

BA (Hons) Fashion Communication: Histories and Theories

Awarding Body	University of the Arts London
College	Central Saint Martins
Programme	CSM Fashion(L028)
Course AOS Code	CSMBAFCHF01
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Teaching Weeks	90 weeks
Valid From	September 1st 2023
QAA Subject Benchmark	Art and Design
Collaboration	N/A
UAL Subject Classification	Fashion communication
HECoS Code	100054 - Fashion
UCAS Code	4A37
PSRB	N/A
Work placement offered	Yes
Course Entry Requirements	<p>The standard entry requirements for this course are as follows:</p> <p>One or a combination of the following accepted full Level 3 qualifications:</p>

	<ul style="list-style-type: none"> • Two A Levels at grade B or above (one of which should be in a humanities subject, requiring essay based answers e.g. History, History of Art, English Literature, Philosophy) • Equivalent EU/international qualifications, such as International Baccalaureate Diploma (24 points) <p>And three GCSE passes at grade 4 or above (grade A*–C), including one modern European language.</p> <p>Entry to this degree course is highly competitive. Selection is determined by the quality of your application, indicated primarily in your writing and statement.</p> <p>AP(E)L – Accreditation of Prior (Experiential) Learning</p> <p>Exceptionally applicants who do not meet these course entry requirements may still be considered. 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 <p>Or a combination of these factors.</p> <p>Each application will be considered on its own merit but cannot guarantee an offer in each case.</p> <p>English language requirements</p> <p>IELTS score of 6.5 or above, with at least 5.5 in reading, writing, listening and speaking (please check our main English language requirements webpage).</p>
Selection Criteria	<p>We select applicants who can demonstrate current ability and potential to:</p> <p>Work imaginatively and creatively with the written word and visual presentation:</p> <ul style="list-style-type: none"> • Engage with experimentation and invention

- Show imagination and ambition in proposals for their work
- Take informed risks.

Demonstrate a range of skills and technical abilities:

- Through examples of written work, demonstrate a range of approaches
- To writing, originated from personal experience or textual and visual research and progressed through logical stages to a finished outcome
- Demonstrate an awareness of planning and time management skills
- Evidence their ability to critically reflect and evaluate their achievements.

Provide evidence of intellectual enquiry within your work:

- Demonstrate relevant research skills
- Evidence their ability to critically reflect and evaluate their achievements.

Demonstrate cultural and historical awareness and/or contextual framework of your work:

- Evidence an interest in fashion history, theory and contemporary culture
- Identify social, historical and/or cultural influences on their work.

Articulate and communicate intentions clearly:

- Discuss their work in individual and group situations
- Present their work, concepts and ideas appropriately and effectively.

Demonstrate commitment and motivation in relation to the subject and the course:

- Develop their own ideas and address both set and personal briefs
- Show willingness to collaborate
- Show initiative
- Reflect your knowledge of this course.

	<p>What we are looking for</p> <p>In this fast-moving global industry it takes hard work, flexibility and passion to succeed. This course is aimed specifically at applicants who are passionate about fashion, but do not want to follow the design route: spirited, informed and mature individuals who want to be innovative, confident, responsible, informed, skilled and adaptable graduates who will become the fashion photographers, stylists, art directors, fashion-show producers, film-makers and public relations experts, bloggers and social networkers, on-line marketers, “traditional” writers, journalists, curators, commentators and theorists of the future.</p>
<p>Scheduled Learning and Teaching</p>	<p>Following two years of disruption due to Covid 19 we are glad to be returning to normal delivery in 2022/23. This means on campus face-to-face activities such as course projects, lectures, seminars, and studio work, except for courses designed to be delivered online.</p> <p>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

Awards	Credits
Certificate of Higher Education (Exit Only)	120

Year 2

Awards	Credits
Diploma of Higher Education (Exit Only)	240

Year 3

Awards	Credits
Bachelor of Arts	360

Scheduled Learning Split by Level

Level 4	18%
Level 5	5%
Level 6	3%
Total Scheduled Learning Split	8%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Create a specialist community of Fashion Communicators with direct, timetabled links to Fashion Designers, ensuring a unique combination of depth of study and breadth of subject experience and awareness;
Aim	Encourage intellectual and personal development to produce innovative, confident, responsible, informed, skilled and adaptable graduates, able to actively pursue their individual career aspirations or further study;
Aim	The Histories and Theories pathway aims for you to develop an academic and theoretical understanding of the history of western fashion and the contemporary fashion industry, with a sound theoretical framework from which to analyse this knowledge. Fashion will be studied as image, object and text as you consider the design, manufacture, promotion and consumption of fashion.
Outcome	Be able to research and explore ideas by sourcing, selecting and retrieving written and visual information from a range of commercial, cultural and specialist design resources;
Outcome	Be able to analyse and evaluate written and visual information to inform your understanding of how fashion has been and could be recorded, promoted, communicated and represented;
Outcome	Critically understand the key contextual aspects of the history, design, manufacture, communication, promotion and consumption of fashion. This should include related issues around sustainability, environmental and ethical practices;
Outcome	Be proficient in your use of a range of technical skills and variety of media, appropriate to your chosen field of study, to realise your ideas;
Outcome	Be able to apply imaginative and innovative approaches to the communication and promotion of fashion;
Outcome	Be able to present ideas and information effectively using a range of skills appropriate to your area of study, recognising the demands and interests of different audiences and markets;
Outcome	Set goals, plan and manage your time successfully;
Outcome	Critically evaluate the professional, cultural and educational contexts in which your creative and academic practice and

	personal strengths can be applied and developed to confidently pursue your individual career aspirations or further study;
Outcome	Work independently and collaborate responsibly and effectively in teams.

Distinctive Features	
1	The Course is situated in the Fashion Programme and offers a choice of three named pathways, all of which have the study of Fashion Communication as their core subject. Led by tutors who are expert practitioners, the pathways offer different approaches and a synergistic combination of fashion awareness, communication, historical and theoretical studies.
2	Specialist community of Fashion Communicators with direct, timetabled links to Fashion Designers, ensuring depth of study and breadth of subject experience and awareness;
3	Currency of live subject debate, supported by professional affiliates and extensive external networks;
4	Menu of joint projects with leading international art schools;
5	Opportunities to utilise digital platforms and explore the currency of new media, whilst strengthening knowledge and awareness of more traditional means of communication;
6	Optional Diploma in Professional Studies, allowing students to complete an accredited award in the academic cycle between Stage 2 and Stage 3 through planned engagement with industry.

Course Detail

BA Fashion Communication is for students who are interested in the diverse and ever-expanding field of fashion media. The fashion industry requires quality content in the form of words and image and expertise in fashion history. This course will nurture you to become innovative, informed, responsible writers, communicators and promoters, central to the industry's future.

BA Fashion Communication offers three pathways: Image and Promotion; Histories and Theories; and Journalism. All pathways have the communication of fashion at their core. Each offers a unique combination of fashion awareness, communication, historical and theoretical studies. The Histories and Theories pathway will develop your understanding of the history of western fashion since the Renaissance. It will also provide you with a sound theoretical framework within which to analyse this knowledge.

BA Fashion Communication is taught alongside BA Fashion Design. This offers you, as communicators, first-hand insight into fashion design in the making. During your time on the course, you will work closely with peers on both courses. This allows you to instigate and nurture professional relationships which will inform your future industry networks. All aspects of the course relate to current professional and critical practice in the fashion industries. Some projects are client-led or may include participation in live competitions. The interdisciplinary nature of curriculum is designed to provide a microcosm of the professional fashion world. The nature of this work will give you valuable insight into your future role in the industry.

This course aims to equip you with in-depth knowledge of your chosen field as well as a wider breadth of the industry. Alongside your specialism, you will learn about the social, economic and cultural factors which impact on the professional realm in which you will work. From photographers, stylists, art directors, fashion show producers, film-makers and public relations experts to digital creatives, writers, journalists, archivists and theorists, BA Fashion Communication will support your development as confident, adaptable fashion communication specialists.

Course Units

BA Fashion Communication's three pathways focus on the communication of fashion. This structure complements its sibling course BA Fashion Design, which has five pathways with design at their core. An important part of the BA Fashion Communication curriculum is cultural studies. This offers a range of ideas, skills and learning resources to critically analyse the social meaning of objects, images, spaces and practices in art, design, media and popular culture. This also provides opportunities to work with students from other courses. Research and

communication skills acquired in this part of the course will equip you with key skills expected of graduates.

On the Histories and Theories pathway, you will use a range of methodologies to analyse sources. You will draw upon approaches from cultural theory and material history among other disciplines. You will study fashion as image, object and text. You will be asked to consider the design, manufacture, promotion and consumption of fashion in relation to relevant social, historical and cultural contexts. While this pathway analyses the history of fashion, it is also concerned with the contemporary fashion industry. You will work with students from the other fashion pathways on projects. This will enhance your understanding of design processes, communication and promotion, resulting in stimulating connections between theory and practice.

Stage 1

Unit 1: Introduction to the Fashion Programme and to Studying at CSM

Unit 2: The Development of Fashion from Renaissance to Present Day – part 1

Unit 3: The Development of Fashion from Renaissance to Present Day – part 2

Unit 4: Cultural Histories and Theories (Fashion)

Stage 1 will provide a foundation in western fashion history and theory from the Renaissance to the present day. You will be introduced to the unique skills on your pathway. You will also learn about the other pathways and those on BA Fashion Design. An important function of this stage is to encourage you to research, explore and develop your individual strengths and approaches to your subject.

Stage 2

Unit 5: Research Methods and Approaches (Fashion)

Unit 6: Fashion Communication: New Perspectives – Special Subject 1

Unit 7: Fashion Communication: Creative Collaborations – Special Subject 2

Unit 8: Positioning, Professional Perspectives and Preparation

Stage 2 takes you into your pathway in depth, enabling you to develop a variety of approaches. You be expected to produce individual and experimental responses and to complete an extended piece of academic research and writing. There will be opportunities for pathway specific and collaborative projects. Through a combination of formal tutorial guidance, seminar, lectures, personal research, independent study and team projects, you will explore the breadth of your subject and develop your individual talents in relation to it.

Stage 3

Unit 9: Contextual Studies – Group Project

Unit 10: Thesis Research Survey

Unit 11: Thesis

This stage focuses on the further development of your independence. You will develop and complete your thesis and group project. You will expand your understanding of the relationship between your main study area and the wider fashion industry. You will also advance your writing skills by learning to produce articles for magazines or newspapers and writing press releases. In Unit 11, you will concentrate on your thesis and complete your degree work for examination.

Diploma in Professional Studies

Between Stage 2 and Stage 3 of the course there is an option for you to work with industry for the duration of an academic year (across three terms/two blocks) and complete a Diploma in Professional Studies. Whilst the Diploma is an optional aspect of the course, it is designed as an integrated and assessed part of your journey through the course, if you do take up this option. The Diploma results in a standalone qualification (rated at 120 credits), which involves researching, undertaking and reflecting on a 100 day/20-week (minimum) placement related to your professional interests and aspirations. The Diploma provides a valuable opportunity to make professional contacts and to develop your personal employability skills.

Mode of study

BA Fashion Communication runs for 90 weeks in full-time mode. It is divided into three stages over three academic years. Each stage lasts 30 weeks.

You will be expected to commit 40 hours per week to study, which includes teaching time and independent study.

Credit and award requirements

The course is credit-rated at 360 credits, with 120 credits at each stage (level).

On successfully completing the course, you will gain a Bachelor of Arts with Honours (BA Hons degree).

Under the Framework for Higher Education Qualifications the stages for a BA are: Stage 1 (Level 4), Stage 2 (Level 5) and Stage 3 (Level 6). In order to progress to the next stage, all units of the preceding stage must normally be passed: 120 credits must be achieved in each stage. The classification of the

award will be derived from the marks of units in Stages 2 and 3 or only Stage 3, using a dual algorithm.

If you are unable to continue on the course, a Certificate of Higher Education (CertHE) will normally be offered following the successful completion of Level 4 (or 120 credits), or a Diploma in Higher Education (DipHE) following the successful completion of Level 5 (or 240 credits).

Learning and Teaching Methods

The learning and teaching methods devised for this course include:

- Project work
- Interdisciplinary group and teamwork
- Briefing documents or briefing meetings
- Seminars, lectures or studio talks
- Presentations, group or peer critiques
- Studio demonstrations
- Field study visits (external visits will be subject to availability due to distancing guidelines)
- Peer learning and feedback
- Independent study
- Self-evaluation
- Individual and group tutorials
- Research skills.

Assessment Methods

- Group projects
- Oral and visual presentations
- Portfolio reviews
- Essays, written assignment, reports, dissertation
- Self-evaluation

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- College policies and initiatives
- The QAA Framework for Higher Education Qualifications (FHEQ)
- The Art and Design Benchmark Statement.

Course Diagram

BA (Hons) Fashion Communication: Histories and Theories – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative 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								
Unit 1: Introduction to the Fashion Programme and to Studying at CSM (20 credits)															Unit 3: The Development of Fashion from Renaissance to Present Day – part 2 (40 credits)																						
Unit 2: The Development of Fashion from Renaissance to Present Day – part 1 (40 credits)															Unit 4: Cultural Histories and Theories (Fashion) (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								
Unit 5: Research Methods and Approaches (Fashion) 20 credits										S							Unit 7: Fashion Communication: Creative Collaborations – Special Subject 2 (40 credits)															S					
Unit 6: Fashion Communication: New Perspectives – Special Subject 1 (40 credits)															S							Unit 8: Positioning, Professional Perspectives and Preparation (20 credits)															S
OPTIONAL DIPLOMA YEAR – LEVEL 5																																					
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								
Unit 9: Contextual Studies – Group Project (20 credits)															S							Unit 11: Thesis (60 credits)															S

Unit 10: Thesis Research Survey
(40 credits)

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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