Course Specification

Course Summary Information		
1	**Course Title**	BA (Hons) Fashion Communication with Foundation Year
2	**Course Code**	US1495F
3	**Awarding Institution**	Birmingham City University
4	**Teaching Institution(s)** (if different from point 3)	N/A
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)	N/A

6	**Course Description**
	The BA (Hons) Fashion Communication with a Foundation Year is a fashion-focused visual design course. We combine art direction, styling, graphic design, film, animation, photography, journalism, events, and trend forecasting for fashion. We encourage a diverse spectrum of students to embark on our Foundation year. Whether you're still exploring which subject specialism is right for you or looking to build confidence after a break from education. We brand, style, write, shoot, package, and direct. As an interdisciplinary course, we communicate to consumers in both the real world and the metaverse, driven by creative storytelling. We are not mere followers; we are pioneers, embracing a forward-thinking mindset that positions us at the forefront. The foundation year is an exciting step towards your chosen creative degree pathway. You will embark on a fun, creative year of discovery. An opportunity to innovate, experiment, develop craft and research skills, equipping your professional journey into the creative industries. We will support you to become part of the Birmingham City University's Fashion & Textiles community, where you can fully explore yourself within an inclusive environment, amongst a likeminded and diverse peer group. Our bespoke course encompasses Fashion Design, Textile design, Fashion Business and Fashion Communication degree routes. Providing you a platform to collaborate, share and learn from others. You will develop visual communication, subject specific craft skills, and processes to build confidence and independence ready for the next stage of your degree. We aim to innovate, excite, engage, and challenge you. Inspiring and encouraging you to develop your personal aesthetic, offer sustainable awareness, and ignite a lifelong enthusiasm to learn. We are proud to see our foundation students continuing to thrive as they progress through the degree pathways and graduate as leaders within the industry. Our focus is on developing fashion communicators with exceptional craft skills, ready to influence the industry with strong future-proofing capabilities. Our students are 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. We 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 our love of tradition and craft, we are equally committed to pushing the boundaries of innovation and sustainability for a better world. As global citizens, we champion principles addressing climate issues, racial equality, and social justice. We are not just fashion creators; we are advocates for positive change. We pride ourselves at being at the core of the fashion industry and influencing its future. Our teaching team is made up of industry specialists, and we have a proven track record of working with top brands and influential industry practitioners. We are an award-winning course that shapes fashion communicators that 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 our ethos. We care about your growth as an individual, fostering a supportive community where your well-being matters. Our 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
7b	**Exit Awards and Credits Awarded**		
	Foundation Certificate in Fashion Communication Certificate of Higher Education Fashion Communication Diploma of Higher Education Fashion Communication Bachelor of Arts Textile Fashion Communication	3 4 5 6	120 240 360 420

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	4 years	US1495F

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
	• Introductory academic and holistic skills relevant to Fashion & Textiles degree routes • Build confidence to equip a successful transition onto the degree routes • Supportive learning environment teaching key skills that add value • A creative, inclusive and collaborative learning community • 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 alongside images to create fashion communication for a client brief
9	Utilise your knowledge of contemporary art and design to develop ideas and strategies for fashion communication.
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 Foundation Certificate, 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	Demonstrate an ability to work within style guides, and restrictions of a live industry brief.
8	Implement sustainable practices in all outcomes alongside sound economic solutions for a budget.
9	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**
	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, students are encouraged to adopt a holistic approach to their academic experience. Utilising the extensive resources available at BCU, including screen and digital print rooms, photography studios, 3D printing facilities, and traditional print rooms, students have the opportunity to further their practical skills and explore their 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 3:

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
FAS3006	Developing a Narrative	20
FAS3009	Understanding Fundamental Processes	20
FAS3007	Introducing Trends	20
FAS3004	Brand Development	20
FAS3003	Signature Project	40

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
FAS4063	Creative Industries: Connections	20
FAS4049	Art Direction for Print and Journalism	20
FAS4051	Future Thinking and Idea Generation	20
FAS4052	Visual Storytelling	40
FAS4050	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
FAS5057	Creative Industries: Industry Futures	20
FAS5051	Art Direction for Branding and Promotion	40
FAS5052	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
ADM5001	Industry Project	20
ADM5010	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
FAS6153	Creative Industries: Development and Enquiry	20
FAS6143	Final Major Project	40
FAS6145	Craft & Make	20
FAS6144	Commercialisation & Portfolio Prep	40

15b	Structure Diagram

Level 3

SEMESTER ONE	SEMESTER TWO
Core FAS3006 Developing a Narrative 20 credits, weeks 1-12 FAS309 Understanding Fundamental Processes 20 credits, weeks 1-12 FAS3007 Introducing Trends 20 credits, weeks 1-12	Core FAS3004 Brand Development 20 credits, weeks 1-12 FAS3003 Signature Project 40 credits, weeks 1-12

Level 4

SEMESTER ONE	SEMESTER TWO
Core FAS4063 Creative Industries: Connections (blended) 20 credits, weeks 1-12 FAS4049 Art Direction for Print and Journalism, 20 credits, weeks 1-12 FAS4051 Future Thinking and Idea Generation, 20 credits, weeks 1-12	Core FAS4052Visual Storytelling, 40 credits, weeks 1-12 FAS4050 Fashion Metaverse, 20 credits, weeks 1-12

Level 5

Core FAS5057 Creative Industries: Industry Futures (blended), 20 credits, weeks 1-12 FAS5051 Art Direction for Branding and Promotion, weeks 1-12	Core FAS5052 Film with Styling, 40 credits, weeks 1-12
	Optional: all 20 credits, weeks 1-12 ADM5000 Work Placement ADM5001 Industry Project ADM5010 Independent Creative Entrepreneur

Level 6

Core FAS6153 Creative Industries: Development and Enquiry (blended), 20 credits, weeks 1-12 FAS6143 Final Major Project, 40 credits, weeks 1-12	Core FAS6145 Craft & Make, 20 credits, weeks 1-12 FAS6144 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 3

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	360
Directed Learning	480
Private Study	360
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	90%
Exam	0%
In-Person	10%

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%