Programme Specification

Fashion Communication [Bower]

Version: 2025-26, v2.0, Validated

Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Fashion Communication [Bower]

Highest award: BA (Hons) Fashion Communication

Interim award: BA Fashion Communication

Interim award: DipHE Fashion Communication

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 the current entry requirements see the UWE public website.

For implementation from: 01 September 2025

Programme code: W2P200

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 overarching aim of the University's Learning and Teaching Strategy is that "our students will enjoy a personalised, inclusive and transformative experience that empowers them to be engaged, committed and passionate learners who thrive in our university environment and achieve their best".

The School of Arts programmes actively seek to provide personalised experiences for all learners, grounding student learning in approaches that recognise the value of a practice led and research informed Arts education. Teaching approaches demonstrate that co-operation and collaboration are at the heart of creativity.

All students are actively required by the curriculum to develop subject specific Knowledge, Skills and Professional behaviours alongside demonstrating an active engagement in practice-based learning. Personal development is supported through collaborative, professional, ethical and sustainable practices that are a catalyst for the development of student's mindsets across all levels of study.

School of Arts Educational Aims in brief:

1. Provide students with high quality learning and teaching experiences that are practice-led, sustain a culture of student-centred learning and incorporate current research to ensure learning is practice based and research-informed.

2. Provide students with an in-depth knowledge and critical understanding of the changing external environment and equip them with the skills necessary to flourish.

3. Develop students' independent thinking and informed understanding of critical contemporary creative practices and theoretical debates.

4. Develop students' curiosity and foster enquiring approaches to the production of works and the development of communication skills that can be effectively and

appropriately employed.

5. Develop students' collaborative skills, strong sense of self and life-long learning skills, including ethical, personal, and social responsibility as global citizens.

6. Prepare students with the professional skills and enterprising attributes necessary to plan effectively for their chosen future and be able to undertake appropriate personal development for further study and/or a career in the creative sector.

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.

Programme Learning Outcomes

PO1.   Technical Proficiency: Demonstrate mastery of materials, media, techniques, methods, technologies, and tools relevant to Fashion Communication while adhering to safe and ethical working practices.

PO2.   Idea Generation and Development: Independently and/or collaboratively generate ideas in response to set briefs and develop those ideas into tangible outcomes, demonstrating the ability to select and utilise appropriate materials, processes, and environments.

PO3.   Visual Communication and Expression: Effectively utilise visual languages to investigate, analyse, interpret, articulate, develop and communicate ideas and information relevant to Fashion.

PO4.   Critical and Contextual Understanding: Demonstrate critical and contextual knowledge and understanding of Fashion, including relevant theories, historical and contemporary practices, and ongoing debates.

PO5.   Professional Awareness: Understand the role of the creative within Fashion, including relationships with audiences, clients, markets and communities.

PO6.   Technological Integration: Engage with and adapt to key developments and emerging trends in media and technologies within Fashion.

PO7.   Research and Inquiry: Apply research methods and investigative skills to explore and record source material, effectively using a range of learning resources.

PO8.   Presentation and Dissemination: Develop and refine presentation skills, effectively communicating and documenting ideas visually, verbally, and in writing, considering appropriate methods for dissemination.

Assessment strategy: Student achievement is supported by a clear school level approach to assessment. We are committed to developing authentic assessments that afford students' opportunities to test out concepts in practice and reflect on their own experience of learning. Assessment should always be inclusive, appropriate and focussed on supporting students to demonstrate their learning.

The School of Arts curriculum is driven by an assessment strategy that supports development across levels of study:

Level 4 – Pass/Fail

Level 5 – Numerical Marking

Level 6 – Numerical Marking

And an ethos that indicates how students will be supported as they progress through levels of study:

Level 4 – Guiding

Level 5 – Co-Creating

Level 6 – Fostering Independence

Students are assessed against learning outcomes (a number of which are shared across the school at L4, 5 & 6) that clearly articulate progression through levels of study. Learning outcomes are assessed via school level assessment rubrics that ensure that levels of achievement are clearly articulated and that all students are marked with parity across the student body. Our teaching facilitates the transition into, though, and beyond, Higher Education via well-structured and clear curriculum and assessment design that supports risk taking and develops a positive approach learning.

Programme 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: Programme and Module leaders

Student support for overarching academic and professional concerns, is provided by Programme Leaders, all issues relating to the content, delivery and assessment of modules is provided by Module Leaders.

Academic Personal Tutors:

The Academic Personal Tutor, is an academic member of staff who will have access to information on the performance and profile of the student, allowing them to effectively support students' personal and academic development. This embedded relational approach to student support enables wellbeing to be addressed through the curriculum, and students direct academic personal support at the individual and group level.

Careers support:

Careers support is integrated throughout the programme and works to the UWE career framework with direct input from UWE careers team. The UWE Careers team work with programme teams to develop bespoke professional practice activities (Professional Practice Week) alongside offering support on developing the skills, experience and knowledge necessary for improving our student's employability prospects. The service provides high quality professional advice and guidance focusing on enabling students to take control of and responsibility for their own career planning and progression/development. Students can access support around finding vacancies for work experience, volunteering, part time work and internships, as well as events and workshops. UWE Careers provides recruiter facing services including advertising graduate job vacancies, work experience and volunteering opportunities, and running both undergraduate and graduate internship schemes. There are also part time jobs advertised by the Student Union JobShop. There is specialist support for international students including specific resources developed for a range of countries where students are recruited from. Students are introduced

to the service during the induction to the course and are encouraged to use the service all through their undergraduate programme and for three years after graduation.

Study Facilities

In our specialist library and learning hub our librarians manage specialist collections to support students' research. Students can attend workshops and engage with online workshops to develop their academic skills. Students also have access to bespoke study skills sessions and Bower Ashton Campus offers spaces for silent and group study and bookable rooms they can book. Students have access to recommended books, periodicals, academic journals, special collections and industry databases.

Student Advisors

For concerns of a personal nature, students can access help from Student Advisors. Student Advisors provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example coursework and examination arrangements, personal circumstance procedures, progression counselling, as well as personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on including, when-relevant, how to access the wider support provided by the University. This service is supplemented by extensive online resources.

School Student Experience Coach

The School Student Experience Coach provides friendly, non-judgemental support to students as they progress through the course and act as a connect point to inform students about the ecosystem of support available at UWE. Staff can coach students on many areas of their life and studies, including:

Academic

Engage further with the course

Manage deadlines and grow confidence

Develop goals to ensure progression on the course

Self-development

Grow confidence and self-esteem

Increase motivation

Shape skills in working with others in groups or team

Wellbeing and self-care

Develop strategies to manage feelings and thoughts whilst at university

Feel supported in understanding gender identity

Develop a set of skills to succeed in life as a student

Student Union and Course Representatives

An important part of the programme is the involvement of students. Student representatives are elected to serve on the Student Representatives & Staff Forum and the Programme Management Committee meetings that are held each term to discuss issues raised by students in relation to their experience of studying at UWE and on the programme. These meetings feed directly into the governance structures at the university. The school also has a number of ILead Student Representatives who represent the student voice in the School Board of Studies.

Disability Services

Support for students with learning adjustments is coordinated centrally through Disability Services. This acts as a holistic service for students and applicants to the University and also supports the academic and administrative staff.

In addition to the above The University's Student Services offers a range of services to support students during their time at university and beyond:

University Health Centre and general advice on Staying Healthy;

Careers and employability, advice on choosing a career, and finding student and graduate vacancies;

UWE volunteering, opportunities for students to get involved in the local community through - the Community Volunteer Programme;

Student Advisors & Counselling for anything from exam stress to homesickness and depression;

The Living Centre, for support with faith and spiritual matters;

Global student support, to help international students to make the most of living and studying in the UK;

Managing disability and dyslexia, to get help with all disability related support needs;

Money and Visas, for financial check-ups, or help with UK visas.

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 enrolment, 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 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 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
UADBAC-30-1	Exploring Practice in Fashion Communication 2025-26	30
UA1B9S-30-1	Design Contexts 2025-26	30
UADBAB-30-1	Introduction to Fashion Communication 2025-26	30
UADBAD-30-1	Contextualising Practice in Fashion Communication 1 2025-26	30

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
UADBAB-30-1	Introduction to Fashion Communication 2025-26	30
UA1B9S-30-1	Design Contexts 2025-26	30

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

Module Code	Module Title	Credit
UADBAF-30-2	Developing Practice in Fashion Communication: Realisation 2026-27	30
UADBAE-30-2	Developing Practice in Fashion Communication: Exploration 2026-27	30
UA1B9T-30-2	Design Futures 2026-27	30

UADBAG-30-2	Contextualising Practice in Fashion Communication 2 2026-27	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
UADBAC-30-1	Exploring Practice in Fashion Communication 2026-27	30
UADBAD-30-1	Contextualising Practice in Fashion Communication 1 2026-27	30

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 Modules (Full Time)

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

Module Code	Module Title	Credit
UA1B9U-30-3	Design Research Project 2027-28	30
UADBAH-30-3	Self-Directed Study in Fashion Communication: Exploration 2027-28	30
UADBAJ-30-3	Self-Directed Study in Fashion Communication: Realisation 2027-28	30
UADBAK-30-3	Contextualising Practice in Fashion Communication 3 2027-28	30

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

UADBAE-30-2	Developing Practice in Fashion Communication: Exploration 2027-28	30
UADBAF-30-2	Developing Practice in Fashion Communication: Realisation 2027-28	30

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

Year 4 Compulsory Modules (Part Time)
Part Time students must take 60 credits from the modules in Compulsory Modules (Part time).

Module Code	Module Title	Credit
UADBAG-30-2	Contextualising Practice in Fashion Communication 2 2028-29	30
UA1B9T-30-2	Design Futures 2028-29	30

Year 5
Part Time students must take 60 credits from the modules in Year 5.

Year 5 Compulsory Modules (Part-time)
Part-time students must take 60 credits from the modules in group Compulsory Modules (Part-time).

Module Code	Module Title	Credit
UADBAH-30-3	Self-Directed Study in Fashion Communication: Exploration 2029-30	30
UA1B9U-30-3	Design Research Project 2029-30	30

Year 6
Part Time students must take 60 credits from the modules in Year 6.

Year 6 Compulsory Modules (Part Time)
Part Time students must take 60 credits from the modules in Compulsory Modules (Part time).

Module Code	Module Title	Credit

| UADBAJ-30-3 | Self-Directed Study in Fashion Communication: Realisation 2030-31 | 30 |
| UADBAK-30-3 | Contextualising Practice in Fashion Communication 3 2030-31 | 30 |

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.