Programme Specification

Fashion Communication: Branding and Marketing [Bower]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Fashion Communication: Branding and Marketing [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

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

School responsible for the programme: CATE School of Arts, College of Arts, Technology and Environment

Professional, statutory or regulatory bodies: Not applicable

Modes of delivery: Full-time, Part-time

Entry requirements:

For implementation from: 01 September 2023

Programme code: W2PH13

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.

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

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.

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

Assessment strategy: 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.

Student support: 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.

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 and academic 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, and to develop and enhance critical and reflective writing skills. Such support is available through embedded sessions, and 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, Stylus and Women's wear daily.

Career Planning and preparation: The programmes 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 programmes 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.

Part B: Programme Structure

Year 1
Part time students must take 60 credits from the modules in Year 1.
Full time students must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules (Full Time)
Full time students must take 120 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
UADAJU-45-1	Exploring Practice in Fashion Communication 2023-24	45
UADAJW-45-1	Introduction to Fashion Communication 2023-24	45
UADAMG-15-1	Introduction to Professional Practice: Observation & Exploration 2023-24	15
UA1APQ-15-1	Visual Culture 1 2023-24	15

Year 1 Compulsory Modules (Part Time)
Part time students must take 60 credits from the modules in Compulsory Modules (Part Time).

Module Code	Module Title	Credit
UADAJW-45-1	Introduction to Fashion Communication 2023-24	45
UA1APQ-15-1	Visual Culture 1 2023-24	15

Year 2
Part time students must take 60 credits from the modules in Year 2.
Full time students must take 120 credits from the modules in Year 2.

Year 2 Compulsory Module Choice (Full Time)
Full time students must take 30 credits from the modules in Compulsory Modules Choice (Full Time).

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 2024-25	15
UADB5N-15-2	Professional Practice: Work Experience, Seeking, Doing, Reflecting 2024-25	15
UADB5J-30-2	Professional Practice: Work Experience, Seeking, Doing, Reflecting 2024-25	30

Year 2 Compulsory Modules (Full Time)
Full time students must take 90 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
UA1APS-15-2	Visual Culture 2 2024-25	15
UADB64-45-2	Fashion Communication: Branding and Marketing 2024-25	45
UADB5L-30-2	Innovative Practice in Fashion Communication 2024-25	30

Year 2 Compulsory Modules (Part Time)

Part time students must take 60 credits from the modules in Compulsory Modules (Part Time).

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

Year 2 Optional Modules - Exchange (Full Time)

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 2024-25	45
UA1ASD-5-2	Negotiated Presentation 2 2024-25	5
UA1ASK-15-2	Professional Practice (international) 2024-25	15

Year 3

Part time students must take 60 credits from the modules in Year 3.
Full time students must take 120 credits from the modules in Year 3.

Year 3 Compulsory Module Choice (Full Time)
Full time students must take 45 credits from Compulsory Module Choice (Full time).

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
UADNBY-15-3	Contextualising Practice in Fashion Communication 2025-26	15
UADAKD-30-3	Contextualising Practice in Fashion Communication 2025-26	30
UA1AVJ-30-3	Visual Culture 3 2025-26	30
UA1APT-15-3	Visual Culture 3 2025-26	15

Year 3 Compulsory Modules (Full Time)
Full time students must take 75 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
UADB5K-30-3	Graduate Strategies: Reflecting, Consolidating and Planning for Exit 2025-26	30
UADB5M-45-3	Self-Directed Study in Fashion Communication 2025-26	45

Year 3 Compulsory Modules (Part Time)
Part Time students must take 60 credits from the modules in Compulsory Modules (Part Time).

Module Code	Module Title	Credit
UA1APS-15-2	Visual Culture 2 2025-26	15
UADB64-45-2	Fashion Communication: Branding and Marketing 2025-26	45

Year 4
Part Time students must take 60 credits from the modules in Year 4.

Year 4 Compulsory Module Choice (Part Time)
Part time students must take 30 credits from the modules in Compulsory Modules Choice (Part time).

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 2026-27	15
UADB5N-15-2	Professional Practice: Work Experience, Seeking, Doing, Reflecting 2026-27	15
UADB5J-30-2	Professional Practice: Work Experience, Seeking, Doing, Reflecting 2026-27	30

Year 4 Compulsory Modules (Part Time)
Part Time students must take 30 credits from the modules in Compulsory Modules (Part time).

Module Code	Module Title	Credit
UADB5L-30-2	Innovative Practice in Fashion Communication 2026-27	30

Year 5

Part Time students must take 45 credits from the modules in Year 5.

Year 5 Compulsory Module Choice (Part Time)

Part time students must take 45 credits from Compulsory Module Choice (Part time).

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 2027-28	30
UADNBY-15-3	Contextualising Practice in Fashion Communication 2027-28	15
UA1APT-15-3	Visual Culture 3 2027-28	15
UA1AVJ-30-3	Visual Culture 3 2027-28	30

Year 6

Part Time students must take 75 credits from the modules in Year 6.

Year 6 Compulsory Modules (Part Time)

Part Time students must take 75 credits from the modules in Compulsory Modules (Part time).

Module Code	Module Title	Credit
UADB5K-30-3	Graduate Strategies: Reflecting, Consolidating and Planning for Exit 2028-29	30

| UADB5M-45-3 | Self-Directed Study in Fashion Communication 2028-29 | 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.