

PROGRAMME SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

Name of Programmes:	Condé Nast Diploma in Fashion Communication		
Final Award:	Diploma	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:	One Year (3 terms)	Location:	Condé Nast College of Fashion & Design London
Professional Body Accreditation:		Relevant Subject Benchmark Statement (SBS):	Combination of: Art & Design Communication, Media, Film & Cultural Studies Business & Management <i>(Relevant to level 4 only)</i>
Admission Criteria:	Applicants for the Diploma may have similar qualifications to those applying for the BA. There would not be an interview process, however if a student wanted to progress from the Diploma on to the BA, then they would have an interview, and grades achieved during the Diploma would be taken into account. Academic IELTS score of 5.5	Applicable Cohort(s):	From October 2022 onwards
FHEQ Level:	Level 4	UCAS Code:	TBC

Summary of Programme

Condé Nast College of Fashion & Design offers a full-time one year Diploma course at level 4 that is taught alongside our BA (Hons) Fashion Communication programme during the first three terms of the BA academic year.

3 terms:

- Autumn Term (3 x modules @ 15 credits each)
- Winter Term (3 x modules @ 15 credits each)
- Spring Term (3 x modules @ 15 credits each)

Total: 135 Credits

The Diploma** course provides a learning environment that will introduce students to the fundamentals of fashion communication. The course aims to develop learners' understanding and knowledge of the fashion and related media industries, and to study a range of topics that include: fashion media, fashion marketing & promotion, branding, image making, visual communication and fashion retail. The Diploma qualification will provide learners with the opportunity to develop the knowledge and skills needed to prepare them either for further study in higher education, or for employment in fashion or a related sector.

The Diploma route allows the College to attract a more diverse range of learners, and to increase the accessibility of studying with us. The course aims to attract: continuing learners, i.e. those who wish to progress to higher education in order to learn more about the fashion industry, but who may not wish to study longer term at degree level; professionals who might want to explore new avenues for a potential career change, progress their career, or develop their transferable skills; or leisure learners who wish to expand their knowledge, learn more about the possibilities of what the fashion industry has to offer, or gain credentials.

The course is designed so that a student could exit with the Diploma at the end of the three terms, or if they wished, transfer across to the two-year BA (Hons) Fashion Communication & Industry Practice, joining the programme for term 4 through to the completion in term eight.

*** The Condé Nast Diploma in Fashion Communication is awarded on achievement of 135 credits and is therefore distinct from the DipHE exit awarded to any BA student that exits after having achieved 240 credits*

Educational Aims

The key aims of the Diploma Course are to:

- Introduce students to the culture and context of the fashion industry
- Develop students' knowledge of the fashion and media industries
- Introduce students to the key theory and industry practices relevant to fashion media, marketing, promotion, branding and communication
- Provide opportunities for students to learn from professionals within the fashion, media and associated industries
- Provide opportunities for students to develop key transferable skills in research and analysis, creative thinking, communication, and the production of creative and strategic outputs
- Enable each student to consider their potential path within the fashion industry or continuing study, and to leave with a portfolio of work.

Level 4 study will support students to:

- Develop 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
- Develop an effective approach to independent learning, planning, organisation and time management
- Develop skills to support professional development and employability.

Certificate Course Outcomes

Knowledge and Understanding

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 basic principles of fashion and media communication, marketing, promotion and branding theory and practice as appropriate to the module/discipline
4. Demonstrate awareness of how fashion, lifestyle and media brands operate across print, digital and experiential environments in a global context.

Cognitive Skills

1. Undertake primary and secondary research, using findings to inform project work
2. Demonstrate the use of critical thinking skills when evaluating research evidence
3. Identify, explore and synthesise ideas from a variety of sources as relevant to the fashion industry

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Teaching/Learning Strategy

Knowledge and understanding will be acquired through a variety of teaching methods, including lectures, seminars, workshops, small group and individual tutorials, peer reviews 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 as well, the *Understanding the Masthead Event*

<p>4. Generate creative and strategic ideas in response to set tasks and module briefs.</p> <p><u>Practical/Transferable Skills</u></p> <ol style="list-style-type: none"> 1. Evidence of exploration: investigating the fundamental techniques, processes and concepts relevant to the discipline 2. Communicate research findings and creative and strategic ideas verbally, visually and/or in writing 3. Utilise design software to present information and project outcomes 4. Work effectively as an individual and with others as part of a team. 	<p>(talks from senior editors and staff from Condé Nast titles) and a visit to Vogue House.</p> <p>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).</p> <p>Teaching and learning will take place via the following modes:</p> <ul style="list-style-type: none"> • On campus • Live-streamed digital sessions • Pre-recorded on demand materials <p>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.</p>
	<p><u>Assessment Strategy</u></p> <p>></p> <p>Written Assignments: such as a marketing report, brand report or outline for a communication concept. These will be used to assess students' skills of research, writing, academic referencing, analysis, and communication of creative ideas.</p> <p>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.</p> <p>Practical Projects / Creative Portfolio: will assess creative outputs such as image making, brand identity design or visual communication</p> <p>Individual or group presentations: will assess the ability to present project ideas & concepts, research & development or finished outcomes to an audience</p> <p>Group Projects: will assess the ability to work with others on set tasks</p> <p>Formative assessment: such as class activities/tasks, critiques, class discussion, group and individual tutorials will be used to assess student progress and learning.</p>

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

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.

Programme Director	Harriet Posner
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Date approved by School Learning and Teaching Committee:	
Date approved by School Board of Study:	
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Date of Annual Review:	

PROGRAMME STRUCTURE

Diploma in Fashion Communication			
Term 1	<i>Autumn Term</i>		
	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	<i>Winter Term</i>		
	Fashion Marketing & Promotion [Level 4 / 15 Credits]	Fashion Retail Environments [Level 4 / 15 Credits]	Fashion & Society [Level 4 / 15 Credits]
	ASSESSMENT		
Term 3	<i>Spring Term</i>		
	Fashion Branding & Creative Communication [Level 5 / 15 Credits]	Brand Identity & Design [Level 4 / 15 Credits]	Professional Development Portfolio [Level 4 / 15 Credits]
	ASSESSMENT		