

Award title: BA (Hons)**Full Course Title: Fashion Media & Promotion – Top Up****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	1 year Full-time
Entry Criteria	<p>Entry criteria and requirements²</p> <ul style="list-style-type: none">• 240 credits from a relevant degree (including 120 credits at level 4 and 120 credits at level 5), with a minimum mark of 55%.• Higher National Diploma HND in a related subject• Diploma in Higher Education DipHE in a related subject• Foundation Degree in a related subject <p>Application and portfolio to be considered, along with relevant work experience.</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><i>* 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.</i></p> <p><i>**To see the accepted QCF qualifications, visit:</i> http://uca.ac.uk/study/accepted-qualifications/</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</p> <p>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>
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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 1 (Level 6)

In level 6 you will synthesise & specialise in the Fashion Media and Promotion field, 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

Year 1 (Level 6)

Unit title; XX credits

<i>Unit Codes and Titles</i>	<i>Level</i>	<i>Credit Value</i>	<i>Elective/Core</i>	Most popular student choice of optional elective units or elective options in core units?
<i>Year 3</i>				
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	

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

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?

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.

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.

What will learning look like?

What is special about the way you will learn on the BA (Hons) Fashion Media & Promotion course?

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. 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. The Final

Specialist Project is the perfect place for live project work to support career plans.

Working with industry is embedded into the year. It is a course requirement for all students to complete extra curriculum work, which is presented at the end of the 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. 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. During Level 6 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) 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.

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.

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.

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 on a PDP feedback form. Formative review comments provide a vital reflective analytical statement at a midpoint of the unit. Self-reflection on your own review

	<p>presentation informs the writing of your action points which are then reflected on and written about, in the PDP template Unit Reflective Summary.</p> <p>Summative Feedback/Presentations</p> <p>Unit Outcome requirements are detailed in all Unit Handbooks. Examples of summative assessment submissions are physical, digital and summative presentations.</p>
<p>By the end of the course, you will be able to:</p>	<p>Knowledge 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 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 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 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 your potential or preferred career direction.</p> <p>You will also be supported by:</p> <ul style="list-style-type: none"> - Unit leader for each unit - School support staff - Personal Academic Mentors - Careers Team

	<ul style="list-style-type: none"> - 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

Sustainability
 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): *'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'*.

Equality, Diversity and Inclusion
"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".
 Professor Bashir Makhoul, President & Vice-Chancellor, University for the Creative Arts.

Overall methods of assessment	Written exams:	Practical exams:	Coursework:
Level 6	0%	20%	80%
Indicative course learning hours	Independent:	Structured:	Placement or Live Professional Activity:
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 and 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>