

BA (Hons) Fashion Styling and Production 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	LCFBAFSPF01
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	Fashion styling and make-up
JACS Code	None
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, Fashion, Media Studies, and Photography); • Distinction at Foundation Diploma in Art and Design; • Distinction, Merit, Merit at BTEC Extended Diploma (preferred subjects Art & Design, Fashion, Media Studies, and Photography); • Merit at UAL Extended Diploma;

	<ul style="list-style-type: none"> • Access Diploma or 112 tariff new UCAS 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; • 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 current interest in and awareness of fashion and fashion styling • An enthusiasm for visual communication • The potential to develop styling and production skills

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	19
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	Prepare undergraduates for entry into the fashion industries as skilled fashion styling and production practitioners, for a range of employment opportunities and enterprise skills.
Aim	Produce fashion styling and production graduates who have a high level of technical and theoretical skills, a broad understanding of fashion narrative and context for the creative industries.
Aim	Provide opportunities to develop a range of independent and collaborative fashion styling and production personal and professional skills, in relation to new technologies and emerging digital spaces.
Outcome	Coherent and systematic understanding, knowledge, and application of fashion styling and production.
Outcome	A multi-disciplinary approach to problem solving and decision making.
Outcome	An understanding of the creative and commercial contexts, principles and methodologies of fashion styling and production.
Outcome	An appreciation of fashion as a product, communication tool, business, industry and cultural phenomenon.
Outcome	Critical analysis of fashion styling and production and the fashion industries within local and global contexts.
Outcome	An ability to situate practice within cultural and historical contexts and debates.
Outcome	An ability to apply a broad range of communication, collaboration and networking skills.
Outcome	The application of knowledge and independent / collaborative skills appropriate for fashion styling production collaboration.
Outcome	Engagement with relevant technologies to enable both enhanced creative contemporary practice and professional communication.

Outcome	Evidence the development of a range of creative attributes throughout the course of your study and how they apply to fashion styling and production.
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Distinctive Features	
1	Curriculum design is underpinned by fashion image professional practice. This will articulate the ability to synthesise knowledge and understanding for styling and production.
2	Fashion Styling applications will employ convergent and divergent thinking for contemporary multi- platform locations.
3	Production process and practice will be introduced to provide students with the ability to generate ideas, concepts and proposals, and the appraisal of the requirements for creative fashion business.
4	Interrelationship between theoretical knowledge and practice based outcomes.
5	Cultural and Historical Studies (CHS) Dissertation: Dissertation topics that inspire students to consider and apply conceptual and contextual thinking and to critique and challenge existing ideas with the academic team.
6	The performative and performance aspect of styling and production will attempt to punctuate and challenge existing ideas of fashion styling practice.
7	Consultancy: the course is innovative in its capacity to provide the skill set and to be able to consult on creative design applications of styling and how this operates within the production process.
8	Develop communities of practice for fashion image to raise consciousness and new dialogues within the discipline.
9	Experiential learning will be embedded as process 'learning by doing'.
10	Students generate ideas, research and proposals in response to the briefs proposing solutions through experimentation and testing of their chosen concept.
11	Students are encouraged to explore and develop technical skills learnt in response to a narrative.
12	Collaborative and group work activity enhances learning and teaching to the subject specialism, while every student is encouraged to become an independent thinker and creator.

Course Detail

Introduction

BA (Hons) Fashion Styling and Production offers an expansive set of skills working in cross-disciplinary units that mirror industry practice. You will acquire experimental, practical and research skills required for conceptual thinking. This will be underpinned by a contemporary and historical knowledge of your creative discipline, situated within the wider perspectives of fashion, society and the environment.

What to expect

- BA (Hons) Fashion Styling and Production prepares you for a career in Fashion Media, working as a Stylist and Creative Producer in the fashion and imaging industries. The course will facilitate your understanding and knowledge of production as well as styling, which will give you an additional set of skills relevant to your discipline. The course will also introduce you to current technologies and platforms that the industry increasingly expects you to be aware of, and will challenge you to predict future opportunities.
- You will work independently to develop your skills and understanding of styling and production. You will also be introduced to collaborative practice and the importance of teamwork by engaging in cross-disciplinary units that mirror industry practice.
- You will explore physical and material responses to fashion styling alongside the investigation of a multitude of fashion languages. You will acquire practical and research skills required for conceptual thinking in styling and production. You will also develop your analytical and critical awareness which will be underpinned by a contemporary and historical knowledge of your creative discipline, situated within the wider perspectives of fashion, society and the environment.
- Experimental approaches to fashion are encouraged throughout the course whilst concept development for fashion narratives and visual storytelling are key features and the focus of each unit. You will also develop a list of contacts with industry practitioners throughout the course as this increases your opportunities for employment after graduation. Practical, digital and technical workshops will be provided to hone your skills in preparing for future employment.

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. This will also be supported by the course's collaborative approach, which provides opportunities for networking throughout your studies. Recent industry collaborations have included conceptual styling and window production design with Whistles, self-portrait displays with Vogue Fabrics, and a curated exhibition with House of Vans.

Mode of study

BA (Hons) Fashion Styling and Product 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

In Stage 1 you are required to complete 120 credits at level 4 in order to progress to Stage 2.

- Introduction to Fashion Styling and Production; 20 credits
- Key Concepts in Styling; 20 credits
- Fashion Cultures and Histories; 20 credits
- Key Concepts in Production; 20 credits
- Collaborative Practice: Fashion Spreads; 40 credits

In Stage 2 you are required to complete 120 credits of which a minimum of 100 must be at level 5.

- Critical Issues in Fashion Research; 20 credits
- Mediating Fashion; 40 credits
- Situating Your Practice: Media Placement / Situating Your Practice: Fashioned Spaces; 20 credits
- The Fashion Consultant; 40 credits

In Stage 3 you are required to complete 120 credits at level 6.

- Collaborative Experimental Practice; 20 credits
- Dissertation Media; 40 credits
- Personal and Professional Project; 60 credits

Learning and Teaching Methods

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

- Lectures.
- Individual and group tutorials.

- Group work and collaborative practice.
- Seminars and presentations
- Masterclasses.
- Workshops.
- Practical demonstrations.
- Students will also need to undertake self-directed independent study to support their learning.

Assessment Methods

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

- Fashion styling and production outcomes could include styled images, fashion zines, fashion editorial and fashion films.
- Portfolio of work which includes research, testing, documenting developments and experiments.
- Research journals, critical reflections, production logs and visually annotated research journals.
- Essays and a Dissertation.

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 students (2017)
- Feedback from industry (2017)

Course Diagram

BA (Hons) Fashion Styling and Production– 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 Styling and Production (20 credits)				S																														
				Key Concepts in Styling and Production (40 credits)										S																				
															Fashion Cultures and Histories (20 credits)										S									
															Better Lives (20 credits)										S									
																									Collaborative Practice: Fashion Spreads (20 credits)				S					

LEVEL 5 – Stage 2

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