

## Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any modification or local developments).

Awarding Body	University of the Arts London (UAL)
Teaching Institution	London College of Fashion
Final Award	BA (Hons) Fashion Visual Merchandising and Branding FT
Relevant QAA Benchmark Statement	Business and Management
Date of production/revision	August 2016

### Course Aims

- enable you to acquire and apply knowledge and skills related to the creative industries in general and fashion visual merchandising and branding in particular;
- stimulate your intellectual, creative and personal development and to encourage independent learning;
- develop your design process and critical analysis to enable practical and theoretical responses within the context of the cultural and historical development of visual merchandising and branding;
- enable you to apply research methods and techniques in order to review, consolidate, extend, apply and evaluate knowledge and understanding, and to initiate and carry out intellectually challenging projects;
- prepare you for entry into relevant employment or self-employment, and to allow you to respond to professional opportunities, especially in the field of fashion visual merchandising and branding;
- produce graduates who have a high level of professionally relevant skills, including innovation, entrepreneurship, reflective practice, presentation and communication to enable them to actively pursue career aspirations;
- provide opportunities for further study, professional development, training and progression to all students.

### Course Outcomes

The outcomes that you will have demonstrated upon completion of the course, are:

1. an analysis of fashion as a product, business, industry and cultural phenomenon and how visual merchandising and branding relates to all of these in a global context;
2. critical and systemic understanding of the key aspects of fashion visual merchandising and branding, which includes the acquisition of complex, coherent and detailed knowledge, which is informed by current issues;
3. Conceptual understanding that enables you to devise and sustain arguments, make judgments and/or solve problems, using creative ideas, design techniques, and particular aspects of current research , some of which are at the forefront of your discipline;
4. application of business knowledge and management skills appropriate for fashion visual merchandising and branding;
5. management of your own learning and to make appropriate use of secondary and primary visual and textual research sources, applying an appreciation of the uncertainty, ambiguity and limits of knowledge associated with those sources;
6. multicultural awareness and understanding in both the educational and business contexts;
7. the communication and presentation of information, ideas and design solutions to both specialist and non-specialist audiences in a manner appropriate to the fashion visual merchandising and branding profession;
8. the application of a broad range of relevant professional transferable skills and engagement with new technologies, in particular those relating to fashion visual merchandising and brand management;
9. an ability to situate practice within cultural and historical contexts and debates;
10. evidence of engagement with the Personal and Professional Development (PPD) principles as outlined in this document.

## **Learning and Teaching Methods:**

Provide a summary of the relevant learning and teaching methods for the course.

The following learning and teaching methods are employed to support the integrated achievement of the course outcomes:

- lectures, seminars, critiques, studio based workshops, workshop practice, open access work, visiting speakers, field trips, demonstrations, self-directed study.

## Assessment Methods:

Provide a summary of the relevant assessment methods for the course.

The following assessment methods may be employed to assess the achievement of learning outcomes in an integrated approach:

- set projects, critical and peer appraisals, written critiques, self evaluation, portfolio development, technical workbooks, case studies, industry based projects, individual negotiated projects, dissertation.

## Reference Points

- The UAL Learning and Teaching Strategy
- The UAL Assessment Strategy
- The UAL approach to Personal and Professional Development
- Feedback from the fashion industry
- The Learning and Teaching policies of the University of the Arts London
- University of the Arts London Level Descriptors
- Framework for Higher Education Qualifications
- Business and Management subject benchmark statement

## Programme Summary

Programme structures, features, units, credit and award requirements:

In Stage 1 you are required to complete 120 credits at level 4 in order to progress to Stage 2.

- Introduction to the Fashion Business for Fashion Visual Merchandising & Branding; 20 credits
- Principles of Fashion Visual Merchandising; 20 credits
- Introduction to Cultural and Historical Studies; 20 credits
- Understanding the Business of Fashion; 20 credits
- Creative Fashion Branding and Visual Merchandising; 40 credits

In Stage 2 you are required to complete 120 credits of which a minimum of 100 must be at level 5.

- Cultural and Historical Studies; 20 credits
- Consumer Behaviour and Psychology; 20 credits
- Creative Fashion Environments; 20 credits
- Creative Collaborative Project; 20 credits
- Fashion Visual Merchandising Brand Development Project ; 40 credits

In Stage 3 you are required to complete 120 credits at level 6.

- Final Major Project; 60 credits
- Researching Global Landscapes; 40 credits

- Employability and Enterprise; 20 credits

A 20-credit unit is approximately equivalent to 200 hours of learning time, which includes a mixture of taught time, independent study and assessment.

All students are entitled to a tutorial package that consists of:

- one tutorial per stage for the duration for their course of study at LCF;
- group tutorials as required
- an appropriate level of confidentiality

Distinctive features of the course:

### *Distinctive features of the Programme*

- Provision subject specific fashion relevant degree courses;
- Part time study over 4 years
- Students work in industry or as interns to while studying
- Small class sizes
- Cross disciplinary group projects with Industry
- Access to specialist resources at a standard appropriate to the target industries;
- Opportunities for student choice and negotiated study;
- Preparation of students for employment or further study.

### *Distinctive Features of the Course*

- This is the only course in the UK which specialises in visual merchandising and branding in fashion on a part time basis. The course will prepare students for a career in an increasingly important aspect of creative fashion business development
- Opportunities to produce innovative / creative / visual outcomes throughout the course which blends written and creative elements
- Provision of a professionally relevant degree course, delivered in both full-time and part-time modes
- A collaborative industry related project with the other BA courses within the Flexible Programme (Fashion Media, Fashion Design, Fashion Business)
- The well-established links between the fashion industries and the College support the Honours programme via curriculum development and delivery, access to industry research (WGSN for example), project support, visiting speakers from industry
- An opportunity to study within a cross-disciplinary and multicultural environment designed to promote student interaction and shared learning
- Curriculum development, learning and teaching informed by strong staff research, professional practice and industry links
- Provision of a fully integrated programme of personal and professional development skills to support the development of learning skills, professional and entrepreneurial skills and career planning
- The London College of Fashion is well located geographically to extend its subject, industry and practice links for the benefit of all its students.

**Recruitment and Admissions**

Admission Policy/Selection Criteria

Application to the course is made directly to London College of Fashion.

The course seeks to recruit students from a wide range of backgrounds.

If you are likely to meet all the entry requirements, you may be invited for interview so that your suitability for the course can be assessed. The interview process may include portfolio review and an interview with members of the course team. You will also have an opportunity to ask questions about the course.

The course seeks to recruit students who can demonstrate:

- A strong interest in and understanding of retail branding and visual merchandising
- The potential for creating original visual merchandising concepts
- An ability to work as part of a team
- An ability to undertake self-directed study
- A motivation to succeed on the course

This might, for example, be demonstrated by: related academic or work experience; the quality of the personal statement, a strong academic or other professional reference; or a combination of these factors.

Entry Requirements

Prospective students should:

- have minimum entry requirements are A level passes at grade C or above equivalent to at least 220 points plus passes in 6 other subjects at GCSE, or equivalent awards. Preferred subjects include Art, Craft, Design Technology, Sociology, Textiles, Fashion Studies, Business Studies, Media, English, foreign language.
- have IELTS level **6.0** or equivalent if English is not the first language.

Applications are welcome regardless of age, gender, race, class, sexuality, or religion.

Consideration may be made towards applicants who have relevant work experience which can be shown to be equivalent to formal qualifications. Contextual data will be taken into consideration.

Admission Procedures

The University of the Arts London is committed to the provision of fair and consistent admission procedures that ensure equality of treatment for all applicants.

## Course Diagram

Year 1, Stage 1 Level 4, 120 credits:

Term 1:	Term 2:	Term 3:
Introduction to the Fashion Business for Fashion Visual Merchandising & Branding 20 credits	Introduction to Cultural and Historical Studies 20 credits	Collaborative Project 40 credits
Principles of Fashion Visual Merchandising 20 credits	Principles of Fashion Branding 20 credits	

Year 2, Stage 2, Level 5, 120 credits:

Term 1:	Term 2:	Term 3:
Cultural and Historical Studies 20 credits	Research Methods: Consumer Behaviour and Psychology 20 credits	Fashion Visual Merchandising and Brand Development Project 40 credits
Designing the Fashion Store Environment 20 credits	Visual Brand Communication 20 credits	

Optional Diploma in Professional Studies and Diploma Supplement 120 credits  
(year in industry / possible overseas work placement)

Year 3, Stage 3, Level 6, 120 credits:

Term 1	Term 2	Term 3
Futures and Innovation 20 credits		
Fashion Visual Merchandising and Branding Business Strategy 40 credits		
Final Major Project 60 credits		