

<b>Name of Programme:</b>	MA Fashion Styling		
<b>Final Award:</b>	MA	<b>Programme Code(s):</b>	
<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>	
<b>Programme Length:</b>	12 Months – Full time 24 months – Part-time	<b>Location:</b>	
<b>Professional Body Accreditation:</b>	n/a	<b>Relevant Subject Benchmark Statement (SBS):</b>	There is no specific benchmark for the MA Fashion Styling
<b>Admission Criteria:</b>	2:2 (Hons) degree or equivalent.  IELTS 6.5;	<b>Applicable Cohort(s):</b>	From January 2021 intake
<b>FHEQ Level:</b>	7	<b>UCAS Code:</b>	

### Summary of Programme

The MA Fashion Styling is a unique industry-focused programme that allows students to learn about fashion styling, production and image making. 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 styling in context of print, digital and experiential fashion media.

The programme is situated within the fashion media portfolio of the college that also includes master's courses in Fashion Journalism & Editorial Direction, Creative Direction for Fashion Media and Fashion Media Strategy. Students on MA Fashion Styling will share some taught sessions and project with the other fashion media masters in order to nurture collaboration and to ensure that students acquire a holistic understanding of fashion media industries.

During the first term students will explore the past present and future of fashion media industries with the focus on key issues, themes and practices whilst acquiring skills in research methodologies needed to develop audience understanding. Theoretical lectures will induct students to fashion and media studies that underpin the discipline. During the second term, students will be given an opportunity to develop their styling toolkit by learning about contemporary styling and image-making practices. Alongside this, students will be asked to consider the role of identity in fashion image by creating work for industry clients as well as reflecting on their own voice and style as a creative practitioner. During the third term, styling and image-making practices will be situated within the larger ecosystem of fashion media through collaborative practice. The creation of visual fashion narratives will be explored across multiple communication platform in order for students to understand the challenges and opportunities of contemporary image-making practices. The final term consolidates key aspects of previous study whilst enabling the student to develop their own themes, ideas and forms of fashion styling as well as image-making. The final fashion project presents an opportunity for the student to present a body of creative work supported by a thesis that demonstrates their academic ability, independent thinking and creative prowess. During the final term, students have an opportunity to complete a 4-week industry placement as part of reflecting on their career aspirations.

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 three groups of students:

- Graduates with qualifications in relevant but not completely the same fields (for example, Visual Arts, Fashion Design or Fashion Communication is preferred) that are looking to focus their existing skills and knowledge on fashion styling and image-making specifically in a way that their undergraduate degree did not accommodate.
- 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.
- Those working in other fields (preferably in fashion and creative industries) looking to progress their careers in a new and relevant direction.

The course will draw upon the expertise of Condé Nast and its wider network of industry partners in fashion. Students will have supported access to relevant archives, professionals and departments within the wider company to support the research for their final thesis. Digital design delivery 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 styling and image-making within the fashion and media industries. The programme will provide students with the opportunity to understand concept development and research for creative practice; creative, conceptual, commercial and critical dimensions of fashion styling; technical production skills; collaborative work, digital design skills for fashion styling and audience understanding through a range of learning opportunities.

This industry-focused but creative programme aims to support and empower students to have the confidence to working in fashion and media industries in creating visual solutions to a variety of creative and commercial clients targeted for a variety of audiences, facilitating the development of transferable professional skills in research, collaboration and communication.

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.

The Condé Nast College of Fashion & Design has a strong focus on preparation for industry. The course will explore distinct opportunities for fashion stylists and image makers within fashion, media and creative industries appealing to a range of students from different backgrounds. Students will have regular careers focused delivery during their time at the college. During the final term, students have an opportunity to complete a 4-week industry placement as part of reflecting on their career aspirations.

Although the focus of the course encourages students to develop skills in image-making, the transferable skills that will be gained are also highly relevant to an increasingly broad range of job opportunities, driven by a fast-moving and changing fashion and media industries.

The programme's key aims are to:

- Encourage students to explore a broad range of areas within the disciplines of styling, production and image-making for fashion and media industries.
- Facilitate students' understanding of the key issues surrounding the advancements within fashion and media industries in the 21<sup>st</sup> century and beyond.
- Develop students' creative and commercial skills for visual communication, with an emphasis on professional and innovative outputs.
- Provide opportunities for students to develop key transferable skills in research, analysis, intellectual autonomy, creative thinking, collaboration, organisation, and communication.
- Enable each student to determine their own personal and professional strengths through critical reflection, with a view to identifying and pursuing a suitable career direction within the fashion or media industries.

**Programme Outcomes**

**Knowledge and Understanding**

On successful completion of the programme, students should be able to:

1. Demonstrate historical and theoretical understanding of fashion and media industries
2. Critically evaluate and apply contemporary styling, production and image-making practices
3. Analyse the main issues facing the global media industries at present and in the future
4. Demonstrate awareness of how fashion media operates across print, digital and experiential environments in global contexts, and the role of styling within this.
5. Demonstrate the ability to research audiences and to develop commercial understanding to inform styling practice.

**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 participation in learning and develop critical thinking skills.

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.

The programme will include regular talks by industry professionals, visits to relevant exhibitions and planned visits to Condé Nast offices as well as Vogue House.

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.

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.

**Assessment Strategy**

- > **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.

**Individual Practical Projects:** will assess the ability to apply theoretical knowledge to industry problems and produce appropriate creative and/or commercial outcomes.

**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

**Proposals:** will assess the ability to explain ideas and respond to set tasks using clear and concise communication skills to present well-reasoned arguments that 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

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

<b><u>Cognitive Skills</u></b>	<b><u>Teaching/Learning Strategy</u></b>
<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</li> <li>5. Evaluate and critique research and practice-based methodologies and where appropriate, propose new hypotheses</li> </ol>	<p>&gt; 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.</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>&gt; 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</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>&gt; All practical and transferable skills will be embedded into modules across the programme, 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 digital design workshops (2) 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>&gt; 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>

#### **External Reference Points**

- Framework for Higher Education Qualifications  
<https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf>
- QAA Master's Degree Characteristics Statement (2015)  
[https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf?sfvrsn=6ca2f981\\_10](https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf?sfvrsn=6ca2f981_10)

**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.

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<b>Date of Annual Review:</b>	

## PROGRAMME STRUCTURES

### Full Time

<i>Term 1 &amp; 2</i>		
<b>1</b>	Fashion Media Futures <i>[30 Units]</i>	Critical Research: Audience Understanding <i>[30 units]</i>
<b>2</b>	Styling Toolkit <i>[30 Units]</i>	
<b>EXAMINATION</b>		
<i>Term 3 &amp; 4</i>		
<b>3</b>	Fashion Narratives <i>[30 units]</i>	Final Masters Project <i>[60 units]</i>
<b>4</b>		
<b>EXAMINATION</b>		

All modules at FHEQ Level 7

**Part Time**

	<i>Term 1</i>	
<b>1</b>	Critical Research: Audience Understanding <i>[30 units in total]</i>	
	<i>Term 2</i>	
<b>2</b>	Critical Research: Audience Understanding <i>[30 units in total] [Continued]</i>	Fashion Media Futures <i>[30 units in total]</i>
	<b>EXAMINATION</b>	
	<i>Term 3</i>	
<b>3</b>	Fashion Media Futures <i>[Continued]</i>	Styling Toolkit <i>[30 units in total]</i>
	<i>Term 4</i>	
<b>4</b>	Styling Toolkit <i>[Continued]</i>	
	<b>EXAMINATION</b>	
YEAR 2:		
	<i>Term 1</i>	
<b>5</b>	Fashion Narratives <i>[30 units in total]</i>	
	<i>Term 2</i>	
<b>6</b>	Fashion Narratives <i>[Continued]</i>	Final Masters Project <i>[60 units in total]</i>
	<b>EXAMINATION</b>	
	<i>Term 3</i>	
<b>7</b>	Final Masters Project <i>[Continued]</i>	
	<i>Term 4</i>	
<b>8</b>	Final Masters Project <i>[Continued]</i>	
	<b>EXAMINATION</b>	

All modules at FHEQ Level 7