

BA (Hons) Fashion Imaging and Illustration Programme Specification 21/22

Awarding Body	University of the Arts London
College	London College of Fashion
School	School of Media and Communication
Programme	Fashion Media Programme (L020)
Course AOS Code	LCFBFILF02
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
Collaboration	N/A
UAL Subject Classification	Illustration
JACS Code	W230 - Clothing/fashion design
UCAS Code	N/A
PSRB	N/A
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"> • 112 UCAS tariff points from two or more A Levels (preferred subjects include, Art, Design, English, Maths); • Distinction Foundation Diploma in Art and Design; • Distinction, Merit, Merit at BTEC Extended Diploma in Art & Design; • Merit at UAL Extended Diploma;

	<ul style="list-style-type: none"> • Access Diploma or 112 new UCAS tariff points from the Access to HE Diploma; • 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 three GCSE passes at grade A*-C or grade 9-4. <p>Entry to this course will also be determined by assessment of your portfolio.</p> <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 6.0 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 fashion, visual imagery and an awareness of technology • An understanding of the need for a critical and analytical approach to the area of study

	<ul style="list-style-type: none">• An approach suited to the demands of the course and the projected career futures
Scheduled Learning and Teaching	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.

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	17
Awards	Credits
Diploma of Higher Education (Exit Only)	240

Year 3

Percentage of Scheduled Learning	11
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 acquire knowledge and skills appropriate to the creative practice of fashion imaging and illustration and encourage intellectual and personal development;
Aim	Provide opportunities for learning and progression to further postgraduate study for all students;
Aim	Develop your ability to respond to professional opportunities or to undertake further study.
Outcome	Knowledge and understanding of imaging and illustration and its role within the fashion industry;
Outcome	Ability to select and deploy a coherent range of research methods and analyses and their development processes;
Outcome	The ability to communicate ideas in an appropriate medium to a range of general and specialist audiences;
Outcome	An ability to generate creative ideas independently and collaboratively in response to set briefs and self initiated projects through to outcomes;
Outcome	Proficiency in observation, investigation, enquiry, visualisation and/or making;
Outcome	The ability to apply the methods and techniques learnt, to reflect upon, consolidate, extend and apply your specialist knowledge and understanding;
Outcome	An ability to situate practice within cultural and historical contexts and debates;
Outcome	Evidence of engagement with relevant principles of the UAL Creative Attributes Framework

Distinctive Features	
1	Contemporary Fashion Illustration Practice: The tenet of the course is to enhance the study of fashion illustration, by challenging the student to redefine the definition of “illustration” and to also explore a contemporary language that reflects new contexts in which to produce distinctive and imaginative project outcomes.
2	Drawing & Imaging: The emphasis and distinctive nature of the course will continue to be placed on underpinning the practice of analogue drawing working from a life model in the studio and the model on the catwalk. Thus, engaging the student in developing confident mark-making skills that can be transferable into digital drawings and imaging.
3	New Media/ Technology and Digital Platform: New Technology and Digital Platforms will be explored to create potential digital outcomes that amalgamate film and animation.
4	Personalisation: Students have the choice of a selection of different units at three points in their course. This allows flexibility and personalisation of the curriculum. They also have the opportunity during units across the three years to select options and choices with project outcomes tailoring the course to their individual needs and aspirations.
5	Cross-College Collaboration: Collaborative opportunities are embedded into units at three points in the course, one per stage. Plus the Course engages in Cross-School Collaboration as an extra curricula activity. These collaborations allow the student the opportunity to network with student’s college wide.
6	Cross Institution Collaboration: An extra initiative and cultural exchange the course collaborates with other institutions both nationally and internationally. Live streamed drawing workshops across continents, give the student the opportunity to experience joint and shared online teaching and learning by linking virtual studios.
7	Professional Links & Networking: The course has excellent links to fashion media organisations and a range of professionals who deliver live briefs, host workshops and lectures. Recent guest lecturers include digital artist Jon Emmony, illustrator John Booth and the editor of Dazed Beauty.
8	Careers & Employability: While the course will continue to access the credited work placements supported by LCF Graduate Futures and SET (Student Enterprise Team), it will begin to create a new list of potential employment opportunities for its students. Students will have access to a list of potential employers (or work placements) via the course technical training programmes, professional project

collaborations and marketplace collaborations with industry professionals from across the course.

Course Detail

Introduction

BA (Hons) Fashion Imaging and Illustration offers students an experimental space to explore contemporary practices that stem from drawing and mark-making and to challenge the notion of contemporary fashion imaging. Projects involving a multi-disciplinary approach encourage students to redefine the future role of the Fashion Illustrator and the discipline's commercial and creative applications. Students will investigate the visual language of fashion through the development of professional skills such as drawing, graphic and media design, animation, photography, moving image and computer-generated imaging.

What to expect

- Students on this course develop a critical understanding of contemporary fashion; how it is communicated or promoted, its place within wider culture and its relationship with audiences and consumers.
- Students are guided to consider their practice within an industry context and to explore the opportunities and pathways for their professional and creative development.
- The course celebrates fashion imaging and illustration through an expansive curriculum that integrates traditional skills with new and emerging technologies at the forefront of contemporary commercial practice.
- Students benefit from experimenting in areas such as photography, moving image, 3D design, digital platforms, art direction and graphic design while an emphasising their drawing practices. Through a range of live briefs, collaborative workshops and personal projects that are supported by the expertise of lecturers and practitioners from the fashion industry and beyond.
- BA (Hons) Fashion Imaging & Illustration invites students to redefine the notion of fashion illustration, developing innovative visual content and solutions for a contemporary market that experiences fashion and community across multiple channels, both physically and online. By challenging the fashion industry's conventions and responding to wider culture's social, political and environmental issues, students will be able to produce an innovative body of work, as well as being better prepared for work in the fashion industry.

Work experience and opportunities

Students will be given the opportunity to undertake a short work experience placement during their second year of study. This provides increased industry awareness as well as crucial experience and valuable contacts within the industry. The course has many links

to the industry including DASH magazine, Apple, SHOWstudio and the many practitioners who teach on the course within a teaching capacity. The course has also worked with the House of Illustration and run live-streamed events with the Paris School of Art, some examples of the collaborative opportunities available.

Mode of study

BA (Hons) Fashion Imaging and Illustration 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

Year one

- Introduction to Fashion Illustration
- Cross Media Narratives
- Fashion Cultures and Histories
- Better Lives
- Fashion Illustration and Spatial Interaction

The first year of the course introduces students to a range of studio practices in fashion imaging and illustration. Students will be introduced to a variety of mediums and media in order to give them contemporary skills in image making with an emphasis on the skills needed to locate, navigate and communicate information and ideas effectively and appropriately. Students will take part in lectures and studio-based activities that will inform project research and development and students will also have the opportunity to work in groups and on collaborative projects on the course as well as across the media programme.

The first year of the course includes introductory sessions in digital imaging, graphic design and moving image.

The course remains underpinned by traditional drawing and illustration techniques and practices and students will learn how these integrate with digital outcomes.

The Intro to Fashion Illustration Unit is comprised of a series lectures, tutorials, seminars and workshops to help the student develop learning skills at HE and the requirements of effective studentship at undergraduate level, in order to help build on skills in research, reflective analysis and the essential aspects of the creative process.

Cross Media Narratives and Spatial Interaction Units are designed to get students to explore and challenge fashion imaging and illustration through an investigation of

narrative and the environment. Students will be introduced to content production on digital platforms in the context of fashion specialisms of image making.

Year one takes students through all aspect of research into practice, recording and documenting of ideas as well as testing and experimentation of materials, processes and techniques in fashion image making.

Year two

- The Interactive Brief
- Critical Issues in Fashion Research
- Creative Directions
- Situating Your Practice; Fashioned Spaces or Media Placement

In the second year of the course, students are encouraged to integrate, experiment and explore fashion imaging and illustration techniques learned in year one, in an investigation of individual and professional practice-based approaches to fashion media production. The units require students to produce fashion media content for fashion film, fashion marketing campaigns while integrating analogue and digital processes. The teaching and learning will support and develop student's individual visual language and approach to fashion imaging using a range of live and simulated briefs.

Professional practice and work placements form a key part of the second year. Students will also continue to build on and develop skills in working collaboratively across the media programme, learning to install fashion imaging and illustration in innovative ways based on client need for a range of diverse platforms. Students will begin to identify how their practice is situated within the fashion media industry and how to produce content in the context of fashion communication.

The second year is also about the student's ability to broaden their understanding of fashion imaging and illustration through a series of project briefs supported by lecture, workshops and technical masterclasses.

A variety of themed projects, external lecturers will enable students to consider the role of the contemporary fashion illustrator and image maker. The second year will also help the student to situate their personal professional practice and the student will also be encouraged to apply for industry placements in the Media Placement.

Year three

- Collaborative Experimental Practice
- Dissertation Media

- Personal and Professional Project

The third year of the course sees the student engages in a combination of individual research, creative practice and production and the development of an industry focused portfolio of work.

A focus on collaboration and experimentation provides new ways to investigate and contextualise their discipline and methods.

Supported by tutorial, lectures and seminars, students will develop, plan and position their professional practice, by applying previous teaching and learning in the discipline.

Learning and Teaching Methods

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

- Demonstrations.
- Industry guest speaker program.
- Lectures.
- Seminars.
- Workshops and tutorials.
- Group discussions and team working.
- Self directed study.
- Work experience or simulation.

Assessment Methods

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

- Set projects.
- External or simulated briefs.
- Portfolio of supportive material.
- Sketchbooks.
- Final outcome such as series of illustrations,
- Printed book.
- Moving images.
- Essays and reports.
- Presentations.
- Dissertation.
- Self-reflection and projection.

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-quality-code/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-and-employability/creative-attributes-framework/>
- UAL Tutorial Policy: <http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy/>

Feedback from Industry and Students (2017)

Course Diagram

BA (Hons) Fashion Imaging and Illustration – 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 Illustration (20 credits)				S																														
				Cross Media Narratives (40 credits)										S																				
															Fashion Cultures and Histories (20 credits)										S									
															Better Lives (20 credits)										S									
																									Fashion Illustration and Spatial Interactions (20 credits)					S				

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									
Critical Issues in Fashion Research (20 credits)											S																											
The Interactive Brief (40 credits)											S																											
											Creative Directions (40 credits)									S																		
																				Situating Your Practice (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									
Dissertation Media (40 credits)											S																											
Collaborative Experimental Practice (20 credits)					S																																	
											Personal and Professional 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