

Course Specification

Course Summary Information		
1	Course Title	MA Fashion Communication
2	Course Code	PT1819/ PT1820 MA Fashion Communication Master of Arts Fashion Communication (Fashion and Beauty Marketing) -05 Master of Arts Fashion Communication (Styling and Art Direction) -06
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	<i>Not applicable</i>
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	<i>Not applicable</i>

6	Course Description
	Our MA in Fashion Communication explores fashion communication as a critical, creative and research-led field within the contemporary fashion and beauty industries On this course you will examine how these industries communicate ideas, engage audiences, and shape values, identities and cultural meaning through visual culture, storytelling, media and as a professional practice in both local and global contexts. This course is suitable for both recent graduates and qualified mature students who aim to work in the fashion and beauty industries. We will support you to develop the knowledge, skills and experience to prepare you for employment and freelance practice within marketing, styling, art direction, social media, PR, fashion journalism, trend forecasting and associated careers in fashion and beauty communication. You will choose one of two areas to specialise in, and you will be in your specialism from the start of the course. MA Fashion Communication: Styling and Art Direction • Develop advanced skills in visual communication, storytelling and image-making through experimentation, conceptual development, studio practice and contextual research. • Explore how fashion images are constructed, how styling and art direction communicate meaning, and how visual practice responds to cultural and critical issues. MA Fashion Communication: Fashion and Beauty Marketing • Develop advanced understanding of brand communication, consumer insight and cultural change through strategic thinking, industry engagement and live briefs.

- Explore how brands respond to changing contexts and critical issues, while strengthening storytelling, pitching and problem-solving skills.

While modules will be shared by students aligned to both pathways, you will have specialism-specific seminars which will allow you to focus your research and outputs on your chosen area.

In both specialisms you will learn to harness the power of compelling storytelling, visual aesthetics, and consumer research, to effectively engage audiences and drive impactful brand narratives. Adopting an international approach, you will be encouraged to reflect on your own heritage, culture, and identity to promote cross-cultural dialogue and understanding, helping you to become a professional who can navigate the global landscape of the fashion and beauty industries.

You will be encouraged to interrogate ideas, assumptions, practices and contexts, and to consider how fashion communication and storytelling can contribute to more inclusive, informed and future-focused forms of practice. You will build your technical and digital skills by applying creative tools to produce digital communication, short-form moving image, platform-specific content and print media.

The course combines critical, creative and professional approaches to fashion communication across cultural, industry and practice-based contexts. You will develop postgraduate research skills, including critical reading, contextual analysis and methodological planning, and apply these through specialist study, live industry projects, the Major Project (including proposal).

You will need to work confidently with information that is complex, ambiguous and incomplete, and use your independent judgement in response to creative, strategic and research-led projects. You are also encouraged to take responsibility for your own learning by planning effectively, prioritising tasks and solving problems to meet all briefs and deadlines, and by becoming an autonomous learner.

What's covered in the course

- **Industry knowledge:** You will develop advanced understanding of fashion and beauty communication, including visual culture, storytelling, audience engagement, industry practice, and the cultural, social, ethical and environmental issues shaping contemporary and future-facing practice.
- **Creative and technical development:** You will build technical and digital skills through workshops, studio practice and creative development, applying a range of creative tools across digital communication, short-form moving image, platform-specific content and print media.
- **Research and ideation:** You will develop postgraduate research, ideation and critical enquiry skills through critical reading, contextual analysis, methodological planning, experimentation and concept development.
- **Staff with industry experience and Industry engagement:** The course is taught by staff with professional experience across fashion communication, supported by guest speakers and industry engagement that connect learning to contemporary practice.
- **Career development:** The course supports the development of professional identity, employability and industry-facing practice through live briefs, portfolio development, CV development and online presence.
- **Experiential Learning and Authentic Assessment:** you will learn by doing and the assessments will mirror the work you might create in industry. Take advantage of organised trips to exhibitions and inspirational stores and cities.

	Assessment may include • research and development workbooks • visually enriched proposals, pitch decks or zines • resolved visual, creative and/or strategic outcomes • speculative future scenarios and creative responses • editorial [print/digital media] • marketing / brand campaign materials [print/digital media] • verbal presentations and professional pitches • portfolios, CVs • substantial creative projects with supporting critical material • a dissertation
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Fashion Communication (Fashion and Beauty Marketing)	7	180
	Master of Arts Fashion Communication (Fashion and Beauty Marketing) with Professional Placement	7	240
	Master of Arts Fashion Communication (Styling and Art Direction)	7	180
	Master of Arts Fashion Communication (Styling and Art Direction) with Professional Placement	7	240
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Fashion Communication	7	60
	Postgraduate Diploma Fashion Communication (Fashion and Beauty Marketing)	7	120
	Postgraduate Diploma Fashion Communication (Styling and Art Direction)	7	120

8	Variation from the University Regulations
	<i>Not applicable</i>

9	Delivery Patterns			
Mode(s) of Study		Location(s) of Study	Duration of Study	Code(s)
Full Time		City Centre	1 Year	PT1819 PT1819-05 PT1819-06
Full Time with Professional Placement		City Centre (and placement provider)	18 months	PT1820 PT1820-05 PT1820-06

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ .

11	Course Aims
	Develop advanced understanding of fashion communication as a critical, creative and professional field of practice within contemporary fashion and beauty contexts. Develop advanced critical understanding of concepts, issues, theories, histories and topics relevant to creative approaches within the practice of fashion communication. Enable students to interpret and apply knowledge of visual culture, branding, storytelling, audience engagement and communication practice across local and global fashion and beauty contexts. Develop critical awareness of the cultural, social, ethical, environmental and professional issues shaping contemporary and future-facing fashion and beauty communication, with particular emphasis on sustainability, responsibility and cultural awareness. Strengthen postgraduate research capability through critical reading, contextual analysis, methodological planning and, where appropriate, practice-based research. Develop students' ability to generate, test and realise ideas through research, process and experimentation in response to creative, strategic and research-led challenges in fashion communication. Support students in developing independent judgement and autonomy as learners through sustained enquiry, self-directed project development and reflective engagement with complexity, ambiguity and change. Encourage originality in the application of knowledge through the development of distinctive creative, strategic and research-informed outcomes. Support the development of specialist, professional and pathway-specific practice through live industry engagement, creative project development and independent Major Project study. Develop visual, written, digital and verbal communication skills appropriate to advanced study and contemporary professional practice in fashion communication. Support students in articulating professional identity, specialist capability and future direction in preparation for employment, freelance practice, entrepreneurial activity and/or further study.

12	Course Learning Outcomes
	<i>Knowledge and Understanding</i>
1	Critically evaluate theoretical, historical, cultural and industry perspectives relevant to contemporary fashion communication.
2	Analyse how fashion and beauty communication shapes meaning, identity, values and audience engagement across a range of contexts and platforms.
3	Evaluate the cultural, social, ethical, environmental and professional issues that inform contemporary and future-facing fashion communication practice.
4	Synthesise and evaluate research to establish informed rationales and methodological approaches for advanced study and practice in fashion communication.
5	Critically interrogate how sustainability, responsibility and cultural awareness shape current and future fashion and beauty communication.
	<i>Skills and other attributes</i>
6	Explore, experiment and refine ideas through research, ideation and concept development, demonstrating independent enquiry, informed judgement and originality.
7	Develop and realise substantial creative, strategic and/or written outcomes demonstrating coherence between enquiry, development and final resolution.
8	Communicate ideas, proposals and outcomes effectively through appropriate forms, with awareness of context, audience and purpose.
9	Apply relevant professional, creative and/or research conventions in articulating a distinctive personal repertoire and professional identity within fashion communication.
10	Demonstrate autonomy through independent judgement, reflective engagement and responsible decision-making in response to complexity, ambiguity and change.

13	Level Learning Outcomes
	<i>Upon completion of 60 credits at Level 7 / the PG Cert, students will be able to:</i>
	Critically examine visual culture, fashion histories, theory and communication practices within contemporary fashion and beauty contexts.
	Investigate the cultural, social, environmental and industry conditions informing sustainable and responsible futures in fashion and beauty.
	Analyse, interpret and synthesise visual, contextual and industry research in order to identify emerging issues, signals and opportunities for fashion communication practice.
	Apply appropriate digital and creative tools in the development and communication of visually coherent, critically informed outcomes.
	<i>Upon completion of 120 credits at Level 7 / the PG Dip, students will be able to:</i>
	Formulate and justify a focused and research-informed proposal for independent Major Project development.
	Apply appropriate research methodologies, ethical principles and, where relevant, practice-based research approaches to fashion communication enquiry.
	Interpret and respond to industry briefs through the development of creative and/or strategic outcomes informed by research, analysis and specialist pathway knowledge.
	Demonstrate engagement with sustainability, responsibility, representation and cultural relevance in the development of fashion and beauty communication outcomes.
	Reflect on and communicate project development and professional practice in order to evidence specialist capability, employability and future direction.
	<i>Upon completion of 180 credits at Level 7, students will be able to:</i>
	Demonstrate a systematic and critically informed understanding of contemporary fashion and beauty communication through engagement with historical, theoretical, cultural, professional and industry contexts.

	Integrate critical, creative, strategic and research-led approaches in order to investigate and respond to complex issues within fashion and beauty communication.
	Apply appropriate research methodologies, including where relevant practice-based approaches, to the development and realisation of an independent Major Project.
	Produce substantial creative, strategic and/or written outcomes that demonstrate originality, critical judgement, sustainability awareness and cultural relevance.
	Demonstrate autonomy as a learner through the exercise of independent judgement, reflective engagement and responsible decision-making in response to complexity, ambiguity and change within academic, creative and professional contexts.

14	Course Learning, Teaching and Assessment Strategy
	Learning and teaching methods The course is designed to support the progressive development of advanced critical understanding, research capability, creative practice and professional identity at Level 7. Learning begins with the exploration of visual culture, fashion histories, theory, branding, storytelling, audience engagement and sustainable futures within contemporary fashion and beauty contexts. This provides the foundation for the development of specialist knowledge and pathway-specific skills, which are then extended through live industry engagement, creative research proposal development and the completion of an independent Major Project. Teaching and learning take place through lectures, seminars, workshops, tutorials, guest lectures, critique and independent study. These methods support both critical enquiry and creative practice, enabling students to investigate concepts, issues, theories and topics relevant to fashion communication, and to develop informed responses to creative, strategic and research-led challenges. This approach supports the course aims of developing advanced understanding of fashion communication as a critical, creative and professional field, strengthening postgraduate research capability, encouraging originality, and supporting the development of specialist and professionally relevant practice. Research, critical enquiry and creative development Research underpins both academic and creative work across the course. Students are expected to critically synthesise and evaluate secondary research, contextual material, industry practice, process and experimentation in order to inform the development of original outcomes. Learning is shaped by the cultural, social, ethical, environmental and professional issues that inform contemporary and future fashion communication, including sustainability, responsibility, representation, cultural awareness, digital change and evolving audience behaviours. This supports the achievement of the course learning outcomes by enabling students to critically evaluate theoretical, historical, cultural and industry perspectives, analyse communication across platforms and contexts, and develop, refine and realise substantial academic and creative outcomes. Professional practice and employability Professional development is embedded throughout the course. Students are supported in identifying specialist interests, applying them within professional and industry-facing contexts, and articulating their strengths through project work, reflection and career development materials. Live briefs, industry engagement and engagement with professional skills help students develop a distinctive personal repertoire and professional identity.

This prepares students for employment, freelance practice and/or further study within fashion communication and related fields, and supports the course learning outcomes related to autonomy, professional awareness and the communication of specialist capability.

Assessment strategy

Assessment is 100% coursework and reflects the academic, creative and professional dimensions of the course. Assessment tasks are designed to enable students to demonstrate critical thinking, research capability, experimentation, communication, independent judgement and professional awareness through forms appropriate to the module and pathway.

Assessment may include research, process and experimentation books; pitch decks and zines; visual communication outcomes; speculative future scenarios; live industry project responses; presentations; portfolios and professional development materials; substantial creative projects; and dissertations. This range of assessment supports students in achieving the course learning outcomes through authentic and professionally relevant forms of practice and communication

Feedback and progression

Feedback is provided throughout the course through tutorials, formative discussion, verbal and written feedback and summative assessment. Feed forward supports the refinement of ideas, the development of future work and progression between modules and stages of study. Students are expected to engage actively with feedback, manage their time effectively, take increasing responsibility for their own learning and demonstrate autonomy in responding to complexity, ambiguity and self-directed project work.

15	Course Requirements																								
15a	Level 7: <i>In order to complete this course a student must successfully complete all the following CORE modules:</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>FAS7067</td><td>Visual Culture and Creative Communication</td><td>40</td></tr><tr><td>FAS7068</td><td>Fashion and Beauty Futures</td><td>20</td></tr><tr><td>FAS7069</td><td>Industry Project and Professional Practice</td><td>40</td></tr><tr><td>FAS7070</td><td>Research Proposal for Major Project</td><td>20</td></tr><tr><td>FAS7071</td><td>Major Project</td><td>60</td></tr></table> <i>In order to qualify for the awards with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 7 module:</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>PLA6003</td><td>Professional Placement</td><td>60</td></tr></table>	Module Code	Module Name	Credit Value	FAS7067	Visual Culture and Creative Communication	40	FAS7068	Fashion and Beauty Futures	20	FAS7069	Industry Project and Professional Practice	40	FAS7070	Research Proposal for Major Project	20	FAS7071	Major Project	60	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
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FAS7067	Visual Culture and Creative Communication	40																							
FAS7068	Fashion and Beauty Futures	20																							
FAS7069	Industry Project and Professional Practice	40																							
FAS7070	Research Proposal for Major Project	20																							
FAS7071	Major Project	60																							
Module Code	Module Name	Credit Value																							
PLA6003	Professional Placement	60																							

15b Structure Diagram	
Induction/ Welcome Week	
Semester 1	Visual Culture and Creative Communication (40 credits CORE)
	Fashion and Beauty Futures (20 credits CORE)
Semester 2	Industry Project and Professional Practice (40 credits CORE)
	Research Proposal for Major Project (20 credits CORE)
PG Diploma (120 credits)	
Semester 3	Major Project (60 credits CORE)
MA (180 credits)	
Semester 4	PLA6003: Professional Placement (60 credits OPTIONAL)
MA with Professional Placement (240 credits)	

16	Overall Student Workload and Balance of Assessment
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Level 7

Workload

Activity	Number of Hours
Scheduled Learning	156
Directed Learning	1284
Private Study	360
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	-
In-Person	-