PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	UWE
Teaching Institution	UWE
Delivery Location	City Campus
Study abroad / Exchange / Credit recognition	
Faculty responsible for programme	Faculty of Arts, Creative Industries and Education
Department responsible for programme	Art and Design
Professional Statutory or Regulatory Body Links	
Highest Award Title	BA(Hons) Fashion Communication
Default Award Title	
Interim Award Titles	BA Fashion Communication Certificate in Higher Education Fashion Communication Diploma in Higher Education Fashion Communication
UWE Progression Route	
Mode of Delivery	FT , PT
ISIS code/s	**W2P2** *With Foundation route* - W2PF (FT/PT)
Valid from	September 2020

Part 2: Description

Broad Aims of the Fashion Textiles 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 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.

The Foundation year is a period of study that enables students to be inquisitive and experimental, reflective and evaluative, in which fertilisation between disciplines is encouraged. Students will work together on sequential practical, studio based, modules to develop the divergent thinking necessary for study in Art & Design.   As the year progresses students will increasingly focus on their chosen pathway. Their academic thinking and writing skills will be developed through a contextual study component that runs alongside these modules that is linked to the students' emerging creative identities.

Foundation year Aims:
The Foundation year will enable the student to:
Develop a contextual awareness of a range of approaches to making and thinking in Art & Design;
Develop the skills necessary to progress their work and their learning in Art & Design;
Make safe and appropriate use of methods, materials and tools to create works in response to ideas;
Solve creative problems through the application of theoretical and technical understanding;
Develop creative solutions through visual and textual research and analysis;
Evaluate the successes of their progress and outcomes;
Effectively present themselves and their work.

Part 2: Description

Foundation year Learning outcomes:

A Knowledge and understanding of:
Some key theories, issues and debates associated with Art & Design Practice;
Range of contexts for the production and consumption of Art & Design;
Basic principles of Art & Design and how these have developed;
The main methods of enquiry appropriate to Art & Design and their pathway or destination programme;
Identification of personal creative influences.

B Intellectual Skills:

Development of evaluative skills in relation to Art & Design, and to approaches to solving problems within their chosen discipline;
Effective use of research to develop ideas and lines of argument and to engage in discussion and debate.

C Subject/Professional/Practical Skills:

Acquire competences that will enable them to progress onto their destination programme;
Use a range of techniques to produce an imaginative and creative body of work;
Awareness of health, safety and environmental issues relevant to materials and processes used.

D Transferable skills and other attributes:

Apply research skills and strategies to develop individual interests and support personal views;
Write, document, and communicate ideas;
Be self-motivated;
Exhibit time-management.

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

This is an 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 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.

Regulations

Approved to University Regulations and Procedures

Part 3: Learning Outcomes of the Programme

rning Outcomes:

	UA1AJW-45-1	UA1AJU-45-1	UA1AMG-15-1	UA1AJT-45-2	UA1AJS-45-2	UA1AMX-15-2	UA1AKD-30-3	UADNBY-15-3	UA1AJV-60-3	UA1AN3-15-3	UA1APQ-15-1	UA1APS-15-2	UA1APT-15-3
(B) Knowledge and understanding													
nature and purpose of Fashion Communication.	X	X	X	X	X		X	X	X	X			
range of professional contexts within which they may work, and the issues which impact on the lopment of work in these professional contexts			X			X	X	X	X	X			
earch methods and their application, including: sourcing, selecting, retrieving, analyzing, evaluating and uing information from a variety of sources	X	X	X	X	X	X	X	X	X	X	X	X	X
rical and contemporary fashion contexts, including current theories, debates and critical perspectives, heir place within them.	X	X	X			X			X		X	X	X
ways in which they can analyse tasks, and implement strategies to develop and realize creative design ions	X	X		X	X		X	X	X	X	X	X	X
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	X
nge of intellectual, creative and practical skills which they can apply in the development of their fashion munication practice.	X	X		X	X	X	X	X	X	X	X	X	X
(B) Intellectual Skills													
erate ideas, concepts, proposals, solutions and arguments independently in the context of Fashion munication	X	X		X	X		X	X	X			X	X
te their practice within the broader contexts of the fashion cultures and fashion communication stries		X	X	X	X	X	X	X	X	X	X	X	X
loy both broad and subject specific modes of research and analysis in the processes of investigation, rimentation, visualization and realization.	X	X		X	X	X	X	X	X	X	X	X	X
ct, test and make appropriate use of materials, and processes in the exploration of ideas and zation of concepts	X	X		X	X		X	X	X				
ct, test and implement an appropriate research methodology in the development and realisation of epts				X	X		X	x	X		X	X	X

Part 3: Learning Outcomes of the Programme

	UA1AJW-45-1	UA1AJU-45-1	UA1AMG-15-1	UA1AJT-45-2	UA1AJS-45-2	UA1AMX-15-2	UA1AKD-30-3	UADNBY-15-3	UA1AJV-60-3	UA1AN3-15-3	UA1APQ-15-1	UA1APS-15-2	UA1APT-15-3
(C) Subject/Professional/Practical Skills													
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	X
Identify, explore and develop design solutions for set tasks, independent projects and live briefs	X	X		X	X		X	X	X	X			
Explore creative approaches to the development of new ideas	X	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	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			X
(D) Transferable skills and other attributes													
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	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	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	X
Able to recognize their own strengths and identify areas for continued development		X	X	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		X	X

Part 4: Programme Structure	6
This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including: level and credit requirements; interim award requirements; module diet, including compulsory and optional modules	

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Level 0	UAAAFT-30-0 Observation and Drawing UAAAWP-30-0 Developmental Project: Building a Creative Identity UAAAWQ-30-0 Academic Skills UAAAWR- 30-0 Foundation Project	UAAAU8-30-0 Academic Skills for International Students ***(For international students who have not attained IELTS 6 only)***	120 credits at Level 0 Successful completion of all level 0 modules required to permit progression to level 1.
		Compulsory Modules	**Optional Modules**	**Interim Awards**
	Level 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: 240 credits At least 100 credits at level 1 or above. 120 credits at level 0
	Level 1	**Compulsory Modules**	**Optional Modules**	**Interim Awards**

	Compulsory Modules	Optional Modules	Interim Awards
	UADAJT-45-2 Developing Practice in Fashion Communication UADAMX-15-2 Professional Practice and Work Experience in Fashion Communication 2 UADAPS-15-2 Creative Analysis	UADAMX-15-2 Professional Practice and Work Experience in Fashion Communication 2 OR UADB3E-15-2 Collaborate UADAJS-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: 360 credits At least 100 credits at level 2 or above. At least 120 credits at level 1 or above. 120 credits at level 0.

	Compulsory Modules	Optional Modules	Interim Awards

	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		BA Fashion Communication Credit requirements Credit requirements: 420 credits At least 60 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0. **Highest Award** BA (Hons) Fashion Communication Credit requirements Credit requirements: 480 credits At least 100 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.

GRADUATION

Part 5: 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.

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

Part 5: Entry Requirements

Part 6: 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.

FOR OFFICE USE ONLY

First CAP Approval Date	21 March 2017 link to RIA			
Revision CAP Approval Date	30th May 2018	Version	2	*Link to RIA 12506*
	22nd May 2019		3	*Link to RIA 12735*
	15th Janaury 2020		4	QUEST link
Next Periodic Curriculum Review due date				
Date of last Periodic Curriculum Review				