University for the Creative Arts

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) FASHION PROMOTION AND IMAGING

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2020/21]

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 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)
Course Title	Fashion Promotion and Imaging

Course Location and Length	Campus: Epsom	Length: Full-time - 3 years

Mode of Study	Full-time	✓	Part-time	

Period of Validation	2020/21 to 2024/25
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]

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.

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

And four GCSE passes at grade A*-C and/or grade 4-9 including English (or Functional Skills English/Key Skills Communication Level 2).

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.

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[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.

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]	Written exams:	Practical exams:	Coursework:
Stage 1	0.0%	0.0%	100.0%
Stage 2	0.0%	0.0%	100.0%
Stage 3	0.0%	0.0%	100.0%
Overall Learning & Teaching hours[4]	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
Stage 3	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)			

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[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;

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

Section B - Course Overview

Course philosophy

To instil students with the skills to be innovative Image makers within the industries of fashion communication.

Fashion Promotion and Imaging is a dynamic course that encourages a vibrant balance of skills in the subject of fashion communication. Students will enter in Level 4, and experiment in three pathways before deciding which specific pathway stream to enter in Stage 2. The pathway's offer into the following areas of specialisms:

- Fashion Promotion- Marketing/ PR/ Trend prediction

- Fashion Visual Communication- Graphics/ Film/ Print

- Fashion Styling & Photography- Styling/ Photography/ Art Direction

These specialist Pathway support the student in focusing in one particular area of the industry, while maintaining a broad outlook on Fashion Promotion as a holistic subject area. This flexibility allows for an exciting course, with a view to satisfying employment opportunities in the industry which reflects our impressive alumni. The very nature of which is sustainable and appealing to the involvement within the fashion industry, whilst being embedded in the School of Fashion at UCA.

Our unique selling point is the image-making specialism which works within the areas of graphics, film and printmaking. The practical nature of FPI encourages students' full participation in the course as it inevitably leads to engaging in industry. The more the participation the stronger the engagement and the better chances students have in gaining employment in industry at the end of the course. Due to the broad approach we can reflect current practice in industry and support our students in their requirements for future occupation. We are proud of our alumni and invite graduates to talk about their experiences as well as showcasing their portfolios and encouraging opportunities with current students.

Lecturers on the Fashion Promotion and Imaging course are all involved in practice within the industry. They bring with them a wealth of knowledge about current industry practice as well as giving the course the dynamism that inevitably drives its pace in the ever-changing nature of Fashion Communication.

Section C - Course Aims

A1 To instil you with the enthusiasm and ability to work resourcefully and creatively through an informed and wide ranging understanding of fashion awareness and it's developing landscape.

A2 Provide a coherent learning experience that develops proactive and confident individuality creativity and critical intelligence in Fashion Promotion and Imaging.

A3 To promote your visual and verbal articulation through the integration of theory and practice.

A4   To assist you to develop appropriate skills of research, innovation, self-organisation and critical reflection.

A5   To help you to develop a breadth of knowledge and a wide range of practical and flexible skills appropriate for employment, postgraduate study and life-long learning

Section D - Course Outcomes

Upon successful completion of the course students are able to:

Knowledge
LO1 Demonstrate effectively and creatively critical engagement with the practical, ethical, historical, cultural and professional issues which impact on the contemporary Fashion, Promotion industries.

Understanding

LO2 Demonstrate creative and critical engagement with the contemporary practices of fashion promotion to meet client needs through the production of a portfolio of resolved, imaginative and technically accomplished work

Application

LO3 Demonstrate the necessary creative, technical and practical skills to operate effectively within your chosen areas of fashion specialist activity

Section E - Learning, Teaching and Assessment

Include reference to the following in connection to the course, where appropriate: PDP, online learning, independent learning, exchange, placement, employability and employer engagement.

Learning and Teaching Strategy

Within BA (Hons) Fashion Promotion and Imaging learning and Teaching strategy we integrate the following methods:

PDP (personal development plan): The course encourages Personal development through regular one to one tutorials, end of year reviews and through encouraging students to keep assessment feedback.

Online Learning: Within Year 2, online learning takes place via an online blog of which students reflect on their work placement within a professional context. We also encourage students to respond to their feedback on their MY UCA profile page learning through their feedback strengths and recommendations for future improvements.

Independent Learning: This comes into play through encouraging students to understand and plan their time management to assist with the balance of projects to progress to year 3. We also encourage this through specifying the independent learning hours expected on the projects within the briefing. In year 3 we ask students to plan out their projects via a calendar system of which personal tutors assist students to project management. Time management is also a learning outcome on the majority of FPI assessments.

Exchange: We actively encourage Erasmus exchanges on the course and prepare students for this opportunity in year 1, term 3 with portfolio support and organising previous student talks.

Placement: As a course we strongly believe in the placement programme on FPI and help support students with CV workshops, mock interviews and Internship opportunities for all three pathways on the course.

Employability/ Employer engagement: As per the placement, employability is key to the philosophy and aims of BA (Hons) Fashion Promotion and Imaging. We connect in Year 3 with supporting students to apply for competitions, graduate schemes and through assessing a target audience for portfolio completion. This is also the case for employer engagement with graduates showing portfolios to current students and through encouraging open calls for opportunities from industry contacts.

<u>Assessment Strategy</u>

PDP (personal development plan): Personal development is encouraged through students responding to their assessment feedback. Within Year 2 students are assessed on their self-reflection on their studio work through sketchbooks, evaluations and peer assessment.

Independent Learning: Time management is an assessment criteria on the majority of FPI assessments.

Placement: The work placement is assessed as part of a self-reflective blog and professional employers report of which we encourage students to keep for employability in year 3.

Section F - Employability

Employability/ Employer engagement: Across all three years students are assessed on their professionalism, which can be looked at from an employability perspective. This also comes into play with Year 3 with the added assessment criteria of project management and commitment to the subject.

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