

Award title: BA (Hons)**Full Course Title: Fashion Media & Promotion – 4 years****23/24**

Awarded by	University for the Creative Arts
Taught by	University for the Creative Arts/ London College of Contemporary Arts
Location	Sceptre Court, London
Language	English
Duration	4 years Full-time - With Foundation Year
Entry Criteria	<p>Portfolios are not compulsory for the four-year option – however, if you do have some work, you'd like to share with us, this would be very welcome.</p> <p>The standard entry requirements** for this course are:</p> <ul style="list-style-type: none">• 64 UCAS tariff points from accepted qualifications*, or• Pass at Foundation Diploma in Art & Design (Level 3 or 4), or• Merit, Pass, Pass at BTEC Extended Diploma, or• Pass at UALAB Extended Diploma, or• 64 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject, or• A minimum of 24 points in the International Baccalaureate, see more information about IB entry requirements <p>And</p> <p>4 GCSE passes at grade A*-C and/or grade 4-9 including Functional Skills English/Key Skills Communication Level 2.</p> <p>Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.</p> <p>If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</p> <p>*To see the accepted QCF qualifications, visit: http://uca.ac.uk/study/accepted-qualifications/</p> <p>** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results.</p>
Recognition/Accreditation	N/A
Regulation	<p>The University for the Creative Arts and its courses are regulated by the Office for Students.</p> <p>This course has been designed in line with Sector Recognised Standards and reference points, including the Art and Design Subject Benchmark Statements</p> <p>For further information about how the course is quality assured see UCA's Quality Assurance Handbook.</p>

WHAT TO EXPECTCourse Description:

The Fashion Media & Promotion is designed to produce innovative and imaginative fashion creatives, content creators, communicators, and promoters. The course prepares you to gain an understanding of the industry from a 360

perspective. You will develop skills and knowledge in concept, all the way through to promotion. The course is focused on ensuring you build a full and rounded understanding of every stage of the media process, including asset generation, publishing, media planning and promotion.

You will develop thorough research and analysis skills that will support the growth of your creative output and industry engagement from high street to streetwear, luxury, independent and sustainable brands. We focus on developing your entrepreneurial mindset, whilst ensuring that you gain a deep understanding of the fashion media industry and engage in industry experience whilst on the course, to increase your employment opportunities

Our priority is to give you a rounded understanding of this ever changing fast paced creative world of fashion media, to inspire you, and give you the opportunity to insightfully choose your direction.

Acknowledging cultural, ethical, and technological trends, as well as sociological global shifts, the course looks at both global big business and local niche creativity. Covering a broad range of attitudes and viewpoints within diverse media and promotional activities, the course reflects the world around us. You will gain skills in styling, photography, content creation, moving image, audio, creative direction, branded content, media planning, event curation and promotions.

The course looks at digital media, print, multimedia platforms and their relevancy and purpose in the current market. Exploring customer profiles, identity and investigating how the existing markets behave, consume, and interact with media to ensure your strategical planning and development is targeted and inspiring.

During the course you will work on your own personal brand bible, developing an understanding of your values, SWOT, tone of voice and identity which will deepen your purpose and drive for your own creativity.

You will study on campus for two days a week with a third day online blended learning.

Year 0 (Level 3)

Design pathway

Our Foundation year (Level 3) provides you with the opportunity to develop the appropriate skills, knowledge and confidence to successfully progress into Level 4. In this year you will study four units which are designed to support you to develop your skills and academic practice in the foundation of fashion media and promotion with particular focus on academic writing, digital competency, communication, research skills, problem-solving, creative thinking and visual as well as innovative and critical thinking. This year is the foundation to support you to specialise in more specific and advanced areas of fashion media and promotion which can be applied to the creative industries.

Year 1 (Level 4)

The first year of the BA (Hons) Fashion Media & Promotion course will equip you with both the skills and awareness to evaluate and relate existing fashion communication and gain an understanding how the industry has currently evolved. You will identify, explore and experiment how fashion media and promotion is contextualised, theorised, and historicised within a global media landscape. You will investigate and understand how a look is created by the fashion creative, communicator for a specific brand, client, and publication. You will create innovative fashion imagery by investigating and telling a story, to communicate a concept by combining technical expertise with creative flare.

Year 2 (Level 5)

The second year of the BA (Hons) Fashion Media & Promotion course will encourage you to define, develop and decide which area of the fashion media & promotion industry you would like to investigate. Building on your research, confidence and further developing technical and media learning is a thread running through the second year. You will apply your understanding of the market by creating fashion communication in motion, in film, short form content or live events in the promotion of Fashion brands, concepts. Your professional development is consolidated in an industry placement (or overseas exchange) and a self-reflective skill-audit, culminating creating and curating your own creative portfolio.

Year 3 (Level 6)

The final year of the BA (Hons) Fashion Media & Promotion course you will synthesise & specialise all the learning of the previous two academic years, by utilising all your specialist skills in all project work in preparation for employment through “portfolios”, in whatever contemporary and appropriate format that might take. The preferred area of employment will be analysed as the focus for final degree work. You will refine your specialist skills in your final-year, working to a live client-brief. You will conclude by developing a Research Theory and Practice document accompanied by a written article, finishing the course with your final specialist project to showcase your creative acumen, skill-set, and professional practice for your chosen creative career path.

Highlights

LCCA is located in London, opposite Tower Bridge and very well connected to navigate the city. The fashion team at LCCA are industry practitioners and therefore invite brands/designers/collectives/companies to partake in regular live critiques and/or provide live briefs, as well working on collaborations and sponsorships. All these opportunities add to your student experience as well as prepare you for future employability once you graduate.

Your Course – Unit by Unit

Year 0 (Level 3)

Unit Codes and Titles	Level	Credit Value	Elective Score	Most Popular Student choice of optional elective units or elective options in core units?
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Year 0

Visual Culture	3	30	Core	
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Visual culture is central to how we communicate. Our lives are dominated by images and visual technologies that allow for the local and global circulation of ideas, information, and politics.

This unit introduces visual culture, an interdisciplinary field of studies that integrates historical knowledge, critical thinking and reflection on visual images, their context of production and consumption. Examples of traditional and modern artefacts from the fields of art, popular culture, commerce, history, design and media will be explored using appropriate visual and business methods.

As part of the unit, you will be taught transferrable skills that can be used throughout creative business courses

English for Academic Purposes, Research & Study Skills	3	30	Core	
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The overall aims of English for Academic Purposes, Research and Study Skills unit are to equip you with the appropriate level of academic literacy, English language proficiency, research, and study skills, required to be successful in your studies at undergraduate level.

This unit will introduce you to academic language, research, and study skills to support your progression to university level study. It will support the development of your academic reflection skills, by reflecting on and redrafting your work using feedback to improve the way you learn or work. Lessons will be a mixture of development and application of academic language, research, and study skills. The topics you will cover include English language, academic writing, critical thinking, Harvard Referencing, primary and secondary research, and basic IT skills required for study.

The unit links to and supports all units on the foundation programme and provides foundational knowledge and understanding of academic language, research, and study skills required for assessments

Final Major Project	3	30	Core	
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This unit will introduce you to the principles of research skills. You will be introduced to a variety of research methods and ways of recording research.

This unit involves exploration of a theme, followed by researching, developing and presenting a self-directed project.

It is an opportunity to make informed choices in your subject focus; research; develop practical ideas and present your project through a suitable medium. This unit will also include the development of professional, real-world skills; and academic study skills; to enable you to organise and manage your workload to meet deadlines and to work independently and within teams

Introduction to Creative Design

3

30

Core

This unit will introduce you to basic business concepts. The unit will introduce the following topics: internal and external landscaping, marketing, advertising, social media, and management; giving you foundational knowledge and understanding in these areas to apply them to future study and assessment. The content will be delivered over 10 weeks with two weeks dedicated to reflection and assessment preparation. The unit aims to introduce you to basic business concepts that can be applied to future units and assessments and is essential in the understanding, application and research of business concepts.

Year 1 (Level 4)

Unit Codes and Titles	Level	Credit Value	Elective/Core	Most popular student choice of optional elective units or elective options in core units?
<i>Year 1</i>				
– Brands: Past, Present & Future	4	30	Core	
This unit investigates fashion brands: past, present and future and how they are represented through various written, visual and promotional mediums. How it is supported by historical and theoretical lectures, seminars and workshops, which explore key developments of promotional communication practices in the fashion industry. This will demonstrate and question what can be developed from the past, by analysing the fashion industry within a historical and cultural context.				
– Fashion Styling & Identity	4	30	Core	
The content of this unit will extend your knowledge of creative fashion styling, personal styling, and personal fashioned identity, and image creation, from a theoretical and practical perspective. You will research and analyse from a diverse range of sources and document your findings. You will explore the way in which identity is created, developed and communicated through the use of imagery, moving image, events and the relationship between messaging and visuals				
Fashion Media & Publishing	4	30	Core	
The content of this unit will introduce you to different forms of creative writing and publishing. The unit is designed to cover the widest possible options of fashion journalism and writing across a variety of media platforms and targeted to specific audiences. You will be encouraged to explore different written communication methods within the context of fashion - from creative to journalistic, and critical to opinion-led.				
myPORTFOLIO	4	30	Core	

At the end of your first academic year, you will produce a **level 4 portfolio**. The portfolio will allow you to reflect, review, update and present all your unit outcomes in one place to demonstrate your knowledge/understanding, technical and professional skills as a fashion media and promotion innovator.

Your portfolio is a key tool in communicating your individual aesthetic, capabilities and experiences as a fashion media & promotion innovator to a creative, collaborative, and entrepreneurial job market. You will learn how to edit, present and upload your best work and curate all your unit outcomes into a cohesive portfolio.

Year 2 (Level 5)

Unit Codes and Titles	Level	Credit Value	Elective/Core	Most popular student choice of optional elective units or elective options in core units?
Year 2				
Fashion Film & Content Creation	5	40	Core	
<p>This unit is about applying your understanding of, and responses to, the market of fashion and fashion promotion in motion; film, digital or performance. The balance of usage between still and moving image in the promotion of fashion has never been more important. The behind-the-scenes interviews, the red-carpet soundbite, the documentary, the as-seen-on or the advert, offer opportunities to go beyond the static.</p>				
Digital Media & Promotion	5	40	Core	
<p>This unit focuses on research, analysis and developing deep understanding of the market, applying this understanding to branding and creative solutions and, finally, to communicate your ideas to a client. Imagine you were applying for the role of creative director at the brand of your dreams (this could be the same brand as Fashion Film & Marketing unit). Who is your client (your chosen brand), where are they located, what is their signature/USP? Who do they appeal to, and how?</p>				
myINDUSTRY	5	40	Core	
<p>This unit is about gaining direct, insider understanding of the marketplace and your role within it. The unit will begin to prepare you for entry into industry and focuses on the practices and principles of the creative industries surrounding fashion media & promotion. It will introduce you to professional environments through consideration of expectations regarding internships, your rights as a worker, confidence building, ethical concerns and how to academically frame your placement in relation to your future goals. As an emerging creative talent, you need to have a clear sense of your skill set, a good grasp on the 'state of the industry' and be able to articulate a viewpoint on the future of what the fashion media & promotion industry might be.</p>				

Year 3 (Level 6)

Unit Codes and Titles	Level	Credit Value	Elective/Core	Most popular student choice of optional elective units or elective options in core units?
Year 3				
Innovation for Industry	6	30	Core	

In a saturated market, how we communicate and present our concepts for innovation in the business of fashion media & promotion is crucial to a brand's successful realisation and, ultimately, survival. The development of new concepts, new products, and even re-introducing core products or ideas, is essential. The term 'innovation' can take many forms - from an overall approach to a unique way of looking at a small detail or re-interpreting a classic.

Although often linked with technology, innovation can also be applied to an approach, representation, communication or brand/product/concept philosophy. The nature of this unit demands that you evolve and propose work that is daring and innovative.

Research, Theory & Practice	6	30	Core	
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This unit enables you to choose the style of media and style that will best reflect and communicate your academic ideas. As the unit progresses you will be the one to decide, with input from your tutors, which is best suited for your topic. Deciding on your media and style will enable you to locate your study within a journalistic outcome.

This unit offers you the opportunity to study, in-depth, a topic that deeply interests you. It is anticipated that the research topic will support your development as a fashion media & promotion practitioner and/or broaden your understanding of the wider industry. This will be achieved by absorbing concepts and literature that already exists, but you will also add to this through primary research, which can take many forms. Developing your ideas and finding an angle and an argument allows you to potentially add to the knowledge or discussion of this topic.

Creative Direction for the Fashion Industry	6	60	Core	
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In a creative world saturated with endless new concepts, promotions, products, innovations and new media, how do we arrive at solutions which combine fresh ideas, communicative narrative and workable business concepts? It is no longer simply enough to "think outside the box" or engage in "blue sky thinking", there must be a solid foundation of research, market awareness, clarity and a freshness to a creative proposal. How we set about communicating an idea in the fashion media & promotion business, be it the simplest update on a classic product or an entire new range or even a total rebranding, an innovative styling narrative or a bold advertising campaign; all require a firm foundation to build upon. The development of new concepts is central to the fashion business, and this must be built on knowledge and understanding.

Who teaches this course?	<p>The Fashion Media and Promotion course is designed to provide you with a unique opportunity to learn from a diverse and dynamic team of experienced professionals who have a wealth of both industry and academic experience. The teaching on this course is based in experiential learning, with an emphasis on supporting you to develop the professional skills and knowledge to pursue a career in fashion management and marketing. The teachers are passionate about their areas of expertise and the work they do, ensuring that learning is engaging and relevant to the sector.</p> <p>Workshops and guest speakers will provide you with exciting opportunities to network with fashion management and marketing professionals outside of the teaching team and gain valuable industry insights.</p>
What will learning look like?	<p><u>What is special about the way you will learn on the BA (Hons) Fashion Media & Promotion course?</u></p> <p>BA (Hons) Fashion Media & Promotion is based in the School of Fashion, alongside other fashion and creative industries courses. The LCCA community offers a strong, creative network of individuals to collaborate with for your project work and group work. In the fashion media & promotion industry it is essential to surround yourself with a dynamic community of creators. In year one and year two there will be a joint delivery on some units for the contextual</p>

studies lectures, seminars and workshops with other fashion courses to assist and facilitate collaboration.

The course studios provide a friendly, supportive environment where you will be taught by a diverse range of professionals, who are all active in the fashion media & promotion industries. The course base-rooms and workshops are located next to staff offices, and provide you with lecture, seminar and tutorial spaces.

The course offers a number of off-campus opportunities for learning and social activity, including optional study visits to London, Paris and New York.

Working with industry is embedded into all three years. It is a course requirement for all students to complete extra curriculum work, which is presented at the end of each year in your portfolio. Further, Innovation for Industry is a live project brief, and The Final Specialist Project supports future career plans.

Course Skill Threads

BA (Hons) Fashion Media & Promotion curriculum combines technical expertise with creative flare by running regular course skill thread lectures, seminars and workshops throughout the course in Imaging & Promotion, Marketing and Branding, Digital Media and Photography, Personal Development Planning (PDP), Reflective Research and Contextual Studies. Each workshop covers a specialist series of technical skills in a specific and focussed area of fashion media & promotion. The specialist focus of each session will enable you to combine technical expertise with your creative outcomes. Knowledge of the technical aspects of fashion media & promotion will strengthen your ability to be creative and provide you with a firm practical foundation. Your portfolio is where you can demonstrate how you have applied these skills in your project and extracurricular work. Taught skill-thread workshops run throughout year one and year two and in year three you will continue your technical expertise by managing and organising your own project requirements with your personal tutor.

Imaging & Promotion Skill Thread

Stories and connected events are at the heart of fashion media and promotion and must be creatively aimed at the correct market level. The aim of the fashion media and promotion workshops are to provide an understanding of visual and written communication.

This creative communication covers; styling, branding and consumer-studies of contemporary fashion brands, to promotional and trend-based relationships with red-carpet artists, and visual and written communication in printed and digital advertising and editorial formats.

The visual and written communication workshops are designed to combine technical knowledge with contextual understanding analysis and creativity and support the course unit outcomes.

Marketing and Branding Skill Thread

Marketing and branding workshops will support the practical understanding of a client through their brand signature, product, consumer, heritage, mood, and market position. Workshops on the basics of market research, strengths, weakness, threats (SWOT) Political, Economic, Social, Technological, Legal and Environmental (PESTEL) will be applied to marketing outcomes such as Customer Profiling, Branding and Market Reports.

Digital Media and Photography Skill Thread

To help you adapt to an ever-evolving landscape, the digital media delivery encompasses up-to-date industry recognised practices that enable you to become dynamic candidates for the 21st Century workplace. Through the technical application of working with specialist software you will be supported in the production and editing of your creative work, to communicate ideas

through both image, word and film. Through art direction, typography, and study of layout within graphic design, you will develop your visual language skills for multi-faceted platforms.

Personal Development Planning (PDP)

The Personal Development Planning (PDP) provision on the BA (Hons) BA (Hons) Fashion Media & Promotion course is delivered fully integrated in all course units. For each unit, you will be provided with PDP course templates to help you plan, review, and evaluate your learning. Examples of course PDP templates are; learning contracts, project management plans, placement agreements and unit agreements all supporting your independent learning skills and effective self-directed and self-initiated studies. At the end of each year, you will edit and present your key PDP skills into a professional PDP document which culminates in a year three PDP career document.

Reflective Research

Reflective research is the term developed for the process, which underpins your journey through the course. Reflection on research and on 'self' is part of the glue that integrates the varying strands of the course. Development of reflective and reflexive skills in the initial stages of the course through the medium of a reflective research documents is combined with teaching an understanding of the necessity for rigorous research methods and a sense of enquiry. Research is collected, organised, annotated, analysed and constantly evaluated and contextualised. In year one you will explore the style of organisation that suits you best. In year two you will progress with presenting your research work from physical research documents to digital online documents. In the latter stages of the course, you will submit an edited document, which contains only the key research and edited reflections. It is a synthesis, and also a polished, professional and personal piece of work, which justifies and informs the outcome. This summarises and evaluates the research process and the reflective journey undertaken.

Contextual Studies

Contextual Studies provision on the BA (Hons) Fashion Media & Promotion course is delivered fully integrated throughout year one and two in all course units. Integration is achieved through the holistic planning of each unit and the continual dialogue of theory and practice. In each unit, the lecture series are linked to your practical tasks and learning outcomes and all historical and theoretical content utilises relevant academic debate, to develop critical thinking and inspire creativity. We do not view Contextual Studies as a separate discipline but rather as a tool for developing and locating your practice within the broader fields of art, design and media. The integrated theory and practice course philosophy runs alongside other fashion courses with a joint lecture-programme and seminar workshops in Brands: Past, Present & Future, Fashion Styling & Identity, Fashion Film & Marketing and myINDUSTRY units.

Lectures

Lectures are formal teaching sessions to large groups. Lectures are supported with audio/visual presentations, written handouts, and question / answer sessions. Teaching materials, presentations, reading lists are all located on LCCA's Virtual Learning Environment.

Seminars

Seminars take place following lectures, providing an opportunity for small groups to discuss concepts and issues in relation to the lecture. Seminars provide the basis for exploratory approaches to understanding new knowledge or new ideas and provide a forum for active participation in debating fashion issues.

Workshops

Workshops provide opportunities for you to participate in practical, hands-on learning, under the supervision of expert staff and/or visiting industry professionals.

Summer Projects

You will be assigned a summer project to undertake whilst away from the university, in preparation for your next year of study. These projects are designed to familiarise you with concepts being introduced or reinforced in the units that will commence on your return.

Placements

We encourage you to seek as many work placements as possible throughout your course of study. In year two a placement is mandatory in the myINDUSTRY unit.

Peer Tutorials

Peer appraisal is encouraged through peer tutorials where you undertake the tutorial process with peers as well as your tutors. You will be allocated fixed times to discuss your work with a peer undertaking the same unit, or the tutor.

Individual & Group Tutorials

Individual academic tutorials will be provided throughout the timetable year, to support units and to inform you about how you are progressing. Unit Leaders report on your progress and performance for each individual project/unit. The Course Leader, Year Coordinator or Personal Tutor will provide personal tutorials throughout the year; these provide further feedback on your performance and year progression. Drop-in tutorials are available at the end of the day to discuss project work.

Study Partners / Study Buddy

You will work with a study partner/study buddy for selected projects. The concept of a study partner / study buddy is to provide you with a mentor to support your learning, to share ideas and to skill swap. The partners enter into a dual Unit Learning Agreement during the project/unit to assist in emphasising the practical realities and importance of working dependently, co-dependently and independently.

Networking Sessions

In networking sessions, participants bring their portfolios and discuss existing work with other students, facilitating skill swaps. The benefits of this are two-fold: introducing the opportunity to commission, collaborate and incorporate permitted/commissioned work into your own project development and informing lower year students of the level of work they could undertake in the future

Teamwork

Working as a member of a team is essential for the 'fashion media communicator.' From the very first unit you will participate in a group project (a group can be any number from 3 to 6 students depending on the unit). This forum for you to collaborate and negotiate, supports your interpersonal skills and working as a member of a team, and promotes the understanding of project management and communication. Personal development planning (PDP) also supports the teaching and learning principles of team working and project management.

Facilitation of Student Promotion / Events

Throughout the course you are actively encouraged to design, develop, and launch activities, exhibitions, and promotional materials as vehicles to promote yourself within the course, the campus, the university and further to the public, the industry, and prospective employers. Using your portfolio outcomes as the subject, you will effectively showcase yourself, which further reinforces the relationships between theory, process and practice.

Virtual Learning Environment (VLE)

BA (Hons) Fashion Media & Promotion uses Canvas as a virtual learning environment (VLE) to a high degree – and wherever possible, lecture, seminar and workshop aids are posted after sessions for you to download and re-evaluate. It also provides a forum for discussion and sharing of information, course announcement and communication and the storage of other learning resources, such as visual aids, hand-outs, short films, imagery, podcasts, and practical screen casts. The VLE environment of LCCA provides you with easy access to all your assessment forms, teaching materials and tutorial logs, from anywhere in the world.

The course team will assess your work against the unit learning outcomes and assessment criteria and there will be a range of assessments that ensure that you are developing the necessary skills and communication styles to enter the industry

The benefits of this are to ensure a meaningful and engaging course.

All unit requirements are communicated through the Unit Timetable and Unit Handbook. The Unit Handbook includes unit aims and learning outcomes, which are mapped to the assessment criteria. Assessment requirements and methods are indicated as a portfolio of evidence, which may include coursework, oral presentations, reflective research book(s), and written submissions. Assessment submission dates and feedback dates are all detailed in the Unit Handbook.

Assessment Feedback

Formative and summative assessment are regarded as positive learning tools. Feedback and feed-forward, is core to your learning and offers you clear guidance with regard to future development.

Formative Reviews/Presentations

The course team encourages you to present and communicate your project concepts and outcomes to both staff and to your peer groups, to encourage the dissemination of good practice, information and experiences at a mid-point in each unit. Formative reviews provide a three-way feedback mechanism on your project, staff, peer and self. All feedback comments are captured **Assessment Strategy**

Formative review comments provide a vital reflective analytical statement at a midpoint of the unit. Self-reflection on your own review presentation informs the writing of your action points which are then reflected on and written about, in the PDP template Unit Reflective Summary.

Summative Feedback/Presentations

Unit Outcome requirements are detailed in all Unit Handbooks. Examples of summative assessment submissions are physical, digital and summative presentations.

<p>By the end of the course, you will be able to:</p>	<p>Upon successful completion of the course, you will be able to:</p> <p>Knowledge</p> <p>You will be able to:</p> <p>Demonstrate a critical understanding of historical and contemporary practices within fashion media and promotion through your own research and practice.</p> <p>Demonstrate how your research and practice has informed your understanding and use of the technologies and techniques used in contemporary fashion media and promotion.</p> <p>Recognise and reflect upon your own creative and technical proficiency to develop a professional, coherent body of work aimed towards your career direction.</p> <p>Analysis</p> <p>You will be able to:</p> <p>Demonstrate the ability to analyse and synthesise the knowledge, methods and techniques acquired, to reflect upon, consolidate, practice, and extend the study and profession of fashion media and promotion.</p> <p>Apply ethical principles and personal values to the production of your work and reflect upon your own professional development.</p> <p>Critically analyse and synthesise knowledge, methods and techniques to reflect upon and consolidate practice.</p> <p>Question, review and critically evaluate the views of others to extend the knowledge and practice of fashion media and promotion.</p> <p>Communication</p> <p>You will be able to:</p> <p>Communicate professional, creative outcomes for a variety of audiences by using appropriate media and relevant techniques.</p> <p>Identify and articulate your specialist strengths and knowledge, with a critical awareness of your professional role in the production of innovative promotional concepts.</p> <p>Articulate your arguments and findings in a logical and professional manner.</p>
<p>Student Support</p>	<p>We aim to ensure, where possible, personal tutors remain with a you throughout your degree studies to discuss all matters relating to student well-being and academic support. Academic Mentors and the Careers Team will also support you in discussions around you potential or preferred career direction.</p> <p>You will also be further supported by:</p> <ul style="list-style-type: none"> - Unit leader for each unit - School support staff - Personal Academic Mentors - Careers Team - Technical support with IT and software - Canvas – a versatile online learning environment - Induction and ongoing re- induction sessions - Student Staff Course Boards

	- Library and Learning Resources
Our approach to employability is to:	<p><u>Employability</u></p> <p>Teaching practices include an elevated level of learning through doing, problem solving, and project-centred learning that stimulates 'real world' situations. The mandatory year two myINDUSTRY unit ensures flexibility so that the diffusion of learning allows you to reconfigure your knowledge, juxtapose different approaches, be adventurous, be playful and adopt self-directed styles of learning. Personal Development Planning skills will support you in undertaking 'freelance work' during the course and after you graduate from the course.</p>

Our Commitments	
<u>Sustainability</u>	
<p>University for the Creative Arts (UCA) is committed to sustainable development and reducing the environmental impact of activities through our teaching, research and day to day operations. Our courses align to Education for Sustainable Development as defined by UNESCO (2019): <i>'Education for Sustainable Development empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity. It is about lifelong learning and is an integral part of quality education. ESD is holistic and transformational education which addresses learning content and outcomes, pedagogy and the learning environment. It achieves its purpose by transforming society'</i>.</p>	
<u>Equality, Diversity and Inclusion</u>	
<p><i>"Equality, diversity and inclusion are fundamental to our commitment to the extraordinary creativity of our staff and students. In the UK the standards we are required to adhere to are embodied in the 2010 Equality Act. Equally important is how these standards are evidenced through the values and behaviours of the University and the individuals of which it is comprised. As well as compliance with these standards we should in my opinion all be exemplars and role models. In terms of everyday actions, this means we should treat others with respect and dignity, and value their contributions because of, and not despite, our differences. I am personally committed to diversity and in this regard the University has the highest expectations of every employee and student alike".</i></p> <p>Professor Bashir Makhoul, President & Vice-Chancellor, University for the Creative Arts.</p>	

Overall methods of assessment	Written exams:	Practical exams:	Coursework:
Level 0		%	100%
Level 4	%	%	100%
Level 5	%	67 %	33%
Level 6	%	20%	80%
Indicative course learning hours	Independent:	Structured:	Placement or Live Professional Activity:
Level 0	60% 720 h	40% 480 h	%
Level 4	55 % 660 h	45% 540 h	0%
Level 5	60 %720 h	40 % 480 h	12.5% 150 h
Level 6	67.5 810 h	32.5 390 h	0%

Additional Course Costs	<p>Access to Adobe Suite is provided on campus. It is recommended that you subscribe to specific Adobe software so that you have access off campus to support the development of your work.</p> <p>You will need a styling kit, props, materials for shoots, printing facilities use of a camera, video camera. You should allocate approx. £120 for field trips.</p>
Equipment/materials recommended	<p>You should have access to a laptop or desktop and Wi-Fi off campus to engage with the online learning activities and digital learning resources.</p>
Visits	<p>Visits to fashion management and marketing industry spaces, fashion spaces, events, galleries and museums can take place as part of a unit of study or for a year group. Advance notice would be given of any associated costs.</p>