



PROGRAMME SPECIFICATION FOR TAUGHT PROGRAMMES AT ALL LEVELS

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

Summary of Programme

The MA in Fashion Communication provides a learning environment for students that will introduce them to fashion and communication formats specific to the wider fashion industry. The programme offers students from varied backgrounds and disciplines the opportunity to be introduced to the field of fashion and brand communication at post-graduate level, utilising and honing their existing transferable skills whilst attaining valuable fashion knowledge in line with their career aspirations.

The first term of the MA programme explores pinnacle shifts in the culture of fashion and also facilitates the development of visual sensibilities and communication skills. The knowledge and skills acquired will support and underpin continued study by providing valuable context and awareness of fashion as a form of communication. The second term aims to engage each student's imagination, creativity and foresight – they are asked to re-imagine the fashion industry, questioning what and how fashion will be experienced, used and purposed in future environments. The third term develops collaborative skills and ingenuity with the introduction of an industry focused project and also examines and explores some of the complex ethical issues facing the fashion industry now. A key element of the learning experience is for each student to question their own potential role in the fashion industry and reflect on what and how they can make a positive impact or contribution via their chosen specialist field. The final term consolidates key aspects of previous study whilst enabling the student to develop their own themes, ideas and forms of fashion communication within their chosen specialism. The final fashion project presents an opportunity for the student to present a body of work supported by a thesis that demonstrates their academic ability, independent thinking and creative prowess.

With reference to QAA's Masters' Degree Characteristics Statement, the programme is a 'Category 2' specialised Masters' degree that aims to prepare students for a career in fashion.

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

- Graduates from different backgrounds that have not previously studied fashion or communication related subjects but have a genuine, proven interest in the field and are seeking a career in the fashion industry. They are likely to be keen to explore opportunities and be exposed to a variety of project types and career options.
- Graduates with qualifications in relevant fields such as business studies, communication, or various forms of design that are looking to focus their existing skills and knowledge on fashion or fashion communication specifically in a way that their undergraduate degree did not accommodate. They are likely to be looking to explore the fashion industry in more depth and identify ways to apply their existing skill sets to a fashion career.
- Those currently working in other creative fields looking to progress their careers in a new and relevant direction within the fashion industry.

The course will draw upon the expertise of Condé Nast Publications and its wider network of industry partners in fashion. Students will be supported to engage with relevant professionals and organisations within the fashion industry. The primary programme focus is on fashion brands that create and sell fashion products (e.g. on Vogue advertisers rather than on creating magazine content). The programme will combine independent research with taught academic content and talks/master-classes from leading industry professionals. Technical support will be provided to support and develop skills in adobe creative suite, enhancing the creative communication and exchange of ideas.

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 fashion and branded communication, to be able to understand the communication channels used by fashion brands and the ways in which those channels can be utilised most creatively and effectively.

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 communication 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 aim is 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.

The Condé Nast College of Fashion & Design has a strong focus on preparation for industry. The course will explore distinct career opportunities within fashion brand communication, appealing to a range of students from different backgrounds. In recent years, technological developments have driven new opportunities in the sector and the course will focus on digital selling and communication channels and the future of fashion. The focus of the MA is also relevant to an increasingly broad range of job opportunities driven by growth in the menswear, beauty and related luxury and experience sectors.

Programme Outcomes

Knowledge and understanding

Students should be able to demonstrate knowledge and critical awareness of key fashion theory and industry practice in relation to contemporary culture, fashion environments and brand communication strategies.

Students will be able to demonstrate a

Teaching/Learning Strategy

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

<p>comprehensive awareness and understanding of new and emerging fashion and branded communication techniques; the programme will focus on the following related areas:</p> <ol style="list-style-type: none"> 1. The evolution of fashion communication, from past to present and anticipated future 2. Contemporary fashion and brand communication and marketing strategies 3. Working practices in fashion and related creative industries 4. Ethical issues in fashion and marketing 5. The role of fashion branding and its impact on fashion consumption 6. Globalisation and new markets 7. Digital communication channels and the democratisation of fashion 8. Key stakeholders in fashion and its macro-environmental impact 		<p>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. (1-8)</p> <p>The programme will include regular talks by industry professionals, visits to relevant exhibitions or events, and planned visits to <u>Condé Nast International</u>. (3)</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. (1-8)</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. (1-7)</p>
<p><u>Cognitive (thinking) skills:</u></p>		<p><u>Assessment Strategy:</u></p> <p>Written Coursework: 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>Individual Practical Projects: will assess the ability to apply theoretical knowledge to industry problems and produce appropriate creative and/or strategic business outcomes.</p> <p>Group Projects: 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>Presentations: 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>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</p> <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 (1-7)</p>
		<p><u>Teaching/Learning Strategy:</u></p>

<p>Students should be able to demonstrate the ability to:</p> <ol style="list-style-type: none"> 1. Deal with complex issues both systematically and creatively, applying creative thinking to projects and/or strategic industry questions 2. Undertake primary and secondary research, critically analysing and applying findings to project work and solution-finding 3. Collect, evaluate and apply qualitative and quantitative data, including (when necessary) making sound, informed judgments in the absence of entirely complete data sets 4. Critically evaluate current practice, research and advanced scholarship in fashion communication and related disciplines, recognising the most relevant theories, concepts and perspectives 5. Evaluate and critique research and practice based methodologies and where appropriate, propose new hypotheses 	<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 industry practice and relevant theories, with a view to promoting discussion and debate. (1,4)</p> <p>Peer to peer reviews and critiques will provide further insight and opportunity to explore the varied skills of the student group whilst sharing best practice, idea development and creative interpretation of the subject. (4)</p> <p>Study groups and directed group tasks will enhance cognition, assisting students from varied backgrounds and providing support and assistance amongst peers. (1,3,5)</p> <p>Guided independent study, including preparatory reading and practical research tasks, will support the development of cognitive/thinking skills throughout the course. (2,3,5)</p> <p>A 'Critical Research' module is included at the start of the course and will provide instruction in relevant primary and secondary research methods, including quantitative and qualitative techniques. (2)</p>
	<p><u>Assessment Strategy:</u></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. (1-5)</p> <p>For practical and group assignments, students at Condé Nast College use research and development books to log the progress of their projects and demonstrate the application of research and individual responsibilities, engagement and participation in the project. These documents provide a comprehensive overview of the process and thinking behind each practical outcome. (1)</p> <p>In presentations, students will be required to justify their choices, provide industry examples and demonstrate the thinking behind their conclusions and outcomes. Students will be expected to choose and deliver appropriate content in a method that is most suited to the module requirements; or as stipulated in the brief.(3)</p>

<p><u>Practical/Transferable skills (able to):</u></p> <ol style="list-style-type: none"> 1. Communicate findings, conclusions, and proposals to specialist and non-specialist audiences, verbally, visually and/or in writing across a range of media 2. Utilise design software to present information and project outcomes to a professional standard, as appropriate to the discipline 3. Demonstrate self-direction and originality in tackling and solving problems, acting autonomously in planning and implementing tasks at a professional level 4. Work effectively as part of a team to provide cohesive responses to industry challenges and set tasks 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 6. Demonstrate the independent learning ability required for continuing professional development 	<p><u>Teaching/Learning Strategy:</u></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. The type of communication skills given the most focus will be dependent on the assessment outcomes stipulated by the module brief. The relevant amount and level of workshops required is incorporated into the course of study.</p> <p>The use of design software (2) will be a significant requirement throughout the course. Regular workshops will ensure all students are given the opportunity to develop the digital design skills that will allow their work to be presented to a professional standard.</p> <p>Group activities (4) will be introduced to classes and workshops where students will be set both informal and formally assessed group tasks during the course. The Creative Collaboration module in the third term requires students to work as a team, simulating industry practice through partnered / team activities and tasks.</p> <p>Self-direction, autonomy and independent learning (3&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. The final project/thesis module also provides an opportunity to undertake a work placement as part of the research for the final project, a log of placement activity will encourage students to reflect on their own development and skills.</p>
	<p><u>Assessment Strategy:</u></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. (1-6).</p> <p>Research & Development Logs / Reflective Journals are an effective method for assessing 3-6 when considered in relation to practical outcomes. Other methods used will be verbal and visual reflection through digital media and or via a presentation.</p>

	<p>Practical assessments, presentations and written work are used to assess most of the practical / transferrable skills listed and feature significantly throughout the assessment of the course. The combination and weighting will be determined by the nature and focus of the module studied; distributed appropriately and as required by the subject and focus of the module. EG: Point 2 is assessed based on the course work and 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. (1-6)</p>
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External Reference Points

The following reference points were used in designing the programme

- Framework for Higher Education Qualifications
<http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/quality-code-A1.aspx>
- QAA Master's Degree Characteristics Statement (2015)
<http://www.qaa.ac.uk/publications/information-and-guidance/publication?PubID=2977#.Wc96Y62ZMc>

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(s) Name(s):	Lisa Mann
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Date approved by School Learning and Teaching Committee	
Date approved by School Board of Study	
Date approved by University Learning and Teaching Committee	
Date of Annual Review:	

PROGRAMME STRUCTURE

NB – include unit value and level of modules

FULL-TIME

<i>Winter/Spring Term</i>		
1	Brand Communication & Marketing Strategy <i>[30 units]</i>	Critical Research: Audience Understanding <i>[30 units]</i>
2	Fashion Re-imagined <i>[30 units]</i>	
EXAMINATION		
<i>Summer/Autumn Term</i>		
3	Creative Collaboration: Applied Fashion Communication <i>[30 units]</i>	
4	Final Masters Project <i>[60 units]</i>	
EXAMINATION		

All modules at FHEQ Level 7

PART-TIME

	Winter/Spring Terms
1 & 2	Critical Research: Audience Understanding <i>[30 units]</i>
	Brand Communication & Marketing Strategy <i>[15 of 30 total units]</i>
	EXAMINATION
	Summer/Autumn Terms
3 & 4	Brand Communication & Marketing Strategy <i>[Continued: 15 units]</i>
	Fashion Re-imagined <i>[30 units]</i>
	EXAMINATION

YEAR 2:

	Winter/Spring Terms
5 & 6	Creative Collaboration: Applied Fashion Communication <i>[30 Units]</i>
	Final Masters Project <i>[15 of 60 total units]</i>
	EXAMINATION
	Summer/Autumn Terms
7 & 8	Final Masters Project <i>[Continued: 45 units]</i>
	EXAMINATION

All modules at FHEQ Level 7