

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).

Awarding Body	University of the Arts London (UAL)
Professional, Statutory or Regulatory Body (PSRB)	British Display Society (BDS)
Teaching Institution	London College of Fashion
Final Award	BA (Hons) Fashion Visual Merchandising and Branding FT
Length of Course	3 Years / 4 Years with placement
UCAS code	5P60
Date of production/revision	May 2018

Course Aims

- enable you to acquire and apply knowledge and skills related to the creative industries in general and fashion visual merchandising and branding in particular;
- stimulate your intellectual, creative and personal development and to encourage independent learning;
- develop your design process and critical analysis to enable practical and theoretical responses within the context of the cultural and historical development of visual merchandising and branding;
- enable you to apply research methods and techniques in order to review, consolidate, extend, apply and evaluate knowledge and understanding, and to initiate and carry out intellectually challenging projects;
- prepare you for entry into relevant employment or self-employment, and to allow you to respond to professional opportunities, especially in the field of fashion visual merchandising and branding;
- produce graduates who have a high level of professionally relevant skills, including innovation, entrepreneurship, reflective practice, presentation and communication to enable them to actively pursue career aspirations;
- provide opportunities for further study, professional development, training and progression to all students.

Course Outcomes

The outcomes that you will have demonstrated upon completion of the course, are:

1. an analysis of fashion as a product, business, industry and cultural phenomenon and how visual merchandising and branding relates to all of these in a global context;
2. critical and systemic understanding of the key aspects of fashion visual merchandising and branding, which includes the acquisition of complex, coherent and detailed knowledge, which is informed by current issues;
3. Conceptual understanding that enables you to devise and sustain arguments, make judgments and/or solve problems, using creative ideas, design techniques, and particular aspects of current research , some of which are at the forefront of your discipline;
4. application of business knowledge and management skills appropriate for fashion visual merchandising and branding;
5. management of your own learning and to make appropriate use of secondary and primary visual and textual research sources, applying an appreciation of the uncertainty, ambiguity and limits of knowledge associated with those sources;
6. multicultural awareness and understanding in both the educational and business contexts;
7. the communication and presentation of information, ideas and design solutions to both specialist and non-specialist audiences in a manner appropriate to the fashion visual merchandising and branding profession;
8. the application of a broad range of relevant professional transferable skills and engagement with new technologies, in particular those relating to fashion visual merchandising and brand management;
9. an ability to situate practice within cultural and historical contexts and debates;
10. evidence of engagement with the principles and attributes outlined in the UAL Creative Attributes Framework.

Learning and Teaching Methods:

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

- lectures, seminars, critiques, studio based workshops, workshop practice, open access work, visiting speakers, field trips, demonstrations, self-directed study.

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.

BA (Hons) Fashion Visual Merchandising and Branding

Year 1 – 18 %

Year 2 – 18 %

Year 3 – 13 %

Assessment Methods:

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

- set projects, critical and peer appraisals, written critiques, self evaluation, portfolio development, technical workbooks, case studies, industry based projects, individual negotiated projects, dissertation.

Reference Points

- The UAL Learning and Teaching Strategy
- The UAL Assessment Strategy
- The UAL approach to Personal and Professional Development
- Feedback from the fashion industry
- The Learning and Teaching policies of the University of the Arts London
- University of the Arts London Level Descriptors
- Framework for Higher Education Qualifications
- Business and Management subject benchmark statement

Programme Summary

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

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

- Introduction to Visual Merchandising & Branding; 20 credits
- Principles of Fashion Visual Merchandising; 20 credits
- Fashion Branding for the Physical Environment; 20 credits
- Introduction to Cultural and Historical Studies; 20 credits
- Better Lives; 20 credits
- Fashion Branding for the Digital Environment; 20 credits

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

- Cultural and Historical Studies option; 20 credits
- Consumer Insight for Visual Brand Communications; 40 credits
- Brand Development: Fashion Store Design; 40 credits
- Work Experience Based Learning; 20 credits

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

- Futures and Innovation; 20 credits
- Fashion Visual Merchandising and Branding Strategy; 40 credits
- Final Major Project; 60 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 tutorial per stage for the duration for their course of study at LCF;
- group tutorials as required
- an appropriate level of confidentiality

Distinctive features of the course:

Distinctive features of the Programme

- Provision subject specific fashion relevant degree courses;
- Part time study over 4 years
- Students work in industry or as interns to while studying
- Small class sizes
- Cross disciplinary group projects with Industry

- Access to specialist resources at a standard appropriate to the target industries;
- Opportunities for student choice and negotiated study;
- Preparation of students for employment or further study.

Distinctive Features of the Course

- This is the only course in the UK which specialises in visual merchandising and branding in fashion on a part time basis. The course will prepare students for a career in an increasingly important aspect of creative fashion business development
- Opportunities to produce innovative / creative / visual outcomes throughout the course which blends written and creative elements
- Provision of a professionally relevant degree course, delivered in both full-time and part-time modes
- A collaborative industry related project with the other BA courses within the Flexible Programme (Fashion Media, Fashion Design, Fashion Business)
- The well-established links between the fashion industries and the College support the Honours programme via curriculum development and delivery, access to industry research (WGSN for example), project support, visiting speakers from industry
- An opportunity to study within a cross-disciplinary and multicultural environment designed to promote student interaction and shared learning
- Curriculum development, learning and teaching informed by strong staff research, professional practice and industry links
- Provision of a fully integrated programme of personal and professional development skills to support the development of learning skills, professional and entrepreneurial skills and career planning
- The London College of Fashion is well located geographically to extend its subject, industry and practice links for the benefit of all its students.

Recruitment and Admissions

Selection Criteria

The course team seeks to recruit students who can demonstrate:

- A strong interest in and understanding of retail branding and visual merchandising
- The potential for creating original visual merchandising concepts
- Fashion industry experience
- An ability to work as part of a team
- An ability to undertake self-directed study
- A motivation to succeed on the course

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.

Entry Requirements

Entry to this course is highly competitive: applicants are expected to achieve, or already have, the course entry requirements detailed below.

The standard minimum entry requirements for this course are:

- Two A Level Passes at Grade C or Above 96 new UCAS tariff points (equivalent to 220 old UCAS tariff points) Preferred subjects include English, Maths, Art, Business Studies, Media Studies and Languages;
- **or** Merit at BTEC Extended Diploma;
- **or** Merit in Foundation Diploma in Art and Design;
- **or** Merit at UAL Extended Diploma;
- **or** Access Diploma or '96 tariff points from the Access to HE Diploma;
- **or** 96 new UCAS tariff points (equivalent to 220 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** Six GCSE passes at grade A*-C with a grade C for Maths.

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.

Applicants are expected to show evidence of work experience or placement.

English language requirements

All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol. The level required by the University for this course is IELTS 6.0 with a minimum of 5.5 in each skill.

Please visit the [UAL Language Requirements](#) page. Read carefully and look at the relevant documents.

Course Diagram

Year 1 / Level 4

Block 1 Transition to Higher Education	Block 2 Thinking Differently: Creativity, Experimentation; Introduction to Collaborative Working
Introduction to Visual Merchandising and Branding 20 credits	Introduction to Cultural and Historical Studies 20 credits
Principles of Fashion Visual Merchandising 20 credits	Better Lives 20 credits
Fashion Branding for the Physical Environment 20 credits	Fashion Branding for the Digital Environment 20 credits

Students successfully completing Stage 1 may progress to Stage 2 or will be eligible for the exit award of a Certificate of Higher Education.

Year 2 / Level 5

Block 3 Core Discipline	Block 4 Professional Practice
Cultural and Historical Studies option 20 credits	Brand Development: Fashion Store Design 40 credits
Consumer Insight for Visual Brand Communications 40 credits	Work Experience Based Learning 20 credits

Students successfully completing Stage 2 may progress to Stage 3 or will be eligible for the exit award of a Diploma of Higher Education.

Year 3 / Level 5

Diploma in Professional Studies (Optional)	120 credits
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Optional Diploma in Professional Studies 120 credits at Level 5 (year in industry or overseas work placement).

Year 3 or 4 / Level 6

Block 5 Individual Practice	Block 5&6 Preparing for the future
Futures and Innovation 20 credits	Final Major Project 60 credits
Fashion Visual Merchandising and Branding Strategy 40 credits	

Students successfully completing Stage 3 will be eligible for the award of BA (Hons) Fashion Visual Merchandising and Branding.