



Programme Specification

Fashion Communication: Branding and Marketing {Foundation} [Bower]

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Contents

Programme Specification	1
Section 1: Key Programme Details	2
Part A: Programme Information	2
Section 2: Programme Overview, Aims and Learning Outcomes	3
Part A: Programme Overview, Aims and Learning Outcomes	3
Part B: Programme Structure.....	7
Part C: Higher Education Achievement Record (HEAR) Synopsis	11
Part D: External Reference Points and Benchmarks	11
Part E: Regulations	12

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Fashion Communication: Branding and Marketing {Foundation}
[Bower]

Highest award: BA (Hons) Fashion Communication: Branding and Marketing

Interim award: BA Fashion Communication: Branding and Marketing

Interim award: DipHE Fashion Communication: Branding and Marketing

Interim award: CertHE Fashion Communication

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: Yes

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: ACE Dept of Art & Design, Faculty of Arts Creative Industries & Education

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 September 2023

Programme code: W2PJ13

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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.

Educational Aims: 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 and 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 and Design;

Develop the skills necessary to progress their work and their learning in Art and 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.

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Knowledge and Understanding

A1. The nature and purpose of Fashion Communication

- A2. The range of professional contexts within which they may work, and the issues which impact on the development of work in these professional contexts
- A3. Research methods and their application, including: sourcing, selecting, retrieving, analysing, evaluating and critiquing information from a variety of sources
- A4. Historical and contemporary fashion contexts, including current theories, debates and critical perspectives, and their place within them
- A5. The ways in which they can analyse tasks, and implement strategies to develop and realize creative design solutions
- A6. The value of reflection, analysis and critique in relation to identified aims and outcomes
- A7. A range of intellectual, creative and practical skills which they can apply in the development of their fashion communication practice

Intellectual Skills

- B1. Generate ideas, concepts, proposals, solutions and arguments independently in the context of Fashion Communication
- B2. Locate their practice within the broader contexts of the fashion cultures and fashion communication industries
- B3. Employ both broad and subject specific modes of research and analysis in the processes of investigation, experimentation, visualization and realization
- B4. Select, test and make appropriate use of materials, and processes in the exploration of ideas and realization of concepts
- B5. Select, test and implement an appropriate research methodology in the development and realisation of concepts

Subject/Professional Practice Skills

- C1. Apply their intellectual and creative curiosity in response to set briefs and self-initiated activity
- C2. Identify, explore and develop design solutions for set tasks, independent projects and live briefs
- C3. Explore creative approaches to the development of new ideas

- C4. Work effectively in independent, collaborative and professional contexts
- C5. Identify, select and apply a range of technical and creative skills and processes appropriate to a brief

Transferable Skills and other attributes

- D1. Able to manage their own learning, accessing and utilise an appropriate range of skills and resources
- D2. Flexible and adaptable in meeting the challenges implicit within set tasks and independent and professional creative practice
- D3. Able to clearly communicate their ideas visually, verbally and in writing in a variety of creative and professional contexts
- D4. Able to recognize their own strengths and identify areas for continued development
- D5. Resourceful and entrepreneurial in developing and applying their skills in learning and professional contexts

Part B: Programme Structure

Year 1

The student must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UAAAWQ-30-0	Academic Skills 2023-24	30
UAAAWP-30-0	Developmental Projects: Building a Creative Identity 2023-24	30
UAAAWR-30-0	Foundation Project 2023-24	30
UAAAFI-30-0	Observation and Making 2023-24	30

Year 2

The student must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UADAJU-45-1	Exploring Practice in Fashion Communication 2024-25	45
UADAJW-45-1	Introduction to Fashion Communication 2024-25	45
UADAMG-15-1	Introduction to Professional Practice: Observation & Exploration 2024-25	15
UA1APQ-15-1	Visual Culture 1 2024-25	15

Year 3

The student must take 120 credits from the modules in Year 3.

Year 3 Compulsory Module Choice

The student must take 30 credits from the modules in Compulsory Modules Choice.

Students must take either:

UADB5J-30-2 Professional Practice: Work Experience, Seeking, Doing, Reflecting

OR

UADB5N-15-2 Professional Practice: Work Experience, Seeking, Doing, Reflecting
and
UADB3E-15-2 Collaborate

Module Code	Module Title	Credit
UADB3E-15-2	Collaborate 2025-26	15
UADB5N-15-2	Professional Practice: Work Experience, Seeking, Doing, Reflecting 2025-26	15
UADB5J-30-2	Professional Practice: Work Experience, Seeking, Doing, Reflecting 2025-26	30

Year 3 Compulsory Modules

The student must take 90 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UA1APS-15-2	Creative Analysis 2025-26	15
UADB64-45-2	Fashion Communication: Branding and Marketing 2025-26	45
UADB5L-30-2	Innovative Practice in Fashion Communication 2025-26	30

Year 3 Optional Modules

UADAPR-45-2 International Exchange is for outgoing students

UADASD-5-2 Negotiated Presentation 2 is for outgoing International students

UA1ASK-15-2 Professional Practice is for incoming International students

Module Code	Module Title	Credit
UA1APR-45-2	International Exchange 2025-26	45
UA1ASD-5-2	Negotiated Presentation 2 2025-26	5
UA1ASK-15-2	Professional Practice (international) 2025-26	15

Year 4

The student must take 120 credits from the modules in Year 4.

Year 4 Compulsory Module Choices

Students must take 45 credits from Compulsory Module Choice

Students must take either:

UADAKD-30-3 Contextualising Practice in Fashion Communication
and
UADAPT-15-3 Independent Research Project

OR

UA1AVJ-30-3 Independent Research Project
and
UADNBY-15-3 Contextualising Practice in Fashion Communication

Module Code	Module Title	Credit
UADAKD-30-3	Contextualising Practice in Fashion Communication 2026-27	30
UADNBY-15-3	Contextualising Practice in Fashion Communication 2026-27	15
UA1APT-15-3	Visual Culture 3 2026-27	15
UA1AVJ-30-3	Visual Culture 3 2026-27	30

Year 4 Compulsory Modules

The student must take 75 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UADB5K-30-3	Graduate Strategies: Reflecting, Consolidating and Planning for Exit 2026-27	30
UADB5M-45-3	Self-Directed Study in Fashion Communication 2026-27	45

Part C: Higher Education Achievement Record (HEAR) Synopsis

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 D: External 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 and 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.

Part E: Regulations

Approved to University Regulations and Procedures.