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).

<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of the Arts London (UAL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching Institution</td>
<td>London College of Fashion</td>
</tr>
<tr>
<td>Final Award</td>
<td>BA (Hons) Fashion Illustration* (Current Title)</td>
</tr>
<tr>
<td></td>
<td>*Title will change to BA (Hons) Fashion Imaging and Illustration for September 2019 intake</td>
</tr>
<tr>
<td>Relevant QAA Benchmark</td>
<td>Art and Design</td>
</tr>
<tr>
<td>Date of production/revision</td>
<td>September 2018</td>
</tr>
</tbody>
</table>

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) Fashion Illustration course is part of the LCF Fashion Media Programme, which is part of the LCF School of Media & Communication. During the course you will explore traditional and contemporary approaches to drawing and image creation via new technologies, artisanal techniques and dynamic visual communication skills. Your illustrative stance will be cultivated, nourished and enhanced by exploring digital platforms, immersive concepts, moving image and the experiential.

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:
- enable you to acquire knowledge and skills appropriate to the creative practice of fashion illustration and encourage intellectual and personal development;
- provide opportunities for study and progression to all students;
- develop your ability to respond to professional opportunities or to undertake further study.

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:
- knowledge and understanding of imaging and illustration and its role within the fashion industry;
- ability to select and deploy a coherent range of research methods and analyses and development processes;
- the ability to communicate ideas in an appropriate medium to a range of general and specialist audiences;
- an ability to generate creative ideas independently and collaboratively in response to set briefs and self-initiated projects through to outcomes;
- proficiency in observation, investigation, enquiry, visualization and/or making;
- the ability to apply the methods and techniques learnt, to reflect upon, consolidate, extend and apply specialist knowledge and understanding;
- an ability to situate practice within cultural and historical contexts and debates;
evidence of engagement with relevant principles of the UAL Creative Attributes Framework.

**Learning and Teaching Methods:**
Provide a summary of the relevant learning and teaching methods for the course.

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;
- extensive industry guest speaker program;
- lectures, seminars, workshops and tutorials;
- group discussions and team working;
- self-directed study, and work experience or simulations.

**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 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.

BA Fashion Illustration:

Year 1 – 17%
Year 2 – 16%
Year 3 – 11%

**Assessment Methods:**
Provide a summary of the relevant assessment methods for the course.

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

- set projects, external or simulated briefs;
- portfolio of supportive material;
- sketchbooks;
- final outcome such as series of illustrations, printed book, moving images or product design for example;
- essays and reports;
- presentations;
- dissertation;
- self-reflection and projection.

**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:

- UAL Assessment Strategy: [https://myintranet.arts.ac.uk/staffonly/ual-strategy-2015-22/](https://myintranet.arts.ac.uk/staffonly/ual-strategy-2015-22/)
- UAL Tutorial Policy: [http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy/](http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy/)
- Feedback from Industry and Students (2017)
### 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.

<table>
<thead>
<tr>
<th>Stage 1</th>
<th></th>
<th>Stage 2</th>
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<th>Stage 3</th>
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</thead>
<tbody>
<tr>
<td>In Stage 1 you are required to complete 120 credits at level 4 in order to progress to Stage 2.</td>
<td>In Stage 2 you are required to complete 120 credits of which a minimum of 100 must be at level 5.</td>
<td>In Stage 3 you are required to complete 120 credits at level 6.</td>
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</tr>
<tr>
<td>• Introduction to Fashion Illustration 20 credits;</td>
<td>• The Interactive Brief; 40 credits;</td>
<td>• Collaborative Experimental Practice; 20 credits;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Cross Media Narratives; 40 credits;</td>
<td>• Cultural and Historical Studies; 20 credits;</td>
<td>• Cultural and Historical Studies Dissertation; 40 credits;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Introduction to Cultural and Historical Studies; 20 credits;</td>
<td>• Situating Your Practice: Placement / International Study Media/ Fashioned Spaces; 20 Credits;</td>
<td>• Personal and Professional Project; 60 credits.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Better Lives; 20 credits.</td>
<td>• Creative Directions; 40 credits;</td>
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<td></td>
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<tr>
<td>• Fashion Illustration and Spatial Interaction; 20 credits;</td>
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</tbody>
</table>

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.

**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.

**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.

**New Media/ Technology and Digital Platform**
New Technology and Digital Platforms will be explored to create potential digital outcomes that amalgamate film and animation.
Personalisation
Students have the choice of a selection of different units at two points in their course, as well as in-unit optionality. 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.

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.

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.

Professional Links and Networking
The course has excellent links to high profile freelance fashion illustrators and organisations, including creative industry speakers. The course supports students exhibiting and engaging with external industry partners throughout the course, past examples of industry partners include Apple, SHOWstudio, H&M, i-D Magazine, PopPR, Fashion Scout, and fashion designers, such as Vin & Omi.

Careers and Employability:
While the course will continue to access the credited work placements supported by LCF careers and 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.

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 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
• 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, Maths;
• or Pass Foundation Diploma in Art and Design;
• or Merit, Pass, Pass at BTEC Extended Diploma in Art & Design;
• or Pass at UAL Extended Diploma;
• or 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.
## 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.

### Year 1, Stage 1, Level 4, 120 credits

<table>
<thead>
<tr>
<th>BLOCK 1</th>
<th>BLOCK 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Thinking Differently: Transition to Higher Education</strong> (20 Credit) starts week 1</td>
<td><strong>Creativity, Experimentation, Collaboration</strong></td>
</tr>
<tr>
<td><strong>Introduction to Fashion Illustration</strong> (20 Credit) starts week 1</td>
<td><strong>Introduction to Cultural and Historical Studies</strong> (20 credits) starts week 16</td>
</tr>
<tr>
<td><strong>Cross Media Narratives</strong> (40 Credits) starts week 6</td>
<td><strong>Better Lives</strong> (in-unit optionality) (20 Credit) starts week 16</td>
</tr>
<tr>
<td></td>
<td><strong>Fashion Illustration and Spatial Interaction</strong> (20 Credits) starts week 21</td>
</tr>
</tbody>
</table>

### Year 2, Stage 2, Level 5, 120 credits

<table>
<thead>
<tr>
<th>BLOCK 3</th>
<th>BLOCK 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core Discipline</strong></td>
<td><strong>Professional Practice</strong></td>
</tr>
<tr>
<td><strong>The Interactive Brief</strong> (40 Credits) starts week 1</td>
<td><strong>Situation Your Practice</strong> (20 Credits) (Options available) starts week 20</td>
</tr>
<tr>
<td><strong>Cultural &amp; Historical Studies Option unit</strong> (20 credits) starts week 1</td>
<td></td>
</tr>
<tr>
<td>Creative Directions (40 credits) starts week 11</td>
<td></td>
</tr>
</tbody>
</table>

### Year 3, Stage 3, Level 6, 120 credits

<table>
<thead>
<tr>
<th>BLOCK 5</th>
<th>BLOCK 6</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual Practice</strong></td>
<td><strong>Preparing for the Future</strong></td>
</tr>
<tr>
<td><strong>Collaborative Experimental Practice</strong> (20 Credits)</td>
<td></td>
</tr>
<tr>
<td><strong>Dissertation</strong> (40 Credits)</td>
<td></td>
</tr>
</tbody>
</table>

**Personal and Professional Project**

**60 Credits Value**

**Starts: Week 8**