time Wheels**

Each unit has been designed with a credit value which represents the number of hours of studying required. All unit handbooks contain a suggested Time Wheel which represents the time you could allocate to the unit Assessment Tasks.

The unit handbook states the scheduled hours (timetable delivery) and the independent hours you will need to plan to complete the required learning outcomes. Taking ownership of your learning is paramount to becoming a professional, as you progress through the course you will learn the skills in managing how much time you wish to allocate to each assessment task. PDP classes will support you in managing your own time planning and applying this to your unit Assessment Time Wheels.

### **Assessment Feedback**

Summative Assessment feedback is regarded as a positive learning tool, feedback and feed-forward action points are core to your learning, and offers you clear guidance with regard to your future development.

Reflecting on your feedback and feed-forward action points is part of your post-assessment process.

### **Formative Reviews/Presentations**

The course team encourages you to present and communicate your project concepts and outcomes to both staff and to your peer groups, to encourage the dissemination of good practice, information and experiences at a mid-point in each unit. Formative reviews provide a three-way feedback mechanism on your project; staff, peer and self. All peer feedback comments are captured and shared on a unit specific (Personal Development Planning) PDP peer feedback form. Formative review comments provide a vital, reflective, analytical statement at a midpoint of the unit. Self-reflection on your own review presentation informs the writing of your action points which are then reflected on and written about, in your tutorial log and in the PDP Unit Reflective Summary.

### **Summative Feedback/Presentations**

Summative presentations allow you the opportunity to verbally and visually present your work as you would in industry, this can be physically on campus or on a digital platform (e.g. Zoom). Assessment Task requirements are detailed in Unit Handbooks. Examples of summative assessment submissions are: physical, digital and summative presentations. All

Summative Assessment feedback forms are archived on myUCA >Course Home Page >myFEEDBACK.

## **Section F - Employability**

Embedding employability in the Fashion Image and Styling course is a key ingredient to the curriculum delivery and managed through the Personal Development Planning (PDP) workshops.

Defining what specialist, employability skills are required for a variety of career paths starts in Year 1 with an end-of-year skill SWOT and the School of Fashion and Textiles 'Business of Fashion' unit.

Mapping your Year 2 skill SWOT prior to undertaking freelance projects &/or a placement in Year 2 provides you with an insight to the world of work in an area of the industry you choose.

Measuring and prioritising your specialist, employability skills is tested in Year 3 through a live client brief. The final unit, which incorporates an industry relevant creative outcome, a graduate portfolio and Level 6 PDP Career Document constructively aligns all your degree outcomes to a career path you have already practised and experienced. The course PDP employability strategy is evident in the high employment rate of the fore-running Fashion Media & Promotion course.\*

\*The BA (Hons) Fashion Image and Styling course, starting in 2021, incorporates the best-practice from the sister course, BA (Hons) Fashion Media & Promotion. The specialist course team all work within the fashion industry enabling them to bring their practice into the curriculum delivery. We have a range of guest lecturers from fashion stylists, photographers, film makers, editors, PRs, entrepreneurs and digital platform experts, all providing industry advice for each area of study.

## **Section G - Enhancing the Quality of Learning and Teaching**

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives.