

**BSc (Hons) Psychology of Fashion
Programme Specification 21/22**

Awarding Body	University of the Arts London
College	London College of Fashion
School	Fashion Business School
Programme	Science Programme (L017)
Course AOS Code	LCFBSPSFF01
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2021
QAA Subject Benchmark	Psychology
Collaboration	N/A
UAL Subject Classification	Business & management, and science
JACS Code	C800 - Psychology
UCAS Code	C800
PSRB	British Psychological Society
Work placement offered	N/A
Course Entry Requirements	<p>The standard minimum entry requirements for this course are:</p> <p>One or a combination of the following accepted full level 3 qualifications.</p> <ul style="list-style-type: none"> • Three A Level Passes at Grade B or above (preferred subjects include Sociology, Biology, Mathematics, English, Philosophy, Economics, Politics, Business Studies and Psychology (please note, Psychology A Level needs to be passed at C or above)). • Distinction, Distinction, Merit at BTEC Extended Diploma (preferred subjects Art & Design); • Distinction Foundation Diploma in Art and Design;

	<ul style="list-style-type: none"> • Merit at UAL Extended Diploma; • Access Diploma or 120 new UCAS tariff points from the Access to HE Diploma; • 120 new UCAS tariff points (equivalent to 300 old UCAS tariff points) from a combination of the above qualifications or an equivalent full Level 3 qualification; • equivalent EU or non-EU qualifications; • or 25 IB Diploma; • and Six GCSE passes at grade A*-C or grade 9-4, including Maths and English. <p>APEL (Accreditation of Prior (Experiential) Learning)</p> <p>Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> • Related academic or work experience • The quality of the personal statement • A strong academic or other professional reference • OR a combination of these factors <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>English Language Requirements</p> <p>IELTS level 6.5 with a minimum of 5.5 in reading, writing, listening and speaking. Please check our main English Language Requirements</p>
Selection Criteria	<p>The course team seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> • A strong interest in the different roles of management within the fashion industry • Clear academic interest in psychology and business studies; • An engagement with analytical and evaluative activities particularly in the pursuit of

	<p>understanding human behaviour;</p> <ul style="list-style-type: none"> • An analytical problem solving approach • A proactive attitude • Self-motivation and an independent approach • An ability to multi-task • Strong numeracy skills • Able to communicate orally and in writing.
<p>Scheduled Learning and Teaching</p>	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	19
Awards	Credits
Certificate of Higher Education (Exit Only)	120

Year 2

Percentage of Scheduled Learning	18
Awards	Credits
Diploma of Higher Education (Exit Only)	240

Year 3

Percentage of Scheduled Learning	11
Awards	Credits
Bachelor of Science	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Produce a scientific understanding of the mind, brain, behaviour and experience, and of the complex interactions between these in general and in the context of fashion business in particular.
Aim	Lead to an understanding of the multiple applications of theory to human behaviour particularly in fashion business.
Aim	Develop an understanding of the role of empirical evidence in the creation and constraint of theory, and how theory guides the collection and interpretation of empirical data.
Aim	Cultivate knowledge of and skills in a range of research methods for investigating behaviour, culminating in an ability to conduct research independently.
Aim	Develop knowledge, leading to an ability to appreciate and critically evaluate theory, research findings, and applications.
Aim	To prepare for employment in the fields of psychology, fashion and business.
Aim	To prepare for postgraduate study.
Outcome	A scientific understanding of human behaviour in general and in the context of fashion business in particular (subject knowledge).
Outcome	An ability to situate practice within cultural and historical contexts and debates (research; analysis; subject knowledge; communication and presentation).
Outcome	Critical understanding of multiple psychological perspectives based on evidence that fosters critical evaluation (research; analysis; subject knowledge).
Outcome	Appreciation of the role of empirical evidence in the creation and constraint of theory, and how theory guides the collection and interpretation of empirical data (research; analysis; subject knowledge; experimentation; technical competence).
Outcome	Knowledge of a range of research skills and qualitative and quantitative methods for investigating behaviour, culminating in an ability to apply established research methods to design, conduct and evaluate an

	independent research project, which applies psychological science in the context of fashion and fashion business (research; analysis; subject knowledge; experimentation; technical competence; communication and presentation; collaborative and/or independent professional working).
Outcome	Ability to critically evaluate psychological theory, research findings, and its application in fashion and fashion business (research; analysis; subject knowledge; communication and presentation; collaborative and/or independent professional working).
Outcome	Persuasive succinct and coherent written and oral communication skills (subject knowledge; technical competence; communication and presentation).
Outcome	Acknowledgement of their transferable and subject specific skills for employability in the fields of fashion and business (subject knowledge; personal and professional development).
Outcome	Evidence of engagement with the principles and attributes outlined in the UAL Creative Attributes Framework.

Distinctive Features	
1	Unique course in which students learn psychological theories, concepts and methods of enquiry and apply these in the context of fashion business.
2	Psychology is distinctive in that it equips its graduates with an extremely rich and diverse portfolio, providing a variety of forms of expertise, which are found in few other disciplines and which can equip psychology graduates to undertake many different types of work.
3	The subject specialism aims to interrogate multidisciplinary perspectives, theories and concepts to understand human attitudes, beliefs and behaviour in the context of fashion business.
4	The curriculum sits at the forefront of knowledge demanded by the fashion industries, which is increasingly concerned with enhancing human aspects of its provision. These include wellbeing and mental health, decision-making and problem-solving, communication and language, and sensation and perception.
5	The course emphasises the development and application of a range of practical skills from psychological science and knowledge within the context of fashion business (e.g. data collection, analysis and interpretation, with and without software).
6	Graduates will have a distinct edge in the employment and entrepreneurial markets of the fashion and related industries because they will not only understand about fashion business, but they will also understand the biological bases of behaviour. This means they can make realistic predictions and propose feasible solutions using an evidence-based approach to solve real world problems in fashion business.
7	Students will have the opportunity to apply psychological science while studying within a cross-disciplinary and diverse environment designed to promote student interaction, shared learning and an international outlook.
8	Seamless progression opportunities exist, i.e. MSc Applied Psychology of Fashion course in the FBS.
9	The course aligns to British Psychological Society (BPS) core area requirements and has BPS accreditation.

Course Detail

Introduction

BSc (Hons) Psychology of Fashion, breaks new ground by applying psychological science in the context of fashion to enable an evidence-based understanding of human behaviour across the broad spectrum of the fashion industry.

What to expect

- The scientific discipline of psychology equips graduates with an extremely rich and diverse portfolio of skills and knowledge that gives them a distinct edge in the employment and entrepreneurial markets of fashion and related industries.
- Students will use their understanding of human behaviour to make predictions, with the aim of addressing real world problems across fashion and fashion business.
- Membership of the British Psychological Society will broaden students' appreciation of their subject and help them to keep abreast of new developments. This will help to equip students with the key contacts and skills needed to succeed in industry after graduation or to progress onto postgraduate study.

Work experience and opportunities

Students will be expected to engage with the diverse extra-curricular activities at LCF and to contribute to the Psychology of Fashion Student Conference held in Spring each year, as well as other psychology-specific events. Students are encouraged to join the British Psychological Society (BPS) and engage with their free networking, careers and social events.

Mode of study

BSc (Hons) Psychology of Fashion runs for 90 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 30 weeks.

Course Units

The units you will study in Year 1 are as follows:

The **Introduction to Psychology of Fashion** unit will orientate you to the practices and knowledge-base needed to understand your discipline and help you to develop your skills for independent & collaborative learning, reflection and your own self development.

The **Applications of Psychology in Fashion** unit will consider how the application of psychology can make a positive difference in the fashion industries in general and in fashion business in particular. You will study theories and concepts from the core areas of psychology including individual differences, biological, cognitive, emotional, social, lifespan psychology, and discuss their application to develop solutions to real life issues in fashion.

Philosophy and Ethics in Research unit acknowledges the study and application of ethics is a fundamental component of any psychology programme. You will learn the fundamental elements of conducting research with human participants from philosophical and ethical perspectives.

The **Better Lives** unit will provide you with a solid understanding of LCF's core values and how they connect to your practice. As part of this unit, you will explore diversity, social responsibility and sustainability; themes which you will then apply to a selected project. This unit will get you thinking differently. We want you to use fashion to examine the past, build a sustainable future and improve the way we live. That's why we call this unit Better Lives.

The **Collaborative Group Project** unit introduces you to the research skills needed to understand human behaviour within the context of fashion and business. This unit will allow you to work collaboratively to identify an area of fashion business that interests you and to investigate the links between your chosen topic and psychology. This will allow you to consolidate the knowledge and skills that you have already acquired, allow you to conduct research, and develop working relationships that are essential for employability.

The units you will study in Year 2 are as follows:

Cognition in Design and Innovation unit looks at the influence of cognitive processes on design and innovation using the concept of design thinking, which applies empathy and creativity to generate potential solutions to a given problem. You will gain an understanding of how the processes and methods used in design to solve problems can lead to enhanced design practice and improved communication with designers.

The **Fashion and Wellbeing** unit is concerned with the concepts and theories of psychological wellbeing as applied in the context of fashion. It explores individual, societal and global issues including identity and body image, appearance and judgement, fashion and the environment, and the impact of technology.

The **Fashion: Culture & Identity** unit provides a broad overview of the cultural and historical studies of fashion and related areas with a particular focus on the relationship between fashion and identity and its evolving nature.

The **Consumer Psychology** unit introduces you to concepts of consumer behaviour and

psychology through investigation of how and why we buy fashion goods and services. You will investigate how consumer identity is formed, and develop your understanding of fashion psychographics and cross-cultural values and how these may inform fashion marketing practices. You will apply market research methods and evaluate consumer behaviour in different parts of the world.

In the **Consultancy Project**, you will learn to develop practical analysis skills through designing an investigation, collecting, exploring, analysing and interpreting data appropriately using Statistical Package for the Social Sciences (SPSS), or qualitative methods of analysis and interpretation. You will then carry out and write up a negotiated consultancy project in the context of fashion business.

The units you will study in Year 3 are as follows:

In **Future Thinking** unit, you will apply the knowledge and skills from Years 1 and 2 to critically appraise current fashion business in the context of product development and marketing, including cost-benefit analysis, affordances and the human/technology interface.

Social Sustainability and Business Psychology unit explores how human resources need to be sustained and used effectively in the same way as other tangible and intangible organisational resources. You will examine the links between employee psychological wellbeing and motivation, productivity and innovation.

The **Final Major Project** is a major piece of work and the culmination of your degree. It provides you with the opportunity to demonstrate the knowledge and skills acquired through your work on the course.

The BSc (Hons) Psychology of Fashion offers a large and novel panel of learning and teaching methods. Students are assessed using an innovative panel of assessments, which have been chosen to fit with the industry, marketing and psychology requirements.

Learning and Teaching Methods

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

- Lectures will provide students with a critical understanding of the relevant theoretical concepts, models and frameworks and how these can be applied to a range of scenarios in which psychology can be applied to understand and predict human behaviour in the context of fashion.
- Seminar sessions will offer the opportunity to explore theories and concepts from psychology applied in the context of fashion to address real-world issues.
- Taught and supervised workshops in data analysis, using common statistical and qualitative

data analysis packages.

- Group and individual tutorials to monitor student progress through the course.
- Group and individual tutorials to support group projects.
- Individual final project supervision.
- Self-directed studies within the planned schemes of work of all units.

Assessment Methods

The following assessment methods are employed to support the integrated aims of the course outcomes:

- Written assessments encompassing the following: essay, critical review, magazine article, individual project report, reflective statement.
- Practical tests in applying quantitative and qualitative data analysis software.
- Presentations: individual and group.
- Time-constrained examinations.

Each new research project requires the student to obtain ethical clearance prior to the start of the data collection. This requirement is mandatory, and is in accordance with the British Psychological Society regulations. Failure to obtain ethical clearance will result in failure of assessment.

BPS Graduate Basis for Chartered Membership is conferred on the completion of all accredited units, including Final Major Project, with Grade D+ (equivalent of 50%) or above.

Reference Points

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 UAL Assessment Strategy
- The UAL and the College approach to Personal and Professional Development
- National Framework for Qualifications

In addition, the following reference points were used in designing the course:

QAA (2007). <http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmarkstatement-Psychology.pdf>

British Psychological Society (2015):

http://www.bps.org.uk/system/files/Public%20files/PaCT/accreditation_new_progs_2015_web.pdf

Course Diagram

BSc (Hons) Psychology of Fashion – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 4 – Stage 1																																					
BLOCK 1															BLOCK 2																						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30								
Introduction to Psychology of Fashion (20 credits)						S																															
Philosophy and Ethics in Research (20 credits)								E1						E2																							
						Applications of Psychology in Fashion (20 credits)			E1						E2																						
															Better Lives (20 credits)														S								
															Collaborative Group Project (40 credits)												E1						E2				

LEVEL 5 – Stage 2																																							
BLOCK 1															BLOCK 2																								
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30										
Cognition in Design and Innovation (20 credits)									E1						E2																								
Fashion and Wellbeing (20 credits)														S																									
Fashion: Culture and Identity (20 credits)											S																												
															Consumer Psychology (20 credits)										E1						E2								
															Consultancy Project (40 credits)																								

OPTIONAL DIPLOMA YEAR – LEVEL 5

LEVEL 6 – Stage 3																																					
BLOCK 1															BLOCK 2																						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30								
Future Thinking (20 credits)										S																											
Social Sustainability and Business Psychology (40 credits)												E1		E2																							
Final Major Project (60 credits)																									S												

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable