THE UNIVERSITY OF BUCKINGHAM

Name of Programme:	Fashion Communication & Industry Practice (FCIP)		
Final Award:	BA (Hons)	**Programme Code(s):**	TBC
Awarding Institution/Body:	The University of Buckingham	**Teaching Institution:**	Condé Nast College of Fashion & Design
School of Study:		**Parent Department:**	Journalism, Media & English
Programme Length:	2 years full time (8 terms)	**Location:**	Condé Nast College of Fashion & Design London
Professional Body Accreditation:	CMI Level 5 Diploma in Management and Leadership	**Relevant Subject Benchmark Statement (SBS):**	Combination of: Art & Design Communication, Media, Film & Cultural Studies Business & Management
Admission Criteria:	3 GCE A levels (BBB) Baccalaureate OR 1 GCE A level and Foundation Art & Design or equivalent levels of professional experience Interview, portfolio and entry assignment	**Applicable Cohort(s):**	From October 2022 onwards
FHEQ Level:	Levels 4, 5, 6	**UCAS Code:**	TBC

Summary of Programme

This industry-focused two-year degree programme provides a learning environment for students that will introduce them to fashion communication concepts and industry practices specific to fashion, media and the wider creative industries, such as beauty and lifestyle. This broad-based multi-disciplinary course offers students the opportunity to examine a range of areas within fashion and media communication that include: fashion marketing, promotion and branding; fashion styling, image-making, photography, film and creative direction, as well as graphic & digital design, magazine publishing, and fashion media & journalism. Within this framework of topics, the course covers essential theory and practice, and considers the most recent changes, developments and trends experienced within the industry, as well as predicted future innovations and initiatives.

The fashion industry is undergoing a period of significant change, and the course encourages students to consider some of the key issues and problems arising now, alongside those that might emerge in the future. The curriculum is designed to allow for flexibility so that the newest and emerging trends, philosophical debates, theoretical approaches and industry practices can be integrated within the learning experience. The course takes account of diverse attitudes and cultural viewpoints, recognising fashion's role and significance in cultural, economic, global, local and community contexts.

The Fashion Communication and Industry Practice (FCIP) course is designed to allow passionate and motivated students an opportunity to explore both the strategic and the creative, investigating how the two work in tandem. The learning and teaching approach would therefore accommodate students who are more creative in focus, those who are more strategic, as well as those who show an aptitude for both. A key aim is to support an effective transition from study at A level, FE and Foundation level through to HE level 6, and subsequently onto a career in the fashion, media or creative industries, or potential further study.

The two-year programme takes place over 8 terms with transition from level 4 to level 5 taking place in term 3, and transition from level 5 to 6, taking place in term 6. The course offers an unique blend that combines academic rigour and industry engagement with practical and professional skills acquisition, drawing on the expertise of Condé Nast Publications and the College's wide network of industry professionals. The content is designed to ensure that students cover the following overarching areas: academic practice, creative practice, industry practice; research & communication, and careers & employability. Students are encouraged to develop their understanding of how the fast-paced and ever-changing fashion and media industries operate, and to consider their potential future role within these industries.

Educational Aims of the Programme

The programme's key aims are to:
● Introduce students to the social, cultural, economic, and political histories from which fashion, media and communication practices have emerged
● To provide a platform for debate, encouraging students to explore possible and likely scenarios for the future of the fashion and media industries, with a focus upon potential for systemic and positive change
● Develop students' communication skills across a variety of media, with an emphasis on the understanding of both strategic and creative outputs
● Provide opportunities for students to develop key transferable skills in research and analysis, intellectual autonomy, creative thinking, innovation, and the production of creative and strategic outputs
● Develop students' knowledge and understanding of industry practice, through learning and interaction with professionals within the fashion, media and associated industries
● Enable each student to determine their own personal and professional strengths through critical reflection, with a view to identifying and pursuing a suitable career path within fashion, media and related industries, or continuing with further study within HE.

Level 4 modules support students to:
● Develop the knowledge, understanding and specialist skills relevant to the discipline
● Understand the wider influences and challenges related to the discipline
● Learn how fashion industry professionals gather and interpret research information
● Explore and experiment, learning to use an iterative process to generate and develop ideas
● Communicate ideas and the development and outcomes of project work in visual, verbal and written formats
● Present work in a way that communicates ideas and outcomes clearly and effectively
● Work effectively as part of a team
● Understand the importance of reflective practice
● Develop an effective approach to independent learning, planning, organisation and time management
● Develop skills to support professional development and employability.

Level 5 modules support students to:
● Develop more advanced technical and practical skills relevant to the discipline
● Utilise and apply theory to underpin strategic and creative approaches to industry problems
● Critically analyse qualitative and quantitative research findings and industry data in order to make sound, informed judgments, and to substantiate approaches to project tasks and assignments
● Show a more autonomous approach to learning with evidence of more advanced critical reflection
● Develop skills in collaborative practice, working with internal and external partners
● Consider own practice and skills in the context of potential careers within the fashion and wider creative industries
● Consolidate knowledge, understanding, cognitive and practical skills in order to apply these to more complex tasks and projects.

Level 6 modules support students to:
● Extend knowledge of relevant theoretical concepts, industry contexts and industry practice
● Recognise and analyse key issues facing the global fashion, lifestyle and media industries, both at present and in the future - with consideration of ethics, inclusivity, sustainability, social responsibility - focusing on potential for systemic and positive change
● Evidence engagement with experimentation, risk-taking and innovation
● Execute a substantial body of final work comprising an independently-driven research project and independent final project
● Engage in self-promotion and preparation for employment.

Programme Outcomes		
Knowledge and Understanding		**_Teaching/Learning Strategy_**
1. Demonstrate historical and theoretical understanding of fashion, lifestyle and media industries, with reference to the wider cultural context as relevant to the module/discipline 2. Demonstrate an understanding of how fashion is impacted by macro-environmental factors 3. Understand and apply key principles of fashion communication, marketing, promotion and branding theory and practice, as appropriate to the module/discipline 4. Recognise and analyse the main issues facing the global fashion, lifestyle and media industries at present and in the future - with consideration of ethics, inclusivity, sustainability, social responsibility and positive change 5. Demonstrate awareness of how fashion, lifestyle and media brands operate across print, digital and experiential environments in a global context 6. Demonstrate the ability to research audiences to understand consumer/audience behaviour, and how this can inform creative and strategic approaches to branding, media, and promotional practice 7. Demonstrate knowledge of the fashion business environment and the structure of different types of fashion and media businesses 8. Demonstrate awareness of multi-disciplinary approaches to contemporary practice within the fashion and media industries.	>	Knowledge and understanding will be acquired through a variety of teaching methods, including lectures, seminars, workshops, small group and individual tutorials, peer reviews, tutor formative feedback and blended learning techniques. These will include: ● Lectures on key fashion topics, theory and academic practice ● Seminars that will support analysis and discussion of key theories, concepts and industry practices with reference to relevant texts, academic papers, industry case studies and/or other sources such as film, magazines, and historical objects ● Workshops allowing students to develop their creative, strategic and critical practice ● Practical technical sessions that will support students in gaining practical skills ● Classroom-based group activities supporting active participation and peer learning ● Gallery/museum visits and field trips The programme will include regular talks by industry professionals, visits to relevant exhibitions, galleries and events, as well as the _Understanding the Masthead Event_ (talks from senior editors and staff from Condé Nast titles) and visits to Condé Nast's London HeadQuarters at The Adelphi and Vogue House. There is an optional trip to New York with a visit to Condé Nast's HQ at One World Trade Center. Canvas (the College VLE) will be used to support learning by providing access to study materials, key College and course information. It will also be used as a channel for directed tasks, discussions and peer / tutor support and feedback. The VLE will be used to aid both blended and interactive learning, along with other learning technologies such as Miro and Padlet (or other suitable platforms). Teaching and learning will take place via the following modes: ● On campus ● Live-streamed digital sessions ● Pre-recorded on demand materials The main approach is predominately face-to-face on campus; however the course will also utilise blended learning. This may include the use of some live-streamed sessions, allowing for some student flexibility and engagement with a wider range of contributing lectures and industry guests. The course will also make use of some pre-recorded/on demand learning materials, and a proportion of individual tasks and interactive group learning activities will take place via the VLE.
		Assessment Strategy
	>	**Written Assignments:** essays, reports, journalistic & , magazine articles, strategy & concept documents, business plans and range plans.These will be used to

		assess students' skills of research, writing, academic referencing and critical thinking/analysis
		Research Portfolios: will be used to assess research and development work to evidence the background research and creative / technical processes undertaken in order to realise modules' creative outcomes
		Practical Projects / Creative Portfolio: will assess creative outputs such as image making, fashion photography & film, styling, and digital content creation
		Presentations: will assess the ability to present project ideas & concepts, research & development, or finished outcomes to an audience using clear and concise visual and verbal communication skills and to demonstrate knowledge and understanding of module topics
		Research and development logs / Reflective journals: will assess working practices, project management skills and the ability to critically reflect on progress in relation to acquired knowledge and professional development
		Group Projects: will assess the ability to work with others on set tasks
		Oral Exams: will be used to test students on key theory, conceptual, creative and strategic approaches, and to enable students to answer questions posed by the assessment team
		Class Tests: will be used in some instances to test acquisition of relevant knowledge & understanding
		Formative assessment: such as class activities/tasks, critiques, class discussion, group and individual tutorials will be used to assess student progress and learning.

Cognitive Skills		*Teaching/Learning Strategy*
1. Undertake primary and secondary research, critically analysing and applying findings to inform project work 2. Demonstrate the use of critical thinking skills when evaluating evidence and developing arguments 3. Identify, explore and synthesise ideas from a variety of sources and disciplines, as relevant to the fashion industry 4. Identify and analyse potential opportunities for innovation, new approaches to business, and creative solutions to problems within the fashion, lifestyle and media industries 5. Generate creative/strategic ideas, concepts, proposals, solutions or arguments independently and/or collaboratively as self-initiated activity and/or in response to set briefs.	>	The development of cognitive/thinking skills will be supported through lectures, seminars, workshops, tutorials and guided independent study, including preparatory reading and practical research tasks. Seminars and directed individual/group tasks will develop and/or enhance critical thinking skills and synthesis of ideas. Input from industry guest speakers will contribute to learning and teaching, assisting students to recognise key problems arising in the fashion industry, and to identify potential opportunities for innovation and to present creative solutions.
		Assessment Strategy
	>	The assessment methods noted above can all be utilised to evaluate how effectively the cognitive/ thinking skills listed have been demonstrated.

Practical/Transferable Skills		*Teaching/Learning Strategy*
1. Evidence of exploration: investigating fundamental techniques, processes and concepts	>	All practical and transferable skills will be embedded into the teaching and learning on modules across the

relevant to the discipline
2. Communicate research findings, creative and strategic ideas, theoretical concepts, conclusions, and proposals verbally, visually and/or in writing across a range of media
3. Utilise design software to present information and project outcomes to a professional standard, as appropriate to the discipline
4. Work creatively and flexibly with others as part of a team
5. Engage in reflective practice and continuous professional development
6. Demonstrate autonomous intellectual behaviour, forming and communicating individual responses to tasks and assignments
7. Demonstrate effective planning, organisation and time management skills
8. Present and critique work effectively with a variety of audiences.

course, allowing these skills to be developed, practised and enhanced as the course progresses.

The use of design software will be a significant requirement throughout the course. Regular workshops will ensure all students are given the opportunity to develop digital design skills that will allow them to visualise and express their ideas and present their work to a professional standard.

Students will be required to critically reflect on project work alongside their learning and progression. Reflective writing, exercises and tasks will be employed at interim/formative and summative stages of modules/ the course overall.

Sessions on project management and organisational skills will be included in the curriculum.

Assessed group assignments and teamwork tasks will be used to provide students with the opportunity to work together collaboratively. The students will work on peer collaborations, industry collaborations for module assignments, and will undertake a 4-week work placement.

Assessment Strategy

Research and development logs / Reflective journals: will assess working practices, project management skills and the ability to critically reflect on progress in relation to the acquisition of practical and transferable skills

Presentations: will assess the ability to present project ideas and concepts, research and development or finished outcomes to a variety of audiences

Written assignments: will be used to evidence skills in compilation, organisation and communication of information in coherent and logical formats

Research portfolios: will be used to assess evidence of suitable exploration relating to fundamental techniques, processes and concepts relevant to the discipline

Formative assessment: such as class activities/tasks and critiques will be used to assess student engagement with exploration and investigation of the fundamental techniques, processes and concepts relevant to the discipline.

External Reference Points

QAA Subject Benchmark Statement for Art & Design (2019)
https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16

QAA Subject Benchmark Statement Communication, Media, Film & Cultural Studies (2019)
https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4

QAA Subject Benchmark Statement for Business & Management (2019)
https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5

Programme Director	Harriet Posner
Date of Production:	September 2021
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Date approved by Dean of Business, Humanities and Social Sciences:	3 November 2021
Date of Annual Review:	

PROGRAMME STRUCTURE

	BA (Hons) Fashion Communication & Industry Practice		
Term 1	*Autumn Term*		**YEAR ONE**
	Fashion Culture & Trends [Level 4 / 15 Credits]	**Fashion Image & Visual Communication** [Level 4 / 15 Credits]	**Introduction to Fashion Media** [Level 4 / 15 Credits]
	ASSESSMENT		
Term 2	*Winter Term*		
	Fashion Marketing & Promotion [Level 4 / 15 Credits]	**Fashion Retail Environments** [Level 4 / 15 Credits]	**Fashion & Society** [Level 4 / 15 Credits]
	ASSESSMENT		
Term 3	*Spring Term*		
	Fashion Branding & Creative Communication [Level 5 / 15 Credits]	**Brand Identity & Design** [Level 4 / 15 Credits]	**Professional Development Portfolio** [Level 4 / 15 Credits]
	ASSESSMENT		
Term 4	*Summer Term*		
	Creative Option Module Fashion Journalism/ Fashion Styling / Fashion Illustration [Level 5 / 15 Credits]	**Fashion Industry Placement** [Level 5 / 30 Credits]	
	ASSESSMENT		
Term 5	*Autumn Term*		**YEAR TWO**
	Consumer Behaviour & Insight [Level 5 / 15 Credits]	**Collaborative Industry Project** [Level 5 / 30 Credits]	
	ASSESSMENT		
Term 6	*Winter Term*		
	Business Option Module Magazine & Media Publishing/ Fashion Business & Entrepreneurship/ Fashion Buying & Product Strategy [Level 5 / 15 Credits]	**Digital Strategy & Interactive Media** [Level 6 / 30 Credits]	
	ASSESSMENT		
Term 7	*Spring Term*		
	Fashion for Positive Change [Level 6 / 15 Credits]	**Independent Research Project** [Level 6 / 30 Credits]	
	ASSESSMENT		

Term 8	Summer Term	
	Professional Practice Portfolio [Level 6 / 15 Credits]	**Independent Final Creative Project:** **RESOLUTION** [Level 6 / 30 Credits]
	ASSESSMENT	