

BA (Hons) Critical Practice in Fashion Media Programme Specification 21/22

Awarding Body	University of the Arts London
College	London College of Fashion
School	School of Media and Communication
Programme	Fashion Communication Programme (L018)
Course AOS Code	LCFBAFMCF01
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2021
QAA Subject Benchmark	Art and Design, Communication, media, film and cultural studies
Collaboration	N/A
UAL Subject Classification	Fashion communication
JACS Code	None
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	<p>One or a combination of the following accepted full level 3 qualifications.</p> <ul style="list-style-type: none"> • 112 UCAS tariff points from two or more A Levels (preferred subjects include English, a foreign language and Media Studies); • Distinction at Foundation Diploma in Art and Design; • Distinction, Merit, Merit at BTEC Extended Diploma (preferred subjects Art & Design); • Merit at UAL Extended Diploma; • Access Diploma or 112 new UCAS tariff points from the Access to HE Diploma;

	<ul style="list-style-type: none"> • 112 new UCAS tariff points from a combination of the above qualifications or an equivalent full Level 3 qualification; • or equivalent EU or non-EU qualifications such as International Baccalaureate Diploma at 25 points minimum; • and Five GCSE passes at grade A*-C or grade 9-4, with grade C (grade 4) or above in English. <p>Exceptionally, 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, 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.</p> <p>All classes are conducted in English. The level required by the University for this course is IELTS 6.5 with a minimum of 5.5 in reading, writing, listening and speaking.</p>
Selection Criteria	<p>The course team seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> • a broad interest in fashion, visual culture, and social issues, as well an awareness of technology; • an understanding of the need for a critical and analytical approach to the area of study; • an intellectually open approach suited to the demands of the course and projected career futures.
Scheduled Learning and Teaching	<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	17
Awards	Credits
Certificate of Higher Education (Exit Only)	120

Year 2

Percentage of Scheduled Learning	16
Awards	Credits
Diploma of Higher Education (Exit Only)	240

Year 3

Percentage of Scheduled Learning	12
Awards	Credits
Bachelor of Arts	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Enable you to develop the critical, creative, and strategic skills necessary for you to use fashion media and communication to confront the most pressing issues of our times.
Aim	Enable you to acquire the practical, theoretical, and strategic skills necessary to become change makers of the future.
Aim	Develop your ability to build a creative practice informed by theory.
Aim	Encourage personal, professional, and intellectual development through the cultivation of your own critical and creative voice.
Aim	Develop your ability to identify, respond, and direct professional and/or intellectual opportunities in order to bring about meaningful change.
Aim	Encourage intellectual enquiry in the area of critical practice in fashion media and communication.
Outcome	An ability to use fashion media and communication to bring about meaningful social, political and cultural change.
Outcome	An ability to apply strategic and entrepreneurial thinking in order to expand the remit and possibilities of fashion media and communication.
Outcome	An ability to engage in the social and environmental politics of fashion media and communication and its wider context through collaborative practice and climate activism.
Outcome	An ability to challenge and change industry norms through the innovative use of critical, creative and inter-disciplinary approaches to fashion media and communication.
Outcome	An ability to engage with the Creative Attributes Framework (CAF) principles as outlined in this document.

Distinctive Features	
1	<p>Critical practice in fashion communication. The first and the only undergraduate course in the world to fully addresses critical practice within the context of fashion communication across disciplines, BA (Hons) Critical Practice in Fashion Media prepares socially, culturally and politically engaged students with critical communication skills. Critical practice is considered to be the driving discipline and lead the delivery of the course. The intention is therefore that students are able to understand fashion communication as an agent to evoke change. As change makers, on the course, students are asked to define, interrogate and address pressing issues, tensions and paradigms in fashion and cultural spheres and to evoke change for better lives. In order to work towards a bigger impact, the course aims to feed expertise within fashion communication area directly to the Centre for Sustainable Fashion and Better Lives initiatives instigated by London College of Fashion.</p>
2	<p>Contribution to critical practices. The course aims to advance the remit of fashion communication by addressing practices such as criticism, curation, collaborative practice, speculative design, publishing and activism. The course advances the remit through a inter-disciplinary, practice-led approach to research that simultaneously integrates theory and practice of fashion communication into the delivery of the curriculum in all the course specific units. Students are encouraged to contribute to the growing body of research (including practice-led research) around critical practice in fashion communication in order to develop frameworks that address, challenge and affect change within fashion and society at large. The course is delivered by research active staff and who are subject experts in the areas such as critical practice, criticism, curation, experience design, design strategy, publishing and practice-based research in fashion communications.</p>
3	<p>Research methodologies. Whereas other courses in the programme deliver research methods specific to the discipline, BA (Hons) Critical Practice in Fashion Media broadens and advances this in order to connect research theory and practice. It does this through its inter-disciplinary, practice-led approach that firstly addresses an appropriate methodology in each unit, and secondly, encourages the making of new methods of research and practice in order to actively interrogate and address the current issues, tensions and paradigms in fashion and cultural spheres. Each unit is framed by a research question that drives teaching methods, assessment and outcome. Enquiry-based learning is embedded as a teaching and learning strategy.</p>
4	<p>Contribution to Knowledge Exchange. The course aims to use fashion communication as an agent to evoke change by developing long-term knowledge exchanges with relevant organisations. These knowledge exchanges will support and enrich the course's commitment to the critical exploration of sustainability as</p>

well as enable student's research to be practiced alongside and within real-life industry contexts. Including and alongside these knowledge exchanges, students are also encouraged to participate in the production of content for the Fashion Communication Knowledge Exchange (fcx) website by publishing case studies and disseminating research as well as practice.

5 Programme community. The course sits within the Fashion Communication Programme in the School of Media and Communications, alongside: BA (Hons) Creative Direction of Fashion, BA (Hons) Fashion Journalism and Content Creation and BA (Hons) Fashion PR and Communications. The students on the programme attend a shared unit delivered across levels 4, 5 and 6. The intention of this delivery model is to encourage students to develop a programme community of practice whilst encouraging networking and dialogue between the different communication approaches offered within the programme. Joining this larger peer cohort will enrich the student experience. In addition to this, the course benefits from being able to tap into fashion communication expertise offered by the staff across the programme.

Course Detail

BA Critical Practice in Fashion Media is an experimental, inter-disciplinary and practice-led course that positions fashion media and communication as a potent tool through which to critically engage, confront and intervene in the most pressing issues facing us today.

At the heart of this critical practice course is the challenge of the climate crisis. The world in which we live, communicate and interact with each other is becoming increasingly unstable. Accordingly, the course understands critical practice to mean a practice that actively integrates itself in the world in order to transform it. As change-makers of the future, you will develop new forms of critical, creative, and technical skills, enabling you to not only navigate this uncertain terrain but also identify and implement emergent opportunities so as to bring about meaningful change.

In the first year of the course, you will be introduced to the core skills of critical practice: storytelling and collaboration. The second-year builds on these core skills by inviting you to situate them within an applied context: strategic thinking and speculative design, designing of spatial experiences, and the mobilising and communicating of climate activism. The third-year consolidates these skills and expands them further by enabling you to identify, develop, and realise your own critical practice through an extended practice-led, research-driven project. Finally, you will bring your body of work together as you build your own portfolio.

Working with internal and external partners, the course is delivered through workshops, seminars, lectures and live projects. You will experiment with established and emerging disciplines and media including moving image, photography, writing, AR/VR, audio, strategic and speculative design, spatial and experiential design, collaborative practice, and activism.

Through this integrated, experimental, and inter-disciplinary approach you will develop your own critical and creative voice that you will be used to push boundaries, and opening up new possibilities for the future of fashion media and communication.

Course Units

You will be required to complete 360 credits at levels 4, 5, and 6 to be awarded the BA (Hons) Critical Practice in Fashion Media.

After achieving 120 credits at level 4 you can opt to be awarded CertHE.

After achieving 240 credits (to incl. minimum of 120 at level 5) you can opt to be awarded DipHE.

After achieving 360 credits (to incl. minimum of 120 at level 5 and 120 at Level 6) you will be awarded BA (Hons).

Stage 1 (Level 4)

The units you will study in Year 1, Stage 1, Level 4 are as follows:

- Introduction to Fashion Communication (20 Credits);
- Hybrid Narratives (40 Credits);
- Fashion Cultures and Histories (20 Credits);
- Better Lives (20 Credits);
- Critical Collaboration (20 Credits).

Stage 2 (Level 5)

The units you will study in Year 2, Stage 2, Level 5 are as follows:

- Critical Issues in Fashion Research (20 Credits);
- Speculative Futures (20 Credits);
- Inside the Industry (20 Credits);
- Situating Your Practice (20 Credits);
- Critical Climate (20 Credits);
- Spaces of Experience (20 Credits).

Stage 3 (Level 6)

The units you will study in Year 3, Stage 3, Level 6 are as follows:

- Research and Development for Critical Practice (20 Credits);
- Cultural and Historical Studies Dissertation (40 Credits);
- Critical Practice (40 Credits);
- Portfolio (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:

- three personal tutorials per year for the duration for their course of study at LCF;
- unit tutorials as required;
- unit group tutorials as required;
- an appropriate level of confidentiality.

Learning and Teaching Methods

The assessment programme is designed to follow the learning and teaching methods which are employed to support the integrated achievement of the course outcomes:

- Demonstrations, workshop practices;
- Technical workshops;
- Lectures;
- Group discussions and team working;
- Self-directed study simulations and work study placements;
- Group and individual tutorials;
- Seminars;
- Critiques;
- Panel discussions

Assessment Methods

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

- Set projects, external or simulated projects;
- Research development;
- Portfolio developments;
- Written reports;
- Peer and self-evaluation;
- Essays and written evaluations;
- Presentations;
- Dissertation.

Reference Points

The following reference points were used in designing the course:

- FHEQ <http://www.qaa.ac.uk/en/Publications/Documents/Framework-Higher-Education-Qualifications-08.pdf>
- UK Quality Code: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code>
- QAA subject benchmark statements: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-qualitycode/subject-benchmark-statements>
- UAL Learning, Teaching and Enhancement Strategy 2015-2022: <https://myintranet.arts.ac.uk/media/arts/about-ual/teaching-and-learning-exchange/2015---2022-Learning,-Teaching-and-Enhancement-Strategy.pdf>
- UAL Assessment Strategy: <https://myintranet.arts.ac.uk/staffonly/ual-strategy-2015-22/>

- UAL Creative Attributes Framework: <http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-andemployability/creative-attributes-framework/>
- UAL Tutorial Policy: <http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy/>

Course Diagram

BA (Hons) Critical Practice in Fashion Media – 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 Fashion Communication (20 credits)				S																															
			Hybrid Narratives (40 credits)									S																							
															Fashion Cultures and Histories (20 credits)											S									
															Better Lives (20 credits)											S									
															Critical Collaboration (20 credits)											S									

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							
Cultural and Historical Studies Dissertation (40 credits)											S																									
Research and Development for Critical Practice (20 credits)					S																															
											Critical Practice (40 credits)								S																	
																				Portfolio (20 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