

BA (Hons) Creative Direction for Fashion 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	LCFBACDFF01
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	W213 - Visual communication
UCAS Code	W290
PSRB	N/A
Work placement offered	Yes
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, and Maths); • a Distinction Foundation Diploma in Art and Design; • Distinction, Merit, Merit at BTEC Extended Diploma preferred subject 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 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;

	<ul style="list-style-type: none"> • An approach suited to the demands of the course and the projected career futures.
<p>Scheduled Learning and Teaching</p>	<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	18
Awards	Credits
Certificate of Higher Education (Exit Only)	120

Year 2

Percentage of Scheduled Learning	18
Awards	Credits
Diploma of Higher Education (Exit Only)	240

Year 3

Percentage of Scheduled Learning	8
Awards	Credits
Bachelor of Arts	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Facilitate your understanding of the contemporary and global practice of creative direction in the context of fashion communication.
Aim	Develop and advance your proficiency in the production of original and imaginative pieces of communication design for fashion using a range of media.
Aim	Prepare you to anticipate and respond to the impact of new and evolving digital technologies on contemporary fashion communication.
Aim	Ensure your ability to situate your practical fashion communication outcomes in terms of social, cultural and historical concerns.
Aim	Build your confidence in communicating effectively in writing, visually and verbally both individually and in group settings.
Aim	Develop your transferable skills such as project planning and time management and capacity to undertake professional opportunities or further study.
Outcome	Identification and evaluation of a wide range of academic and cultural sources related to the contemporary practice of creative direction for fashion.
Outcome	Familiarity with a range of new and evolving digital technologies currently in use within the creative industries and fashion communication.
Outcome	Skills in the experimentation and prototyping of your ideas using a process of testing and checking.
Outcome	Technical proficiency in the production of imaginative and innovative pieces of communication design for fashion using a range of media.
Outcome	Confident communication of your ideas in written, visual and verbal form both individually and as part of a group.
Outcome	An ability to work effectively with other creative practitioners towards the realisation of your creative vision across a range of media.

Outcome	Integration and situation of your practice within cultural and historical contexts and debates.
Outcome	Personal and professional development through reflection, planning, self-direction, subject engagement and commitment.

Distinctive Features	
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.

Course Detail

Introduction

BA (Hons) Creative Direction for Fashion focusses on concept generation and ideation, iterative design and proposing ideas that are globally informed and future focussed.

What to expect

- Using the skills of communication design, interface design, art direction and speculative design, students will be equipped to identify, anticipate and respond to communication opportunities as strategic thinkers and skilled communicators for our ever-changing communication landscape.
- This unique course gives students the opportunity to engage with emerging digital technologies and identify innovative opportunities for how they can be used within the fashion media and communication industry.

Work experience and opportunities

Students' are supported by industry briefs and collaborations throughout their studies. Recent collaborations have involved H&M, Knomi and the Victoria and Albert Museum. We offer regular guest lectures and master classes with visiting practitioners. Recent visitors have included Jamie Reid, Art Director of Dazed Magazine and Matthew Drinkwater from the Fashion Innovation Agency. 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.

Mode of study

BA (Hons) Creative Direction for Fashion 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

Level 4

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

- Introduction to Fashion Communication (20 Credits);
- Communication Design (40 Credits);
- Fashion Cultures and Histories (20 Credits);
- Fashion Interfaces: Designing for Experience (20 Credits);
- Better Lives (20 Credits).

Level 5

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

- Critical Issues in Fashion Research (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).

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 block for the duration for their course of study at LCF;
- 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:

- lectures, seminars;
- workshops, practical demonstrations;
- group critiques, projects and peer feedback;
- tutorials;
- professional opportunities;
- and panel discussions.

Assessment Methods

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;
- group presentation;
- and individual presentations.

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/>

Course Diagram

BA (Hons) Creative Direction for Fashion– 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																															
				Communication Design (40 credits)								S																							
															Fashion Cultures and Histories (20 credits)											S									
															Better Lives (20 credits)											S									
																									Fashion Interfaces: Designing for Experience (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																									
Art Direction for Fashion (20 credits)							S																													
											Inside the Industry (20 credits)				S																					
																				Option: Situating Your Practice (20 credits)		S														
																					Future Directions in Fashion Communication (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 for Independent Project (20 credits)						S																																
											Independent Project (40 credits)									S																		
																					Final Presentation (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