

## 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 minor modification or local developments).

Awarding Body	University of the Arts London (UAL)
Teaching Institution	London College of Fashion
Final Award	BA (Hons) Creative Direction for Fashion
Relevant QAA Benchmark Statement	Art & Design, and Communication, Media, Film and Cultural Studies.
Date of production/revision	May 2018

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.

The BA (Hons) Creative Direction for Fashion course is situated in the School of Media and Communication and focuses on how creative direction is used to communicate messages about and around fashion. In the context of this course, creative direction refers to the strategic use of communication design in order to attract and engage audiences whilst ensuring the intended message is clear and compelling. The impacts of social and cultural trends, globalisation and emerging digital technologies within fashion communication are central to the course.

### 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:

- facilitate your understanding of the contemporary and global practice of creative direction in the context of fashion communication;
- develop and advance your proficiency in the production of original and imaginative pieces of communication design for fashion using a range of media;
- prepare you to anticipate and respond to the impact of new and evolving digital technologies on contemporary fashion communication;
- ensure your ability to situate your practical fashion communication outcomes in terms of social, cultural and historical concerns;
- build your confidence in communicating effectively in writing, visually and verbally both individually and in group settings;
- develop your transferable skills such as project planning and time management and capacity to undertake professional opportunities or further study.

<p><b>Course Outcomes</b></p> <p>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.</p>
<p>The outcomes that you will have demonstrated upon completion of the course, are:</p>
<p>1. identification and evaluation of a wide range of academic and cultural sources related to the contemporary practice of creative direction for fashion;</p>
<p>2. familiarity with a range of new and evolving digital technologies currently in use within the creative industries and fashion communication;</p>
<p>3. skills in the experimentation and prototyping of your ideas using a process of testing and checking;</p>
<p>4. technical proficiency in the production of imaginative and innovative pieces of communication design for fashion using a range of media;</p>
<p>5. confident communication of your ideas in written, visual and verbal form both individually and as part of a group;</p>
<p>6. an ability to work effectively with other creative practitioners towards the realisation of your creative vision across a range of media;</p>
<p>7. integration and situation of your practice within cultural and historical contexts and debates;</p>
<p>8. personal and professional development through reflection, planning, self-direction, subject engagement and commitment.</p>

<p><b>Learning and Teaching Methods:</b></p> <p>Provide a summary of the relevant learning and teaching methods for the course.</p>
<p>The assessment programme is designed to follow the learning and teaching methods which are employed to support the integrated achievement of the course outcomes:</p> <ul style="list-style-type: none"> <li>• lectures, seminars;</li> <li>• workshops, practical demonstrations;</li> <li>• group critiques, projects and peer feedback;</li> <li>• tutorials;</li> <li>• external visits;</li> <li>• professional opportunities;</li> <li>• tests;</li> <li>• and panel discussions.</li> </ul>

<p><b>Scheduled Learning and Teaching</b></p> <p>This is the percentage of your time spent in timetabled learning and teaching. In each year you are expected to study for 1200 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.</p> <p><b>BA (Hons) Creative Direction for Fashion</b></p> <p>Year 1 - 18%</p> <p>Year 2 - 15%</p> <p>Year 3 - 8%</p>
<p><b>Assessment Methods:</b></p> <p>Provide a summary of the relevant assessment methods for the course.</p>

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

- project audits (record of process and experimentation);
- proposals for creative concepts;
- time-based media outcomes;
- project visualisations;
- trend reports;
- academic essays;
- reflective writing;
- tests;
- group presentation;
- and individual presentations.

### 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:

- 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/>

### 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, learning hours per week and details of tutorial support.

You will be required to complete 360 credits at levels 4, 5 and 6 to be awarded the **BA (Hons) Creative Direction for Fashion**. 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**.

#### 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);
- Visual Communication Design (40 Credits);
- Introduction to Cultural and Historical Studies (20 Credits);
- Fashion Interfaces: Designing for Experience (20 Credits);
- Better Lives (in-unit optionality) (20 Credits).

#### Stage 2 (Level 5)

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

- Option: Cultural and Historical Studies (20 Credits);

- Art Direction for Fashion (20 Credits);
- Inside the Industry (20 Credits);
- Option: Situating Your Practice (20 Credits);
- Future Directions in Fashion Communication (40 Credits).

### Stage 3 (Level 6)

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

- Research for Independent Project: Creative Direction for Fashion (20 Credits);
- Cultural and Historical Studies Dissertation (40 Credits);
- Independent Project: Creative Direction for Fashion (40 Credits);
- Final Presentation (20 Credits).

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

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

- one induction tutorial (group or one to one);
- one tutorial per term for the duration for their course of study at LCF;
- group tutorials as required;
- an appropriate level of confidentiality.

### 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.

1. The only undergraduate course in the UK to offer the study of communication design and creative direction within a specialist fashion college. Students have the opportunity to focus in an area of communication design for fashion including image making, editorial design, digital design and experiential design, whilst maintaining a broad skill set across media;
2. Students learn about and experience all levels of the design hierarchy from designer through to art director and creative director. They are able to reconcile creative thinking with logistical and practical considerations of resources necessary at the managerial level;
3. The staff team come from a wide range of backgrounds within and outside of fashion including publishing, curation, and visual art. The curriculum is research-driven and supported by current staff interests in digital and visual culture, new technologies, media affect and phenomenology. Staff backgrounds and interests directly inform the nature of project briefs;
4. Students are taught alongside peers on other courses in the Fashion Communication programme at three strategic points in the course and throughout all years. Likewise, technical instruction is delivered centrally via a sign-up system, allowing students to learn what and when they want alongside students from a wide range of courses;
5. The course has strong links with industry, largely as a result of staff member's contacts and relationships with brands and cultural institutions. This results in regular access to industry-sponsored projects and live briefs that increase students' employability and professional literacy.

### Recruitment and Admissions

Admission Policy/Selection Criteria

Summarise relevant details contained in the validation papers i.e. list the methods used in selection such as interviewing. Selection criteria should be fully listed.

The course team seeks to recruit students who can demonstrate:

- A broad 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;
- An approach suited to the demands of the course and the projected career futures.

### **Entry Requirements**

List the entry requirements relevant to the course.

- Two **A Level** Passes at Grade C or above; preferred subjects include Art, Design, English, and Maths;
- **or** a Pass Foundation Diploma in Art and Design;
- **or** Merit, Pass, Pass at BTEC Extended Diploma preferred subject Art & Design;
- **or** Pass at UAL Extended Diploma; Access Diploma or '64 tariff points from the Access to HE Diploma;
- **or** 64 new UCAS tariff points (equivalent to 160 old UCAS tariff points) from a combination of the above qualifications or an equivalent full Level 3 qualification;
- **or** equivalent EU or non-EU qualifications;
- And three **GCSE** passes at grade A\*-C.

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.

All classes are conducted in English. **The level required by the University for this course is IELTS 6.0 with a minimum of 5.5 in each skill.**

### **Admission Procedures**

The selection procedures for the course must adhere to the Equal Opportunities Policy of UAL.

The University of the Arts London is committed to the provision of fair and consistent admission procedures that ensure equality of treatment for all applicants. Applications to the course are made through UCAS.

If you are likely to meet all the entry requirements, you may be invited for interview so your suitability for the course can be assessed.

**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.

<b>Block 1:</b> <i>Thinking Differently: Transition to Higher Education</i>	<b>Block 2:</b> <i>Creativity, Experimentation, Collaboration</i>
<i>Introduction to Fashion Communication</i> (20 credits)	<i>Introduction to Cultural and Historical Studies</i> (20 credits)
<i>Visual Communication Design</i> (40 credits)	<i>Better Lives (in-unit optionality)</i> (20 Credit)
	<i>Fashion Interfaces: Designing for Experience</i> (20 credits)
<b>Block 3:</b> <i>Core Discipline</i>	<b>Block 4:</b> <i>Professional Practice</i>
<i>Option unit: CHS</i> (20 credits)	<i>Option Unit: Situating Your Practice</i> (20 credits)
<i>Art Direction for Fashion</i> (20 credits)	<i>Future Directions for Fashion Communication</i> (40 credits)
<i>Inside the Industry</i> (20 credits)	
<b>Block 5:</b> <i>Individual Practice</i>	<b>Block 6:</b> <i>Preparing for the future</i>
<i>CHS Dissertation</i> (40 credits)	<i>Independent Project: Creative Direction for Fashion</i> (40 credits)
<i>Research for Independent Project: Creative Direction for Fashion</i> (20 credits)	<i>Final Presentation</i> (20 credits)