



PROGRAMME SPECIFICATION

Part 1: Basic Data		
Awarding Institution	University of the West of England, Bristol	
Teaching Institution	Not Applicable	
Delivery Location	University of the West of England, Bristol, City Campus	
Study abroad / Exchange / Credit recognition	Yes	
Faculty responsible for programme	Faculty of Arts, Creative Industries and Education	
Department responsible for programme	Art and Design	
Modular Scheme Title		
Professional Statutory or Regulatory Body Links		
Highest Award Title	BA(Hons) Fashion Communication	
Default Award Title		
Fall-back Award Title		
Interim Award Titles	Certificate in Higher Education Fashion Communication Diploma in Higher Education Fashion Communication BA Fashion Communication	
UWE Progression Route	Not Applicable	
Mode(s) of Delivery	FT/PT	
Codes	UCAS: ISIS2: W2P2	JACS: HESA:
Relevant QAA Subject Benchmark Statements		
Valid From	September 2020	
Version	3	
Approved ASQC	15 th January 2020	

Part 2: Educational Aims of the Programme

Broad Aims of the Fashion Communication undergraduate modular scheme:

- to provide an opportunity to develop a creative practice within fashion communication and its related areas;
- to provide an experience of higher education in fashion communication, and its related areas, that offers students choice and independence in determining their abilities and ambitions;
- to equip students with the intellectual, practical, critical and creative skills necessary for them to locate themselves and their practice within professional, social, historical and cultural contexts;
- to give students the confidence to develop informed and independent critique relevant to the subject area;
- to deliver key/transferable and professional practice skills as an integrated part of the curriculum;
- to respond to the demands of a specified industry; namely fashion and its related areas;
- to equip students with the necessary understanding of research techniques and appropriate methodologies;
- to sustain an environment in which individual students may realise their full potential.

Specific Aims of the Fashion Communication undergraduate modular scheme.

The Fashion Communication programme aims to enable students to:

- Develop knowledge and understanding of fashion communication through practical and contextual research and exploration;
- Generate and test creative ideas, concepts, proposals, solutions and arguments in response to set briefs and / or as self-initiated activity;
- Develop an experimental innovative approach to the development of work appropriate to fashion communication through a thorough understanding and of research and practice;
- Demonstrate an understanding of the interrelationship between the demands of industry and the development of creative work appropriate to that industry;
- Implement a process of critical reflection, analysis and evaluation in the development of practice;
- Implement an individual response to the subject area through considered intellectual, practical and creative development;
- Develop the intellectual, critical, technical, practical and key/transferable skills appropriate to the discipline;
- Gain the transferable skills necessary to be able to work effectively and creatively in the fashion and associated creative and cultural industries;
- Make available industry/work related experience as part of the curriculum;
- Make available opportunities for the study of fashion communication and its related subject areas within an international context.

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Part 2: Educational Aims of the Programme

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

Fashion Communication at UWE is an inter-disciplinary programme that explores the ways in which Fashion can be communicated and promoted creatively through different media and outcomes. Outcomes are just as likely to be publications and films as they are digital platforms and events. Students applying to Fashion Communication should have an awareness of popular culture and a curiosity towards new fashion contexts, alongside an interest in both new and traditional approaches to image making. A successful Fashion Communication graduate will be able to work across a number of different specialist areas within the Fashion industry, which could be for instance: Magazine Editor, Marketing Manager, Stylist, Photographer, Events Manager, Creative Online Marketer, and E-commerce assistant.

Part 3: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

Learning Outcomes:	UA1AJW-45-1	UA1AJU-45-1	UA1AMG-15-1	UA1AJT-45-2	UA1AJS-45-2	UA1AMX-15-2	UA1AKD-30-3	UA1AJV-60-3	UA1AN3-15-3	UA1APQ-15-1	UA1APS-15-2	UA1APT-15-3
A) Students will have Knowledge and understanding of:												
The nature and purpose of Fashion Communication.	X	X	X	X	X		X	X	X			
The range of professional contexts within which they may work, and the issues which impact on the development of work in these professional contexts			X			X	X	X	X			
Research methods and their application, including: sourcing, selecting, retrieving, analyzing, evaluating and critiquing information from a variety of sources.	X	X	X	X	X	X	X	X	X	X	X	X
Historical and contemporary fashion contexts, including current theories, debates and critical perspectives, and their place within them.	X	X	X			X		X		X	X	X
The ways in which they can analyse tasks, and implement strategies to develop and realize creative design solutions	X	X		X	X		X	X	X	X	X	X
The value of reflection, analysis and critique in relation to identified aims and outcomes.	X	X	X	X	X	X	X	X	X	X	X	X
A range of intellectual, creative and practical skills which they can apply in the development of their fashion communication practice.	X	X		X	X	X	X	X	X	X	X	X
(B) Intellectual Skills Students will be able to:												

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Part 3: Learning Outcomes of the Programme												
Generate ideas, concepts, proposals, solutions and arguments independently in the context of Fashion Communication	X	X		X	X		X	X			X	X
Locate their practice within the broader contexts of the fashion cultures and fashion communication industries		X	X	X	X	X	X	X	X	X	X	X
Employ both broad and subject specific modes of research and analysis in the processes of investigation, experimentation, visualization and realization.	X	X		X	X	X	X	X	X	X	X	X
Select, test and make appropriate use of materials, and processes in the exploration of ideas and realization of concepts	X	X		X	X		X	X				
Select, test and implement an appropriate research methodology in the development and realisation of concepts				X	X		X	X		X	X	X
(C) Subject/Professional/Practical Skills												
Students will be able to:												
Apply their intellectual and creative curiosity in response to set briefs and self-initiated activity	X	X X	X	X	X	X	X	X	X	X	X	X
Identify, explore and develop design solutions for set tasks, independent projects and live briefs.	X	X		X	X		X	X	X			
Explore creative approaches to the development of new ideas.	X	X		X	X		X	X				X
Work effectively in independent, collaborative and professional contexts.	X	X	X	X	X	X	X	X	X	X	X	X
Identify, select and apply a range of technical and creative skills and processes appropriate to a brief.	X	X		X	X	X	X	X	X			X
(D) Transferable skills and other attributes												
Students will be:												
Able to manage their own learning, accessing and utilise an appropriate range of skills and resources.	X	X	X	X	X	X	X	X	X	X	X	X
Flexible and adaptable in meeting the challenges implicit within set tasks and independent and professional creative practice.		X	X	X	X	X	X	X	X	X	X	X
Able to clearly communicate their ideas visually, verbally and in writing in a variety of creative and professional contexts.	X	X	X	X	X	X	X	X	X	X	X	X
Able to recognize their own strengths and identify areas for continued development			X	X	X	X	X	X	X		X	X
Resourceful and entrepreneurial in developing and applying their skills in learning and professional contexts.			X	X	X	X	X	X	X		X	X

Part 4: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

Part 4: Student Learning and Student Support

Students will experience a wide range of teaching and learning methods designed both to establish understanding of the subject and to stimulate evaluation and critique of practices within it. These evaluative and critical skills will also be applied to students own creative development and achievements. These approaches are based upon the view that evaluative skills are crucial to individual success as a practitioner after graduation.

Methods used include:

- a range of project briefs/assignments
- an emphasis upon inter-active group activities in seminars, tutorials and assessment
- the assessment of engagement with reflective learning through evaluative outcomes
- collaborative learning exercises and team projects that build team-working skills
- analysis and critique of case studies and examples
- direct contact with the profession through live projects, field work, visiting practitioners and work experience.
- engaging with professional practice and work experience at all levels of the course.

At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face-face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the BA Hons Fashion Communication programme teaching will be a mix of scheduled, independent, collaborative and placement learning.

Scheduled learning: includes lectures, seminars, tutorials, project critiques, technical workshops, practical classes and workshops; professional/industry engagement; external visits; work based learning; supervised time in studio/workshop. Scheduled sessions may vary slightly depending on the module choices made.

Independent learning: includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. Scheduled sessions may vary slightly depending on the module choices made.

Collaborative learning: Includes group tasks and projects. These will vary in scale dependent upon the required outcomes within a given module. Each group will be tutored in skills required for group work through workshops, seminars and 1-1 supervision.

Placement learning: Students are required to undertake a placement/internship or other professional engagement whilst on the programme.

Online Learning: Students will be required to participate in online learning via Blackboard and the MyUWE portal.

Student support for learning also includes:

The info point services: This comprehensive student support service includes : Advice on Academic regulations and procedures, Extenuating circumstances, Module choices, student records including enrollment, and accessing student's records and what to do if unforeseen circumstances affect their studies.

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Part 4: Student Learning and Student Support

Induction: All students will be introduced to the faculty and its resource centres via a series of Health and Safety and introductory sessions. All teaching is sequential and students will be fully supported in acquiring and applying the necessary learning skills.

The Library: The library offers information skills workshops to students. There are opportunities in the curriculum that enable students to develop information retrieval and evaluation skills in order to identify appropriate resources effectively. Such support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Students will also be introduced to and encouraged to use online databases such as WGSN, Style Sight and Women's wear daily.

Career Planning and preparation: The programme's core objective is to enhance the creativity and employability of our graduates within the creative industries and as such links directly to the University's employability strategy. The programme has established and growing partnerships within the creative industries that will inform the development and delivery of the curriculum and maintain the programme's currency and relevance within the sector.

UWE careers offer a wide range of accessible resources and services including one-one coaching, vacancy advertising, workshops and extensive website and recruiter events including fairs and work experience programmes. The Department of Art and Design also hosts a 'Professional Practice week', a symposium type event open to all students with a diverse programme of speakers and advice sessions from experts in the creative industries.

Visits / trips: All students will be required to undertake trips and visits as part of the programme. Some of these will be led by the programme team and some students will be required to undertake independently. Given the national and international outlook of the programme it is vital that students actively engage with the creative industries outside of the region. In addition the programme will offer visits to local centres of innovation and excellence that may include the Mulberry Factory, Corgi factory, Bristol Textile recycling, Watershed and Spike Island. Alternative arrangements will be made if students are unable to attend.

Support for students with additional needs: Consideration will be given to ensure and enable students with additional needs are able to participate in all aspects of the academic and social life of the institution. The programme team will monitor the effectiveness of provision for students with additional needs and identify opportunities for enhancement. There is a comprehensive and robust student support structure throughout the University that the students can access at any time.

Description of the teaching resources provided for students

All students on BA Hons Fashion Communication will have access to a studio and the technical resources of the Faculty. These include, but are not limited to : the epi centre (digital suites), photography, media and fabrication. A series of mandatory workshops will be timetabled and embedded into the teaching and learning process, and students will have the opportunity to diversify their practice further through the technical resources sign-up system.

Description of any Distinctive Features

Fashion Communication is a creative interdisciplinary programme which balances experimental approaches to thinking and making with industry preparedness. Work experience is embedded within the programme and students undertake this at each level of the course. Live projects and

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Part 4: Student Learning and Student Support

collaboration are balanced with independent learning and creative development. Engagement with industry is central to the ethos of the programme.

Part 5: Assessment

Approved to [University Regulations and Procedures](#)

Assessment Strategy

Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

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Assessment Map											
The programme encompasses a range of assessment methods which may include; submission of a portfolio of practical work, samples and tests, supporting sketchbooks, research files, verbal and visual presentations, written evaluations, reports, events and exhibitions. These are detailed in the following assessment map:											
Assessment Map for B.A. (Hons) Fashion Communication											
		Type of Assessment*									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
Compulsory Modules Level 1	UADAJW-45-1										100
	UADAJU-45-1										100
	UADAMG-15-1										100
	UADAPQ-15-1							100			
Compulsory Modules Level 2	UADAJT-45-2										100
	UADAPS-15-2							100			
Optional Modules Level 2	UADAMX-15-2										100
	Collaborate								20		80
Compulsory Modules Level 3	UADAKD-30-3										100
	UADAJV-60-3										100
	UADAN3-15-3										100
	UADAPT-15-3							100			
Optional Modules Level 2	UADAQJ-45-2										100
	UAD APR-45-2										100
	UADASD-5-2						100				
	UA1ASK-15-2						30		70		

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Part 6: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including: level and credit requirements, interim award requirements, module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Year 1	UADAJW-45-1 Introduction to Fashion Communication UADAJU-45-1 Exploring Practice in Fashion Communication UADAMG-15-1 Professional Practice and Work Experience in Fashion Communication 1 UADAPQ-15-1 Critical Perspectives	None	Certificate of Higher Education Fashion Communication Credit requirements 120 credits at level 1 or above
	Year 2	UADAJT-45-2 Developing Practice in Fashion Communication UADAPS-15-2 Creative Analysis	UADAMX-15-2 Professional Practice and Work Experience in Fashion Communication 2 OR UADB3E-15-2 Collaborate UADAJ5-45-2 Developing Practice in Fashion Communication 2 UADAPR-45-2 International Exchange (for outgoing students) UA1ASK-15-2 Professional Practice (For incoming International students) UADASD-5-2 Negotiated Presentation 2 for outgoing International students	Diploma of Higher Education Fashion Communication Credit Requirements 240 credits at level 2

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	Compulsory Modules	Optional Modules	Interim Awards
Year 3	UADAJV-60-3 Extended Study in Fashion Communication UADAN3-15-3 Professional Practice and Work Experience in Fashion Communication 3 Plus either UADAKD-30-3 Preparation for Extended Study in Fashion Communication and UADAPT-15-3 Independent Research Project OR Independent Research Project UA1AVJ-30-3 and Preparation for Extended Study in Fashion Communication UADNBY-15-3	None	BA Fashion Communication Credit requirements 300 Highest Award BA (Hons) Fashion Communication Credit requirements 360

GRADUATION

Part time:

The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student**.

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Years 1 and 2	UADAJW-45-1 Introduction to Fashion Communication Year 1 semester 1 1.1	None	

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	<p>UADAJU--45-1 Exploring Practice in Fashion Communication</p> <p>Year 2 semester 2 1.2</p>		<p>Certificate of Higher Education Fashion Communication</p> <p>Credit requirements 120 credits at level 1 or above</p>
	<p>UADAPQ-15-1 Critical Perspectives</p> <p>Year 1 semester 1 1.1</p>		
	<p>UADAMG--15-1 Professional Practice and Work Experience in Fashion Communication 1</p> <p>Year 2 semester 1&2 1.2</p>		

	Compulsory Modules	Optional Modules	Interim Awards
Years 3 and 4	<p>UADAJT-45-2 Developing Practice in Fashion Communication</p> <p>Year 3 semester 1 2.1</p>	<p>UADAMX-15-2 Professional Practice and Work Experience in Fashion Communication 2</p>	<p>Diploma of Higher Education Fashion Communication</p> <p>Credit Requirements 240 credits at level 2</p>
	<p>UADAPS-15-2 Creative Analysis</p> <p>Year 3 semester 2 2.1</p>	<p>OR</p> <p>UADB3E-15-2 Collaborate</p>	
		<p>UADAPR-45-2 International Exchange (for outgoing international students) Year 3 or 4 semester 2 2.2</p> <p>UADAJS--45-2 Developing Practice in Fashion Communication 2 Year 4 semester 2 2.2</p> <p>UA1ASK-15-2 Professional Practice (For incoming International students)</p> <p>UADASD-5-2 Negotiated Presentation 2 for Incoming International students</p>	

	Compulsory Modules	Optional Modules	Interim Awards
Years 5 and 6	<p>UADAKD-30-3 Preparation for Extended Study in Fashion Communication</p> <p>Year 5 semester 1</p>	None	<p>BA Fashion Communication</p> <p><i>Credit requirements: 300</i></p>

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↓	And UADAPT-15-3 Independent Research Project Year 5 semester 1 3.1		Highest Award BA (Hons) Fashion Communication <i>Credit requirements: 360</i>
	OR Independent Research Project UA1AVJ-30-3		
	And Preparation for Extended Study in Fashion Communication UADNBY-15-3		
	Plus UADAJV-60-3 Extended Study in Fashion Communication Year 6 semester 2 3.1 (Commence), 3.2 (Complete)		
	UADAN3-15-3 Professional Practice and Work Experience 3 Year semester 1&2 3.2		

GRADUATION

Part 7: Entry Requirements

The University's Standard Entry Requirements apply with the following additions. Applicants should normally have completed one of the following:

- A Foundation course of at least one year's duration.
- A-level Art, Design, Graphics and / or Photography
- A BTEC certificate or diploma in an appropriate art and design subject or other evidence of potential to study at degree level.
- An Access to HE programme in Art and Design or a related subject Level Three entry – suitable qualifications will include Foundation Degree, Diploma in Higher Education or HND (or equivalent) in an appropriate/related subject discipline).

Selection of students on to the programme is via an informal interview, at which point students will be invited to bring a portfolio of recent work. If the team are happy with the quality of work presented and can recognize appropriate potential in the student they will be offered a place.

English Language Requirements:

All students will normally have a recognised English Language qualification of at least GCSE grade C or equivalent standard. If English is not the first language test results such as IELTS 6.0, TOEFL 570 (230 if computer text), NEAB or Cambridge Proficiency grade C will be acceptable.

All applicants invited for interview must produce a portfolio of work.

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Part 7: Entry Requirements

Tariff points as appropriate for the year of entry - up to date requirements are available through the [courses database](#).

Part 8: Reference Points and Benchmarks

This programme has been developed in relation to the following reference points:

- QAA Benchmark Statement for Art and Design and History of Art, Architecture and Design
- SEEC Credit Level descriptors for HE
- QAA National Qualifications Framework
- UWE Vision, Mission and Strategy
- UWE Learning and Teaching Strategy
- UWE Assessment Policy
- Feedback from alumni
- Feedback from employers
- UWE QMEF requirements (15/45 credit structure)
- Student Feedback SRSF meetings
- Staff Feedback via programme reports, module specs, formal & informal meetings
- EE comments/reports
- Diversity and Disability profiles (sector-wide and department specific)

The programme structure, curriculum content, professional skills and industry engagements have been successfully scrutinised by professionally engaged external examiners and HE Teaching, Learning and Assessment in Creative Practices specialists. This scrutiny has been enhanced by the regular professional engagement of industry practitioners, the previous success of the Fashion Communication pathway in national and international open professional awards and the strong track record of our graduating students and alumni in moving into professional practice, employment and further study. The Fashion Communication pathway has continually reassessed its professional currency via outward engagement, live commissions and industry events.