

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) Fashion Journalism
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.

BA (Hons) Fashion Journalism is situated in the School of Media and Communication, and is a contemporary fashion writing course that produces accurate, ethical journalists who can operate effectively in any part of the media, covering any topic and delivering content via any platform, whether print, broadcast or online.

Students learn practical skills, and the theories that underpin them, in a course that offers true convergence. Graduates can work in any editorial or commercial environment that requires journalism skills.

The course offers a core curriculum that straddles evolving media requirements in which the boundaries between editorial and commercial fashion journalism are blurred. The curriculum explores the interpretive role of contemporary journalists, and the need for graduates to understand audiences.

The vision of the course is that fashion is a specialist discipline within journalism. Students graduate with the skill sets – including Teeline shorthand – critical thinking, ethical awareness and subject knowledge essential to be able to work in the media and fashion sectors.

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:

- prepare undergraduates who are confident in communication for entry into the fashion or general media as skilled practitioners, for self-employment or for progression to further study or training;
- produce graduates who have a balance of intellectually and vocationally relevant skills in fashion journalism, who are innovative in their vision, with a broad understanding of the media, fashion and creative industries, and who can apply their knowledge and skills creatively to a wide range of contexts;
- provide opportunities for undergraduates to develop a range of personal and professional skills including software and enterprise skills; provide opportunities for further study and progression to

all students.

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:

- a coherent and systematic knowledge of the media and fashion industries, their social, legal, ethical and cultural contexts and the professional practices in your chosen area;
- an ability to initiate, develop and realize distinctive and creative work in various forms of writing and visual, audio-visual and other digital media;
- the application of a range of current research methods and analytical and technical skills relevant to fashion journalism;
- critical engagement with major thinkers, debates, ethical concerns and intellectual paradigms within the field and put them to productive use;
- an ability to apply a broad range of communication, presentation, pitching and networking skills;
- an understanding of particular media forms and genres and the way in which they organise understandings, meanings and affects;
- an ability to situate your practice within cultural and historical contexts and debates;
- evidence of engagement with the Creative Attributes Framework (CAF) principles as outlined in this document.

Learning and Teaching Methods:

Provide a summary of the relevant learning and teaching methods for the course.

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

- lectures, seminars, group workshops, guest speakers, case study presentations, self-directed study, screening sessions, practical workshops, placements, peer assessment and group critiques, group presentations, learning teams, tests and panel discussions.

Scheduled Learning and Teaching

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 (Hons) Fashion Journalism

Year 1 - 18%
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:

- portfolios of journalism work, written reports and projects, essays, group work, self-reflection, research files, dissertation, tests, individual negotiated project.

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) Fashion Journalism**. 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)
- Essential Skills of Fashion Journalism (40 Credits)
- Fashion Journalism in Context (20 Credits)
- Introduction to Cultural and Historical Studies (20 Credits)
- Better Lives (20 Credits)

Stage 2 (Level 5)

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

- Cultural and Historical Studies (20 Credits)
- Feature Treatments (20 credits)
- Inside the Industry (20 Credits)
- Situating Your Practice (20 Credits)
- Fashion Journalism Practice, Ethics and Law (20 credits)
- Creating Concepts for Digital Fashion Journalism (20 credits)

Stage 3 (Level 6)

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

- Fashion Journalism: Professional Working (20 Credits)
- Cultural and Historical Studies Dissertation (40 Credits)
- Research for Independent Project: Fashion Journalism (20 credits)
- Independent Project: Fashion Journalism (40 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.

- The course produces professional, work-ready graduate journalists, specialising in fashion. Students undertake a year long programme in fashion Teeline shorthand, boosting their professionalism and efficiency;
- With converged offline/online journalism now the norm, students work in print, online and broadcast – in front of and behind the camera and in traditional and new screen environments – on a range of platforms, and are adept at moving from one to the other. The revalidated degree adds mobile journalism and social media journalism to the formats;
- BAFJ actively pursues diversity and inclusion. The course has been part of a UAL BAME attainment project, in collaboration with LCC. The project led to a range of interventions in the curriculum that are now embedded into the delivery. The course team is actively involved with the Insights team in creating opportunities to increase the number of WP students enrolled on the course, including regular summer schools that support applications from WP students. International students on the course enrich the cultural diversity of both the practical and theoretical delivery of units;
- Year 3 students – and Year 2 on revalidation – work on the fashion-focussed live course website, shiftlondon.org (_shift). The weekly deadlines, responsibility of a named editorial role, and compulsory contribution to the site builds journalism and editorial judgement skills, critical thinking, independent and confident students. Additionally, BAFJ offers an accredited work placement in Year 2, via the Situating Your Practice unit. Students are supported in obtaining their work placement by LCF Careers and take up placements across the traditional print and digital media, in PR and in ecommerce environments.

Recruitment and Admissions

Admission Policy/Selection Criteria

The course team seeks to recruit students who can demonstrate:

- An enthusiasm for writing and ambition to develop their writing to a professional level;
- A familiarity with the media in all its forms from newspapers to television, from glossy magazines to radio, the internet and Twitter;
- A strong interest in fashion as it affects all parts of modern life;
- Evidence of engagement with current affairs and the ability to form considered judgements based on good information;

- An appreciation of how words and pictures work together to tell stories for television, online and in print.

Entry Requirements

List the entry requirements relevant to the course.

- A Level Passes at Grade C or Above Preferred subjects include, English, a foreign language and Media Studies;
- or a Distinction Foundation Diploma in Art and Design;
- or Distinction, Merit, Merit at BTEC Extended Diploma (preferred subjects Art & Design);
- or Merit Pass at UAL Extended Diploma;
- or Access Diploma or '112 tariff points from the Access to HE Diploma;
- or 112 new UCAS tariff points (equivalent to 280 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 five GCSE passes at grade A*-C or above to include English.

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 6.5 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 will be asked to produce a piece of writing 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

Block 1: <i>Thinking Differently: Transition to Higher Education</i>	Block 2: <i>Creativity, Experimentation, Collaboration</i>
<i>Introduction to Fashion Communication</i> (20 credits)	<i>Introduction to Cultural and Historical Studies</i> (20 credits)
<i>Essential skills of Fashion Journalism</i> (40 credits)	<i>Better Lives (in-unit optionality)</i> (20 Credit)
	<i>Fashion Journalism in Context</i> (20 credits)
Block 3: <i>Professional Practice</i>	Block 4: <i>Core Discipline</i>
<i>Option unit: CHS</i> (20 credits)	<i>Fashion Journalism Practice, Ethics and Law</i> (20 credits)
<i>Inside the Industry</i> (20 credits)	<i>Option unit: Situating Your Practice</i> (20 credits)
<i>Feature Treatments</i> (20 credits)	<i>Creating Concepts for Digital Fashion Journalism</i> (20 credits)
Block 5: <i>Individual Practice</i>	Block 6: <i>Preparing for the future</i>
<i>CHS Dissertation</i> (40 credits)	<i>Research for Independent Project: Fashion Journalism</i> (20 credits)
<i>Fashion Journalism: Professional Working</i> (20 credits)	<i>Independent Project: Fashion Journalism</i> (40 credits)