

## Information for offer holders: MA Fashion, Film and Digital Production

This document contains important information from your course team about what to expect from your studies, including what kit you'll need to participate in your course.

We recommend visiting our [Coronavirus information](#) pages regularly for the latest advice and support to help you study safely.

We are looking forward to welcoming you to the MA Fashion, Film and Digital Production course. We want to tell you a little more about our plans for the 2021/22 academic year.

This year has highlighted the importance and presented a new demand for fashion film as an essential communication tool for the industry to express the evolution of contemporary brand narratives and showcase independent fashion design via moving image across a wide range of digital formats- great timing!

As stated in our distinctive features; there are currently no other MA courses that focus exclusively on Fashion Film and Digital Production, making the MA in Fashion, Film and Digital Production, a unique course in a specialist subject area aimed at contemporary fashion media platforms for diverse audiences.

The course team are excited to help you to build a visual portfolio of fashion moving image and new media that is attractive to contemporary industry bodies in, for example; marketing departments for fashion brands, production companies, creative agencies, magazines that produce editorial content for online platforms.

As a self-starter you will be encouraged to follow entrepreneurial routes, such as screening work at fashion film festivals, developing original ideas, pitching for funding through your newfound networks with the support of LCF Careers and negotiating your own commissions. The course team are thrilled to announce our recent graduates from the MA21 showcase (launched in February 2021) have earned themselves several film festival awards and 'official selection' status, as well as four NOWNESS premieres.

You'll be in a unique position to be able to challenge, redefine and develop Fashion Film as a genre, within the context of a specialist fashion college. You will be supported to develop the narrative of fashion imaging through critical engagement with the genre, collaborative approaches to the development of entrepreneurial ideas and creation of pioneering work in this rapidly developing and under researched area. Collaboration is a core principle of this course, due to the collaborative nature of fashion film as a taught and practiced discipline and is the ethos of the Fashion Media programme where the course is situated.

Learning will take place through the formal lecture programme, practical demonstrations, seminars, tutorials, masterclasses, workshops, critical self and peer appraisal and collaboration in a studio or location setting. External guest speakers will support delivery on appropriate units. As a student you will be expected to undertake self-directed independent study to support learning.

There will be a programme of online and on-campus induction events called Big Welcome, so look out for emails telling you more about these. There will also be course induction events in your first week.

We know from experience that things can change very rapidly, so we have plans in place just in case we have to adapt to further restrictions or other events, and we have designed our timetables to make this possible. Your timetable will be published in early September. We are looking forward to welcoming you when term begins.

## **Key contact**

More details about your curriculum can be found on our [MA Fashion, Film and Digital Production course page](#).

**Course Leader:** Vicky Mather ([v.mather@fashion.arts.ac.uk](mailto:v.mather@fashion.arts.ac.uk)) is your main point of contact for any questions you may have about your course curriculum.

Our Course Leader is on annual leave during the summer until 7 September 2021. If you have any questions, please contact the School of Media and Communications Office ([SMCschooloffice@arts.ac.uk](mailto:SMCschooloffice@arts.ac.uk)).

## Your course kit list

We recommend waiting until you're notified you're eligible to enrol before purchasing your course kit.

### Digital kit

The minimum kit list to engage with UAL learning is:

1. Laptop or desktop computer (Mac or PC)
2. Stable internet connection
3. Ear/headphones which work with your laptop or desktop – preferably with an inbuilt microphone.
4. A standalone webcam if your laptop or desktop does not already have one.
5. Basic office software. You can download up to five free copies of the [Office365](#) suite.

### Discounts and benefits

As a UAL student you have access to a range of educational discounts to assist with your studies. Read our [IT software and discounts](#) page to find out more.

#### Adobe Creative Cloud UAL student deal

You can access Adobe Creative Cloud programmes for free whilst on site, however you may want flexibility and guaranteed access at other times.

The UAL student deal gives you a subscription to the full Adobe Creative Cloud suite, plus 100GB of cloud storage until Saturday 13 August 2022 for a single £48 payment.

You should check your course requirements and [information on alternative software](#) before purchasing. If you need access to more than two Adobe Creative Cloud applications or want to access them remotely, it's worth considering this offer.

The deal will be available on the [UAL eStore](#) from 14 August 2021 for all UAL students. Read our [Get Adobe Creative Cloud for £48](#) story for details.

#### University Equipment Hardship Fund

If you think you may need financial support to purchase equipment to access online learning, the [University Equipment Hardship Fund](#) may be able to help.