Course Specification

Course Summary Information		
1	**Course Title**	BA (Hons) Fashion Communication BA (Hons) Fashion Communication with Professional Placement Year
2	**Course Code**	US1495 US1506
3	**Awarding Institution**	Birmingham City University
4	**Teaching Institution(s)**	N/A
5	**Professional Statutory or Regulatory Body (PSRB) accreditation**	N/A

6	**Course Description**
	The BA (Hons) Fashion Communication will transform you into a fashion-focused visual designer. You'll combine art direction, styling, graphic design, film, animation, photography, journalism, events, and trend forecasting for fashion. You'll learn to brand, style, write, shoot, package, and direct. As an interdisciplinary practitioner, you'll communicate to consumers in both the real world and the metaverse, driven by creative storytelling. You won't be a mere follower; you'll become a pioneer, embracing a forward-thinking mindset that positions you at the forefront. The focus is on developing you into a fashion communicator with exceptional craft skills, ready to influence the industry with strong future-proofing capabilities. You'll be at the cutting edge of contemporary fashion communication, working within the metaverse while maintaining a strong foundation in print design and live events, meeting the fashion industry's highest standards of visual communication. You'll challenge conventions by seamlessly blending design, art direction, and promotion to convey ideas and concepts. Envision yourself art directing and orchestrating magazine covers, fashion shoots, directing fashion films, music videos and shaping brands' visual identities with strategic finesse. Rooted in a love of tradition and craft, you'll be equally committed to pushing the boundaries of innovation and sustainability for a better world. As a global citizen, you'll champion principles addressing climate issues, racial equality, and social justice. You won't just be a fashion creator; you'll be an advocate for positive change. You'll find yourself at the core of the fashion industry, influencing its future. You'll be taught by a team of industry specialists with a proven track record of working with top brands and influential

	industry practitioners. You'll be part of an award-winning course that shapes fashion communicators who can work in teams, as individuals, as well as nurturing entrepreneurs and future proofers. In this nurturing environment, pastoral care is at the core of the ethos. Your growth as an individual will be cared for, fostering a supportive community where your well-being matters. The commitment extends beyond the academic, ensuring that you not only succeed in your creative pursuits but also feel valued and supported on a personal level.

7	Course Awards		
7a	Name of Final Award	FHEQ Level	Credits Awarded
	BA (Hons) Fashion Communication	6	360
	BA (Hons) Fashion Communication with Professional Placement Year	6	480
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Fashion Communication	4	120
	Diploma of Higher Education Fashion Communication	5	240
	Bachelor of Arts Textile Fashion Communication	6	300

8	Variation from the University Regulations
	N/A

9	Delivery Patterns		
Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
Full-time	City Centre	3 years	US1495
Full-time	City Centre + Placement	4 years	US1506

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 , or may be found by searching for the course entry profile located on the UCAS website.

11	Course Aims
	The Aim of the BA Fashion Communication Course is designed to: • Develop your understanding and practice with fashion communication research tools. • Develop your craft skills and creative expression for Fashion Communication. • Develop your personal style and recognise where it can be applied to Fashion Communication outlets. • Enable you to produce and present solutions for fashion communication briefs. • Understand global creative problems and help shape the future. • Empower you to develop entrepreneurial practice within the fashion industry. • Help you produce a portfolio of work that demonstrates your fashion communication skills. • Enable you to transfer from education into an industry setting.

12	Course Learning Outcomes
	Knowledge and Understanding
1	Develop solutions to fashion communication problems through ideation and critical thinking
2	Interpret the role and impact of global drivers on the fashion industry.
3	Find sustainable solutions within fashion communication for print and digital fashion.
4	Evaluate innovators, disrupters and change makers who are influencing the future fashion industry.
5	Develop innovative and future facing practices through the application of trend analysis.
6	Evaluate and analyse methods to monetise design thinking.
	Skills and Other Attributes
7	Apply global semiotics to deconstruct and create meaningful visual narratives.
8	Develop copywriting in combination with imagery to create fashion communication for a client brief.
9	Develop ideas and strategies for fashion communication informed by contemporary art and design practices.
10	Utilise a decolonised attitude towards fashion communication
11	Skilled in a range of industry design applications.

13	**Level Learning Outcomes**
	Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:
1	Apply fundamental principles of graphic design to produce print and digital outcomes.
2	Research and describe the driving forces of future fashion trends.
3	Understand the range of visual communication techniques utilised by contemporary fashion brands
4	Describe global issues that affect the fashion industry
5	Source and use sustainable solutions for both print and digital design outcomes.
6	Contextualise the influence of individual practitioners on visual cultures and aesthetics.

7	Develop professional attributes such as timekeeping, working to a brief, pitching and reacting to critical feedback
8	Collaborate with peers to create a cohesive and inclusive body of work, fostering teamwork and valuing diverse perspectives.
9	Use industry software to develop technological skills relevant to produce digital, print and motion outcomes.
10	Understand the needs of specific target audiences through purposeful and meaningful approaches to design.
	Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:
1	Use primary and secondary research to identify and explore new innovative means of fashion communication.
2	Implement design thinking to create a strategy and implement a series of appropriate marketing solutions for a brand
3	Apply art direction across a series of printed and digital outcomes.
4	Devise strategies for fashion film that integrates styling and narrative storytelling.
5	Demonstrate both leadership and teamwork abilities through effective collaboration.
6	Demonstrate an ability to work within style guides, and restrictions of a live industry brief
7	Implement sustainable practices in all outcomes alongside sound economic solutions for a budget.
8	Develop critical thinking and awareness to evaluate decision making.
	Upon completion of 60 credits at Level 6 / the Bachelors Degree, students will be able to:
1	Apply fundamental principles of graphic design to produce print and digital outcomes.
2	Blend primary and secondary knowledge to formulate a self-initiated Fashion Communication project.
3	Explore global issues in relation to Fashion Communication.
4	Develop ideas and outcomes that are diverse and inclusive for the zeitgeist.
5	Implement art direction across a series of printed and digital outcomes with professionalism and collaboration.
6	Demonstrate an ability to work collaboratively with peers to contribute to a major project.
7	Use a full range of industry tools within design software to output fashion communication promotional assets
8	Develop strategies for career development informed by industry experience and self-reflection
9	Apply sustainable options for Fashion Communication outputs.

14		**Course Learning, Teaching and Assessment Strategy**
		Course Learning, Teaching and Assessment Strategy **Teaching and Learning:** We offer a dynamic learning environment at BCU, where our curriculum unfolds within a studio setting designed to mirror the professional standards of the industry. Within this framework, lectures and workshops intersect to provide a seamless integration of theoretical understanding and practical application. You will benefit from constructive feedback offered by lecturers, technicians, and peers, fostering a collaborative atmosphere conducive to skill refinement and academic advancement. In addition to structured sessions, seminars offer opportunities for in-depth exploration of fashion-related topics. Guided by experienced faculty and industry professionals, these discussions encourage critical thinking and facilitate a deeper comprehension of the complexities inherent in the fashion industry. You will engage in dialogue aimed at exploring the intersections of craft skills, entrepreneurial pursuits, and sustainable practices within the realm of fashion communication, thereby gaining insights into contemporary trends and real-world applications. While adhering to the prescribed modules and associated deadlines, you are encouraged to adopt a holistic approach to your academic experience. Utilising the extensive resources available at BCU, including screen and digital print rooms, photography studios, 3D printing facilities, and traditional print rooms, you have the opportunity to further your practical skills and explore your creative potential. Furthermore, collaboration beyond the confines of one's academic discipline is actively encouraged. Located at our city centre campus, Parkside serves as a hub for interdisciplinary interaction, allowing students from various fields such as business, law, graphic design, and games design to exchange ideas and perspectives, enriching their educational experience. At BCU, we are committed to providing students with a comprehensive educational experience that prepares them for success in the competitive landscape of the fashion industry and beyond. **Assessment:** We assess your work in several ways. There are no exams instead, you will submit course work, including research documents, books, lookbooks, magazines, films, animations, and both digital and printed work. You will receive assessment feedback throughout the modules such as: • Peer reviews. This will be conducted in sessions. We will teach you how to give constructive feedback on your peer's work and help you to develop a confident attitude to receiving critical feedback from others. • Mid module assessment [Formative] - This may be written or verbal. This will be a mixture of 1-1 and group tutorials. • End of module assessment– [Summative] - Written feedback with recognition of strengths found in your final submissions and suggestions for improvements. All feedback is a friendly form of constructive feedback that will give you the tools to either elevate your work within a module or take ideas forward to build ideas within the next module.

15	**Course Requirements**

15a Level 4:

In order to complete this course a student must successfully complete all the following **CORE** modules (totalling 120 credits):

Module Code	Module Name	Credit Value
FAS4XXX	Creative Industries: Connections	20
FAS4XXX	Art Direction for Print and Journalism	20
FAS4XXX	Future Thinking and Idea Generation	20
FAS4XXX	Visual Storytelling	40
FAS4XXX	Fashion Metaverse	20

Level 5:

In order to complete this course a student must successfully complete all the following **CORE** modules (totalling 120 credits):

Module Code	Module Name	Credit Value
FAS5XXX	Creative Industries: Industry Futures	20
FAS5XXX	Art Direction for Branding and Promotion	40
FAS5XXX	Fashion Film with Styling	40

In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of **OPTIONAL** modules.

Module Code	Module Name	Credit Value
ADM5000	Work Placement	20
ADM5XXX	Industry Project	20
ADM5XXX	Independent Creative Entrepreneur	20

Level 6:

In order to complete this course a student must successfully complete all the following **CORE** modules (totalling 120 credits):

Module Code	Module Name	Credit Value
FAS6XXX	Creative Industries: Development and Enquiry	20
FAS6XXX	Final Major Project	40
FAS6XXX	Craft & Make	20
FAS6XXX	Commercialisation & Portfolio Prep	40

15b	Structure Diagram

Level 4

SEMESTER ONE	SEMESTER TWO
Core FAS4XXX Creative Industries: Connections (blended) 20 credits, weeks 1-12 FAS4XXX Art Direction for Print and Journalism, 20 credits, weeks 1-12 FAS4XXX Future Predictions, 20 credits, weeks 1-12	Core FAS4XXX Visual Storytelling, 40 credits, weeks 1-12 FAS4XXX Fashion Metaverse, 20 credits, weeks 1-12

Level 5

Core FAS5XXX Creative Industries: Industry Futures (blended), 20 credits, weeks 1-12 FAS5XXX Art Direction for Branding and Promotion, weeks 1-12	Core FAS5XXX Fashion Film with Styling, 40 credits, weeks 1-12
	Optional: all 20 credits, weeks 1-12 ADM5XXX Work Placement ADM5XXX Industry Project ADM5XXX Independent Creative Entrepreneur

Level 6

Core FAS6XXX Creative Industries: Development and Enquiry (blended), 20 credits, weeks 1-12 FAS6XXX Final Major Project, 40 credits, weeks 1-12	Core FAS6XXX Craft & Make, 20 credits, weeks 1-12 FAS6XXX Commercialisation & Portfolio Prep, 40 credits, weeks 1-12

16	**Overall Student Workload and Balance of Assessment**

Overall student workload consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- Scheduled Learning includes lectures, practical classes and workshops, contact time specified in timetable
- Directed Learning includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- Private Study includes preparation for exams

The balance of assessment by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	210
Directed Learning	500
Private Study	490
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	95%
Exam	0%
In-Person	5%

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	180
Directed Learning	420
Private Study	400
Total Hours	1000 + 200 hours optional module – breakdown not yet agreed

Balance of Assessment

Assessment Mode	Percentage
Coursework	95%
Exam	0%
In-Person	5%

Plus optional module assessment.

Level 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	198
Directed Learning	674
Private Study	248
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	92%
Exam	0%
In-Person	8%