

ual:

APPROVED

MA Fashion Journalism

Awarding Body	University of the Arts London
College	London College of Fashion
School	School of Media and Communication
Programme	Fashion Communication Programme (L018)
Course AOS Code	LCFMAFJOF01
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Duration of Course	15 months
Valid From	September 1st 2020
QAA Subject Benchmark	Art and Design, Communication, media, film and cultural studies
Collaboration	N/A
UAL Subject Classification	Fashion communication
JACS Code	P500 - Journalism
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	<p>The standard entry requirements for MA Fashion Journalism are as follows:</p> <ul style="list-style-type: none">• An Honours degree at 2.1 or above in a related discipline. Applicants with a degree in another

subject may be considered, depending on the strength of the application.

- OR equivalent qualifications.

APEL (Accreditation of Prior (Experiential) Learning)

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:

- 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

Each application is considered on its own merit.

English Language Requirements

IELTS level 7.0 with a minimum of 6.0 in reading, writing, listening and speaking.

Historically, applicants come from the following academic and professional backgrounds.

BA (Hons) - English, History, Economics, French etc – humanities as a whole

Or

BA (Hons) - Fashion, Textiles etc – applied and fine arts as a whole

Or

BA (Hons) Journalism or Media Studies.

MA Fashion Journalism regularly recruits working journalists looking to widen their professional experience into the fashion sector, given the specific skill set it requires. It is envisaged that the revalidated degree, with its emphasis on content creation and future scoping, will continue to attract such applicants.

<p>Selection Criteria</p>	<p>The course seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> • A strong commitment and motivation towards a career in an aspect of fashion media • Awareness and relevant experience of fashion <p>Appropriate knowledge and skills commensurate with planned entry into the course.</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 (Exit Only)	60
Postgraduate Diploma (Exit Only)	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 fashion and the media.
Aim	To develop your intellectual, imaginative, and creative skills and innovative thinking through the synthesis of theoretical and practical approaches to learning.
Aim	To enable you to define, extend and develop your knowledge and conceptual understanding around the subject of fashion journalism and wider ethical issues within the media and fashion industries.
Aim	To develop your independence of judgement and foster an inquiring and analytical approach to the study and practice of future fashion journalism in the wider global context of cultural, technological, and economic change.
Aim	To provide an opportunity for you to develop a personal and professional understanding of the CAF (Credit Attributes Framework) and to employ this in your practice.
Outcome	To apply a systematic and sophisticated understanding of contemporary fashion journalism across a number of markets, formats and cultural requirements.
Outcome	Identify, investigate and interpret ethical issues arising within the fashion and media industries, employing both academic and vocational approaches.
Outcome	Respond to shifting global markets and technological demands by predicting future challenges faced by the fashion media and by hypothesizing creative solutions to these issues.
Outcome	Identify and realise entrepreneurial strategies that demonstrate adaptability within a changing media landscape.
Outcome	Work independently to conduct original research, identifying and utilising appropriate methodologies, and to build relevant networks for collaborative work.
Outcome	Clearly communicate ideas visually, through writing and image making and reflect critically on your own practice and that of your peers.

Outcome	Develop a high level of knowledge and skill in fashion journalism and a utilisation of relevant technologies and materials that predict fluctuations in the market.
Outcome	Realise a body of work through independent study which demonstrates an original and creative approach in the field of fashion journalism, 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.

Distinctive Features	
1	Global fashion cultures: Global fashion culture underpins every aspect of the course exploring how issues are addressed through the lens of the media. In a global industry, MA Fashion Journalism's fashion content takes a globalised approach, that looks beyond western precepts of style and identity into developing and more recently established markets. In addition, MA Fashion Journalism questions cultural sensitivities, such as modesty, (self) censorship, ideas of cultural re-appropriation and how to speak to audiences with a different values system.
2	Media ethics in the fashion arena: MA Fashion Journalism considers journalism ethics and law within the context of fashion journalism. Situated in a specialist fashion institution, the course is well placed to explore the specific ethical challenges that are emerging for fashion journalists and content creators.
3	Multi-platform for fashion: The synergy between print and online as valid methods of journalistic delivery are well established within MA Fashion Journalism. The course investigates both traditional and disruptive technologies within fashion communication – from traditional media publishing and zine culture to digital journalism and content creation for brands.
4	Fashion Media Entrepreneurship: One of the defining aspects of the MA Fashion Journalism is its ability to combine an understanding of the fashion media's changing environment with entrepreneurial skills that enable students to consider potential commercial applications for their Master's Projects.

Course Detail

MA Fashion Journalism is a well-established course that has been designed for graduates/professionals who wish to explore the changing face of fashion journalism, whether that be from an academic, consumer or entrepreneurial perspective.

The course offers a proactive approach to the rapidly changing global landscape that challenges the role of the fashion media and examines how, as a practitioner, you can successfully disseminate an editorial message within it.

In the light of globalisation and numerous ongoing controversies surrounding the fashion industry, the course examines a number of sociological and ethical issues that are emerging for journalists and content creators.

Students are encouraged to challenge the current fashion system and develop disruptive editorial strategies that could potentially have both social and politically active outcomes.

Focusing on both the written word and the curated fashion image, the course teaches expertise in both commercial content creation and traditional journalism as well as publishing; in short, how to be a commentator, editor and entrepreneur, both digitally and in print.

Students engage with the subject matter on a number of different levels, from theoretical discourse, to vocational publishing and digital projects, developing a skill base that fosters a broad variety of expertise.

Course content encompasses an in-depth knowledge of the fashion industry globally (in both western and non-western contexts), to practical editorial and technical skills that enable students to assemble and create multi-platform products that incorporate both traditional journalistic skills and more experimental methodologies.

Successful applicants will have the opportunity to engage with a number of industry professionals from a variety of fields (digital, creative, editorial, publishing), but will also examine broader market forces that are contextualising the industry commercially and creatively.

The MA culminates in a self-negotiated project with a number of different potential outcomes, from a traditional dissertation or book proposal to commercial media products that can potentially offer a combination of print and online elements as well as a business model that will theoretically enable the student to make their Master's Project a commercial reality upon graduation.

Course Units

Fashion Journalism in a Global Context (40 Credits)

Collaborative Challenge (20 credits)

Exploring Commercial Fashion Content (20 Credits)

Risk, Experiment and Speculation in the Fashion Media (20 Credits)

Research Proposal (20 credits)

Master's Project (60 credits)

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