

## PROGRAMME SPECIFICATION

### FOR TAUGHT PROGRAMMES AT ALL LEVELS

<b>Name of Programme:</b>		Fashion Journalism & Editorial Direction	
<b>Final award (BSc, MA etc):</b>		MA	
<b>Awarding institution/body:</b>	University of Buckingham	<b>Teaching institution:</b>	Condé Nast College of Fashion & Design
<b>School of Study:</b>		<b>Parent Department:</b> (the department responsible for the administration of the programme)	
<b>Length of the programme:</b> (please note any periods spent away from Buckingham, e.g. placements)	12 Months – Full time 24 months – Part-time	<b>Method of study:</b> Full-time/Part-time/Other	Full Time OR Part-time
<b>Framework for Higher Education Qualifications (FHEQ) Level</b> (see Guidance notes, section D – External Reference Points)	7	<b>Relevant subject benchmark statement (SBS)</b> (see Guidance notes, section D – External Reference Points)	There is no specific benchmark for the MA Fashion Journalism
<b>Professional body accreditation (if applicable):</b>			
<b>Criteria for admission to the programme:</b>	2:2 (Hons) degree or equivalent.  IELTS 6.5;	<b>Cohort(s) to which this programme specification is applicable:</b> (e.g. from 2012 intake onwards)	From January 2021 intake
<b>UCAS Code</b>			

## **Summary of Programme**

The MA Fashion Journalism & Editorial Direction is a unique industry-focused programme that allows you to learn about fashion writing, editorial practice, content creation and journalism. Drawing on from Condé Nast's knowledge and expertise, the course delivery is split between taught academic content, practical and technical workshops, independent research as well as masterclasses from leading industry professionals in exploring the creative, commercial and critical dimensions of print, digital and experiential fashion media.

With reference to QAA's Master's Degree Characteristics Statement, the programme is a 'Category 2' specialised Master's degree.

The programme offers options for full or part-time study in order to cater for two groups of students:

- Graduates with qualifications in relevant but not completely the same fields (for example, English or humanities-based degree is preferred). The course allows graduates with core knowledge and skills in each area to focus on the fashion industry.
- Those working in other fields looking to progress their careers in a new and relevant direction.

The courses will draw upon the expertise of Condé Nast Publications and students will have supported access to relevant professionals and departments within the wider company to support the research for their final thesis, including bookable access to the company archives and library. The programme will combine independent research with taught academic content and talks/master-classes from leading industry professionals.

Although it is expected that most graduates will focus on industry employment, the programme is also suitable as a route to higher level academic study and further, more in-depth practice-led research.

## **Educational Aims of the Programme**


The core aim of the programme is to provide opportunities for students to become effective practitioners in their chosen fields within the fashion and media industries.

In line with the QAA's Master's Degree Characteristics Statement, the programme aims to ensure that graduates are given the opportunity to demonstrate:

- Critical awareness of current issues and developments in the fashion and media industries
- The effective application of critical thinking skills
- Knowledge and understanding of professional responsibility, integrity and ethics
- The ability to reflect on their own progress as a learner / professional practitioner

The programme aims to support an effective transition from study to employment, clearly connecting theoretical topics and academic study to contemporary industry practice. Students will become familiar with life-long learning approaches that will allow them to continue to advance their knowledge and understanding and develop new skills to a high level after graduation.

## **Programme Outcomes**

<b><u>Knowledge and understanding</u></b>		<b><u>Teaching/Learning Strategy</u></b>
<p>Students should be able to demonstrate systematic understanding of knowledge, and a critical awareness of current problems and/or new insights impacting on the fashion and media industries; the programme will focus on the following related areas:</p> <ol style="list-style-type: none"> <li>1. The evolution of the fashion and media industries: past, present and anticipated future</li> <li>2. Contemporary working practices</li> <li>3. Ethical issues</li> <li>4. Corporate responsibility and leadership</li> <li>5. Digital strategies</li> <li>6. Globalisation</li> <li>8. The role of the media and its impact on fashion consumption</li> <li>9. Business relevance of fashion media</li> </ol>		<p>Knowledge and understanding will be acquired through a variety of teaching methods, including lectures, workshops and seminars. Practical workshops will utilise case studies, group work and industry-relevant tasks, often facilitated by industry professionals. Student-centred seminars will encourage active participation in learning and develop critical thinking skills.</p> <p>Classroom-based tuition will be further enhanced by guided self-study and the development of higher level study skills. Modules will be supported by relevant sessions and activities intended to promote essential skills for effective academic practice, reflexivity and professional development.</p> <p>The programme will include regular talks by industry professionals, visits to relevant exhibitions and planned visits to Condé Nast offices/Vogue House.</p> <p>The final thesis/project will provide an opportunity for students to apply the knowledge acquired during the course and demonstrate advanced understanding of a specific area of study, allowing them to both utilise and enhance existing skillsets and knowledge.</p> <p>Canvas, the college VLE will be used to support learning by providing access to study material, key college and course information, and channel for communicating with students and staff.</p>
		<p><b><u>Assessment Strategy:</u></b></p> <p><b>Written Coursework:</b> will assess knowledge and understanding of the course material / the syllabus of each module, as well as the ability to write clear, well-reasoned arguments.</p> <p><b>Individual Practical Projects:</b> will assess the ability to apply theoretical knowledge to industry problems and produce appropriate creative and/or strategic business outcomes.</p> <p><b>Group Projects:</b> will assess the ability to apply knowledge to, and work with others on, specific projects, providing a cohesive and informed team response to industry challenges and set tasks</p> <p><b>Presentations:</b> will assess the ability to pitch ideas, explain proposals and respond to set tasks using clear and concise verbal communication skills to present well-reasoned arguments that demonstrate knowledge and understanding of module topics</p> <p><b>Research and development logs / Reflective journals:</b> will assess working practices, project management skills and the ability to critically reflect on progress in relation to acquired knowledge</p>

		Across all forms of assessment, students should be able to show originality in the application of their knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the relevant discipline
<p><b><u>Cognitive (thinking) skills:</u></b></p> <p>Students should be able to demonstrate the ability to:</p> <ol style="list-style-type: none"> <li>1. Deal with complex issues both systematically and creatively, applying creative thinking to projects and/or strategic industry questions</li> <li>2. Undertake primary and secondary research, critically analysing and applying findings to project work and solution-finding</li> <li>3. Collect, evaluate and apply qualitative and quantitative data, including (when necessary) making sound, informed judgements in the absence of entirely complete data sets</li> <li>4. Critically evaluate current practice, research and advanced scholarship in their chosen discipline, recognising the most relevant theories, concepts and perspectives</li> <li>5. Evaluate and critique research and practice based methodologies and where appropriate, propose new hypotheses</li> </ol>		<p><b><u>Teaching/Learning Strategy:</u></b></p> <p>As well as the pedagogical model described above, the acquisition of the cognitive skills listed will be supported by individual and small group tutorials.</p> <p>Seminars will focus on the critical scrutiny of <u>industry</u> practice and relevant theories, with a view to promoting discussion and debate. The Socratic method</p> <p>Guided independent study, including preparatory reading and practical research tasks, will support the development of cognitive/thinking skills throughout the course.</p> <p>‘Critical Research: Audience Understanding’ is the first module on the course and will include instruction in relevant primary and secondary research methods, including quantitative and qualitative techniques.</p>
		<p><b><u>Assessment Strategy:</u></b></p> <p>The assessment methods noted above can all be utilised to evaluate how effectively the cognitive skills listed have been demonstrated. Where the cognitive skills being assessed are more complex in nature, they will be principally articulated through sustained intellectual engagement in the form of academic essays and reports.</p> <p>For practical assignments, students at Condé Nast College use research and development books to log the progress of their projects and demonstrate the application of research. These documents provide a comprehensive overview of the process and thinking behind each practical outcome.</p> <p>In presentations, students will be required to justify their choices and exemplify the thinking behind their conclusions and outcomes.</p>

<p><b><u>Practical/Transferable skills (able to):</u></b></p> <ol style="list-style-type: none"> <li>1. Communicate findings, conclusions, and proposals to specialist and non-specialist audiences, verbally, visually and/or in writing across a range of media</li> <li>2. Utilise design software to present information and project outcomes to a professional standard, as appropriate to the discipline</li> <li>3. Demonstrate self-direction and originality in tackling and solving problems, acting autonomously in planning and implementing tasks at a professional level</li> <li>4. Work effectively as part of a team to provide cohesive responses to industry challenges and set tasks</li> <li>5. Engage in reflective practice, including consideration of own ability to: exercise initiative, accept personal responsibility, identify areas for development, and make effective decisions in response to complex and/or changeable circumstances</li> <li>6. Demonstrate the independent learning ability required for continuing professional development</li> </ol>	<p><b><u>Teaching/Learning Strategy:</u></b></p> <p>All practical and transferable skills will be embedded into modules across the course, allowing them to be developed continuously throughout.</p> <p>Communication skills (1) will be developed formatively and informally throughout the course when students feedback on class-based activities.</p> <p>Students will participate in workshops to develop skills that will allow their work to be presented to a professional standard.</p> <p>Group activities (4) will be a significant component of workshops and students will be set both informal and formally assessed group tasks during the course.</p> <p>Self-direction, autonomy and independent learning (3&amp;6) are key features at Master's level and the assessed project work will require and encourage students to seek out original approaches that build on what is covered in taught sessions. Students will be encouraged to be self-sufficient learners, with tutors using Socratic questioning to encourage students to solve their own problems and engage in reflective inquiry.</p> <p>Students will be required to critically reflect (5) on project work at interim/formative and summative stages.</p>
	<p><b><u>Assessment Strategy:</u></b></p> <p>In order to support deeper learning, the programme utilises project-based learning and a project-based assessment strategy. Project-based learning is used throughout the course in order to provide realistic, industry-led experiences, ensuring that these are underpinned with robust academic practice. This approach encourages and allows the development of the practical/transferrable skills listed.</p> <p>The practical/transferable skills are embedded in the assessed project work across the programme. Research &amp; Development Logs / Reflective Journals are the most effective method for assessing 3-6 when considered in relation to practical outcomes. Practical assessments, presentations and written work are used to assess point 1, and point 2 is assessed based on the final practical outcomes of assignments.</p> <p>The final project/thesis, which accounts for one third of the academic credit required for the MA, is a self-directed module. It allows students to simultaneously utilise existing skills, developed during the taught modules, and develop their practical/transferable skills further.</p>
<p align="center"><b>External Reference Points</b></p> <p align="center">The following reference points were used in designing the programme</p>	
<ul style="list-style-type: none"> <li>• Framework for Higher Education Qualifications  <a href="http://www.gaa.ac.uk/Publications/InformationAndGuidance/Pages/quality-code-A1.aspx">http://www.gaa.ac.uk/Publications/InformationAndGuidance/Pages/quality-code-A1.aspx</a> </li> </ul>	

- QAA Master's Degree Characteristics Statement (2015)  
<http://www.qaa.ac.uk/publications/information-and-guidance/publication?PubID=2977#.Wc96Y62ZMc>  
[h](#)

**Please note:** This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each course unit/module can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

<b>Programme Director(s) Name(s):</b>	<b>Johannes Reponen</b>
<b>Date of Production:</b>	27 <sup>th</sup> February 2020
<b>Date approved by School Learning and Teaching Committee</b>	
<b>Date approved by School Board of Study</b>	
<b>Date approved by University Learning and Teaching Committee</b>	
<b>Date of Annual Review:</b>	

# **PROGRAMME STRUCTURE**

**NB – include unit value and level of modules**

## **FULL-TIME**

	<i>Winter Term</i>	
1	Fashion Media Futures (30 Units)	Critical Research: Audience Understanding (15 of 30 units)
	<i>Spring Term</i>	
2	Fashion Writing & Criticism (30 Units)	Critical Research: Audience Understanding (15 of 30 units) <i>[Continued from term 1]</i>
	<b>EXAMINATION</b>	
	<i>Summer Term</i>	
3	Planning & Managing Editorial Content (30 Units)	Final Masters Project (30 of 60 units)
	<i>Autumn Term</i>	
4	Final Masters Project (30 of 60 units) <i>[Continued from term 3]</i>	
	<b>EXAMINATION</b>	

**PART-TIME**

	<i>Winter Term</i>	
1	Critical Research: Audience Understanding (30 units in total)	
	<i>Spring Term</i>	
2	Critical Research: Audience Understanding (30 units in total) <i>[Continued]</i>	Fashion Media Futures (30 units in total)
	<b>EXAMINATION</b>	
	<i>Summer Term</i>	
3	Fashion Media Futures <i>[Continued]</i>	Fashion Writing & Criticism (30 units in total)
	<i>Autumn Term</i>	
4	Fashion Writing & Criticism <i>[Continued]</i>	
	<b>EXAMINATION</b>	

**YEAR 2:**

	<i>Winter Term</i>	
5	Planning & Managing Editorial Content (30 units in total)	
	<i>Spring Term</i>	
6	Planning & Managing Editorial Content <i>[Continued]</i>	Final Masters Project (60 units in total)
	<b>EXAMINATION</b>	
	<i>Summer Term</i>	
7	Final Masters Project <i>[Continued]</i>	
	<i>Autumn Term</i>	
8	Final Masters Project <i>[Continued]</i>	
	<b>EXAMINATION</b>	

All modules at FHEQ Level 7