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 modifications or local developments).

<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of the Arts London (UAL)</th>
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<tr>
<td>Professional, Statutory or Regulatory Body (PSRB)</td>
<td>The British Psychological Society (BPS)</td>
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<td>Teaching Institution</td>
<td>London College of Fashion</td>
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<td>Final Award</td>
<td>MSc Applied Psychology in Fashion</td>
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<tr>
<td>Length of Course</td>
<td>1 Year</td>
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<tr>
<td>UCAS code</td>
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<td>Date of production/revision</td>
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Course Aims

- to develop psychological literacy, the general capacity to adaptively, ethically and intentionally apply concepts from psychology to meet personal, professional and societal needs
- to develop an informed and analytical approach to understating human behaviour and functioning in the fashion industries at an individual, community or societal level of analysis
- to develop an extensive set of transferable skills including critical thinking, research, analysis, communication and data handling through the synthesis of theoretical and practical approaches to learning
- to enable you to extend and develop knowledge and understanding within your chosen specialism
- to provide an opportunity for you to develop a personal and professional focus at postgraduate level within your chosen specialism.

Course Outcomes

The outcomes that you will have demonstrated upon completion of the course, are:
1. apply a critical awareness of problems and developments in psychology relevant to fashion

2. demonstrate a critical understanding of ethical issues related to psychological research

3. apply advanced research skills to synthesise existing related work to identify an area worthy of investigation

4. apply established research methods to design, conduct and evaluate an independent research project

5. apply knowledge and understanding of a comprehensive range of qualitative and/or quantitative research methods to select relevant and appropriate methods as required

6. apply advanced analytical skills to interpret research findings in light of existing evidence

7. present succinct and coherent argument concerning the application of psychology to fashion in writing and orally

8. apply the knowledge, skills and values that underpin psychological literacy to real life contexts.

**Learning and Teaching Methods:**

The following learning and teaching methods are employed to support the integrated achievement of the course outcomes:

- lectures; seminars; discussions; tutorials; workshops, demonstrations; critiques; peer review and PPD activities.

**Scheduled Learning and Teaching**

This is the percentage of your time spent in timetabled learning and teaching. You are expected to study for 1800 hours over 45 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

**MSc Applied Psychology in Fashion**

Percentage of time spent in timetabled learning and teaching – 12%

**Assessment Methods:**
Throughout the course students are given formative assessments and feedback via the tutorial system and peer group and staff reviews. All the unit assessments are summative, as are the stage assessments, and final assessment.

The range of assessment methods includes: written assignments (either scholarly or report based); individual and group oral presentations; and lab reports.

The award of MSc is based on the successful completion of all units. Credit is awarded when a student passes each unit and the final awarded grade will be determined by the weighting of assessment grades as outlined in the regulations.

Reference Points

The following reference points were used in designing the course:

- The College Learning and Teaching Strategy
- The College Assessment Strategy
- The Learning and Teaching Policies of the University of the Arts London
- University of the Arts London Level Descriptors

Programme Summary

Programme structures, features, units, credit and award requirements:

The credit rating of 180 credits equates to a notional study time of 1800 hours in total.

Units for the Award of MSc Applied Psychology in Fashion

- Research Methods in Psychology 20 Credits
- Cognition and Creativity 20 Credits
- Personality and Individual Differences 20 Credits
- Quantitative Research Methods and Data Analysis 20 Credits
- Collaborative Unit: Psychology 20 Credits
- Social Cognition and Lifespan Development 20 Credits
- Masters Project: Psychology 60 Credits

All students are entitled to a tutorial package that consists of:

- one induction tutorial (group, or one-to-one)
- a minimum of 2 tutorials per term for the duration of their course of study at LCF
- individual tutorials as required
- an appropriate level of confidentiality
Modes of Attendance

Students who attend full time start in September and normally have their taught sessions over two days per week. The emphasis at post graduate level is on independent study and in addition to taught sessions you will be expected to engage in extensive self-directed research and experimentation and to utilise the library and open access facilities. Details of the contact hours for your course are available via Myarts –http://mycontacthours.arts.local/.

Full schemes of work are published in your Unit Handbooks available via Moodle.

Each unit will be completed over a period of 15 weeks.

Credit Framework

The credit framework conforms to the University of the Arts London framework in which the unit of credit is 20 credits (equivalent to 200 hours of student study time). All credits on the MSc programme are at postgraduate level 7.

Organisation of the Curriculum

The Course is divided into three 15 week stages. The first stage is 60 credits and students who successfully complete this stage are eligible for the award of a PG Cert. The second stage is a further 60 credits and students who complete stage 1 and 2 are eligible for the award of PGDip. The third and final stage is the Masters Project, this is a 60 credit unit and students who successfully complete this stage are eligible for the award of master of Science (MSc). The final award grading is based upon the MSc project only.

Distinctive features of the course:

- The MSc is the first Masters programme in the world to apply psychology in the context of fashion
- Psychology is inherent in all aspects of fashion from design, through production and consumerism to environmental impact
- The course philosophy is to enable graduates to apply (i) psychological theories and concepts and (ii) develop advanced research skills to solve real world problems in the fashion industries
- Because psychological processes (e.g., cognitive, social, developmental) are ubiquitous, individuals with an understanding of these processes have an advantage in that they are able to use their knowledge of psychology to solve problems in ethical and socially responsible ways that directly benefit themselves and their communities
- Because the MSc Applied Psychology in Fashion is accredited by the BPS, Graduates will be eligible for BPS Graduate Basis for Chartered Membership which will give them the option to progress a career in a professional area of psychology, such as organisational or health psychology.
### Recruitment and Admissions

#### Selection Criteria

The course seeks to recruit students from diverse socio-economic and cultural backgrounds, and welcomes applications from mature students.

The course seeks to recruit students who can demonstrate:

- a strong commitment and motivation towards a career within the fashion industries;
- a desire to make a positive difference in the context of fashion;
- appropriate knowledge and skills commensurate with planned entry into the course.

#### Entry Requirements

Applicants are expected to achieve, or already have, the course entry requirements detailed below.

- An Honours degree at 2.1 or above in a related discipline such as Psychology, Fashion, Art, Textiles or Business. However, applicants with a degree in another subject may be considered, depending on the strength of the application; **OR**
- Equivalent qualifications;

This course no longer accepts Relevant Profession Experience as part of the entry requirement due to regulatory changes.

Please note that a portfolio is not required for this course. Selection will be made on the basis of your application, including the supporting motivational statement, project proposal and Curriculum Vitae.

#### English language requirements

All classes are conducted in English. The level required by the University for this course is **IELTS 7.0 with a minimum of 6.0 in each skill.**
# MSc Applied Psychology in Fashion

1 year

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<td>MASTERS PROJECT</td>
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<td>Methods and Data Analysis</td>
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<td>Social Cognition and Lifespan</td>
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## Courses

- **Research Methods in Psychology**: 20 credits
- **Quantitative Research Methods and Data Analysis**: 20 credits
- **Cognition and Creativity**: 20 credits
- **Collaborative Unit: Psychology**: 20 credits
- **Personality and Individual Differences**: 20 credits
- **Social Cognition and Lifespan Development**: 20 credits
- **Masters Project**: Psychology, 60 credits