

## 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 modifications or local developments).

Awarding Body Professional, Statutory or Regulatory Body (PSRB)	University of the Arts London (UAL)
Teaching Institution	Central Saint Martins
Final Award	BA (Honours) Fashion Communication (in the Named pathway)
Length of Course	3 years or 4 year sandwich full time
UCAS code	Fashion Communication & Promotion Pathway: 4J55 Fashion History & Theory Pathway: 4A37 Fashion Journalism Pathway: WF30 Institution code: U65
Date of production/revision	August 2017

This section is available to provide any introductory information on the course. It might include explanation of the position of courses which form a named pathway within an 'umbrella' programme.

Fashion Communication & Promotion Pathway

Fashion History & Theory Pathway

Fashion Journalism Pathway

## Course Aims

The aims of the course identify the rationale underlying the student's educational experience and own personal achievement from studying on the course and its affect upon the student's long term achievement and career.

This course aims to enables you to:

1. Create a specialist community of Fashion Communicators with direct, timetabled links to Fashion Designers, ensuring a unique combination of depth of study and breadth of subject experience and awareness;
2. Encourage intellectual and personal development to produce innovative, confident, responsible, informed, skilled and adaptable graduates, able to actively pursue their individual career aspirations or further study;

*Specifically,*

3. The Fashion Communication and Promotion pathway aims for you to explore how fashion is communicated, promoted and represented creatively via different media, through a curriculum which will include photography, fashion illustration, graphics and branding, trends, styling, public relations, fashion film, fashion show production, set and installation design and the creative use of new digital platforms;
4. The Fashion History and Theory pathway aims for you to develop an academic and theoretical understanding of the history of western fashion and the contemporary fashion industry, with a sound theoretical framework from which to analyse this knowledge. Fashion will be studied as image, object and text as you consider the design, manufacture, promotion and consumption of fashion;
5. The Fashion Journalism pathway aims for you to focus on fashion writing for different media and markets: from traditional printed media to new media platforms, the pathway aims to respond to industry's demand for quality, written content from commercially savvy, fashion-alert journalists.

**Course Outcomes**

The course enables the student to demonstrate the following subject knowledge and understanding, intellectual and academic skills, practical subject skills, key attributes and transferable skills. Each outcome should be detailed below.

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

Outcome:	be able to research and explore ideas by sourcing, selecting and retrieving written and visual information from a range of commercial, cultural and specialist design resources <b>(MC Research)</b>
Outcome:	be able to analyse and evaluate written and visual information to inform your understanding of how fashion has been and could be recorded, promoted, communicated and represented <b>(MC Analysis)</b>
Outcome:	critically understand the key contextual aspects of the history, design, manufacture, communication, promotion and consumption of fashion <b>(MC Subject Knowledge)</b>
Outcome:	be proficient in your use of a range of technical skills and variety of media, appropriate to your chosen field of study, to realise your ideas <b>(MC Technical Competence)</b>
Outcome:	be able to apply imaginative and innovative approaches to the communication and promotion of fashion <b>(MC Experimentation)</b>
Outcome:	be able to present ideas and information effectively using a range of skills appropriate to your area of study, recognising the demands and interests of different audiences and markets <b>(MC Communication and Presentation)</b>
Outcome:	set goals, plan and manage your time successfully <b>(MC Personal and Professional Development)</b>
Outcome:	critically evaluate the professional, cultural and educational contexts in which your creative and academic practice and personal strengths can be applied and developed to confidently pursue your individual career aspirations or further study <b>(MC Personal and Professional Development)</b>
Outcome:	work independently and collaborate responsibly and effectively in teams <b>(MC Collaborative and/or Independent Professional Working)</b>

### Learning and Teaching Methods:

Provide a summary of the relevant learning and teaching methods for the course (i.e. lectures, seminars, independent learning).

The primary means of learning for each student is through pathway practice. This is supported and developed through:

- project work, interdisciplinary group and teamwork, briefing documents and/or briefing meetings, seminars, lectures or studio talks, presentations, group or peer critiques, studio demonstrations, field study visits, peer learning and feedback, independent study, self-evaluation, individual and group tutorials, research skills.

### Scheduled Learning and Teaching

State the notional learning hours and provide a percentage breakdown of timetabled teaching and learning activities per level.

**Scheduled Learning and Teaching** – this is the percentage of your time spent in timetabled learning and teaching. In each year you are expected to study for 1,200 hours over 30 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

#### **BA (Hons) Fashion Communication: Fashion Communication and Promotion**

Year 1 – 21%

Year 2 – 17%

Year 3 – 19%

#### **BA (Hons) Fashion Communication: Fashion History and Theory**

Year 1 – 118%

Year 2 – 10%

Year 3 – 3%

**BA (Hons) Fashion Communication: Fashion Journalism**

Year 1 – 21%

Year 2 – 17%

Year 3 – 6%

**Assessment Methods:**

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

There is a mixture of Element-based and Holistic assessment of achievement, which is specified in each Unit, and is demonstrated through:

- project outcomes (individual, collaborative or team)
- oral and visual presentations
- portfolio reviews
- essays/written assignments/reports/dissertation
- self-evaluation

Students are given formative assessments and feedback throughout the progress of their work and via the tutorial system.

All unit assessments are summative, as are Stage assessments and the final assessment.

**Reference Points**

List any policies, descriptors, initiatives or benchmark statements used in the development of the course.

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London;

- College policies and initiatives;
- The QAA Framework for Higher Education Qualifications (FHEQ);
- The Art and Design Benchmark Statement

## Programme Summary

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

List the course details that constitute the agreed student entitlement for this course. This should include unit titles and credit, types of learning, and details of tutorial support. If the course includes a work or study placement (including Dip Professional Studies), the duration and a summary of expectations around arrangements must be highlighted.

The BA (Honours) Fashion Communication Course framework comprises two modes of study, three years full time and four years sandwich. The course has three named pathways, all of which have the study of Fashion Communication as their core subject. All pathways are offered in both modes. If you have elected to follow the four-year sandwich mode of study, your Course will include a period on placement during the third year for the award of the Diploma in Professional Studies.

Intermediate awards may be made to students wishing to withdraw from the course following successful completion of Stage 1 (the Certificate of Higher Education) or Stage 2 (the Diploma in Higher Education). The BA (Honours) degree is awarded following the successful completion of Stage 3. Sandwich students who successfully meet the approved requirements of the Diploma in Professional Studies, which accredits work placement in the third year of the four-year programme, will qualify for the Diploma, with the award being confirmed by the Stage 3 Examination Board at the end of the course.

The Named Pathways are:

- Fashion History and Theory;
- Fashion Communication with Promotion;
- Fashion Journalism;
- Fashion History and Theory

### Stage 1

Stage 1 Study Units 2, 3 and 4 provide a foundation in western fashion history and theory from the Renaissance to the present day, grounding in the unique aspects of Fashion History and Theory and an introduction to other related course pathways. An important function of this Stage is to encourage you to research, explore and develop your individual strengths and approaches to your subject.

Unit 1 (Fashion Communication: Introduction to Study in Higher Education) enables you to acquire and improve your skills, understanding and approaches to learning that underpin your studies in Stage 1, in your course as a whole, and beyond. Emphasis is placed on the skills needed to locate, navigate and communicate information effectively and appropriately. You will be introduced to resources that support your studies.

## Stage 2

The second stage takes you into your pathway in depth, enabling you to develop a variety of approaches, demanding individual and experimental responses and promoting the discipline required to complete an extended piece of academic research and writing. Units 6 and 7 offer pathway specific and collaborative opportunities. Through a combination of formal tutorial guidance, seminar, lectures, personal research, independent study and team projects, you explore the breadth of your subject and develop your individual talents in relation to it.

In Unit 5 (Research Methods and Approaches) you will also start to investigate potential areas of research for your final year dissertation and group project.

Unit 8 (Positioning, Professional Perspectives and Preparation) consolidates the skills necessary to reflect on and articulate ideas about your specialism and practice in the broader field of the creative industries. You will develop an extended range of transferable skills such as self-management, as well as the ability to employ key research, design, writing and presentation skills.

## Optional Placement Year (Year 3 of 4)

BA (Honours) Fashion Communication offers you the opportunity to undertake a year on placement in industry, either in the UK or abroad. It is not compulsory, but the vast majority of students who have taken this opportunity to date, have found it invaluable in being able to test their skills, knowledge and ideas in a professional, external context, whilst building contacts for future career opportunities.

At the beginning of the summer term, students on the four-year pathways are involved in planning and preparing for their work placement. Exceptionally, three-year full time students may apply to transfer to the four year mode to undertake

placement. Such applications have to be made via the Placement Administrator by the end of the autumn term of Stage 2.

### Stage 3

The focus of Units 9, 10 and 11 is on the further development of your independence as you develop and complete your dissertation and group project.

Unit 9 (Contextual Studies – Group Project) enables you to develop your understanding of the relationship between your main study area and the wider contemporary fashion industry. You will develop your knowledge of the structure of the industry, potential careers in the wider field and advance your writing skills by learning to produce articles for magazines or newspapers and how to write press releases.

Unit 10 (Thesis Research Survey) enables you to locate and explore your dissertation topic through a survey of research resources appropriate to your chosen area of study and to identify areas of your work that may require further attention as you develop your research into writing.

At the end of the autumn term, or the commencement of the spring term, a formal tutorial evaluates your progress and helps identify areas of your work that may need resolution as you develop your degree work.

In Unit 11 (Dissertation) you concentrate on your dissertation and in the summer term you complete your degree work for examination.

### **Fashion Communication and Promotion**

*and*

### **Fashion Journalism**

### Stage 1

Stage 4 is about learning to learn at HE level, both as an individual and as a responsible member of groups and teams. Learning to experiment, take informed risks, learn from failure, investigate, research and develop ideas are core to the ethos of the first year.

The curriculum focuses on:

- learning to access and use the range of resources in College and across London;
- extending and developing your subject knowledge; *and*
- gaining and practising skills

Unit 1 (Fashion Communication: Introduction to Study in Higher Education) introduces you to the skills needed to locate, navigate and communicate information effectively. You are introduced to resources that support your studies throughout the course, and learn about the other pathways on the course and on BA (Hons) Fashion.

Units 2 and 3 provide the foundation of knowledge and skills needed to begin in your specialist pathway and the opportunity for you to develop your individual interests and approach. There will be an opportunity within these units for you to be involved in a cross-pathway project and also to collaborate with students from the BA (Hons) Fashion pathways on a fashion 'event'.

Unit 4 (Cultural Histories, Theories and Practice Fashion). Building on the basic skills acquired in Unit 1, this unit introduces you to a range of methods and approaches used to analyse objects, images, spaces and practices in fashion, art, design and popular culture

## Stage 2

Stage 2 focuses on the crucial relationships between your specialist pathway and industry, and encourages you to address how you could realise your ideas in the real world, and how they relate to and may be received by a range of audiences. The curriculum in Stage 2 includes competitions and live projects, which change year-on-year.

You continue to work in groups, but also focus on developing your skills and abilities as an independent learner. You will collaborate on set projects, some of which are set by external clients, and are expected to participate actively in peer review and assessment.

Unit 5 (Research Methods and Approaches: Fashion) offers a range of research methods and approaches that will support you in undertaking greater self-directed study. Cultural and historical concepts are employed to critically analyse objects, images, spaces, and practices in art, design and/or popular culture.

Units 6 and 7 offer pathway specific, cross-pathway and collaborative opportunities. Through a combination of studios, seminars and formal tutorial guidance, lectures, external projects and competitions, project critiques, personal research, independent study and team projects, you explore and develop your individual interests in relation to set and self-initiated projects.

Unit 8 (Positioning, Professional Perspectives and Preparation) consolidates the skills necessary to reflect on and articulate ideas about your specialism and practice in the broader field of the creative industries. You will develop an extended range of transferable skills such as and self-management, as well as the ability to employ key research, design, writing and presentation skills.

At the beginning of the summer term, those of you on the four-year mode are involved in the planning and preparation for your work placement. Exceptionally, if you have chosen to study on the three-year full time mode, you may apply to transfer to the four year mode to undertake placement. Such applications have to be made via the Placement Administrator by the end of the autumn term of Stage 2.

#### Optional Placement Year (Year 3 of 4)

BA (Honours) Fashion Communication offers you the opportunity to undertake a year on placement in industry, either in the UK or abroad. It is not compulsory, but the vast majority of students who have taken this opportunity to date, have found it invaluable in being able to test their skills, knowledge and ideas in a professional, external context, whilst building contacts for future career opportunities.

#### Stage 3

Stage 3 is about consolidating your knowledge and learning as you enter the last year of your studies on BA (Honours) Fashion Communication. You focus on developing as a Fashion Communicator, realising a major self-initiated project, creating and presenting a portfolio of work and writing a dissertation. The emphasis in this final stage is to focus and finesse your individuality and expertise and to work towards an exit profile as a confident, responsible independent learner that will give you maximum opportunities for employment or postgraduate studies.

Unit 9 requires that you manage your own learning. Tutorials, seminars and other taught sessions encourage and support you to locate and explore your interests whilst identifying areas of your work that may require further attention or focus. The Unit provides a supported opportunity for you to extend your knowledge of

fashion communication methods and presentation skills prior to determining, the rationale, format and media for your major self-initiated project.

Unit 10 (Dissertation) requires you to research and write a dissertation, which represents the culmination of your Cultural Studies work for your degree. It extends your research, analytical and communication skills, offering you the unique opportunity to develop a cultural study of your own. It is a written project involving structured analysis of a chosen aspect of visual, textual or spatial culture.

Some of you may wish to consider placing greater emphasis on your Cultural Studies Dissertation in the final year. While this has been the exception, rather than the norm, the course structure can enable this – please refer to Unit specification for Unit 10a Dissertation: Extended. If there is agreement for you to take this route, the credit and assessment weightings for Unit 9 will be adjusted accordingly.

Unit 11 enables and supports the completion of your Degree Project. You are expected to be able to manage your work independently, demonstrating both your personal and professional development as you complete and present your Degree Project, supported and contextualised by evidence of your research, design development and your portfolio presentation.

#### Distinctive features of the course:

Identify and list those characteristics that distinguish your course from other, similar courses. Refer to both the student experience on the course and future possible career opportunities.

The Course is situated in the Fashion Programme and offers a choice of three named pathways, all of which have the study of Fashion Communication as their core subject. Led by tutors who are expert practitioners, the pathways offer different approaches and a synergistic combination of fashion awareness, communication, historical and theoretical studies.

- Specialist community of Fashion Communicators with direct, timetabled links to Fashion Designers, ensuring depth of study and breadth of subject experience and awareness;
- Currency of live subject debate, supported by professional affiliates and extensive external networks;
- Menu of joint projects with leading international art schools;

- Opportunities to utilise digital platforms and explore the currency of new media, whilst strengthening knowledge and awareness of more traditional means of communication;
- Optional Diploma in Professional Studies (12 months in industry).

## **Recruitment and Admissions**

### **Selection Criteria**

The criteria used to make a decision on selection must be fully listed. It must be clear how an applicant's suitability to study on the course as demonstrated at the pre-selection and/or interview stage will be judged (good practice examples are available through the Programme Specification Guidance). Procedures for selection must adhere to the Equal Opportunities Policy of UAL.

Full details can be found on the course webpage:

<http://www.arts.ac.uk/csm/courses/undergraduate/ba-fashion-communication/>

### **Fashion Communication and Promotion**

Your portfolio should demonstrate creative development, whether for a set college project or in your personal work. By creative development, we mean ideas that have originated in your own experience and research and progressed towards potential visual and three-dimensional proposals. We are interested in seeing your ideas, visual research and experimentation as well as finished design solutions. It is important that the creative work you include reflects and demonstrates your thinking, initiative and personal commitment to a particular project, theme or idea.

Both in terms of your writing and at interview we are interested in you as a creative and enquiring individual. Your personal interests, motivation, creativity and initiative in developing an awareness of fashion, art and design are what matter to us.

### **Fashion History and Theory; Fashion Journalism**

Both in your writing and at the interview we are interested in you as an individual, your personal interests, motivation, your creativity and initiative in finding out about your awareness of fashion and art and design. We expect to see an aptitude for the study of fashion history, theory or journalism and expect candidates to be able to articulate this. A portfolio is not required for application to this course although you may present relevant visual work at the interview if you wish to.

Selection to BA (Hons) Fashion Communication: Fashion History and Theory and to BA (Hons) Fashion Communication: Fashion Journalism is determined by the quality of your application, indicated primarily in your writing and by meeting the minimum entry requirements.

**BA (Hons) Fashion Communication: Fashion Journalism (FJ) and Fashion History and Theory (FHT) pathways**

Both these pathways require written evidence.

For FHT you need to submit a written essay demonstrating an aptitude for studying fashion as object, image or text (c.800 words).

For FJ, you are asked to submit an 800 word journalistic article which demonstrates an awareness of journalistic style, the appropriate use of language and grammar, an informed view point on contemporary fashion and an individual response to subject matter.

**Selection criteria**

**Fashion Communication and Promotion pathway**

Applicants are selected according to their demonstration of potential and current ability to:

- work imaginatively and creatively in two and three dimensional visual and material media;
  - engage with experimentation and invention;
  - show imagination and ambition in proposals for their work;
  - take informed risks
- demonstrate a range of skills and technical abilities;
  - through their portfolio, demonstrate a range of approaches to design;
  - development, originated from personal experience or visual research;

- and progressed through logical stages to finished design solutions;
- evidence handling a medium or material with sensitivity to its qualities;
- demonstrate engagement and improvement in a recently learned technical skill;
- demonstrate an awareness of planning and time management skills
- provide evidence of intellectual enquiry within their work;
  - demonstrate relevant research skills;
  - evidence your ability to critically reflect and evaluate their achievements
- demonstrate cultural awareness and/or contextual framework of their work
  - evidence an interest in contemporary fashion design communication and promotion;
  - identify social and/or cultural influences on their work
- articulate and communicate intentions clearly;
  - discuss their work in individual and group situations;
  - present their work appropriately and effectively
- demonstrate commitment and motivation in relation to the subject and the course
  - develop their own ideas and address both set and personal project briefs;
  - show willingness to collaborate;
  - show initiative

### **Fashion History and Theory and Fashion Journalism pathways**

Applicants are selected according to their demonstration of potential and current ability to:

- work imaginatively and creatively with the written word and visual presentation;
  - engage with experimentation and invention;
  - show imagination and ambition in proposals for their work;
  - take informed risks
- demonstrate a range of skills and technical abilities;
  - through examples of written work, demonstrate a range of approaches;
  - to writing, originated from personal experience or textural and visual research and progressed through logical stages to a finished outcome;
  - demonstrate an awareness of planning and time management skills;
  - evidence their ability to critically reflect and evaluate their achievements
- provide evidence of intellectual enquiry within your work;
  - demonstrate relevant research skills;
  - evidence their ability to critically reflect and evaluate their achievements
- demonstrate cultural and historical awareness and/or contextual framework of your work;
  - evidence an interest in fashion history, theory and contemporary culture;

- identify social, historical and/or cultural influences on their work
- articulate and communicate intentions clearly;
  - discuss their work in individual and group situations;
  - present their work, concepts and ideas appropriately and effectively
- demonstrate commitment and motivation in relation to the subject and the course;
  - develop their own ideas and address both set and personal briefs;
  - show willingness to collaborate;
  - show initiative;
  - reflect your knowledge of this course

### **Fashion Communication and Promotion Pathway**

Criteria for the short written piece required for the interview;

- The quality of the writing demonstrating;
- research and interpretative skills;
- ability to present ideas in a concise and coherent form

### **Fashion History and Theory and Fashion Journalism Pathways**

For both pathways you will also be asked to undertake a short written analysis of a picture immediately before your interview. Your analysis forms the basis of discussions with our interview staff. Your interviewers will supply a picture.

#### **Criteria for the Picture Analysis**

The quality of the picture analysis demonstrating:

- analytical and critical skills;

- interpretative skills;
- ability to generate and explain ideas

### Entry Requirements

List the academic entry requirements relevant to the course, noting any requirements that are above the UAL minimum, or any course specific grade requirements. Language requirements such as IELTS must also be provided. Entry requirements will constitute the standard, conditional offer for the course.

### **Fashion Communication and Promotion pathway**

This pathway requires portfolio evidence. Entry is highly competitive and selection is determined by the quality of your application, indicated primarily in your portfolio of work and written statement. Applicants are normally expected to have achieved, or be expected to achieve, the course entry requirements detailed below:

- Foundation Studies in Art and Design;
- A pass in one GCE A level;
- Passes at GCSE level or equivalent in three subjects (grade C or above)

*or*

- BTEC National Diploma in an art and design subject;
- Passes at GCSE level or equivalent in three subjects (grade C or above)

*or*

- UALAB Level 3 Pre-University Art and Design;
- Passes at GCSE in four other subjects grade C or above, at least one of which should be in an art and design subject (or the equivalent Level 2 qualification in an appropriate subject).

This educational level may be demonstrated by possession of equivalent qualifications; e.g. International Baccalaureate or High School Diploma.

### **Fashion History and Theory and Fashion Journalism pathways**

Both these pathways require written evidence. Entry is highly competitive and selection is determined by the quality of your application, indicated primarily in your writing and statement. Applicants are normally expected to have achieved, or be expected to achieve, the course entry requirements detailed below:

- Passes in two GCE A Levels, one of which should be in the Humanities and requiring essay based answers e.g. History, History of Art, English Literature, Philosophy;
- Passes at GCSE level in three other subjects (grade C or above) one of which should preferably be in a modern European language.

This educational level may be demonstrated by possession of equivalent qualifications; e.g. International Baccalaureate or High School Diploma.

Applicants who do not meet these course entry requirements may still be considered if the course team judges the application demonstrates additional strengths and alternative evidence. This might be demonstrated by, for example: related academic or work experience; the quality of the personal statement; a strong academic or other professional reference; or a combination of these factors.

### **English Language Ability**

All classes are conducted in English. If English is not your first language you'll be asked to provide evidence of your English language ability at enrolment. The standard English language requirement for entry to the course is the IELTS requirement is 6.5 with 5.5 in any one paper. For further information visit the English Language requirements page: <http://www.arts.ac.uk/study-at-ual/language-centre/language-requirements/>

Applicants who will need a Tier 4 General Student Visa should check the Visa and Immigration page which provides important information about UK Visa and Immigration requirements: <http://www.arts.ac.uk/study-at-ual/international/immigration-and-visas/>

### **Course Diagram**

Insert a course diagram which includes; units and their credit values, plus credit values per year/level, category of units (i.e. core or specialist), progression routes, years/levels of the course, any other relevant characteristics that distinguishes the course

See below

## *Fashion Communication and Promotion*

Stage 1																													
Weeks										Xmas										Easter									
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
20 credits Unit 1 Fashion Communication: Introduction to Study in Higher Education																				40 credits Unit 3 Investigation: Fashion Communication and Promotion									
										S										F									
40 credits Unit 2 Introduction: Core Skills and Knowledge										F										S									
20 credits Unit 4 Cultural Histories, Theories and Practice (Fashion Communication)										E																			

**S:** Summative Assessment

**F:** Formative Assessment

**E:** Element Assessment

Stage 2																																			
Weeks										Xmas										Easter															
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
20 credits Unit 5 Research Methods and Approaches (Fashion Communication)										E																				S					
40 credits Unit 6 Fashion Communication: New Perspectives – Special Subject 1										F					S					40 credits Unit 7					F						Fashion Communication: Creative Collaborations – Special Subject 2				
20 credits Unit 8 Positioning, Professional Perspectives and Preparation															F										F										

**S:** Summative Assessment

**F:** Formative Assessment

**E:** Element Assessment

Stage 3– STANDARD DISSERTATION OPTION																																	
Weeks										Xmas										Easter													
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
40 credits Unit 9 Degree Project Research and Development										F						S	60 credits					F	Unit 11 Degree Project Resolution & Presentation										S
20 credits Unit 10: Dissertation								F			S									S													

Stage 3 – EXTENDED DISSERTATION OPTION																																		
										Xmas										Easter														
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					
20 credits Unit 9a Degree Project Research and Development										F						S	60 credits					F	Unit 11 Degree Project Resolution and Presentation										S	
40 credits Unit 10a Dissertation: Extended								F													S			S										

S: Summative Assessment

F: Formative Assessment

## *Fashion History and Theory*

Stage 1																													
Weeks										Xmas										Easter									
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
20 credits Unit 1 Fashion Communication: Introduction to Study in Higher Education										40 credits Unit 3 19 <sup>th</sup> , 20 <sup>th</sup> and 21 <sup>st</sup> Century Fashion																			
										S										F									
40 credits Unit 2 Introduction: The Development of Fashion										S										F									
										F										S									
20 credits Unit 4 Cultural Histories, Theories and Practice (Fashion)										E																			
										E																			

**S:** Summative Assessment

**F:** Formative Assessment

**E:** Element Assessment

Stage 2																																				
Weeks										Xmas										Easter																
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
20 credits Unit 5 Research Methods and Approaches										E																										
40 credits Unit 6 Fashion Communication: New Perspectives – Special Subject 1										F				S				40 Unit 7: Fashion Communication Creative Collaborations - Special Subject 2				F				S										
20 credits Unit 8 Positioning, Professional Perspectives and Preparation														F				F																		

**S:** Summative Assessment

**F:** Formative Assessment

Stage 3																																	
Weeks							Xmas							Easter																			
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
40 credits Unit 10 Thesis Research Survey							F	60 credits Unit 11 Thesis							S	60 credits Unit 11 Thesis						F											S
20 credits Unit 9 Contextual Studies – Group Project																																	

**S:** Summative Assessment

**F:** Formative Assessment



Stage 2																																							
Weeks										Xmas										Easter																			
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30										
<b>20 credits</b> <b>Unit 5 Research Methods and Approaches (Fashion Communication)</b>																																							
										<b>E</b>																													
<b>40 credits</b> <b>Unit 6 Fashion Communication: New Perspectives – Special Subject 1</b>															<b>F</b>						<b>S</b>	<b>40 credits</b> <b>Unit 7</b>																<b>F</b>	<b>S</b>
																					<b>F</b>																		
<b>20 credits</b> <b>Unit 8 Positioning, Professional Perspectives and Preparation</b>																					<b>F</b>												<b>F</b>						

**S:** Summative Assessment

**F:** Formative Assessment

**E:** Element Assessment

Stage 3– STANDARD DISSERTATION OPTION																																
Weeks										Xmas										Easter												
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
40 credits Unit 9 Degree Project Research and Development										F					S	60 credits Unit 11 Degree Project Resolution & Presentation						F	S									
20 credits Unit 10: Dissertation								F	S										S													

Stage 3 – EXTENDED DISSERTATION OPTION																																
										Xmas										Easter												
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
20 credits Unit 9a Degree Project Research and Development										F					S	60 credits Unit 11 Degree Project Resolution and Presentation						F	S									
40 credits Unit 10a Dissertation: Extended								F	S										S	S												

S: Summative Assessment

F: Formative Assessment