

ual:

APPROVED

MA Fashion Photography

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	LCFMAFPHF01
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Duration of Course	15 months
Valid From	September 1st 2020
QAA Subject Benchmark	None
Collaboration	N/A
UAL Subject Classification	Photography
JACS Code	W640 - Photography
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	You will have: <ul style="list-style-type: none">• A relevant degree and prior experience engaging on a critical and/or practical level with fashion photography, media or fine art photography.

	<ul style="list-style-type: none"> • The proven ability and willingness to collaborate, generate ideas, engage with current cultural discourse and showcase an understanding of your practice and the motivation to explore it further at post-graduate level. <p>We would expect to see a portfolio that evidences intellectual rigour, curiosity, technical skills, practical and critical thinking and a deep interest in fashion, photography, fine art and new media.</p> <p>We will also consider applicants who are practicing photographers, artists and designers from different professions with an interest in fashion and photography. We are also interested in applicants from an artistic or scientific background, who have a desire to progress into a career in the creative industries.</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 (minimum of three years) • 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>
Selection Criteria	<p>The course seeks to recruit students from diverse socio-economic and cultural backgrounds and welcomes applications from mature students. Primarily it is the purpose of selection to recruit those students for whom the course would be most beneficial and appropriate, as evidenced through the application process.</p> <p>English Language Requirements</p>

	<p>IELTS level 6.5 with a minimum of 5.5 in reading, writing, listening and speaking. Please check our main English Language Requirements.</p> <p>Once the application has been completed on the online admission site, your application will be reviewed by the Course team. If the Course team selects you for an interview, you will be contacted by the admissions team, who will offer a date and indicate the format (Skype or in person) for the interview. You will be interviewed by a member of the course team and will be notified of their evaluation and decision by the admissions team within two weeks of the interview date.</p> <p>If you are required to submit additional material to support your application, you will be given guidance on the content, format and the date of resubmission.</p>
<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. This is often described as blended learning.</p> <p>Definitions of our learning and teaching modes can be found here.</p>

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	11
Awards	Credits
Postgraduate Certificate	60
Postgraduate Diploma	120
Master of Arts	180

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To develop your ability to master a complex and speculative area of knowledge through advanced research skills relevant to MA Fashion Photography.
Aim	To develop your intellectual, imaginative, and creative skills and innovative thinking through the synthesis of theoretical and practical approaches to learning in relation to an expanded discourse in fashion photography practice and technique.
Aim	To enable you to define, extend and develop your knowledge, skill and conceptual understanding within MA Fashion Photography in preparation for employment, self-employment or further study in relation to the Creative Attributes Framework (UAL).
Aim	To develop and lead with your independence of judgement and foster an inquiring and analytical approach to the study and practice of fashion photography in the wider global context of cultural, technological, and economic demand and change.
Aim	To provide an opportunity for you to develop and articulate a personal and professional focus at postgraduate level within MA Fashion Photography.
Outcome	To apply a systematic and sophisticated understanding of contemporary fashion photography in practice (knowledge, process).
Outcome	To identify, investigate analyse and interpret issues with both an academic and vocational focus (enquiry, realisation).
Outcome	To respond to global markets and technological demands and opportunities by identifying issues in fashion photography and proposing creative solutions to an appropriate audience/ context (knowledge, realisation).
Outcome	To work independently to conduct original research, identifying and utilising appropriate methodologies, and to build relevant networks for collaborative work (enquiry, process).
Outcome	To communicate clearly in visual, written and spoken form, and to articulate criticality on your own practice and to that of your peers (communication).

Outcome	To demonstrate a high level of knowledge and skill in fashion photography and utilisation of relevant technologies, materials and platforms (knowledge).
Outcome	To realise a body of work through independent study which demonstrates an original and creative approach in the field of fashion photography, and which will either be of direct value to the industry or education or have the potential to be developed for research at higher degree level (realisation).

Distinctive Features	
1	There is currently no other established MA Fashion Photography course in London.
2	This course encourages a broad definition of fashion photography that goes beyond aesthetics, beauty and idealised bodies. The course promotes a wider representation that is inclusive and diverse. The course ethos encourages an expanded discourse, which seeks to take the visual articulations of fashion to a new space, with sophisticated aspects in research and development that give the work credibility, authenticity and contemporary value with potential commercial, environmental, cultural and societal contribution and benefit.
3	There are strong, proactive and progressive connections with external platforms for situating the work in the public domain in the world within art and commerce; students and alumni are award winning, published, exhibited and engaged worldwide. There are strong and relevant working links with industry, both formal and informal.
4	Graduates are highly skilled and professional in all aspects of production and logistics across photo-media technologies and processes, as individual entities or collaborative team players.
5	There is a plethora of specialist and collaborative possibilities and opportunities across and beyond LCF in terms of fashion as image, material and culture.

Course Detail

The **MA Fashion Photography** course is designed for graduates or professionals to situate and develop their photographic practice within new or established creative and commercial protocols, and employment opportunities. Students are encouraged to develop an analysis, philosophy and vision of fashion + photography that is informed by culture, politics, and aesthetics that is outward facing towards industrial, environmental, cultural and societal contribution and benefit, for example. The course draws on a range of cultural, educational, professional and global references to define an expanded and relevant discourse in fashion photography practice, research and development, and employability.

This is meant to foster a range of approaches and techniques, rather than promote a singular or fixed purpose of fashion photography. In this way, the course seeks to develop *fashion photographs* that oscillate between notions of truth and fiction; sameness and difference; public and private; still and moving; the mirror and window; the epic and the everyday, for example - much like the image and spectacle of fashion itself as body, representation and identity.

Students engage with photography as the perfect medium, with explicit and implicit capacity for contextual and conceptual interplays, where photography encompasses the full range of technologies and thinking across analogue, digital and moving image platforms.

The course offers a curriculum and learning environment that stimulates intellectual, practical, technical and collaborative discourses and opportunities. A combination of research and practice leads to a self-negotiated masters project work, which is key to a sustainable livelihood or further academic study.

The course outcomes shift between editorial and visual art, process and product, and whether made in the 'real' world or a performed/ constructed one, the work can disseminate through the page, the wall or the screen - confirming, critiquing or challenging contemporary industry, practice and dialogues in fashion photography.

Course Units

- **In/Different Spaces (20 Credits)**
- **Interplays: Fashion and Photography (20 Credits)**
- **Collaborative Challenge (20 Credits)**
- **New Iterations in Fashion Photography (40 Credits)**
- **Research Proposal (20 Credits)**
- **Masters Project (60 Credits)**

MA Fashion Photography is offered in full-time mode and runs for 45 weeks over 15 months. You will be expected to commit an average of 40 hours per week to your course, including teaching hours, tutorial support and independent study.

Learning and Teaching Methods

The course utilises standard methods, such as lectures, seminars, studio workshops, field trips, and group and individual tutorials, the course cultivates an international perspective with global networks, as well as a 'go see' attitude outside of the classroom/ studio.

The following set of teaching and learning strategies also significantly underpin the course ethos:

Experimental and experiential learning: Students are encouraged to be proactive and take creative risks.

Collaboration: Collaboration is a core principle and key skill on this course, and students are encouraged to initiate self-directed collaborative projects often required as part of their production team, as well as external collaborations with other MA cohorts within LCF/ UAL, alumni and industry.

Peer-to-Peer Learning, Knowledge exchange and Feedback: Developing the skill of offering collegial and constructive criticism is key to the construction of a formative learning environment, and to a career in academia, one of the industries our graduates enter. This is embedded in the course, as students present their ideas in class and critique each other's work as part of the ongoing formative feedback generated.

Expert Talks: Experts from the industry, alumni, and leading scholars from across LCF/ UAL and other HEI's are invited to share their expertise with the students in an array of forms, including guest lectures, panels, and workshops. These talks are embedded in the curriculum, complementing and extending the core delivery.

Technical Delivery: Technical delivery developing core skills in photographic/ media practice and production are embedded in the curriculum to support the core course units. This provision is offered in the scheduled teaching programme as part of an expected level of advanced skill, as well as through sign-up workshop sessions via the media lab/ department technical staff team.

Assessment Methods

Formative methods:

- Project presentations at interim and final stages.
- Individual and group tutorial/ seminar activity.

- Draft written elements.

Summative methods:

- Written project proposals.
- Research and development material that demonstrates explorations, findings and knowledge of a range of sources.
- Coherent bodies of practical work, individually or collaboratively produced.
- Written critical evaluation and commentary, including future development possibilities.

Reference Points

The following reference points were used in designing the course:

- Consultations with internal and external staff, students, alumni and independent industry practitioners.
- Credit framework.
- The Master's Degree Characteristics (QAA, September 2015) benchmark statements have been consulted in order to support the development of the course learning outcomes, inform the indicative content in the curriculum and to further develop teaching and learning methods and assessment.
- Creative Attributes Framework, UAL.
- Better Lives agenda, LCF.

Course Diagram

MA Fashion Photography – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 7																																																				
BLOCK 1															BLOCK 2															BLOCK 3																						
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	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45								
Collaborative Challenge (20 credits)											S																																									
In/Different Spaces (20 credits)			S																																																	
				Interplays: Fashion and Photography (20 credits)							S																																									
															New Iterations in Fashion Photography (40 credits)											S																										
																				Research Proposal (20 credits)					S																											
																														Masters Project (60 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