



PART 1: COURSE SUMMARY INFORMATION

Course summary		
Final award	BA (Hons) Fashion Communication with Business Studies	
Intermediate award	BA Fashion Communication with Business Studies DipHE Fashion Communication with Business Studies CertHE Fashion Communication with Business Studies	
Course status	Validated	
Awarding body	University of Brighton	
School	School of Art	
Location of study/ campus	Grand Parade / City Campus	
Partner institution(s)		
<i>Name of institution</i>	<i>Host department</i>	<i>Course status</i>
1. N/A		
2.		
3.		
Admissions		
Admissions agency	UCAS	

<p>Entry requirements <i>Include any progression opportunities into the course.</i></p>	<p><i>Check the University's website for current entry requirements.</i></p> <p>A-levels or BTEC Entry requirements are in the range of A-level BBB–CCC (120–96 UCAS Tariff points), or BTEC Extended Diploma DDM–MMM. Our conditional offers typically fall within this range. We are looking for highly motivated and creative students. We will consider you on an individual basis. Your portfolio is the most important and mandatory part of your application. If your predicted or actual grades fall below the range below but you can evidence your thinking, ideas and abilities through a high-quality portfolio we will still consider your application.</p> <p>Art foundation diploma Pass. A foundation diploma is not a requirement for entry – it is just one of a range of qualifications that is accepted for admission to this course.</p> <p>International Baccalaureate 30 points.</p> <p>Access to HE diploma Pass with 60 credits overall. Art and design courses preferred. At least 45 credits at level 3, and 30 credits must be at merit or above.</p> <p>GCSE (minimum grade C or grade 4) At least English language and maths.</p> <p>Studied before or got relevant experience? A qualification, HE credits or relevant experience may count towards your course at Brighton, and could mean that you do not have to take some elements of the course or can start in year 2 or 3.</p> <p>For non-native speakers of English IELTS 6.0 overall, with 6.0 in writing and at least 5.5 in the other elements</p> <p>Application and Interview Process: Following receipt of your online application, you will be asked to submit an online portfolio. If successful you will then be invited to attend an interview and a portfolio review, as part of the selection process.</p> <p>We will be looking for:</p> <ul style="list-style-type: none"> • A good understanding of drawing, photography/moving image, composition, form, proportion and colour; • An experimental and enquiring approach to different media; • Experience of other art and design disciplines; • A substantial body of experimental work in 2D; <p>Visual Research including at least 2 sketchbooks demonstrating conceptual and experimental approaches</p>	
<p>Start date (mmm-yy) <i>Normally September</i></p>	<p>September 2018</p>	
<p>Mode of study</p>		
<p>Mode of study</p>	<p>Duration of study (standard)</p>	<p>Maximum registration period</p>
<p>Full-time</p>	<p>3 years</p>	<p>8 years</p>
<p>Part-time</p>	<p>-</p>	<p>-</p>
<p>Sandwich</p>	<p>4 years</p>	<p>8 years</p>
<p>Distance</p>	<p>-</p>	<p>-</p>
<p>Course codes/categories</p>		

UCAS code	W213		
Contacts			
Course Leader (or Course Development Leader)	Mark Wells		
Admissions Tutor	Jules Findley		
Examination and Assessment			
External Examiner(s)	Name	Place of work	Date tenure expires
	Christine Scott	<i>Formerly</i> Principle Lecturer, University Central Lancashire	September 2022
	Sarah Bailey	Senior Lecturer, London College of Fashion	September 2022
Examination Board(s) (AEB/CEB)	Course Examination Board for the Academic Programme in Fashion and Textiles		
Approval and review			
	Approval date	Review date	
Validation	September 2014 ¹	January 2018 ²	
Programme Specification	January 2018 ³	January 2019 ⁴	
Professional, Statutory and Regulatory Body 1	N/A		
Professional, Statutory and Regulatory Body 2			
Professional, Statutory and Regulatory Body 3			

¹ Date of original validation.

² Date of most recent periodic review (normally academic year of validation + 5 years).

³ Month and year this version of the programme specification was approved (normally September).

⁴ Date programme specification will be reviewed (normally approval date + 1 year). If programme specification is applicable to a particular cohort, please state here.

PART 2: COURSE DETAILS

AIMS AND LEARNING OUTCOMES

Aims

The aims of the course are:

This course is underpinned by the following values:

- To positively engage in transforming lives within a connected and vibrant learning community
- To enable students to engage in socially purposeful knowledge, education and research
- To invest in talent to create an environment of learning, discovery and practice
- To globally connect and encourage life long individuality and critical thinking

The **BA (Hons) Fashion Communication with Business Studies** course is industry orientated. It aims to graduate highly motivated innovators in fashion communication or the fashion-related industries, equipped for the professional communication of fashion.

BA (Hons) Fashion Communication with Business Studies provides a framework for accumulative learning from a broad educational base in Level 4 to subject expertise at Level 6, culminating in a BA (Hons) final award. The aims of that framework are to enable students to:

- develop informed practice-based knowledge and skills in this broad discipline, to be creative, innovative and push the boundaries of Fashion Communication area.
- be confident in their technical knowledge in the use of materials, use of software, and be able to use equipment necessary for application of ideas into their projects.
- develop creative concepts and proposals through critical analysis to produce and exhibit final project outcomes in a variety of different formats and to develop their ability to critically reflect on their practice within contemporary Fashion Communication
- prepare for industry through professional practice, to gain understanding of a range of work environments, freelance, collaborative, entrepreneurial, vocational, professional and industrial, with a view of entering the workplace with a broad and realistic view of the Fashion Communication industry
- engage with the historical and critical context of Fashion and Textiles practice and contemporary debate about the fast changing roles in the wider fashion landscape
- combine theoretical and practice to understand conceptual contemporary, ethical, and sustainable issues within Fashion Communication
- find their own visual and communication language in Fashion Communication, through research, exploration, experimentation, reflection and synthesis of information and engagement with industry in a professional manner.

The programme is designed to enable progressive development of knowledge and awareness as well as a range of subject specific and transferable skills.

An industrial placement is optional for students between Stages 2 and 3 (Levels 5 and 6) of study. Subject to negotiation and availability, students will be recommended for Work Placement experience at the end of Level 5 on condition that they have fully engaged with the programme, and demonstrated a professional attitude in all aspects of their work during Levels 4 and 5.

<p>The placement is configured as a single 120-credit module, which is assessed on a pass/fail basis to accommodate each student's individual and unique placement experience(s) together with the submission of an online report summary and completed questionnaire. It enables students to experience industrial placements, allowing them to apply subject knowledge and their business and professional practice skills within the context of the fashion communication and associated industries. The placement experience is of mutual benefit to the student and the host company and assists with the integration of all aspects of study at Level 6.</p>	
<p>Learning outcomes</p> <p>The outcomes of the main award provide information about how the primary aims are demonstrated by students following the course. These are mapped to external reference points where appropriate⁵.</p>	
<p>Knowledge and theory</p>	<p>KT1. Level 4 – An ability to present and apply research as a means of concept generation and as an effective tool to expand the potential of creative thinking through a knowledge of materials in visual fashion communication (Intermediate award at this level: Cert HE Fashion Communication with Business Studies).</p> <p>KT2. Level 5 – The knowledge, theory and application of process, material and technical skills in the design and production of studio practice. (Intermediate award at this level: Dip HE Fashion Communication with Business Studies)</p> <p>KT3. Level 6 – Knowledge and understanding of relationships between critical theory and studio practice and the ability to make theoretical conceptual links between historical and critical issues relevant to fashion communication. (Final award: BA(Hons) Fashion Communication with Business Studies)</p> <p>KT4. Developed throughout the course: Knowledge, experience and understanding of the role of visual and representational language in the processes of creative design practice.</p> <p>KT5. Developed throughout the course: Awareness of the cultural social, ethical and environment issues associated with the fashion and textile media and associated industries.</p> <p>KT6. Developed throughout the course: Knowledge and understanding of professional business and legal frameworks associated with fashion and communication media and the fashion and communication industries including the digital environment, cycles of fashion, market awareness and industrial production.</p>
<p>Skills</p> <p>Includes intellectual skills (i.e. generic skills relating to academic study, problem solving, evaluation, research etc.) and professional/practical skills.</p>	<p>Preparation for self-directed study in L6 is undertaken in the first 2 years of the course, addressing specific skills required for further study and the developmental paths that exist following graduation.</p> <p>Working knowledge of safe practices in workshops, supported by the completion of formal inductions and technical demonstration is expected throughout the course. The skills developed over the duration of the course:</p> <p>Technical, processes, digital and creative processes:</p> <p>S1. Processes, ideas and concepts and/or technical command in the development and application of material and process experimentation in the production of a body of work.</p>

⁵ Please refer to *Course Development and Review Handbook* or QAA website for details.

- S2. Ability to design and produce a resolved body of work in chosen materials, media, products, ideas, concepts and/or artefacts, which demonstrate visual discernment, creativity and an understanding of the subject and/or context that has been identified.
- S3. Creative thinking in the use of materials and processes in support of a body of work.
- S4. Ability to identify and solve design, process and technical issues.
- S5. Competence and skill in the use of materials and technical processes and safe workshop/studio practice.
- S6. The ability to research and develop enquiry into individual identified themes relevant to chosen context / subject area in Fashion Communication.
- Organisation, communication, analytical:**
- S7. Organisational skills, competence in planning, presenting, managing and executing a programme of work presented for exhibition.
- S8. Critical analysis and communication skills in the ability to engage constructively in the critical reflection and evaluation of issues arising from their work visually, orally and in writing through a written statement of intent.
- S9. Documentary, organisational and editorial skills necessary to construct a communicative portfolio or publication of creative research and enquiry in relevant media.
- S10. Organisational and editorial skills necessary to construct presentation of selected research and to engage in peer review.
- Academic, research, writing, presentation, professional practice:**
- S11. Skills required in planning, writing, illustrating and presenting fully referenced formal written academic research.
- S12. Research skills and critical and analytical approaches to the past and present of design and crafts.
- S13. Professionally present and articulate practice and related issues concerning their anticipated career path in relation to their studio practice.
- S14. Professional presentation of creative work and supporting materials
- On completion of the industrial placement, students will be able to demonstrate:**
- S15. Awareness and understanding of aspects of the fashion/textiles industry;
- S16. Expertise gained from working in the creative industries in, for example, fashion presentation, photography and styling, layout design, promotion, PR, social media, advertising and branding.
- S17. Ability to work in a professional manner and as part of a team;
- S18. Advanced understanding of the role of design, design practitioners and business in the creative industries through critical analysis and reflection;
- S19. The ability to reflect on work based learning experiences and inform their personal development;
- S20. Ability to collect and collate research materials and business information, including technical skills learnt or acquired and demonstrate effective presentation and communication of business information and concepts;
- S21. Ability to deliver a dynamic, well-designed and coherent presentation for the debriefing seminar.

QAA subject benchmark statement (where applicable) ⁶	The QAA subject benchmark statement: Art and Design (2017) has provided the reference points required to determine the appropriateness of the volume and nature of learning expected within this course. http://www.qaa.ac.uk/en/Publications/Documents/SBS-Art-and-Design-17.pdf
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PROFESSIONAL, STATUTORY AND REGULATORY BODIES (where applicable)
Where a course is accredited by a PSRB, full details of how the course meets external requirements, and what students are required to undertake, are included.
N/A

LEARNING AND TEACHING
<p>Learning and teaching methods</p> <p>This section sets out the primary learning and teaching methods, including total learning hours and any specific requirements in terms of practical/ clinical-based learning. The indicative list of learning and teaching methods includes information on the proportion of the course delivered by each method and details where a particular method relates to a particular element of the course.</p>
<p>Teaching and Learning across the levels is delivered through:</p> <ul style="list-style-type: none"> - Lectures and Seminars These are undertaken in the core modules running over the academic years by all students. They are mainly staff-led but some are student-led presentations. They are designed to respond to thematic and practice issues at each level of the students' studio practice and to introduce wider issues in relation to Fashion Communication and the wider Fashion landscape, Historical and Critical Studies, and in Business Studies. - Workshop or Studio Demonstrations, and Practical Classes These are the main methods of delivering technical processes and information throughout the course. The majority of the workshops take place in Levels 4 and 5. However after a year of work experience, specialist workshops for experimentation will be delivered in Level 6. Health and safety and machine inductions must be attended and signed off before students can work in those specific areas. Once students have had induction in workshop areas then access to guidance by specialist skilled technical demonstrators can be accessed in open access time, or in extra specialist workshops according to project or when needed. - Studio Practice Students will have access to digital equipment and technology in the Digi-Hub, which is an essential resource for Fashion Communication. Technical processes undertaken as part of scheduled teaching (demonstrations, project supervision and practical classes) and as Guided Independent Study. - Tutorials, Peer Review and Critiques These take the form of group and individual tutorials throughout modules. There will be a formative critique in all modules throughout the course, where students receive feedback on their work in progress. Peer reviews can take place at the end of each module. Work presented is reviewed against the learning outcomes and an indicative achievement given. Participation in discussion with tutors and peers is an important and valued aspect of teaching and learning and a crucial part of the course. Students will reflect on the progress of work through discussion in tutorials. Through the course, group tutorials are used to draw together students working on related themes enabling more focused discussion.

⁶ Please refer to the QAA website for details.

- **Presentation and Essays**

Students will present their work to the peer group and tutors within each module and sometimes at different stages of each module. Critical essays will be undertaken through the Historical and Critical Studies Modules at Levels 4 and 5, culminating in a dissertation at Level 6. Case Studies and CV work will be undertaken through the Business Studies modules at all levels, culminating in a Business Plan in Level 6.

- **E-Learning / Blended Learning**

Combines face-to-face workshops, lectures and tutorials with online activities, group work and independent learning. It makes creative use of technology to enhance the student experience and accommodate different learning styles. Online teaching and learning occurs through StudentCentral, which is the principal source of information for course material. Essays and some module submissions can be facilitated by Turn-it-In

- **Self-directed study and PDP**

Self-directed study is the main teaching method employed from the end of Level 4 into the increasingly independent study in Level 6. The Professional Development Plan (PDP) will document independent learning ambitions and outcomes throughout all levels of study.

- **Level 5 Option Modules**

In Level 5 students choose a 20-credit 'Option' from across the School. These offer a wide range of fields of study in art, design, architecture and the humanities. It enables students to work with other students from across the School.

- **Placement Learning**

Placement learning and work experience is seen as an important part of the programme, and of students' individual knowledge and skills development. The programme offers placement learning between Stages 2 and 3 (Levels 5 and 6) of study, subject to negotiation and availability. This is configured as a single 120-credit module at Level 5b, which is assessed on a pass/fail basis.

ASSESSMENT

Assessment methods

This section sets out the summative assessment methods on the course and includes details on where to find further information on the criteria used in assessing coursework. It also provides an assessment matrix which reflects the variety of modes of assessment, and the volume of assessment in the course.

Assessment Process:

The primary method of assessment used across the course for all practice-based/ studio modules will be the presentation of project work as required by the individual project briefs.

Formative Process:

Project work for practice-based modules will usually be reviewed at a project critique when students will normally be expected to show and discuss their work with tutors and peers. This is an opportunity for peer and tutor feedback on the strengths within students' work and to highlight areas for improvement.

Summative Assessment:

There will be a maximum 20-day turnaround for marking and feedback.

Project work for practice-based modules will usually be summatively assessed at the end of the module by the tutors. Students will be expected to submit all project work undertaken as part of the module. Work submitted will be double marked and graded against the Learning Outcomes and students will be provided with written and verbal feedback and given an overall mark for the module. All Written Assignments for Business Studies and Historical and Critical Studies are submitted, assessed and feedback provided on-line using Turnitin.

Learning Outcome	Assessment method	Module
KT1. Level 4 – An ability to present and apply research as a means of concept generation and as an effective tool to expand the potential of creative thinking through a knowledge of materials in visual fashion communication (Intermediate award at this level: Cert HE Fashion Communication with Business Studies).	Coursework 100%	AGP491, AGP476, AGP477, AGP478, AGP479
KT2. Level 5 – The knowledge, theory and application of process, material and technical skills in the design and production of studio practice. (Intermediate award at this level: Dip HE Fashion Communication with Business Studies)	Coursework 100%	AGP576, AGP577
KT3. Level 6 – Knowledge and understanding of relationships between critical theory and studio practice and the ability to make theoretical conceptual links between historical and critical issues relevant to fashion communication. (Final award: BA(Hons) Fashion Communication with Business Studies)	Coursework 100%	AGP676, AGP677
KT4. Developed throughout the course: Knowledge, experience and understanding of the role of visual and representational language in the processes of creative design practice.	Coursework 100%	AGP476, AGP477, AGP478, AGP479, AGP576, AGP577, AGP676, AGP677
KT5. Developed throughout the course: Awareness of the cultural social, ethical and environment issues associated with the fashion and textile media and associated industries.	Coursework 100%	AGP478, AGP479, HD450, HD550, AGP676
KT6. Developed throughout the course: Knowledge and understanding of professional business and legal frameworks associated with fashion and communication media and the fashion and communication industries including the digital environment, cycles of fashion, market awareness and industrial production.	Coursework 100%	AGP491, AGP591, AGP691, AGP676
S1. Processes, ideas and concepts and/or technical command in the development and application of material and process experimentation in the production of a body of work	Coursework 100%	AGP476, AGP477, AGP478, AGP479, AGP576, AGP577, AGP676, AGP677

S2. Ability to design and produce a resolved body of work in chosen materials, media, products, ideas, concepts and/or artefacts, which demonstrate visual discernment, creativity and an understanding of the subject and/or context that has been identified.	Coursework 100%	AGP477, AGP478, AGP479, AGP576, AGP577, AGP677
S3. Creative thinking in the use of materials and processes in support of a body of work.	Coursework 100%	AGP476, AGP477, AGP478, AGP479, AGP576, AGP577, AGP677
S4. Ability to identify and solve design, process and technical issues.	Coursework 100%	AGP476, AGP477, AGP478, AGP479, AGP576, AGP577, AGP676, AGP677
S5. Competence and skill in the use of materials and technical processes and safe workshop/studio practice.	Coursework 100%	AGP476, AGP477, AGP478, AGP479,
S6. The ability to research and develop enquiry into individual identified themes relevant to chosen context / subject area in Fashion Communication.	Coursework 100%	AGP577, AGP676, AGP677
S7. Organisational skills, competence in planning, presenting, managing and executing a programme of work presented for exhibition.	Coursework 100%	AGP677
S8. Critical analysis and communication skills in the ability to engage constructively in the critical reflection and evaluation of issues arising from their work visually, orally and in writing through a written statement of intent.	Coursework 100%	AGP676
S9. Documentary, organisational and editorial skills necessary to construct a communicative portfolio or publication of creative research and enquiry in relevant media.	Coursework 100%	AGP677
S10. Organisational and editorial skills necessary to construct presentation of selected research and to engage in peer review.	Coursework 100%	AGP476, AGP477, AGP478, AGP479, AGP576, AGP577, AGP676, AGP677

S11. Skills required in planning, writing, illustrating and presenting fully referenced formal written academic research.	Coursework 100%	HD450, HD550
S12. Research skills and critical and analytical approaches to the past and present of design and crafts.	Coursework 100%	HD450, HD550, AGP676
S13. Professionally present and articulate practice and related issues concerning their anticipated career path in relation to their studio practice.	Coursework 100%	AGP591, AGP592
S14. Professional presentation of creative work and supporting materials	Coursework 100%	AGP477, AGP478, AGP479, AGP576, AGP577, AGP676, AGP677
S15. Awareness and understanding of aspects of the fashion/textiles industry;	Coursework 100%	AGP592
S16. Expertise gained from working in the creative industries in, for example, fashion presentation, photography and styling, layout design, promotion, PR, social media, advertising and branding.	Coursework 100%	AGP592
S17. Ability to work in a professional manner and as part of a team;	Coursework 100%	AGP592
S18. Advanced understanding of the role of design, design practitioners and business in the creative industries through critical analysis and reflection;	Coursework 100%	AGP592
S19. The ability to reflect on work based learning experiences and inform their personal development;	Coursework 100%	AGP592
S20. Ability to collect and collate research materials and business information, including technical skills learnt or acquired and demonstrate effective presentation and communication of business information and concepts;	Coursework 100%	AGP592

S21. Ability to deliver a dynamic, well-designed and coherent presentation for the debriefing seminar.	Coursework 100%	AGP592
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SUPPORT AND INFORMATION

Institutional/ University	<p>All students benefit from:</p> <ul style="list-style-type: none"> University induction week Student Contract and Charter Library facilities Computer pool rooms E-mail address Welfare service Personal tutor
Course-specific Additional support, specifically where courses have non-traditional patterns of delivery (e.g. distance learning and work-based learning) include:	<p>In addition, students on this course benefit from:</p> <p>Tailored access to StudentCentral, the University's online Virtual Learning Environment (VLE). Content on this site includes a wide range of learning materials to support individual modules including; lecture notes, presentations and hand-outs, suggested further reading and references using Aspire reading lists, technical notes and information from technical demonstrations. There are also many useful links to other sources of information to support students' independent learning.</p> <p>Students are supported in finding and securing industrial placements by a dedicated team, working within the Fashion and Textiles Placements Office. This support includes advice and support on applications, CV, portfolio and interview preparation and assistance with funding and visa applications.</p>

PART 3: COURSE SPECIFIC REGULATIONS

COURSE STRUCTURE

This section includes an outline of the structure of the programme, including stages of study and progression points. Course Leaders may choose to include a structure diagram here.

BA(Hons) Fashion Communication with Business Studies	SEMESTER 1		SEMESTER 2	
	AUTUMN TERM	C	SPRING TERM	E SUMMER TERM
LEVEL 4				
Study Skills in the Creative Industries	20 Credits			
Introduction to Fashion Photography and Styling		20 Credits		
Introduction to Fashion Illustration and Imaging			20 Credits	
Introduction to Visual Promotion				20 Credits
MARKET RESEARCH AND BUSINESS IN THE CREATIVE INDUSTRIES	20 CREDITS			
DESIGN AND CULTURE UNDER SCRUTINY	20 CREDITS			
LEVEL 5				
Editorial Brief	40 Credits			
Pathway Projects			20 CREDITS	
PREPARING FOR AND ENGAGING WITH BUSINESS			20 CREDITS	
LEVEL 5 OPTION MODULE (X1)				20 CREDITS
THE CLOTHES AND FABRIC OF SOCIETY	20 CREDITS			
LEVEL 5B (OPTIONAL)				
PROFESSIONAL EXPERIENCE	120 CREDITS			
LEVEL 6				
Fashion Communication Research, Investigation and Proposal – Theory & Practice	40 CREDITS			
Fashion Communication Final Project and Portfolio			60 CREDITS	
DESIGN MANAGEMENT AND BUSINESS PLAN	20 CREDITS			

The programme for **BA (Hons) Fashion Communication with Business Studies** is structured in years or levels, where Level 4 explores the foundation of Fashion Communication through a series of introduction into Fashion Communication, learning skills and contexts for specialism, Level 5 is more specialised study learning additional technical skills. In Level 6 there is more self-directed study and student enquiry and resolution to a Major Project. At the end of Level 5, there is an optional year taking either a series of work placements, which will help enable students prepare for the work environment. In Level 6 students gain their first opportunity to develop an independent proposal through research and experimentation and critical approaches. This research module begins to inform individual interests and specialisms that are identified for self-directed work for the Final Major Project at Level 6.

Level 4

Level 4 study provides a package of introductory core study projects, which aim to develop the student's process specific skills and to engage with core ideas in Fashion Communication. All Students commence with Creative Study Skills, which are introduced to help induct all students into the University of Brighton. The course contents, how to study at HE level, how to settle into Brighton and various processes needed to help critical enquiry, research, such as essay writing and the value of sketchbooks for research. The students embark on a series of rotations, which take them to the end of the academic year, supported by Business Studies as well as Historical and Critical Studies. Each aspect of the programme develops and articulates essential learning and research skills in support of studio/work shop practice.

Modules Studied:

- AGP476 - Study Skills in the Creative Industries

- AGP477 - Introduction to Fashion Photography and Styling
- AGP478 - Introduction to Fashion Illustration and Imaging
- AGP479 - Introduction to Visual Promotion
- AGP491 - Market Research and Business in the Creative Industries
- HD450 - Design and Culture Under Scrutiny

Level 5

Level 5 focuses on the technical learning for the subject area specialisations and processes to further progress the students' core practice. Learning and teaching at Level 5 provides a framework for more advanced exploration of chosen pathways / directions in the three areas: Photography and Styling, Fashion Imaging and Film, and Visual Promotion, whilst developing technical knowledge, processes and research skills. Business Studies and Historical and Critical Studies. Level 5 offers the opportunity to take a 20-credit option module from across the School. At the end of Level 5 there is an optional year out in industry through a series of work placements, which allows students to test the industry areas whether they really want to work freelance, or employed in a full-time career. Through thematic, contextual and professional approaches students' explore their individual creative practice leading to specialist self-directed study at Level 6.

Modules Studied:

- AGP576 - Editorial Brief
- AGP577 – Pathway Projects
- AGP591 - Preparing for and Engaging with Business
- HD550 - The Clothes and Fabrics of Society
- Level 5 Option Module

Level 5b

Industrial placement opportunities are available within the fashion and related creative industries within the UK, Europe and the USA. A minimum requirement of 27 weeks must be undertaken in Level 5b. An online questionnaire, individual work placement reports and a presentation are required to complete the module.

Module Studied:

- AGP592 - Professional Experience

Level 6

The development and management of self-directed study and independent learning is established at Level 6 where students undertake independent study through a research project, where they test the viability of an idea before embarking on the final major project supported by a body of rigorous visual research, a written research report and a Business Plan.

Modules Studied:

- AGP676 – Fashion Communication Research, Investigation and Proposal – Theory and Practice
- AGP677 – Fashion Communication Final Project and Portfolio
- AGP691 – Design Management and Business Plan

The programme has a dual structure in the following sense: that of constructing relationships between “issues or themes” and “practices”:

Thematic, explored through lectures, seminars and group reviews and linked with PDP, supervised by tutors;

- Technology, knowledge and representation
- The Fashion landscape, Communication, sustainability, learning from concepts
- Society, collaboration, industry and cultural environment
- Subject-object relationships, the individual, the body, personal experience.
- Narrative, histories and creative expression.
- Live projects and work in context.

Processes and Practice, developed through studio and workshop based learning, lectures, seminars, presentations and group reviews tutored in both discipline-specific and cross-discipline formats;

- Workshop: Photographic techniques, darkroom techniques, collage, styling techniques, handmade sketchbooks, other hand processes
- Studio: Design ideas, conceptual ideas, Digital and Manual processes, Creative Enquiry
- Historical and Critical Studies
- Professional Practice
- ‘Level 5 Option’ from across the School of Art, Design & Media (L5)

Modules

Status:

M = Mandatory (modules which must be taken and passed to be eligible for the award) C = Compulsory (modules which must be taken to be eligible for the award)

O = Optional (optional modules)*

A = Additional (modules which must be taken to be eligible for an award accredited by a professional, statutory or regulatory body, including any non-credit bearing modules)

* Optional modules listed are indicative only and may be subject to change, depending on timetabling and staff availability

Level⁷	Module code	Status	Module title	Credits
4	AGP476	C	Study Skills in the Creative Industries	20
4	AGP477	C	Introduction to Fashion Photography and Styling	20
4	AGP478	C	Introduction to Fashion Illustration and Imaging	20
4	AGP479	C	Introduction to Visual Promotion	20
4	AGP491	C	Market Research and Business in the Creative Industries	20
4	HD450	C	Design and Culture under Scrutiny	20
5	AGP576	C	Editorial Brief	40
5	AGP577	C	Pathway Projects	20
5	AGP591	C	Preparing for and Engaging with Business	20
5	HD550	C	The Clothes and Fabric of Society	20
5		O	Level 5 Option Module	20
5b	AGP592	O	Professional Experience	120
6	AGP676	C	Fashion Communication Research, Investigation and Proposal – Theory & Practice	40
6	AGP677	C	Fashion Communication Final Project and Portfolio	60
6	AGP691	C	Design Management and Business Plan	20

⁷ All modules have learning outcomes commensurate with the FHEQ levels 0, 4, 5, 6, 7 and 8. List the level which corresponds with the learning outcomes of each module.

AWARD AND CLASSIFICATION							
Award type	Award*	Title	Level	Eligibility for award		Classification of award	
				Total credits ⁸	Minimum credits ⁹	Ratio of marks ¹⁰ :	Class of award
Final	BA(Hons)	Fashion Communication with Business Studies	6	Total credit 480	Minimum credit at level of award 90 6	Level 6 marks	Honours degree
Final	BA (Hons)	Fashion Communication with Business Studies	6	Total credit 360	Minimum credit at level of award 90 6	Level 6 marks	Honours degree
Intermediate	BA	Fashion Communication with Business Studies	6	Total credit 300	Minimum credit at level of award 60 6	Level 6 marks	Degree without honours
Intermediate	DipHE	Fashion Communication with Business Studies	5	Total credit 240	Minimum credit at level of award 90 5	Level 5 marks	Not applicable
Intermediate	CertHE	Fashion Communication with Business Studies	4	Total credit 120	Minimum credit at level of award 90 4	Level 4 marks	Not applicable
*Foundation degrees only		Progression routes from award:					
Award classifications		Mark/ band %	Foundation degree	Honours degree	Postgraduate¹¹ degree (excludes PGCE and BM BS)		
		70% - 100%	Distinction	First (1)	Distinction		
		60% - 69.99%	Merit	Upper second (2:1)	Merit		
		50% - 59.99%	Pass	Lower second (2:2)	Pass		
		40% - 49.99%		Third (3)			

⁸ Total number of credits required to be eligible for the award.

⁹ Minimum number of credits required, at level of award, to be eligible for the award.

¹⁰ Algorithm used to determine the classification of the final award (all marks are credit-weighted). For a Masters degree, the mark for the final element (e.g, dissertation) must be in the corresponding class of award.

¹¹ Refers to taught provision: PG Cert, PG Dip, Masters.

EXAMINATION AND ASSESSMENT REGULATIONS

Please refer to the *Course Approval and Review Handbook* when completing this section.

The examination and assessment regulations for the course should be in accordance with the *University's General Examination and Assessment Regulations for Taught Courses* (available from staffcentral or studentcentral).

Specific regulations which **materially** affect assessment, progression and award on the course
e.g. Where referrals or repeat of modules are not permitted in line with the *University's General Examination and Assessment Regulations for Taught Courses*.

The assessment and progression regulations are in accordance with the University's General Examination and Assessment Regulations

The calculation of the final honours award is based on marks attained for L6 modules only.

Exceptions required by PSRB
These require the approval of the Chair of the Academic Board

N/A