

# BA (Hons) Fashion Branding and

# Communication



ARTS UNIVERSITY BOURNEMOUTH

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### PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Fashion Branding and 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 within this Handbook and the online Unit Information.

<b><u>Key Course Information</u></b>	
Final Award	BA (Hons)
Course Title	Fashion Branding and Communication
Award Title	BA (Hons) Fashion Branding and Communication
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the School of:	Art, Design and Architecture
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement	Art and Design
UCAS code	W111
Language of study	English
External Examiner for course:	Dr Hedley Roberts University for the Creative Arts
<i>Please note that it is not appropriate for students to contact external examiners directly.</i>	
Date of Validation	2017
Date of most recent review	N/A
Date programme specification written/revised	September 2022

### **Course Description**

The BA (Hons) Fashion Branding and Communication course recognises the uniqueness of the individual whilst embedding the collaborative aspects of academic engagement and creative risk taking in the fashion branding and communication arena. Through the journey of the course you will experience challenges and new possibilities whilst seeking innovative solutions to concept origination, application and final outcomes. A guiding principle of the course is for you to initially develop key skillsets which will underpin and inform your professional growth and develop your sense of place in the industry. You will be studying in an environment that will prepare you to manage the diverse

requirements of the fashion branding and communication sector. Following this, you will be encouraged to make conscientious choices that question existing practices whilst embracing the importance of being informed, empowered and creatively diverse.

The course will deliver a challenging curriculum that embeds theory with practice and is rooted in professional contexts. It challenges you and should exceed your educational expectations whilst clarifying your industry relevance when progressing to alumni. The BA (Hons) Fashion Branding and Communication course will encourage academic and creative diversity through the energetic delivery of content that has global and sustainable currency. You will have the ability to assess, question, analyse, conceptualise, translate and deliver enabling you to meet a breadth of challenges and opportunities offered by the global creative industries.

These key points define the philosophy of BA (Hons) Fashion Branding and Communication:

- **Future Fashion Branding & Communication**  
BA (Hons) Fashion Branding and Communication promotes conceptual and directional fashion thinking underpinned by historical awareness and academic and industry research. This will inform current and future developments across a broad range of fashion branding and communication applications to key markets. You will be encouraged to challenge and 'risk take' and devise new concepts through both independent and collaborative practice. For example: magazines and fashion related publications, visual merchandising and display, fashion styling, fashion events and exhibitions.
- **Developing an Identity**  
The units in Level 5 develop your professional identity and employability through direct experience which will enable you to begin to establish your place in the branding and communications sector. You will be encouraged to question existing practices and look for new solutions, exploring diversity, niche market opportunity and develop empathic consideration for the local and global fashion industry. Students will develop a portfolio of visual and written material to promote themselves in their continued professional development.
- **The Art of Collaboration**  
Throughout the course you will be taught theory and practice of fashion branding and communication. Some of the practice will apply to collaboration across the Faculty with students from different disciplines and fashion design students. You will experience live projects and competitions as part of and in addition to the curriculum collaborating with visiting professionals, brands and relevant professional bodies. It is envisaged that students will engage with different platforms to reach out to, and address, an increasingly diverse fashion consumer.
- **Philanthropy and Sustainability**  
A broad area of the global fashion industry is now looking to employ individuals who make conscientious choices and want to make a difference. Through a series of workshops and symposiums, access to NGOs such as Labour Behind the Label you will learn and be encouraged to apply and practice integrity in branding and communication decisions and, where relevant, link with appropriate companies, locally and internationally.

- **Collaborations with International and National Companies and Strategic Partners**

You will prepare to work in global markets through 'live' projects and collaborations, placements and internships. The internship or industry placement options in Level 5 will give you a solid grounding in industry practice as well as expanding and enhancing network possibilities. These opportunities to develop international awareness and perspective will be further enhanced by links with other academic institutions and structured visits to major fashion capitals. Collaboration with other institutions on cross disciplinary projects will be facilitated.

### **Course Aims**

The course aims to address these philosophical statements by producing reflective theorists and practitioners who have the confidence and abilities to productively contribute to the future development of the fashion industry as responsible, creative individuals. You will have an awareness of global issues pertinent to the fashion industry and will be prepared to actively engage in a professional context. You will be critically reflective and able to learn independently in preparation for professional environments or postgraduate study. These aims can be defined specifically as:

- To develop a comprehensive understanding and knowledge of directional fashion branding and communication for the local and global market.
- To develop an understanding of the historical, contextual and theoretical fashion frameworks, which provide strategies to become a reflective practitioner.
- To encourage engagement with the socio-cultural eco-political and technological issues which will inform you as a responsible and creative communicator.
- To develop a range of multi-disciplinary skills encouraging experimental collaborations in the branding and communication environment through lateral thinking and risk taking.
- To develop knowledge of global markets within their respective macro and microenvironments and encourage employability, enterprise and innovation that is relevant to the creative industries.

### **Course Outcomes**

By the end of the course you will be able to:

- Relate specialist knowledge and skills developed within fashion branding and communication to contemporary practice and to emerging trends at the forefront of the global industry.
- Adapt to and engage with a breadth of challenges that exist in a fast moving, professional environment aligned with new fashion platforms of communication and omni channel engagement across fashion branding and communication

supported by research and creativity.

- Demonstrate an ability to contribute to and collaborate with companies and brands at both commercial and diverse levels of the branding and communication sector.
- Demonstrate an awareness of creative branding and communication practice and application.
- Build on networks of professional contacts to open up new opportunities for engagement in professional projects.
- Apply transferable skills, exercising initiative and personal responsibility.
- Extend academic learning as an independent, self-reflective and creative practitioner, fully prepared for professional environments or postgraduate study.

### **Reference Points**

UK Quality Code for higher education, including:

- Subject Benchmark Statement: *Art and Design*
  - Framework for Higher Education Qualifications (FHEQ)
- AUB Regulatory Framework and Undergraduate Assessment Regulations

### **Learning and Teaching Strategies**

The course combines both independent learning and taught sessions throughout all levels. Taught sessions are designed to support, underpin and inform independent learning and are delivered in a variety of styles including a diverse range of ongoing practical workshops, demonstrations, lectures, group and individual tutorials, seminars, critiques, unit briefings and optional study visits. These are delivered by the course team and supplemented by visiting practitioners from the fashion and related sectors.

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 you reach the later stages of the course. The progressive promotion of independent learning and self-reflection encourages anticipated maturity and allows you to direct learning towards individual goals. Emphasis is placed upon reflective practice where you will be expected to progressively take personal responsibility for your learning.

Teaching is directed at supporting individual engagement in learning although there are opportunities to work in teams to enable you to learn the value of peer co-operation. As members of the cohort, you are active participants in learning and teaching and through this the sharing of good practice is established. Peer learning is facilitated through group critiques and feedback sessions, collaborative projects and more informally within the studio environment.

The course team has developed a variety of learning and teaching methods which support different learning styles, inclusivity and access to learning. The

main focus for the learning and teaching methods is through the assignment(s) undertaken for each unit, which reflect the level of study.

The course team has developed team teaching opportunities, both within the core team and in collaboration with Visiting Tutors and industry professionals, to enhance learning opportunities and to further your knowledge and awareness of industry practices and expectations. The team also regularly attend new and update training, seminars and conferences in order to keep delivery current and in line with industry requirements.

There may also be occasions where digital delivery is appropriate. Where this is the case, this might include on-line lectures, seminars, presentations, and one to one tutorials. It is important that you engage with on-line course delivery in the same way that you would if you were on campus.

### **Assessment**

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

For every unit of your course, we will inform you of what you are expected to learn; what you have to submit; how your work will be assessed; and the deadline for presenting your work for assessment. This is made available through the online Unit Information.

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

The final mark for each unit will be recorded on your formal record of achievement (transcript). With the exception of the pass/fail unit, 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 your Honours degree course, you will be awarded a degree classification based on your unit marks. The final classification is determined using all unit marks at Levels 5 and 6.

If you have 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 your 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 you leave the course early, having successfully completed one or two levels. If you successfully complete a level of the course, you will automatically be entitled to progress to the next level.

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

For the award of a Diploma of Higher Education (DipHE), you 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 you leave the University following successful completion of the second year of your course.

For the award of a BA (Hons) you 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 your course.

A BA without Honours may be awarded if you have achieved 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 wanted to create a curriculum that reflected its values and ethos. It should prepare you for the future not only in enabling you to have a successful career, but we also want to empower you with the knowledge, skills and passion to have a positive impact on the world and be an agent for change. We have 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.

### **Equalities 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)**

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 have been defined that we feel are particularly appropriate to the creative courses that we deliver and to AUB's core values; during your course, both curricular and extra-curricular activities will give you the opportunity to prepare for your working career.

## **Course Content**

The course offers a unique opportunity to study fashion branding and communication. A major strength of this course is its position within a specialist arts, design, media and performance institution with the potential for you to study alongside other creative and cultural disciplines. The course is located in a dynamic and creative studio environment. Individual development is supported and nurtured through experimentation, exploration, innovation, and risk-taking.

During the course you will build an appropriate fashion branding and communication portfolio of skills, which support the development of individual practice, and inform your decision regarding the selection of employment or further study. The curriculum acknowledges that the creative process is informed and nourished by your development as an independent, critically self-reflective learner. Each level is broadly defined as follows.

### **Level 4 (Year 1) Exploration**

At Level 4, the units delivered during the autumn and spring term are skill-based units which draw on a range of expertise as part of an instructional yet intellectually challenging student journey. Historical design studies and academic theory are embedded across the two terms, and are identified within the learning outcomes and assessment components offering you the opportunity to critically reflect on the study of fashion branding and communication from the start of your learning. These units directly relate to your later development and approach. They also define through investigation and experience the range of possible practices and areas of study you may want to engage with as a fashion communicator during your time on the course.

Level 4 concludes in the third term with an individual project concept which may involve aspects of collaboration, where you will begin to define strengths and specialist choices through the production of a publication or digital equivalent that embeds the core skills learned in the first two terms.

The Level 4 journey will not only shape your experience through learning new skills and knowledge, but will identify your strengths, interests and areas of specialisms as well as introducing you to professional practices. It will also ensure that you engage with a broad range of experiences, which will support specialist decisions in the future.

### **Level 5 (Year 2) Innovation**

Level 5 will begin with a 40-credit unit which supports an advanced level of engagement with theory and practice. Branding theory and Brand DNA teaching will directly support the critical understanding of consumer awareness and market diversity, whilst directly informing focused communication development and market

analysis. Here, you will engage with distinct and challenging research methods and visual communication while at the same time preparing for a professional role in industry.

Following on from this is a 40 credit unit which is instrumental in the understanding via investigation of the concept of omni media and all the elements of fashion branding and communication associated with it. You will be encouraged to question existing practices and look for new solutions in advanced concept development and application to a broad spectrum of fashion environments. At the same time, you will produce a written document, in the form of an article or editorial piece or whole publication, which includes supporting collaborative images which embed your design philosophy and narrative.

You will then undertake the final 40 Credit unit, which offers you either A. the opportunity of a UK or international work experience placement, or B. participation in an AUB in-house 'Live Project' with a current brand or design company. The unit offers options to give you flexibility of choice and experience. Both options prepare you for the 'real world' by engaging you in first-hand experience with a commercial business or business owner, and the expectations around professional industry practice.

During Level 5 you will undertake a trip to a major fashion capital that will broaden your professional experiences and networking skills.

### **Level 6 (Year 3) Application**

Level 6 is the most challenging year, where you will apply all previous knowledge to focus specifically on a specialist area of study. The units Final Major Project Part 1 (Exploration) worth 20 credits and Part 2 (Resolution) worth 40 credits, will be delivered across much of the academic year and will prepare you directly for employment or post graduate further study.

In the Final Major Project units, you will research, develop and realise a specialist body of work directly aligned to fashion branding and communication that is relevant to your employability or progression to postgraduate study. It is envisaged that students will consider a final major project that applies to Graduate Fashion Week, relevant exhibitions and related fashion events to promote their subject and AUB. Major Project Part 1 (Exploration) will focus on research, experimentation and exploration of your chosen project and this work will inform the realised outcome in Major Project 2 (Resolution). Students will put into practice, where applicable, exhibition or events in the Bournemouth locality, Graduate Fashion Week or produce a publishable branding and communication outcome.

In the first term you will also produce a dissertation in which you will demonstrate an advanced range of research and writing skills. Students will demonstrate the ability to rigorously adhere to the required professional academic protocols when researching, writing and referencing.

The 40 credit Personal Branding unit prepares you further for your career in fashion branding and communication or application for post graduate studies by developing a professional portfolio of your best work, along with supported learning around CV,

role application, personal presentation, interview techniques and further engagement with industry.

Ultimately the final year requires you to define the final direction of your theory and practice. It encourages you to be focused and innovative; and requires you to understand the content and context that will allow you to create a cohesive and professional portfolio containing theory and practice, in preparation for the challenges of employment or further study.

You will graduate with the knowledge, understanding, professional skills and creative agility necessary to further develop your specialist practices, in professional environments. You will also be equipped with the necessary skills, knowledge and differentiated modes of learning that will enable you to pursue postgraduate study or related forms of employment within the creative industries. The course recognises that in order to remain alert to the ever-changing demands of a dynamic subject area, you are required to be flexible, inclusive, proactive, reflexive and progressive practitioners, graduating from the course fully equipped to be confident professionals within your chosen field.

You are actively encouraged to form collectives, start-up businesses, organise events, complete internships, enter competitions and work collaboratively. The course values and recognises the importance of creative networks established while studying on the course.

### **Course Units**

<b>Unit Code</b>	<b>Unit Title</b>	<b>Credit Weighting</b>
<b>Level 4</b>		
FCO487	Fashion Branding and Communication: Introduction	40
FCO488	Visual Communication	40
FCO489	Design Process and Application	40
<b>Level 5</b>		
FCO561	Digital Branding and Communication	40
FCO562	Industry Practice	40
FCO563	Fashion Multi Media	40
<b>Level 6</b>		
FCO661	Final Major Project: Part 1 (Exploration)	20
FCO662	Research Project	20
FCO664	Personal Branding	40
FCO665	Final Major Project: Part 2 (Resolution)	40

## Course Diagram

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

Level 4																														
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
	<b>Autumn Term</b>										<b>Spring Term</b>										<b>Summer Term</b>									
Induction week	<b>FCO487 Fashion Branding and Communication: introduction</b> <b>Weeks 1-10</b> (40 credits)										<b>FCO488 Visual Communication</b> <b>Weeks 11-20</b> (40 credits)										<b>FCO489 Design Process and Application</b> <b>Weeks 21-30</b> (40 credits)									

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
	<b>Autumn Term</b>										<b>Spring Term</b>										<b>Summer Term</b>									
	<b>FCO561 Digital Branding and Communication</b> <b>(weeks 1-10)</b> (40 credits)										<b>FCO563 Fashion Multi Media</b> <b>(weeks 11-20)</b> (40 credits)										<b>FCO562 Industry Practice</b> <b>(weeks 21-30)</b> (40 credits)									

<b>Level 6</b>																														
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
<b>Autumn Term</b>										<b>Spring Term</b>												<b>Summer Term</b>								
<b>FCO661 Final Major Project Part 1</b> (weeks 1-10) (20 credits)										A	<b>FCO665 Final Major Project Part 2</b> (weeks 11-21) (40 credits)												<b>FCO664 Personal Branding</b> (weeks 21-30) (40 credits)							
<b>FCO662 Research Project</b> (weeks 1-10) (20 credits)										A																				

A = assessment



