Course Specification

BA (HONS)
FASHION COMMUNICATION



AUB Arts University Bournemouth

About the Course Handbook

This Handbook provides you with basic information about your course. Through the approved course specification, it provides you with the aims and outcomes of your course and outlines the content and how this will be delivered.

The course is subject to a rigorous process of quality assurance and enhancement. This may result in changes to individual units as the course develops, to ensure that the relevance and quality of the course is upheld. You will be consulted by a member of the course team before any changes are made.

Information in this Handbook should be used in conjunction with the HE Assessment Regulations. It is your responsibility to ensure that you are aware of the regulations that apply to your course and you should refer to the regulations throughout your studies. If you have any questions, you should speak to your Programme Leader, or member of the course team. The Assessment Regulations can be located on the Induction section of Canvas, or https://aub.ac.uk/regulations

Important information about key policies which apply to your academic studies is available on the Induction section of Canvas. Please view this material on the Induction section of Canvas.

If you would like a copy of this Handbook in an alternative format, please contact equalities@aub.ac.uk.

ARTS UNIVERSITY BOURNEMOUTH

COURSE SPECIFICATION

The Course Specification provides a summary of the main features of the **BA (Hons) Fashion Communication** course and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if they pass the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found in the Unit Descriptors, which forms part of the Course Handbook.

Key Course Information	
Final Award	BA (Hons)
Course Title	Fashion Communication
Award Title	BA (Hons) Fashion Communication
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the School of	Design and Architecture
Professional accreditation	
Length of course / mode of study	3 years full-time / 4 years with optional placement year
Level of final award (in FHEQ)	Level 6
Subject benchmark statement	Art and Design; Business and Management; Communication, Media, Film, and Cultural Studies
UCAS code	
Language of study	English
External Examiner for course:	To be confirmed
Please note that it is not appropriate for students to contact external examiners directly	
Date of Validation	February 2017
Date of most recent review	June 2024
Date course specification written/revised	August 2024

Course Description

BA (Hons) Fashion Communication aims to introduce students to the rapidly growing and exciting aspect of the fashion industry that focuses on how fashion is communicated and marketed responsibly and inclusively to a diverse audience. Students will gain practical and theoretical knowledge and skills to enable them to explore the design thinking behind the communication of fashion. Students will experiment with analogue and digital methods of creating image and film, alongside developing their creative voice for areas of communication such as fashion writing, content creation, and publication design. Students will develop their visual identities and communication skills using traditional analogue and digital design techniques and the latest creative digital software. Students will learn the theory behind Fashion Communication that will enable them to develop successful creative narratives for commercial and non-commercial (NPO) marketing communication campaigns.

BA (Hons) Fashion Communication is multi-disciplinary and explores a wide range of relevant disciplines that feed into the production of marketing communication campaigns. As such, students will benefit from gaining knowledge and insights into a wide range of creative industries and approaches to design thinking, futureproofing them for the rapidly changing and diverse environment they will enter for their graduate future. Studying a course with a multi-disciplinary curriculum requires students to take a collaborative approach, meaning that students will be encouraged to collaborate with peers from their course and the wider AUB community, and through external opportunities such as live projects and practical experience.

Students studying BA (Hons) Fashion Communication are encouraged to consider the fashion industry's contribution and impact on society from a responsible and inclusive perspective. Fashion is a social construct and plays a crucial role in the history, present and future of society; both the fashion and marketing industries have been criticised for negatively contributing to environmental damage through the encouragement of over-consumption. The course aims to readdress the purpose of Fashion Communication to promote a responsible approach to fashion production and consumption, and one that aims to educate society about responsible and inclusive fashion practice. As such, the design, delivery and assessment of the course reflects this approach by aiming to develop responsible and reflective creative practitioners; providing them with the knowledge of and appreciation for ethically driven Fashion Communication. Students will develop a toolkit of knowledge, skills and practices that allow them to communicate their own creative identity and values through the projects that they produce whilst responding to live briefs that reflect current and future practices within the fashion industry.

Distinctive features of the course

The course is designed for students who wish to be creative fashion communicators and/or marketers with the knowledge, skills, and relevant communication toolkit to create mixed media visual and written fashion/fashion-related campaigns. The unique combination of theoretical and practice-based business and marketing communication knowledge blended with a maker culture provides students with a competitive edge to be able to create end-to-end campaigns that demonstrate market and consumer awareness alongside innovative and practical problem solving.

The multi-disciplinary nature of the course provides students with a diverse range of graduate opportunities. Fashion operates as a dynamic and ever-changing environment that requires a flexible and adaptable mindset to be able to innovate. Students will be equipped with experience in multiple fashion-related disciplines and communication solutions that will enable them to have an appreciation for the complexity of the industry. Students will have the option to focus their creative identity on one of the disciplines that they have learnt, or to remain multi-disciplinary in their approach to fashion communication.

Because of the multi-disciplinary nature of the course there are opportunities for collaboration throughout the curriculum and this is actively encouraged. Alongside the promotion of organic collaboration with peers, the course provides collaborative opportunities through live briefs and industry guided projects. This introduces students to the concepts of working to guidelines, negotiation, innovation, and responding to environmental factors and consumer preferences. Not all projects focus on commercial enterprise, and a philanthropic outlook is heavily encouraged.

Course Industry Patron Scheme: All courses at AUB are connected formally with an industry Patron, an industry practitioner or business that acts as a critical friend to the course and course team. Many courses work with several industry partners, but the more formal Industry Patron connection offers the opportunity to collaborate and maintain close relations with industry/business. This is a unique concept that ensures AUB courses are industry

relevant and maintain current practices while providing further opportunities for students to engage with industry practitioners.

AUB Strategic Vision

The BA (Hons) Fashion Communication course fits with the university's strategic vision in several ways:

***Innovation**:*
Our students are progressing into a future where traditional disciplinary silos will have broken down, a future that will be evermore skilful and technologically challenging. This demands that AUB builds on established teaching methods through an increasingly broad, inter-, and cross-disciplinary education that will expect an understanding of the role of computation across the arts, design and media: creativity needs technology just as much as technology needs creativity.

Fashion is about capturing the zeitgeist which requires contemporary thinking. As such, the learning, teaching and assessment approach of the course reflects this by actively encouraging students to research environmental and consumer insights to problem solve in a responsible and inclusive manner which drives innovation in the fashion industry and maintains fashion's relevance to society.

The course cultivates a culture of creative problem-solving, encouraging students to approach design challenges with fresh perspectives and innovative ideas. Through project-based and studio-based learning, students are given the freedom to explore unconventional solutions, experiment with alternative approaches, and develop their own unique design methodologies. This focus on creativity and innovation prepares graduates to adapt to the ever-changing demands of the design and marketing industries and drive forward new trends and practices.

***Collaboration**:*

All courses across the School of Design & Architecture share a common structure at Levels 4 and 5 enabling collaboration and, where appropriate, a sharing of curriculum and resources. Whilst carefully maintaining and refining their individuality, distinctiveness and specialist focus, courses work together with students to ensure that their experience of the University, the School and their Course will be more holistic and reflective of the interdisciplinary nature of graduate employment into which students will progress.

The BA (Hons) Fashion Communication course enables interdisciplinary collaborations across different courses or Schools across the university, more immediately with Fashion, but also potentially including Textiles and other related courses.

Collaboration is inherent to contemporary working practices and acts as a microcosm of the creative industries. The safe and accessible application of collaborative working environments are conducive to student learning and help students to develop their respect for difference and to forge honesty.

The course encourages collaboration among students, faculty, and external partners through collaborative design projects. By working together on real-world design briefs, students develop strong interpersonal skills, build professional networks, and gain exposure to diverse perspectives and expertise. This collaborative approach fosters a sense of connectedness within the design community and prepares students for collaborative work environments in their graduate futures.

Collaboration across the School of Design & Architecture, and across AUB, acts as a force to positively reshape a more diverse and inclusive working environment for the future.

Connectedness:

The course facilitates connections with industry professionals through guest lectures, workshops, mentoring, optional industry placements and industry patron schemes. By engaging with practitioners in the field, students gain valuable insights into industry trends, practices, and expectations. These industry connections provide students with opportunities for mentorship, networking, and professional development, enhancing their sense of connectedness to the broader design industry and preparing them for successful futures post-graduation.

Internationalisation: Fashion is international in nature, from the inspiration it takes from the diversity of the world through to its production, promotion, and consumption methods. Students are encouraged to consider both the positive and negative impacts of this approach and how to ensure fashion is communicated and marketed responsibly and inclusively to a diverse international audience. The course attracts international students who wish to understand the UK's approach to fashion and how instrumental this market has been on pivoting towards a more responsible fashion future.

The course aims to offer the opportunity for overseas study trips annually that serve as invaluable learning experiences that prepare students for internationalisation by exposing them to diverse cultures, design practices, and perspectives. This can foster cultural awareness, expand global horizons, and cultivate the skills and mindset needed to thrive in an interconnected and multicultural world.

Optional Placement Year

The optional Placement Year offers students the opportunity to:

- Get under the skin of an **industry, organisation, and role** to assist them with making better-informed decisions about their future career prospects.
- Undertake a placement, which ensures students can take **personal responsibility** for tasks, duties, and projects within a real-world work setting.
- **Develop and recognise their own work ethic and powers of critical reflection**.
- Build **high-level transferable skills** and enhance professional competencies in the workplace.

The Placement Year will be recognised on the degree transcript. As students will remain a registered student for the duration of the Placement Year, they will retain access to all university support services. Students will be allocated a Placement Tutor who will maintain regular remote contact with them. Placements often lead to a permanent role on graduation, providing a greater chance of success for graduates of this course.

Course Aims

The course aims to encourage critical thinkers to have the confidence and abilities to productively contribute to the future development of Fashion Communication as responsible, creative individuals. Students will have a critical awareness and understanding of the fashion industry and will explore and experiment with traditional and innovative approaches to Fashion Communication. Students will be analytical in their approach and will be able to learn independently in preparation for their graduate futures in professional environments or postgraduate study.

These course aims can be defined specifically as:

A1: Develop students' comprehensive understanding and knowledge of contemporary fashion approaches for a responsible and inclusive community.
A2: Support students in adapting to, and engaging with, a variety of techniques which respond to the broad challenges and behaviours that exist in a dynamic professional environment.

A3: Encourage students to explore and experiment with both existing and new ideas around the innovation of responsible fashion communication.

A4: Encourage students to engage with the social, political, ethical, environmental, technological, and cultural considerations, which will inform their journey to becoming a responsible creative practitioner.

A5: Develop students' conceptual understanding and analysis of research and knowledge through experimentation which supports problem solving skills, design development, and strategies to become a critical creative thinker.

A6: Engage students with a multi-layered approach to fashion communication through collaborations with both their peers and the diversity of environments at all levels of the fashion industry.

A7: Support students' acquisition of transferable skills such as project management, initiative, personal responsibility and autonomy through the extension of academic learning as an independent, self-reflective creative, fully prepared for a graduate future in a professional environment or via postgraduate study.

Course Outcomes

By the end of the course, students will be able to:

LO1: Apply specialist knowledge, research and analytical skills and understanding at the forefront of fashion communication to contemporary and developing practice in the fashion industry.

LO2: Experiment with and deploy ideas and innovation in fashion communication that challenge the accepted social, political, ethical, technological, environmental and cultural norms and behaviours.

LO3: Apply a conceptual understanding of fashion communication through experimentation which supports problem solving skills and design development resulting in a responsible and inclusive approach to the fashion industry.

LO4: Demonstrate an ability to contribute to and collaborate with peers and relevant stakeholders at diverse levels of the fashion industry.

LO5: Communicate to a variety of specialist and non-specialist audiences within the setting of fashion and the broader creative industries.

LO6: Apply transferable skills to responsibly and inclusively project manage the creative process, exercising initiative, personal responsibility and autonomy that considers the wellbeing of the individual and those that they impact.

LO7: Extend academic learning as an independent, self-reflective creative, fully prepared for their graduate future.

Reference Points

UK Quality Code for higher education, including:

- QAA Subject Benchmark Statements, Art & Design; Business & Management; Marketing, Media, Film & Cultural Studies
- Framework for Higher Education Qualifications (FHEQ)
- AUB Learning and Teaching Framework
- AUB Strategic Plan
- AUB Employability strategies
- AUB EDI strategies
- AUB LTAF and Undergraduate Assessment Regulations

Learning, Teaching, and Assessment Strategies

The course aims to instill flexibility, adaptability, and willingness for students to push boundaries and to make a difference, in a rapidly changing and dynamic professional discipline. This will set graduates of this course apart.

Successful student progression is a key focus of the course, and all three levels are carefully designed to empower students to make their transition from level to level and then to their graduate future in employment or further study as seamlessly as possible.

The course team believe that education should be a holistic experience. This means that different aspects of student learning are integrated into course units. Teaching methods will vary depending on what is being delivered, but all aspects of the syllabus are brought together in the unit delivery and assessment. An example of this might be that a student attends history, theory, and practical sessions within a unit, but they would be expected to demonstrate their knowledge and learning of these within integrated, rather than isolated, unit outcomes.

The student contact hours information provided in unit descriptors might, on occasion, be subject to some minor variation; for example, in response to student feedback, or to take advantage of unanticipated learning opportunities that would enhance the student learning experience. No changes will be made that would be to the detriment of the unit experience, or which would disadvantage student learning.

Some teaching may be delivered online when appropriate and will count as student contact hours.

Student Engagement

AUB would like to encourage students to think of their practice as “participatory design” or “co-creation” and would like them to consider their degree course as a potential model of co-creation/participatory design. Throughout their time at university AUB value the opportunity to work with students in developing and delivering the BA (Hons) Fashion Communication course and in the process build their engagement, resilience, confidence, resourcefulness, and lateral thinking that will not only help them through the course but in their progression to employment and/or further study.

Student engagement in the Fashion Communication course is fostered through opportunities for cooperation, collaboration, and sharing of learning experiences, providing students with the chance to learn from one another and collectively enhance their understanding and skills. In fostering an environment of cooperation, collaboration, and sharing learning experiences the Fashion Communication course empowers students to develop a sense of community, build supportive networks, and collectively elevate their understanding and mastery of the discipline.

By incorporating powerful student engagement strategies into the course such as live projects, industry-led guest lectures and workshops, alongside a mechanism for strong portfolio development (Graduate Futures I,II and III) it is possible to effectively support students' employability by providing them with practical experiences, industry insights, and the professional skills necessary for success in their graduate futures.

Students are encouraged to take a participatory approach to their learning and the curriculum is designed with the intention that the student will engage in both campus-based and self-directed activities. Throughout their time at AUB, students will work with specialist core staff and visiting practitioners to build their engagement, resilience, confidence, resourcefulness, and lateral thinking that will not only help them through the course but in their progression to employment and/or further study.

Creativity and Risk, Learning and Communication

How do the students on the course learn? How do they apply what AUB are trying to teach them and in what ways can AUB encourage the more expressive, “risky,” progressive forms of design response?

Studio culture is central to the ethos of the course. From before they join the course (at open days and interviews) students will have appreciated that, whilst not trying to replicate practice, the studio is central to their practice. Making full use of the opportunities provided by studios and other resources benefits the learning experience of all students regardless of their backgrounds and previous experience.

The course objectives are met by deploying a wide variety of teaching and learning methods such as lectures, seminars, tutorials and workshops. In consultation with the Course Leader, staff are responsible for co-ordinating individual units of study, and for selecting appropriate methods of delivery according to subject matter and student experience.

There may also be occasions where digital delivery is appropriate. Where this is the case, this might include online lectures, seminars, presentations, and one-to-one tutorials.

The methods employed induct students to the disciplines required of a creative practitioner and promote the development of transferable skills.

The study time allocated to each unit in the course incorporates a balance of formal teaching, tutorial support and independent learning. The course is structured progressively to provide increased opportunities for independent learning as students reach the later stages of the course.

The tutor leading the taught units will employ a variety of methods of delivery to encourage students’ participation in the learning process. These will be dependent on the nature of the unit and the progress of the unit. Throughout the units within a year (and year on year) in the course, students are encouraged to gradually become more autonomous, progressively being asked to consider themselves as professional designers.

The understanding of the role and appropriateness of communication is essential: clarity and professionalism in the verbal, visual and written communication of the self, of ideas and solutions to problems is prioritised on the course from the moment students join AUB.

The progressive promotion of independent learning reflects the student’s anticipated maturity and allows them to direct their learning towards individual goals. The teaching across the course is focused on providing the student with the ability to make judgements necessary to take increasing responsibility for the management of their own learning.

Teaching is directed at supporting individual engagement in learning although there will be opportunities for students to work in teams to enable them to learn the value of peer co-operation.

Presentation of work to colleagues; group critique, group evaluation of work, guest critique; self-initiated writing of design project briefs and the progressive self-management of time. All these lead to the stage that, at the start of Level 6, the student is in a position where they can instigate, develop, write, and design individual responses to research and design interests that will direct their studies for the year.

The integration of theory and practice is promoted and reinforced through a team-teaching approach. Lectures, seminars, and tutorials may be delivered by team members, as appropriate, in the creative environment of the studio.

Specialist Workshops

If time and resources allow, members of the staff team and/or external specialists might deliver specialist workshops. These workshops offer opportunities to engage with a diverse range of activities that may or may not be immediately connected with the units being taken but are always interesting and valuable things to do.

The Use of Learning Outcomes

The learning outcomes for each unit are carefully designed for students to understand what they should be capable of doing, and will be assessed against, upon completion of each unit.

Learning Outcomes 1, 2, 3 and 4 are aligned to the teaching and assessment of units across the course at each level.

Broadly speaking, the learning outcomes for all units on this course are written with the following framework in mind:

LO1 Acquisition of knowledge and skills that are being considered in a specific unit.

LO2 Application of knowledge and skills to the development of design projects.

LO3 Detailed resolution and communication of finalised design projects.

LO4 Encouraging the student to engage with wider social, ethical, political, and ecological aspects of their learning, which will include Graduate Futures, that go beyond the specificities of units whilst still acknowledging that engagement should be recognised within the curriculum structure (hence being aligned to a Learning Outcome).

Assessment

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of student achievement, and also provides students with regular feedback on how their learning is developing.

For every unit of a course, students will be informed of what they are expected to learn; what they need to submit; how their work will be assessed; and the deadline for presenting work for assessment.

A minimum of one unit at Level 4 will be assessed on a pass/fail basis, with written feedback but no numerical grade. All other units will be given a percentage mark.

Students will receive a final mark for each unit in the form of a percentage, which will be recorded on a formal record of achievement (transcript). Each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are *2, *5 and *8 (e.g. 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each grade band.

All learning outcomes must be passed to successfully complete the unit.

On successful completion of an Honours degree course, students will be awarded a degree classification based on their unit marks. The final classification is determined using all unit marks at Levels 5 and 6.

If a student has joined Level 6 through either the Recognition of Prior Learning (RPL) route or having completed a Foundation Degree (FdA), the final classification is determined using only unit marks at Level 6.

For further information on assessment, progression, awards, and classifications, please visit https://aub.ac.uk/regulations

Course Structure

All students are registered for the award of BA (Hons); however, exit awards are available if a student leaves the course early, having successfully completed one or two levels. If students successfully complete a level of the course, they will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), students must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if a student leaves the University following successful completion of the first year of the course.

For the award of a Diploma of Higher Education (DipHE), students must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if a student leaves the University following successful completion of the second year of the course.

For the award of a BA (Hons) a student must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of the course.

A BA without Honours may be awarded if a student achieves 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Core Values and Skills

In developing courses, the University aims to create a curriculum that reflects its values and ethos. It should prepare students for the future not only in enabling them to have a successful career, but also empower students with the knowledge, skills and passion to have a positive impact on the world and be an agent for change. AUB has drawn from the United Nations Sustainable Development Goals (SDGs) (https://sdgs.un.org/goals) which have informed our values of Equality, Diversity and Inclusion as well as our Graduate Attributes.

Equity, Diversity, and Inclusion (EDI)

“We are better for our diversity. We are enriched by the depth of respect we have for each other and the strength of our relationships with our people, our places and the planet.

Through our commitment to working with those who are different to us, or challenge us, we grow stronger together, creating new synergies, global connections and sustainable futures." (AUB Strategy 2030)

As an organisation we have moral, social and legal obligations to fulfil in terms of EDI, and in doing so our commitment is to put EDI at the heart of every area of activity. It is not covered as a separate, stand-alone section, rather it forms an integral part of the curriculum, throughout your study here.

Graduate Attributes (GA) and Graduate Futures

Over recent years, there has been an increasing pace of change, technological, social, environmental. This has been further impacted by the world-wide pandemic effecting significant change in the global economy and the employment market.

In this context, the university has recognised the importance of developing AUB graduates who have the attributes to be able to build their career, adapting to different circumstances and embracing changes. A suite of attributes has been defined that AUB feel are particularly appropriate to the creative courses that are delivered and to AUB's core values; during their course, both curricular and extra-curricular activities will give them the opportunity to prepare for their working career.

This course will introduce students to topics which are integrated with the curriculum at every stage of learning. This will allow the student to structure their career development journey through levels 4-6 of the degree course and consider the following stages: Self Awareness, Opportunity Awareness, Decision Making and Transitioning into Work. These align to the AUB Career Readiness stages: Explore, Focus, Engage and Achieve.

In practice, this means that each unit of the course, at each Level, will include elements of career development and these will be shown explicitly in unit descriptors and outline syllabuses (Graduate Futures). Whilst students engage with these as they go through each unit, they will all come together in the final unit at each Level. Such an approach is designed to support students in the next steps they take after graduation, in whatever direction those may be, and is fundamental to degree studies.

Students will also have the option, between Level 5 (Year 2) and Level 6 (Year 3) of undertaking an extended period of work experience. The course team will be able to discuss this at the appropriate time.

Maintaining Health and Wellbeing

Throughout the course students are encouraged to reflect on their own health and wellbeing, and to develop themselves as a healthy creative practitioner. Students will consider how to develop study and work strategies and habits which maintain and promote their own wellbeing, and to manage their professional activities in a way which safeguards their mental and physical health.

Course staff have designed the course in order that, as far as is reasonably possible, health and wellbeing are promoted. Therefore, it is vital students maintain constructive communication with their colleagues and their staff throughout their time on this course.

Course Content

Each course level operates within three terms over thirty weeks. Each unit has a set of aims, learning outcomes, assessment components and assessment criteria. The positive nature of progressive assessment is made clear throughout the experience. Units are self-contained but aim to build upon previously acquired knowledge and skills. The assessment process

summarises what has been achieved previously within the unit and identifies developmental strategies, enabling students to build a portfolio of knowledge, an ability to articulate their practice verbally and specific skills appropriate to the subject and their practice.

The course offers a unique opportunity to study Fashion Communication. A major strength of this course is its position within a specialist arts, design, media, and performance institution with the potential for students to study alongside other creative and cultural disciplines whilst also learning the relevant principles of communication for marketing and promotion. The course is taught in a dynamic and creative studio environment. Individual development is supported and nurtured through a problem solving and solutions-based approach to experimentation, exploration, innovation.

Students will get the opportunity to explore the disciplines of photography, film, graphic design, illustration, journalism, publication, content creation, app design, web design, and emerging digital communication techniques, all for the purpose of creating fashion communication relevant to responsible and inclusive marketing communications campaigns for all types of organisations and businesses.

During the course students will build an appropriate fashion communication portfolio of skills, which supports the development of individual practice, and informs the student's decision making for their graduate future. The curriculum acknowledges that the creative process is informed and nourished by the student developing their individual creative identity as an independent, critically self-reflective learner. Each level is broadly defined as follows to allow the student to develop in knowledge, skills, and confidence as they progress through the course through the stages of exploration (Level 4), innovation (Level 5), and realisation (Level 6).

Between Level 5 and Level 6 students are offered the opportunity to undertake an optional placement year to further develop their understanding and skills in the field of Fashion Communication.

Level 4 (Year 1) Exploration

At Level 4, students will receive an introduction to the diverse range of established and emerging visual and written communication tools relevant to Fashion Communication. This will be underpinned with the contextual and theoretical principles and fashion theory, design thinking, and creative marketing and branding theories. Students will learn how to draw upon the influences of the wider environment to consider market and consumer insights alongside disruptive technologies that will prompt students to problem solve and innovate responsibly and inclusively. Students are encouraged in every unit to reflect upon their own creative practice as well as that of existing fashion practice to identify how their own creative identity can be shaped responsibly and ethically towards building a better fashion future.

The first Level 4 unit, Fashion Communication, aims to introduce students to fashion theory and design thinking to consider how fashion is a social construct that plays a crucial role in societal behaviour when being used as a responsible and inclusive communication tool. The unit introduces students to research methods that explores both fashion and marketing communication from a historical, contemporary and futuristic theoretical and practical perspective. Students will learn the importance of conducting robust, relevant research as the starting point for any project by using the principles of the marketing planning process as a template for investigation, communication, and campaign development. This will involve learning how to relevantly conduct research into market and consumer insights that consider the social, political, ethical, environmental, technological, and culture climate to produce a fashion communication response that is responsible and inclusive. Students are also introduced to fashion industry stakeholders that aim to work sustainably by considering people and the planet before profit, and these serve as case studies for how the fashion

industry can operate responsibly and inclusively. Through this unit, students are introduced to the disciplines of research, marketing, branding, graphic design, illustration, content creation, physical and digital approaches to visual communication, writing for a fashion audience, and collaboration.

The second unit aims to engage student in the art of image production through focusing on the contribution of fashion photography and styling to fashion communication. Students are encouraged to research and explore a plethora of historic and contemporary art to evoke a creative response through fashion photography. Students will be introduced to the concept of fashion styling to create a visual narrative using semiotics. Students will learn how powerful and thought-provoking visual communication can be, alongside the need to research the past, present and future to inform contemporary fashion thinking. Students are encouraged to reflect upon their research and development process by considering the social, political, ethical, environmental, technological, and cultural considerations for producing responsible and inclusive Fashion Communication, alongside how their work can be used to communicate their own creative identity and values. Through this unit students are developing their knowledge and understanding of research, collaboration, physical and digital approaches to visual communication, semiotics, photography, editing, ethics in photography editing, styling, exhibition design and curation.

The third unit and final unit of Level 4, Personal Insights and Graduate Futures I, aims to explore environmental and behavioural insights research from the perspective of fashion forecasting and data analytics, and how this can be employed within Fashion Communication. The unit considers fashion journalism as the communication medium. Students consider researching and writing for a fashion audience by exploring the plethora of diverse approaches to physical and digital fashion media and publication. Students are encouraged to explore and develop their own creative voice and learn how this should be used to communicate responsibly and inclusively. Producing a fashion publication requires students to further develop skills in research, graphic design, photography, styling, visual communication, journalism, collaboration, ethics, and marketing to an audience.

The design, delivery, and assessment of the curriculum at Level 4 aims to develop not only the knowledge of the student, but also their confidence in their own creative practice. Delivery combines the dissemination of knowledge with discussion and development opportunities and practical workshops that encourage students to follow the process of research, discuss, make, and reflect. Students will be encouraged to engage in collaboration throughout the year as this reflects the multi-disciplinary nature of Fashion Communication and how students will need to work with others to fully vision their ideas whilst studying, and in their graduate future. Level 4 serves as a grounding into the practice of Fashion Communication and how fashion needs to be discussed and practiced responsibly and inclusively to ensure it remains relevant and useful to society.

Additionally, in line with Graduate Futures I, students will be encouraged to collaborate with peers and to begin to reflect on their own practice and skills development via the engagement with activities and support from course tutors and AUB Futures that are appropriate to this level of study.

Level 5 (Year 2) Innovation

Level 5 begins with a Fashion Film unit which focuses on image making through film and explores the importance of moving image to Fashion Communication strategies in terms of narratives and storytelling. Students will explore a range of research methods and visual communication techniques through a live brief that challenges students to respond directly to a project set by a client that captures and celebrates their heritage and character.

Following on from this, The Fashion Campaign unit is instrumental in cementing an understanding of fashion communication via the exploration of creating an omnipresent

marketing activation for a live client. Students will be encouraged to question existing Fashion Communication practices and look for new and innovative solutions in advanced concept development and application to a broad spectrum of fashion environments and consumer targets. Producing a fashion campaign activation requires students to refine their skills in all areas of Fashion Communication and prompts the student to begin to consider their individual creative identity and point of view, with the aim of understanding how this could translate to a graduate future in the field of Fashion Communication.

The final unit of Level 5, Personal Innovation and Graduate Futures II, focuses on engaging the student in research and reflection that considers their creative development and the area of Fashion Communication practice they wish to focus on for their final major project at Level 6 and then their graduate future. From this point in the course onwards, students will be guided towards the consideration of aligning projects towards their personal innovation and self-promotion, with a view to this refining their skillset for their chosen graduate future direction. Students will use this project to find an area of Fashion Communication where they feel they will be able to innovate and that reflects their creative identity and values. Additionally, in line with Graduate Futures II, students will be encouraged to collaborate with peers and will develop and reflect upon their understanding of subject specific challenges and opportunities within the field of Fashion Communication, targeted towards industry engagement and personal development, both during and after their course.

At the end of Level 5 students will be confident in their knowledge, understanding and application of the relevant aspects of Fashion Communication in terms of the disciplines of research, fashion theory, consumer behaviour, marketing, branding, digital skills and campaign development.

Level 6 (Year 3) Realisation

Level 6 is designed to challenge students and is where they will consolidate and apply all previous knowledge to focus specifically on a self-selected specialist area of study. The year will begin with two parallel units of Creative Research and Exploration (worth 20 credits) and Final Major Project Part 1: Exploration (worth 20 credits) to enable students to deep dive into focused research that will lead into their Final Major Project Part 2: Realisation unit (worth 60 credits). The academic year focuses heavily on the student's individual final major project as this will serve as the catalyst for showcasing their creative identity. The year ends with the Specialist Practice and Graduate Futures III unit (worth 20 credits), where students will be encouraged to collate a body of work via a portfolio and further collaborate with peers to synthesise their creative identity and gain the confidence required to target graduate futures opportunities for employment or further study in readiness for the completion of their courses.

In the Final Major Project units (Parts 1 and 2), students will research, develop and realise a specialist body of work directly aligned to Fashion Communication that is relevant to their chosen graduate future path and individual creative identity. Both the Creative Research and Exploration unit and the Final Major Project Part 1: Exploration unit will focus on research, experimentation and exploration of a chosen project, and this work aims to inform the realised outcome of the Final Major Project Part 2: Realisation unit. Students will aim to showcase their work through competitions, exhibitions, and graduate show opportunities facilitated by the course.

Ultimately the final year requires students to define and refine the direction of their theory and practice. The course encourages students to be focused and innovative which requires students to understand the content and context that is cohesive to creating a professional and fully realised portfolio that can showcase them as a creative relevant to the field of Fashion Communication.

Students will graduate with the relevant knowledge, understanding, skills, and creative agility necessary to further develop their specialist practices in professional environments such as employment or postgraduate study. The course recognises the need for students graduating from BA (Hons) Fashion Communication to be flexible, responsible, inclusive, proactive, reflexive, and progressive practitioners, graduating from the course fully equipped to be confident creatives within their chosen field as either specialists or generalists.

Whilst studying on the course, students are actively encouraged to form collectives, pursue ideas for new businesses, organise events, complete internships, volunteer or contribute to charitable organisations, enter competitions and work collaboratively. The course values and recognises the importance of creative networks established during students' time at university.

Specialist resources:

BA (Hons) Fashion Communication, students will have access to studios and computer suites equipped with the relevant analogue and digital materials and software for the course. In 2020, the University opened an Innovation Studio which houses relevant equipment such as SLS 3D printers, a suite of commercial multi material 3D printers, a lab for VR, in addition to a digital loom and a range of direct to textile printers, and a dye lab. This was followed in 2021 by the expansion of the Innovation Studio to include a purpose-built venue attached to the digital fabrication lab which brings graduate start-ups onto the campus to research, innovate and prototype, taking advantage of the advanced equipment available. Students also have access to these facilities during their studies, which include relevant functions such as screen printing and bindery facilities on campus.

There are several lecture theatres and seminar rooms on campus to assist students with their studies. There is also a drawing studio, photographic studios and dark rooms which can be used by students under the supervision of the course team.

The Library at AUB holds an excellent range of print and online collections of Fashion Communication resources, but also the wider relevant interdisciplinary resources that students can access for specific aspects of their learning, such as design theory, photography, graphic design, and art.

The studio space that will be primarily used by the course has been designed to flexibly accommodate a mixture of analogue and digital learning and practice. The course has access to a fully equipped mac suite where students will develop their knowledge of relevant software programs and processes for the creation of digital communication artefacts. One of the studios is a flexible space that can be transformed from a workshop space into a full photographic studio with colorama, black out blinds, photography equipment, and lighting (room and equipment is bookable to students). The course provides students with supervised access to a heat press, bindery, and a guillotine. Students can book out drawing tablets, iPads, laptops and photographic equipment where needed. Relevant materials and resources for the completion of activities during campus sessions are available to students in the studio space.

A full list of the course resources has been included in the Appendix documentation.

Course Units

Unit code	Unit title	Credits
Level 4		
FCO401	Fashion Communication	40 credits
FCO402	Fashion Photography and Styling	40 credits
FCO403	Fashion Insights and Graduate Futures I	40 credits
Level 5		
FCO501	Fashion Film	40 credits
FCO502	The Fashion Campaign	40 credits
FCO503	Personal Innovation and Graduate Futures II	40 credits
Level 6		
FCO615	Major Project Proposal	40 credits
FCO616	Major Project Production	60 credits
FCO617	Portfolio and Professional Practice	20 credits

Course Diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included.

<table>
<tr><td></td><td colspan="30">Level 4</td></tr>
<tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr>
<tr><td></td><td colspan="10">Autumn Term</td><td colspan="10">Spring Term</td><td colspan="10">Summer Term</td></tr>
<tr><td rowspan="2">Induction week</td><td colspan="9">FCO401 Fashion Communication
40 credits
Weeks 1-10

Pass/fail unit</td><td rowspan="2">Assessment</td><td colspan="9">FCO402 Fashion Photography and Styling
40 credits
Weeks 11-20</td><td rowspan="2">Assessment</td><td colspan="9" rowspan="2"></td><td rowspan="2">Assessment</td></tr>
<tr><td colspan="20">FCO403 Fashion Insights and Graduate Futures I
40 credits
Weeks 1-30</td></tr>
</table>

Level 5

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Autumn Term										**Spring Term**										**Summer Term**									
	FCO501 Fashion Film 40 credits Weeks 1-10								Assessment		**FCO502 The Fashion Campaign** 40 credits Weeks 11-20								Assessment									Assessment	
	FCO503 Personal Innovation and Graduate Futures II 40 credits Weeks 1-30																													

Level 6

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Autumn Term										**Spring Term**										**Summer Term**									
	FCO615 Major Project Proposal (Weeks 1 – 9) (40 credits)																													
											FCO616 Major Project Production (Weeks 10 – 21) (60 credits)																			
																					FC0617 Portfolio & Professional Practice (Weeks 21 – 27) (20 credits)									

Image: Brandon Bolland | BA (Hons) Fashion Communication