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).

<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of the Arts London (UAL)</th>
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<tbody>
<tr>
<td>Teaching Institution</td>
<td>London College of Fashion</td>
</tr>
<tr>
<td>Final Award</td>
<td>MA Fashion Media Practice and Criticism</td>
</tr>
<tr>
<td>Relevant QAA Benchmark Statement</td>
<td>Art &amp; Design and Communication, Media, Film and Cultural Studies.</td>
</tr>
<tr>
<td>Date of production/revision</td>
<td>May 2018</td>
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</tbody>
</table>

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.

MA Fashion Media Practice and Criticism course will prepare socially, culturally and politically engaged students with critical communication skills to take up positions that drive change within fashion and related industries.

This research and theory driven course enables you to interrogate fashion in order to identify tensions and paradigms. Working across print, digital and experimental spaces, you will respond to issues using fashion communication practices in order to create critical narratives. As a result, you will develop your individual voice that can be applied in both organizational and speculative contexts.

On the course, you will question both form and content in order to challenge the ways in which messages are being delivered and understood. By creating new and working within existing frameworks you will consider curatorial and editorial practices in relation to words, visuals, moving images and objects as part of putting forward a debate that has the potential to shape discussions.

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:
- enable you to acquire theoretical knowledge and skills appropriate to critical practice in fashion communication;
- encourage intellectual enquiry in the area of critical practice in fashion communication;
- provide opportunities for study and progression to all students;
- acquire knowledge that is applicable to the critique of fashion mediation in a global context;
- develop your ability to respond to professional opportunities or to undertake further study;
• encourage personal development.

## 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:

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Details</th>
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<tbody>
<tr>
<td>knowledge and understanding of the principles of the critical practice</td>
<td>in fashion communication in a global context;</td>
</tr>
<tr>
<td>the application of theoretical knowledge of fashion and criticism and</td>
<td>the ability to evaluate contemporary discourses on the subject of global</td>
</tr>
<tr>
<td>the ability to evaluate contemporary discourses on the subject of global</td>
<td>fashion media and their impacts on culture;</td>
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<tr>
<td>a creative and multi-disciplinary approach to problem solving that</td>
<td>engages with innovative and entrepreneurial thinking;</td>
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<tr>
<td>an ability to select and employ relevant research methodologies in</td>
<td>to fashion media in a global context;</td>
</tr>
<tr>
<td>the ability to engage in critical communication practices to a</td>
<td>a professional standard that display innovative approaches to the</td>
</tr>
<tr>
<td>the ability to originate and propose critical approaches to</td>
<td>subject;</td>
</tr>
<tr>
<td>the realisation of a portfolio of research and creative solutions,</td>
<td>which are rigorously planned, academically informed, and offer outcomes</td>
</tr>
<tr>
<td>evidence of engagement with the Creative Attributes principles.</td>
<td>and applications to a professional standard;</td>
</tr>
</tbody>
</table>

## Learning and Teaching Methods:
Provide a summary of the relevant learning and teaching methods for the course.

The assessment programme is designed to follow the learning and teaching methods which are employed to support the integrated achievement of the course outcomes:

- Demonstrations, workshop practices;
- Lectures;
- Group discussions and team working;
- Self-directed study simulations and work study placements;
- Group and individual tutorials;
- Seminars;
- Critiques;
- Panel discussions;
- Tests.
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.

MA Fashion Media Practice and Criticism

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Year 1</td>
<td>17%</td>
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<tr>
<td>Year 2</td>
<td>17%</td>
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<tr>
<td>Year 3</td>
<td>12%</td>
</tr>
<tr>
<td>Year 4</td>
<td>13%</td>
</tr>
</tbody>
</table>

Assessment Methods:
Provide a summary of the relevant assessment methods for the course.

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

- Set projects, external or simulated projects;
- Research;
- Portfolio developments;
- Written reports;
- Peer and self-evaluation;
- Essays and written evaluations;
- Presentations;
- Tests.

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:

- UAL Assessment Strategy: [https://myintranet.arts.ac.uk/staffonly/ual-strategy-2015-22/](https://myintranet.arts.ac.uk/staffonly/ual-strategy-2015-22/)
- UAL Tutorial Policy: [http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy/](http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy/)

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.
You will be required to complete 480 credits at levels 4, 5, 6 and 7 to be awarded the MA Fashion Media Practice and Criticism.

After achieving 120 credits at level 4 you can opt to be awarded CertHE. After achieving 240 credits (to incl. minimum of 120 at level 5) you can opt to be awarded DipHE. After achieving 360 credits (to incl. minimum of 120 at level 5 and 120 at Level 6) you can opt to be awarded BA.

Stage 1 (Level 4)
The units you will study in Year 1, Stage 1, Level 4 are as follows:

- Introduction to Fashion Communication (20 Credits);
- Critical Words (40 Credits);
- Introduction to Cultural and Historical Studies (20 Credits);
- Critical Visuals (20 Credits);
- Better Lives (20 Credits).

Stage 2 (Level 5)
The units you will study in Year 2, Stage 2, Level 5 are as follows:

- Cultural and Historical Studies (20 Credits);
- Critical Narratives (20 Credits);
- Inside the Industry (20 Credits);
- Situating Your Practice (20 Credits);
- Critical Event (20 Credits);
- Critical Spaces (20 Credits).

Stage 3 (Level 6/7)
The units you will study in Year 3, Stage 3, Level 6 are as follows:

- Research and Development for Critical Practice (20 Credits);
- Cultural and Historical Studies Dissertation (40 Credits).

The units you will study in Year 3, Stage 3, Level 7 are as follows:

- Critical Practice (40 Credits);
- Portfolio (20 Credits).

Stage 4 (Level 7)
The units you will study in Year 4, Stage 4, Level 7 are as follows:

- Concept Proposal and Development (40 Credits);
- Masters Project (60 Credits);
- Exhibition (20 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 for 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.

- **Critical practice in fashion communication.** The first and the only course in the world to fully address fashion criticism, criticality and critical practice within the context of fashion communication across disciplines, MA Fashion Media Practice and Criticism prepares socially, culturally and politically engaged students with critical communication skills. Criticism and criticality are considered to be the driving discipline and lead the delivery of the course. The intention is therefore that students are able to understand fashion communication as an agent to evoke change.

- **Combination of theory and practice.** Theory and practice of fashion communication are delivered simultaneously as part of the curriculum in all the course specific units. Students create final outcomes in all units that consider both practical and theoretical frameworks in order to further encourage rigor and criticality.

- **Research methodologies.** Whereas other courses in the programme deliver research methods specific to the discipline, MA Fashion Media Practice and Criticism broadens this to address an appropriate methodology in each unit in order to connect research theory and practice. Each unit is framed by a research question that drives teaching methods, assessment and outcome. Enquiry-based learning is embedded as a teaching and learning strategy.

- **Contribution to critical practices.** The course aims to broaden the remit of fashion communication by addressing practices such as criticism, curation, publishing and activism. Students are encouraged to contribute to the growing body of research (including practice led research) around critical fashion communication in order to develop frameworks that challenge the fashion industry. Students are encouraged to participate in the production of content for the Fashion Communication Knowledge Exchange (fcx) website by publishing case studies and disseminating research as well as practice. The course is delivered by research active staff, most of who are undertaking PhD research and who are subject experts in the areas such as criticism, critical practice, curation, publishing and practice-based research in fashion communications.

- **Change making.** On the course, students are asked to define, interrogate and address pressing issues, tensions and paradigms in fashion and cultural spheres and to evoke change for better lives. In order to work towards a bigger impact, the course aims to feed expertise within fashion communication area directly to Center for Sustainable Fashion and Better Lives initiatives instigated by London College of Fashion.

- **Programme community.** The course sits within the Fashion Communication Programme in the School of Media and Communications, alongside: BA (Hons) Creative Direction of Fashion, BA (Hons) Fashion Journalism and BA (Hons) Fashion PR and Communications. The students on the programme attend a shared unit delivered across levels 4, 5 and 6. The intention of this delivery model is to encourage students to develop a programme community of practice whilst encouraging networking and dialogue between the different communication approaches offered within the programme. As the smallest course in the programme, joining this larger peer cohort will enrich the student experience. In addition to this, the course benefits from being able to tap into fashion communication expertise offered by the staff across the programme.

- **Professional engagement.** As a new and growing area of study and practice, fashion criticism and critical practice in fashion communication has a more nuanced and less clearly defined career route than some of the other courses within the Fashion Communication Programme. The course provides a number of initiatives to address this, and to provide students with opportunities to develop and understand their potential career prospects, including a placement opportunity (supported successfully by LCF Careers) and an industry speaker programme.

### 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.

The course team seeks to recruit students who can demonstrate:

- a broad interest in fashion, visual imagery and an awareness of technology;
- an understanding of the need for a critical and analytical approach to the area of study;
- an approach suited to the demands of the course and projected career futures.

**Entry Requirements**

List the entry requirements relevant to the course.

Three A Level Passes at Grade B or Above Preferred subjects include Art, Design, English, Art History, Philosophy, Media Studies, Religious Studies, Psychology, ICT;

- or Distinction, Distinction, Merit at BTEC Extended Diploma (Preferred subjects) Art & Design; Distinction Foundation Diploma in Art and Design;
- or Merit at UAL Extended Diploma;
- or Access Diploma or 120 tariff points from the Access to HE Diploma;
- or 120 new UCAS tariff points (equivalent to 300 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 6.5 with a minimum of 5.5 in each skill.**

**Admission Procedures**

The selection procedures for the course must adhere to the Equal Opportunities Policy of UAL.

The University of the Arts London is committed to the provision of fair and consistent admission procedures that ensure equality of treatment for all applicants.

Applications to the course are made through UCAS.

If you are likely to meet all the entry requirements, you may be invited for interview so that your suitability for the course can be assessed. The interview process will include portfolio review and an interview with members of the course team. You will also have an opportunity to ask questions about the course.
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.

<table>
<thead>
<tr>
<th>Block 1: Thinking Differently: Transition to Higher Education</th>
<th>Block 2: Creativity, Experimentation, Collaboration</th>
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<tbody>
<tr>
<td>Introduction to Fashion Communication (20 credits)</td>
<td>Introduction to Cultural and Historical Studies (20 credits)</td>
</tr>
<tr>
<td>Critical words (40 credits)</td>
<td>Better Lives <em>(in-unit optionality)</em> (20 Credit)</td>
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<td></td>
<td>Critical visuals (20 credits)</td>
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<thead>
<tr>
<th>Block 3: Professional Practice</th>
<th>Block 4: Core Discipline</th>
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<tbody>
<tr>
<td>Option: Cultural and Historical Studies (20 credits)</td>
<td>Option: Situating Your Practice (20 credits)</td>
</tr>
<tr>
<td>Critical Narratives (20 credits)</td>
<td>Critical Events (20 credits)</td>
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<tr>
<td>Inside the Fashion Industry (20 credits)</td>
<td>Critical Spaces (20 credits)</td>
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<tr>
<th>Block 5: Applied Theory</th>
<th>Block 6: Theory into Practice</th>
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<tbody>
<tr>
<td>Cultural and Historical Studies Dissertation (40 credits)</td>
<td>Critical Practice (40 credits)</td>
</tr>
<tr>
<td>Research and Development for Critical Practice (20 credits)</td>
<td>Portfolio (20 credits)</td>
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<tr>
<th>Block 7: Contemporary Issues</th>
<th>Block 8: Preparing for the Future</th>
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<tbody>
<tr>
<td>Concept proposal and development (40 credits)</td>
<td>Masters Project <em>(cont...)</em> (60 credits)</td>
</tr>
<tr>
<td>Masters Project (60 credits)</td>
<td>Exhibition (20 credits)</td>
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