

## 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 Styling and Production
Relevant QAA Benchmark Statement	Art and Design
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.

The BA (Hons) Fashion Styling and Production course is part of the LCF Fashion Media Programme, which is part of the LCF School of Media & Communication.

The BA (Hons) Fashion Styling and Production course offers a range of contemporary, dynamic, innovative and creative approaches towards the acquisition of skills in fashion styling and production and a role within the fashion industry. The course encourages students to explore the world of fashion styling and production – from catwalk to fashion installation, fashion art direction and brand consultation. The dedicated staff team and industry guest speakers ensure the course and its students remain at the forefront of creativity, innovation and relevance to Industry.

### 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 for entry into the fashion industries as skilled fashion styling and production practitioners, for a range of employment opportunities and enterprise skills;
- 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;
- 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.

### 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:

1. coherent and systematic understanding, knowledge, and application of fashion styling and production;
2. a multi-disciplinary approach to problem solving and decision making;
3. an understanding of the creative and commercial contexts, principles and methodologies of fashion styling and production;
4. an appreciation of fashion as a product, communication tools, business, industry and cultural phenomenon;
5. critical analysis of fashion styling and production and the fashion industries within local and global contexts;
6. an ability to situate practice within cultural and historical contexts and debates;
7. an ability to apply a broad range of communication, collaboration and networking skills;
8. the application of knowledge and independent / collaborative skills appropriate for fashion styling production collaboration;
9. engagement with relevant technologies to enable both enhanced creative contemporary practice and professional communication;
10. evidence the development of a range of creative attributes throughout the course of your study and how they apply to fashion styling and production.

### Learning and Teaching Methods:

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

The teaching and learning methods used in this unit will include lectures, seminars, practical workshops, group peer learning, and group tutorials. You will undertake independent learning and self-directed study to support your learning. You will also undertake technical delivery sessions to assist your learning. The teaching methods used will constructively align your learning to the items required for assessment.

The following learning and teaching 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 and studio/location work. Students will also need to undertake self-directed independent study to support their learning.

### 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 Fashion Styling and Production:

Year 1- 19%

Year 2 - 17%

Year 3 - 11%

The following assessment methods are employed to assess the achievement of learning outcomes in an integrated approach:

- 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

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/>
- Feedback from students (2017)
- Feedback from industry (2017)

### 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.

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 and Production; 40 credits
- Introduction to Cultural and Historical Studies; 20 credits
- Better Lives 20 credits
- Collaborative Practice: Fashion Spreads; 20 credits

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

- Cultural and Historical Studies; 20 credits
- Mediating Fashion; 40 credits
- Situating Your Practice: Placement / Situating Your Practice: International Study Media / 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
- Cultural and Historical Studies Dissertation; 40 credits
- Personal and Professional Project; 60 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 of 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.

**Distinctive Features: Please indicate the distinctive features of the course i.e. external links, advisors, sponsors or professional partners (max 10)**

**1. Collaborative, Experimental Practice: Co-learning and Collaboration**

Collaborative and experimental practice and process is key to the philosophy of the Styling and Production course. Collaborative practice is embedded across all units throughout the students' learning experience on the course. The course shares one unit per stage with the other Media courses in the programme, facilitating collaborative, cross-discipline knowledge sharing, which mirrors specific industry practice and interactions, and supports Communities of Practice to develop.

Process driven fashion practices are explored during every unit, and within the Style Lab Master Classes, where testing and process driven responses and physical experimentations of ideas are more fully explored, realised and celebrated.

**2. Multi-Platform Discipline**

The course offers a multi-disciplinary approach to styling and production and the exploration of fertile new territories within fashion cultures, responding directly to contemporary fashion practice, trends and its visual manifestations. Styling is equal to production making this a unique and distinctive feature.

**3. Industry Links and Industry Collaboration: Industry preparation and public facing:**

The course offers Industry links, collaborations and Industry preparation which is on-going throughout the curriculum and this is both embedded and offered as additional enhanced delivery, with both in house and external projects, events, competitions and live briefs taking place.

Style Lab Master Classes respond to industry briefs and collaborations, which are aligned to each unit delivery. The course offers opportunities for students to initiate collaborations or industry links through these classes.

**4. BA (Hons) Styling and Production course team host a series of cross-School initiatives for**

cross- school and multi-disciplinary course collaboration. The course offers networking, social portfolio opportunities, alongside hosting and representing the programme Fashion Media with the School of Design and Technology. These take place each term and offer a community focused space to discuss current work and present opportunities for shared student exchange and to form new enquires and collaborations.

**5. Personalisation and choice:**

The course has three *Option* units which offer the students personalisation of their learning journey in Block 2, 3 and 4.

## Recruitment and Admissions

### Admission Policy/Selection Criteria

Summarise relevant details contained in the validation papers i.e. list the methods used in selection such as interviewing. Selection criteria should be fully listed.

- A current interest in and awareness of fashion and fashion styling;
- An enthusiasm for visual communication;
- The potential to develop styling and production skills.

## Entry Requirements

List the entry requirements relevant to the course.

- A Level Passes at Grade C or Above Preferred subjects include Art, Design, Fashion, Media Studies, and Photography;
- **or** Pass Foundation Diploma in Art and Design;
- **or** Pass at BTEC Extended Diploma (preferred subjects) Art & Design, Fashion, Media Studies, and Photography;
- **or** Pass at UAL Extended Diploma; or Access Diploma or '64 tariff points from the Access to HE Diploma;
- **or** 64 new UCAS tariff points (equivalent to 160 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** Three GCSE passes at grade A\*-C.

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 6.0 with a minimum of 5.5 in each skill.**

**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

<b>Year 1, Stage 1, Level 4, 120 credits</b>	
<b>BLOCK 1</b> <i>Thinking Differently: Transition to Higher Education</i>	<b>BLOCK 2</b> <i>Creativity, Experimentation, Collaboration</i>
<b>Introduction to Fashion Styling and Production</b> (20 Credit) starts week 1	<b>Introduction to Cultural &amp; Historical Studies</b> (20 credits) starts week 16
<b>Key Concepts in Styling and Production</b> (40 Credits) starts week 6	<b>Better Lives</b> ( <i>in-unit optionality</i> ) (20 Credits) starts week 16
	<b>Fashion Spreads</b> (20 Credits) starts week 20

<b>Year 2, Stage 2, Level 5, 120 credits</b>	
<b>BLOCK 3</b> <i>Core Discipline</i>	<b>BLOCK 4</b> <i>Professional Practice</i>
<b>Mediating Fashion</b> (40 Credits) starts week 1	
<b>Cultural &amp; Historical Studies Option unit</b> (20 credits) starts week 1	<b>Situating Your Practice</b> ( <i>Options available</i> ) (20 Credits) starts week 20

**The Fashion Consultant (40 credits) starts week 11**

<b>Year 3, Stage 3, Level 6, 120 credits</b>	
<b>BLOCK 5</b> <i>Individual Practice</i>	<b>BLOCK 6</b> <i>Preparing for the Future</i>
<b>Collaborative Experimental Practice</b> (20 Credits) starts week 1	
<b>Cultural &amp; Historical Studies Dissertation</b> (40 Credits) starts week 1	

**Personal and Professional Project (60 credits) starts week 10**