

ual:

APPROVED

MA Fashion, Film and Digital Production

Awarding Body	University of the Arts London
College	London College of Fashion
School	School of Media and Communication
Programme	Fashion Media Programme (L020)
Course AOS Code	LCFMAFMPF02
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Duration of Course	15 months
Valid From	September 1st 2020
QAA Subject Benchmark	None
Collaboration	N/A
UAL Subject Classification	Fashion communication
JACS Code	None
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	<p>You will have:</p> <ul style="list-style-type: none">• A relevant degree and prior experience engaging on a critical and/or practical level with fashion media, and ideally film.

- The ability and willingness to collaborate, generate ideas, engage with current cultural discourse and showcase an understanding of your practice and the motivation to explore it further at post-graduate level.

We would expect to see a portfolio that evidences intellectual rigour, curiosity, technical skills, practical and critical thinking and a deep interest in fashion, film and new media.

We will also consider applicants who are practicing filmmakers, artists and designers from different professions with an interest in fashion and film. We are also interested in applicants from an artistic or scientific backgrounds, who have a desire to progress into a career in the creative industries.

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 will be considered on its own merit but we cannot guarantee an offer in each case.

Additional Information required for applications to this course:

Curriculum vitae

A Curriculum Vitae (C.V.) in support of your application. This should include your full education and employment history.

Personal Statement

The personal statement is your opportunity to tell us about yourself and your suitability for the course that you intend to study.

Some key points to consider:

Study Proposal

Your study proposal should be no more than 500 words (excluding research sources, bibliography and appendices). It should have the following structure:

Introduction

Introduce your work. Briefly outline recent developments prior to application. Describe the anticipated programme of study in detail, demonstrating your knowledge of the historical and contemporary context of your area of study. Focus on specific areas or issues that underpin and frame your proposal.

Programme of study

Outline the sequence of practical, theoretical and visual research that you intend to follow. This will be vital to your programme of study in the development stage in which the Study Proposal will progress and take shape. For example, what type of research would you need to obtain? Any supporting material should appear in the Appendices at the end of the proposal.

Evaluation

Evaluate your work to date. Draw any conclusions you are able to make. Identify what you feel are your strengths and areas for development, and how you intend to manage this.

Research sources

Give details of libraries, museums, galleries, agencies, and special archives that you have visited as part of your research towards this proposal.

Bibliography

	<p>Keep a full record of all original and documentary material consulted. List appropriate reading material using the Harvard Referencing System.</p> <p>Appendices</p> <p>Insert any additional material that you consider relevant but not part of the core of the study proposal. This could include notebooks, drawings, and additional research material.</p> <p>Portfolio</p> <p>Please submit a digital portfolio with a maximum of 30 images that you consider would help support your application;</p> <ul style="list-style-type: none"> • Your visual portfolio must demonstrate your involvement and creative digital skills in fashion, moving image, ideas generation, an understanding of mise-en-scene, narrative and visual communication. • This work must be a true reflection of your creative skills and abilities to date. • You may include fully realised work as well as work in progress. • If you participated in a particular role for selected works but were not leading the project, please state your role and responsibilities in the creation of the work. <p>Submit your portfolio via the university’s digital portfolio tool, PebblePad; Further details will be sent to you after you have submitted your application. Please label and present any visual work with care, including dates and captions.</p>
Selection Criteria	<p>Student selection criteria</p> <p>The course seeks to recruit students from diverse socio-economic and cultural backgrounds, and welcomes applications from mature students.</p> <p>English Language Requirements</p>

	<p>IELTS level 6.5 with a minimum of 5.5 in reading, writing, listening and speaking. Please check our main English Language Requirements.</p> <p>Once the application has been completed on the online admission site, your application will be reviewed by the Course team, usually within 5 working days. If the Course team selects you for an interview, you will be contacted by the admissions team, who will offer a date and indicate the format (Skype or in person) for the interview. You will be interviewed by a member of the course team and will be notified of their evaluation and decision by the admissions team within two weeks of the interview date.</p> <p>If you are required to submit additional material to support your application, you will be given guidance on the content, format and the date resubmission.</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	10
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	Enable the acquisition and development of transdisciplinary knowledge and skills which provide a comprehensive understanding and a critical awareness of fashion, film and digital production.
Aim	Provide a supportive environment for students to engage in contemporary debate around fashion, film and digital production, challenge it through their practice.
Aim	Encourage students' personal development through intellectual and creative enquiry by fostering, enhancing and promoting their skills in enterprise and entrepreneurship and embracing critical questioning, innovation and knowledge transfer in a fashion media context.
Aim	Promote diversity and ethical, social, environmental responsibility and deal with complex issues both systematically and creatively and be able to communicate their ideas clearly to specialist and non-specialist audiences.
Aim	Cultivate self-direction, collaboration and innovation in tackling and solving problems.
Outcome	Apply key practical production processes, techniques and understand roles and responsibilities in fashion film production within a specific context in response to available technologies, which are informed by contemporary discourses that relate to personal aspirations.
Outcome	Communicate and present creative ideas in written and presentation format, reflect critically on your own practice and that of your peers with reference to relevant principles of the UAL Digital Creative Attributes Framework.
Outcome	Work independently and participate in teams to initiate original research, identify potential opportunities and produce a project in the emerging field of fashion filmmaking for a defined audience and to a professional standard in recognition of production processes for digital media and of distribution, exhibition, access, use and innovation.
Outcome	An ability to situate practice within cultural and historical contexts and contemporary debates in fashion, film and digital production, demonstrating the skills to critically evaluate arguments, concepts

	and methodologies to frame appropriate questions to achieve a solution, or identify a range of innovative solutions, to a problem.
Outcome	Realise a comprehensive, original and creative body of work through the synthesis and application of fashion knowledge, innovative ideas, self-directed and independent research, film production practices, and collaboration to a professional standard.

Distinctive Features	
1	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.
2	As a student on this course, you are 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.
3	The specialist environment of London College of Fashion provides students with unrivalled access to and input from leaders in the digital fashion film industry. You will have direct access to London's vibrant culture, art venues, museums, production houses, industry screenings, film festivals and fashion events providing opportunities to build a network of peers.
4	You will have access to and advice from leading Fashion Film researchers who are aligned to the School of Media and Communication, enabling those who are interested in carrying out further research or progressing on to PHD.
5	There is opportunity to engage with and reflect on digital industry platforms, e.g. by running an in-house online Fashion Film platform which will function as a developmental/ research tool and a showcase of students' work.
6	There is opportunity for creatives from disciplines other than (but not excluding) film e.g. Fine Art, Photography, Illustration, Performance, Communication, Cinematography, Production Design, Sound Design (unlimited subjects) to upskill, develop and create a rich digital body of work aimed at a fashion focussed industry.
7	Due to an industry demand for multi-skilled fashion communicators, this course has a balanced approach of creativity and technical skills such as: ideas generation and development, teamwork, strategic engagement, problem solving, time and resource management. The course is designed to replicate fashion film industry processes through, for example: responding to briefs, utilizing the production cycle from pre-production to production to post-production, working collaboratively in small teams in a range of different roles and meeting tight deadlines.
8	You will 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 Graduate Futures and negotiating your own commissions.

Course Units

- Fashion and Film (20 Credits)
- Collaborative Challenge (20 Credits)
- Fashion Film Production (20 Credits)
- Research Proposal (20 Credits)
- Narrative Content for Digital Platforms (40 Credits)
- Masters Project (60 Credits)

MA Fashion, Film and Digital Production is offered in full-time mode and runs for 45 weeks over 15 months, with a break over the summer. You will be expected to commit an average of 40 hours per week to your course, including teaching hours and independent study.

Learning and Teaching Methods

Enquiry-based learning

The course will offer students an opportunity to engage with active learning in the form of short briefs leading to their master's project, in a fast-paced learning environment that seeks to mirror industry practice. Such embedded activities will form the core aspect of each unit to cultivate student-led enquiry into fashion film making practice.

Collaboration

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. The Collaborative Unit (unit title to be confirmed) offered in Block 1 will offer students a key opportunity to develop skills of collaboration within their own cohort and externally. Students will continue to build on these abilities as they are invited to collaborate during aspects of all units during their studies.

Theoretical Knowledge Exchange

As this course seeks to innovate the field of fashion film practice and develop a significant body of practice-led and practice-based research, it will encourage students to engage with contemporary themes and debates that are central to this course's subject area. This integrated approach to theory and practice will support students in their response to issues facing the industry regarding fashion production, distribution and consumption; diversity and representation; sustainability; ethics; and other key areas.

Blended Learning

As fashion, film and digital production require the acquisition of technical knowledge alongside engagement with the theoretical framework that informs the discipline, students will be encouraged to participate in face-to-face teaching and learning, in addition to independent study via electronic and online resources where, for example, they can watch and learn from technical demonstrations. A unit such as Research Proposal will provide students with the tools to research deeply into the subject areas they wish to focus on through allowing them to make their own choices regarding which lecture/seminar to attend, which will be complimented by a Ted-type talk on the subject that they can watch online.

Peer-to-Peer Learning and Feedback

Peer-to-peer learning and feedback will highlight the continuous development of critical skills which is key for a career in any of the industries our graduates will aim to enter.

Industry and Scholars Guest Talks

Experts from the fashion industry and leading scholars from across UAL and other HEI's will be regularly invited to share their expertise with the students in an array of forms, including guest lectures, panels, and workshops. These talks are embedded in the curriculum, complementing and extending the core delivery. Students will be encouraged to respond in the classroom as well as in their own scholarly practice, and to nominate scholars and practitioners whom they wish to invite to speak to the cohort.

Technical Delivery

Technical delivery developing core filmmaking skills will be embedded in the curriculum to support the core course units. This provision has been discussed with the technical team who will teach these competencies alongside the theoretical and practice-based delivery in the classroom.

Assessment Methods

Students will produce:

- Written, researched essays
- Group and individual pitch presentations
- Individual practice-based outcomes
- Participation in collaborative practice-based outcomes
- Production File (from Pre-production, Production and Post-Production)
- Production Log (in the form of an online blogging platform)
- Written, researched dissertation

Reference Points

The following reference points were used in designing the course:

- FHEQ <http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.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/masters-degree-subjects>
- 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](https://myintranet.arts.ac.uk/media/arts/about-ual/teaching-and-learning-exchange/2015-2022%20Learning,-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-andlearning/careers-and-employability/creative-attributes-framework>
- UAL Tutorial Policy: <http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy>
- UAL Better Lives Initiative <https://www.arts.ac.uk/colleges/london-college-of-fashion/about-lcf/better-lives>

Course Diagram

MA Fashion, Film and Digital Production – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 7																																												
BLOCK 1															BLOCK 2															BLOCK 3														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
Collaborative Challenge (20 credits)											S																																	
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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