BA (HONS) FASHION 
BRANDING AND CREATIVE COMMUNICATION
Based in Cambridge, an internationally recognised centre of learning excellence, this course creates a professional and stimulating environment for you to develop and explore your own creativity through a supportive and progressive platform.

Maintaining an ‘atelier’ approach, high contact hours and extensive studio time, students have all the tools to grow as designers amongst their peers within a bespoke, contemporary fashion context.

We aim to equip you with the skill set to work in industry by instilling and evolving a broad range of technical and creative transferable skills that enable you to undertake a wide range of roles from design to ‘atelier’ and production.

Our course tutors possess a strong range of industry experiences and knowledge, spanning from couture to sportswear, allowing students access to a wealth of information and perspectives on the infrastructure of contemporary fashion. Assisting students to leave the course with a fully rounded approach to the industry from both a practical and personal viewpoint is key; fostering initiative, ambition, professionalism and confidence in our cohort enables them to lead in both commercial and creative environments.

Our tuition is focused on studio-based modules which encourage personal responses and the development of your individual identity in your work. Core skills such as research, concept development, design, digital and brand awareness develop from encouraging you to generate your own solutions to briefs.

From the first year, essential skills such as illustration, pattern cutting, garment construction, textile awareness and technique are taught through both studio-based practice and skills workshops. Specialist workshops with industry practitioners punctuate the timetable, allowing you to access new areas of expertise and viewpoints. Project briefs are designed to crystallise all core skills with your individual approach and encourages the development of a design identity through all outcomes.

In your second year you will progress to more challenging projects that introduce collaboration with industry, learning how to design for a specific customer by working on ‘live’ industry briefs.

You will also return to creative exploration and innovation, developing ideas, experimenting with creative pattern cutting, methods of construction and surface decoration in preparation for your final year specialisms.

In your final year, you will have the opportunity to present your work through Graduate Fashion Week, an international showcase in London which provides an invaluable platform to industry. Alongside this, our school also hosts its own event to present and promote graduates with a view to engage relevant press, media and brands and allowing you a first-hand experience to present yourself and your work.

Practical knowledge is enriched through lectures and seminars that address the changing spaces of fashion and introduce historical and theoretical debates that frame the fashion image and its importance in digital culture. You will also have the benefit of engaging with the fashion design students who may wish to create mutually beneficial projects that allow for fashion brand development.

Through this course, we aim to develop versatile, creative individuals, with a strong sense of personal design direction and signature, a considered, contemporary aesthetic and people well versed to operate within both the commercial and conceptual realms of fashion. You will emerge with a clear, concise portfolio and a dynamic body of work which demonstrates your awareness of fashion and the socio-cultural environment you will be entering.
This year consists of 3 short modules in the first semester where you are introduced to the key themes and skills of the course. It’s a practical, creative and fun introduction and will cover Visual Communications (layouts and image), Art Direction (Styling and photography) and will touch on Fashion Promotion (PR and marketing) through a trends and concepts module.

**SEMESTER ONE**

Semester one will be taught in a 6 week block together with Fashion students. The subsequent modules will build on skills learnt in the first module and introduce other skills.

- **CREATIVE COMMUNICATION**
  Research & presentation skills, communicating creative ideas, trends and concepts. Outputs - 80% portfolio of presentation boards, 20% trend presentation. (shared delivery)

- **IMAGE ARCHITECTURE**
  Styling and image creation. Photo shoot management, storyboards, produce creatively styled images. Understanding of different style motifs and genres. Outputs - Creatively styled photo shoots and a look book.

- **CONTENT CURATION**
  Creative and technical processes relating to image curation, image management and layout. Graphics and text, exploring publications. Outputs - publication research, digital or print media content and layout concepts

**SEMESTER TWO**

The second semester covers Fashion Promotion (PR, marketing and branding) in more depth in a larger module called Fashion ID. You will collate the creative skills learnt in semester one and start using them to create branding, PR and marketing concepts as well as study contextual studies alongside the Fashion BA students.

**ENTRY REQUIREMENTS**

- **Age** 18 years +
- **Educational Level** Completion of A-levels or equivalent overseas qualification
- **English Level** IELTS 5.5+ (no element under 5.5)
- **Portfolio** Good portfolio of work
- **UCAS Code** C06
- **UCAS Course Code** W230
- **Course Length** 3 years
- **Course Start** September
- **Progression** You can study at Postgraduate level or find industry careers within design, styling, marketing, manufacturing, visual merchandising or buying and selling.
YEAR TWO - LEVEL 5
In this year, you will progress to more challenging projects that introduce collaboration with industry, learning how to design for a specific customer by working on ‘live’ industry briefs. You will also return to creative exploration and innovation, experimenting with creative pattern cutting, methods of construction and surface decoration in preparation for your final year specialisms.

SEMESTER ONE
- FASHION AS NARRATIVE
  Short fashion film creation, emphasis on creative idea presentation rather than technical film making skills. Shared delivery with Fashion students of an essay relating to fashion and other art forms. Outputs – short moving images, creative event presentation, essay. (only essay shared delivery)

- FASHION FUTURES

SEMESTER TWO
- FASHION & BRAND
  Branding, creative production and visual identity. Covering many aspects of branding, creating a strategy that culminates in a promotional event, also self-promotional/personal brand. Outputs - event evaluation, branding strategy, illustrated event report and self-promotional materials.

- THEORIES & METHODOLOGIES
  Investigates the historical, social, cultural, ethical and global contexts in which contemporary fashion practice is situated. Outputs – essay (shared delivery)

YEAR THREE - LEVEL 6
In your final year, you will start to focus on your specialisms and start orientating yourself towards the world of work.

SEMESTER ONE
- INDUSTRY INTEGRATION
  Industry encounters and/or viewpoints of visiting practitioners. Students will undertake a series of projects that can be set by tutors or self-devised and negotiated, the aim to finalise final major project specialism by the end of the module. Outputs – Portfolio of work (tutor negotiated).

- DISSERTATION
  Written dissertation (shared). Approx 6000 words.

SEMESTER TWO
- FINAL MAJOR PROJECT
  Opportunity for student to present individual signature as a creative and visionary fashion practitioner. Negotiated outputs could be anything from a branding strategy, event organisation, fashion film, product launch, trend and colour book to look books and magazines.

- PROFESSIONAL PORTFOLIO
  Fashion graduate portfolio, presentation of a creative portfolio of work alongside self-promotional materials and strategies. Outputs – creatively presented portfolio and self-branding materials. (shared delivery)
Across all programmes we guarantee you 5 days a week teaching – more than almost any other college or university:

• Lecturers are based in your studios Monday to Friday, giving you high quality one-to-one time

• Your class sizes are small, on average no more than 15 students to one lecturer

• We teach you real skills that will be invaluable throughout your whole career

• You will have your own design space - no need to share

• Your studios are open 7 days a week

• Free calico material, pattern cutting paper, various materials for set projects, dyes and screen printing inks and foils for Fashion

• Free printing up to A3 colour

• Lectures and one-on-one time with industry professionals, to help you build up your industry links

• We will provide you with extensive English support to help with essay and dissertation writing

• Guaranteed Graduate Show in London
SEASON DATES 2018–19

SEASON A
Monday 17th September 2018 to Friday 25th January 2019
Christmas Vacation: Saturday 15th December 2018 to Sunday 6th January 2019

SEASON B
Monday 28th January 2019 to Friday 21st June 2019
Easter Vacation: Friday 6th April 2019 to Monday 22nd April 2019

TUITION FEES 2018–19

HOME/EU TUITION FEES 2018 TO 2019

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<tr>
<th>BA(Hons) Fashion Awarded by Falmouth University</th>
<th>Discounted Advance Price*</th>
<th>2 Semesterly Payments</th>
<th>Per Semester</th>
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<td></td>
<td>£8,820</td>
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INTERNATIONAL TUITION FEES 2018 TO 2019

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<th>BA(Hons) Fashion Awarded by Falmouth University</th>
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<td>£15,380</td>
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*A 2% advance payment discount is given on programmes of 2 semesters if payment for tuition and accommodation fees are made in full at least 2 weeks prior to the start of the course. Advance fees must be paid by Friday 31st August 2018. All programmes are subject to a £300 registration fee and a refundable deposit payment of £2,200 (refundable after the completion of your course).

ACCOMMODATION FEES 2018–19

The catered accommodation fees include breakfast, lunch and an evening meal on weekdays and brunch and supper at the weekend during term time. Day students or self-catered students will need to purchase meals required. College policy is such that all under 18’s are catered.

<table>
<thead>
<tr>
<th>Catered</th>
<th>Discounted Advance Price*</th>
<th>2 Semesters</th>
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<td>Halls of residence, catered (42wks)</td>
<td>£11,230</td>
<td>£11,460</td>
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<td>Homestay, catered (42wks)</td>
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<th>Self Catered</th>
<th>Discounted Advance Price*</th>
<th>2 Semesters</th>
<th>Semesterly</th>
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<td>Halls of residence, self-catered (42wks)</td>
<td>£8,620</td>
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ADDITIONAL FEES 2018–19

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<th>Airport Transfers</th>
<th>Additional Fees</th>
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<tr>
<td>Heathrow</td>
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<tr>
<td>Stansted</td>
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<td>Other London</td>
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| Registration Fee | £300 |
| Refundable Deposit | £2,200 |

Other fees might include: coursebooks, some materials and examination fees (as applicable) as well as optional social activities.