

BA(Hons) Fashion Branding & Creative Communication

Award Document 2018/19

Course Map - BA(Hons) Fashion Branding & Creative Communication

Stage 1

Study Block 1	Study Block 2
CF111 Creative Communication Compulsory (20 credits)	CF150 Fashion in Context Compulsory (20 credits)
FBC130 Content Curation Compulsory (20 credits)	FBC140 Fashion ID Compulsory (40 credits)
FBC120 Image Architecture Compulsory (20 credits)	

Stage 2

Study Block 1	Study Block 2
FBC210 Fashion as Narrative Compulsory (40 credits)	CF240 Theories and Methodologies Compulsory (20 credits)
FBC220 Fashion Futures Compulsory (20 credits)	FBC230 Fashion & Brand Compulsory (40 credits)

Stage 3

Study Block 1	Study Block 2
CF320 Dissertation Compulsory (20 credits)	CF340 Professional Portfolio Compulsory (20 credits)
FBC310 Industry Interaction Compulsory (40 credits)	FBC330 Final Major Project Compulsory (40 credits)

General Course Information

Status	Approved
Qualification (course type)	Undergraduate Course
Course Title	BA(Hons) Fashion Branding & Creative Communication
Intermediate Qualification(s)	BA, Cert HE, Dip HE
Awarding Institution	
Location of Delivery	OFF CAMPUS (DISTANCE OR BLENDED LEARNING)
Duration of course	3 years
Professional, Statutory and Regulatory Body Accreditation	
Accreditation Renewal Date	
UCAS Code	
Relevant External Benchmarking	<ul style="list-style-type: none">• Art & Design (2017) - QAA

Course Aims

BA(Hons) Fashion Branding & Creative Communication at CSVPA is a contemporary, flexible and student-centred programme designed to develop the skills, innovation and creative vision necessary for the fast-moving world of fashion branding and communications.

Based in Cambridge, an internationally recognised centre of learning excellence, students will thrive in a secure and stimulating environment. Throughout the duration of the 3 year programme, they will identify and refine a specialist knowledge within the field of fashion communication and branding.

The ethos of the course centres round creating a professional and stimulating environment for students to develop and explore their own creativity whilst providing a supported and progressive platform on which to do so. With tightly monitored class sizes, high contact hours and extensive studio time, students have all the tools to grow as fashion practitioners amongst their peers within a bespoke contemporary fashion context.

We aim to equip students with the skill set to move into industry at all levels; instilling and evolving a broad range of technical and creative transferable skills to enable them to undertake a wide range of roles from creative communications, PR, branding and event management to art direction, styling and image creation.

Tutors present a strong range of industry experiences, sectors and knowledge 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 view point is key; fostering initiative, ambition, professionalism and confidence in our cohort enables them to lead in both commercial and creative environments.

Students will also be supported by access to an extensive network of industry contacts and will be encouraged to develop their own professional networks with assistance in finding (optional) work placements. A wide range of guest speakers are brought in to speak with both Fashion and Fashion Branding and Creative Communication courses. This opens up students networks and broadens professional horizons with introductions to areas they may not have considered within their discipline. It also contributes to students' understanding of professional practice and the collaborative nature of the sessions encourages opportunities for collaboration between students of both Fashion courses.

The foundation of tuition is focused on studio-based modules which encourage personal responses and the development of the student's individual identity through their work. Core skills such as research, concept development, design, digital and brand awareness develop from encouraging students to generate their own solutions to briefs. From the first year, essential skills such as graphic layout, image styling, trend identification, brand and marketing techniques are taught through both studio based practice and skills workshops.

Specialist workshops with industry practitioners punctuate the timetable, allowing students access to new areas of expertise and viewpoints. Project briefs are designed to crystallise all core skills with the students' individual approach to encourage the development of entrepreneurial identities and career aspiration through all outcomes.

Second year students will progress to more challenging projects that advance skills learnt in year one and allow for preparation for their final year specialisms. Students will learn professional strategies such as the creation of self-promotional materials and the positioning of their personal practise within the fashion world. Final year specialisms will vary from digital and experiential campaign creation, event management, brand strategies and new product launches to production of trend and colour books, branded look-books, magazines and publications.

Graduating students will have the opportunity to present their work through Graduate Fashion Week, an international showcase in London which provides an invaluable platform to industry. Alongside this, CSVPA also hosts its own event to present and promote graduates with a view to engaging relevant press, media and brands and allowing students a first-hand experience to present themselves and their work.

Practical knowledge is enriched through lectures and seminars (shared with BA (hons) Fashion Design) that address the changing spaces of fashion and introduce historical and theoretical debates that frame the fashion image and its importance in digital culture. Students 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.

At CSVPA we aim to produce versatile, creative individuals, with a strong sense of personal identity, a considered, contemporary aesthetic and people well versed to operate within both the commercial and conceptual realms of fashion. All students emerge with a clear, concise portfolio and a dynamic body of work which demonstrates their awareness of fashion communication and the socio-cultural environment they will be entering.

Educational aims:

This degree prepares students for a variety of careers within the fashion industry, related areas of the industry, or postgraduate study. The programme is structured to maximise the progressive development of the individuals' intellectual and creative potential, fully supporting applications to postgraduate study and future career development. It is expected that after graduation students will find careers as stylists, PR specialists, visual merchandisers, e-commerce and marketing officers, trend and colour analysts, fashion brand strategists, product editors and fashion event planners.

Course specific employability skills

Skills Development Strategies

Subject Specific Skills

To help your progress through the course you will encounter, explore and/or develop knowledge and understanding of:

- The processes of photo-shoot management and execution from storyboards to final imagery.
- Fashion related art direction and an ability to produce creative and commercially styled images.
- Image production and layout skills relating to a broad range of fashion related media.
- Ability to use primary and secondary research to inform promotional outcomes.
- Understanding and application of methodologies for predicting fashion influences and trend forecasting.
- Creative idea research, colour and concept development and documentation.
- Understand critical timelines and the process of creating materials to ensure successful fashion promotion within given budgets.
- Fully researched communication plans that inform creative promotional activities and ensure online and experiential initiatives have measurable goals.
- Critical and contextual understanding of fashion practice.
- Understanding and application of methodologies to enable creation of a visual fashion narrative or fashion related moving image.
- Critical and contextual understanding of art and design and its influence on fashion.
- Synthesis of research findings and presentation of storyboards.
- Knowledge of change agents and digital influencers.
- Presentation of work professionally using a wide range of appropriate software.
- Understanding and evaluation of brand signatures and presentation.
- Ability to create and present a promotional event activity with measurable outcomes.
- Ability to present ideas and concepts to a potential client demonstrating innovative visual communication and promotional solutions.
- Development of entrepreneurial aspirations.
- The production of self-promotional materials including a final portfolio of work.
- Ability to position oneself and practice within the field of fashion.
- Informed and innovative approach to the highly-competitive and ever-changing arena of fashion promotion.
- Ability to identify IP issues, prevent infringements of other's IPRs, and take the appropriate steps to safeguard the innovation and commercialization processes.

Generic Skills

Many of the skills required for your course and for professional level fashion promotional practice are readily transferrable to other professional environments. As you progress through the course you will develop the ability to:

- Conduct contextual and visual research.

- Use effective interpersonal and project management skills.
- Using self-evaluation, manage your professional and personal development.
- Analysis and synthesis of written, visual and verbal material.
- Good studentship demonstrated through attendance, engagement, time management and academic integrity.
- Ability to interact effectively in a group, to collaborate, cooperate and negotiate.
- Understanding of autonomous learning through development of organisational skills.
- Develop IP knowledge and awareness.
- Develop personal skills by understanding own learning style.
- Use project management skills.
- Work in a self-directed capacity.
- Develop promotional leadership and management.
- Align work with professional and personal career aspirations.
- Work without close supervision, to establish self-discipline and autonomy by interaction with industry.
- Apply interpersonal, social and negotiation skills in interaction with others.

Team Working

Teamwork is an integral and essential part of working within the fashion industry, particularly within fashion promotion and communication. Students are encouraged to work collaboratively on projects within the fashion department and beyond, to share knowledge and to develop an understanding of co-operative practice and teamwork.

Improving Learning and Performance

We are committed to improving our students learning and performance through a number of strategies at the heart of the CSVPA ethos.

- We are committed to small class sizes that ensure regular contact and support from our staff team.
- Our dedicated Academic Skills Coordinator is available 5 days a week for group or 1:1 support in a wide range of academic skills including: academic writing, presentations, academic referencing, critical thinking and analysis, producing annotated bibliographies or sketchbooks.
- A dedicated ALS Coordinator offers individual support and advice on a variety of learning-related issues.
- Regular verbal feedback from lecturers delivered through seminars and 1:1 tutorials.
- Formative feedback in written and oral forms is provided at key moments during the course.
- Extensive and personalised developmental feedback provided at summative assessment points.

Career Management Skills

Reflective practice is encouraged throughout the programme, preparing students as reflective practitioners engaged with continuing professional development in life after education.

Substantial engagement with external contacts via visiting lecturers, speakers, study visits and live projects provide critical points of reference for the potential career paths students may consider within fashion related disciplines. Careers advice is embedded throughout the programme through talks and professional practice workshops from visiting practitioners from a variety of disciplines. The core curriculum is supported by input from practitioners active within the creative industries.

The focus on individual professional practice at level 6 reinforces the breadth of possibilities and increased sense of ownership and responsibility that students need to employ to manage their experience, ensuring a full understanding of their own strengths and skills, enabling informed decision making for future employment or postgraduate study.

Professional Standards

The course team is dedicated to maximising the potential of all students through setting high standards for the course. Professionally-active lecturers support and enrich teaching and learning to ensure that students are exposed to a wide range of contemporary and specialist industry practices. For example;

- Visits to fashion practitioners in their places of business exposes students to daily life within professional workplaces, introducing and embedding relevant behaviours from the start of the programme.
- Global and ethical issues pertinent to the practice of fashion are central to teaching and learning throughout the programme.

- Live projects with industry expose students to real world briefs and accompanying demands around timekeeping, deadlines, presentation and client/audience expectations.
- The public nature of some collaborative exhibitions requires students to act professionally in project management and through commercial negotiations and transactions where appropriate.

A comprehensive series of professional expectations that embrace key transferable skills are defined at the start of the course in relation to behavior, conduct, attitude, integrity etc. and students are expected to adopt a professional approach to their studies.

This includes but is not limited to:

- Arriving punctually and attending all scheduled sessions properly equipped and prepared.
- Organising time and commitments in order to meet all deadlines.
- Communicating in an appropriate manner in all cases of inability to attend or meet a deadline, explaining causes such as illness or other extenuating circumstances.
- Regularly checking University emails to ensure you are aware of any updates that affect you.
- Updating the College if you change your mobile number or term-time or home address.
- Taking the initiative and being proactive in the face of problems.
- Professional standards of behaviour in the BA studio and workshops.
- Not using communication devices inappropriately in class.
- Respect for all learners regardless of background or culture.
- Being fully aware, and adhering to, correct workshop practice and health and safety guidelines. Promptly reporting breakdowns and problems with machinery and equipment.
- Developing professional level presentation and communication skills.
- Maintaining an up-to-date knowledge of contemporary practice and design issues.
- Developing an understanding of intellectual property rights and issues surrounding it such as plagiarism, respecting the intellectual property of others at all times.

The course strives to promote high expectations in relation to the quality of students' work by

encouraging students to become immersed in the fashion industry. Students are offered opportunities to enter competitions, attend fashion weeks/trade shows, conduct periods

of work experience (non- assessed) and develop a network of industry contacts to support their studies and career aspirations.

Career/future study opportunities

This degree prepares students for a variety of careers within the fashion industry, related areas of the industry, or postgraduate study. The programme is structured to maximise the progressive development of the individuals' intellectual and creative potential, fully supporting applications to postgraduate study and future career development. It is expected that after graduation students will find careers as stylists, PR specialists, visual merchandisers, e-commerce and marketing officers, trend and colour analysts, fashion brand strategists, product editors and fashion event planners.

Structure of Course Delivery

Course Assessment Strategy

Our BA programmes at CSVPA use both formative assessment and summative assessment to support students' success.

Formative assessment (assessment for learning) provides opportunities for students to identify their strengths and weakness, and focus on areas to work on. Formative assessment is carried out throughout the programme, and is an integral part of weekly seminars, tutorials and review of portfolio and reflective journals. Formative feedback and developmental 'feedforward' is delivered through regular peer review, group crits and 1:1s, as well as more formally at the end of projects. Key skills of self-reflection, communication and interpersonal abilities are developed through these sessions that are both tutor and progressively student-led. All students are required to present, listen and feed back to their peers. Formative assessment within each module provides guidance, direction and support as individual approaches to project work are developed towards the submission for summative assessment at the completion of each module. Feedback provided is designed to guide deep understanding of student's individual progress against the aims of each module—and the course in general. All students are required to keep an ongoing log of all feedback as part of their learning journey.

Summative assessment is carried out at the end of each module and is based on the extent to which the student has met the module Learning Outcomes; comments, indicative grades mapped against assessment criteria and developmental feedback is provided alongside the numerical grade. Summative assessment is intended to identify what has been learned (assessment of learning) and therefore assessed marks count toward the module grade awarded. The assessment strategy and criteria are clearly described in every written brief and mapped appropriately to the module Learning Outcomes. Assessment criteria are additionally communicated at each project briefing and mid-point review.

Assessment for the BA takes many forms involving a number of different elements that record and measure student engagement with teaching and learning activities.

Elements of assessment may include:

- Evidence of primary and secondary research
- Concept, trend and research boards
- Styled look books
- Trend and forecasting books
- Moving image presentations
- Graphic layouts for on and offline publication
- Brand and communication strategies
- Event promotion and evaluation reports
- Professionally printed portfolios
- Illustrated reports
- Oral and visual presentations
- Critical essays

Legacy TPA table

Module Code	Level	Module Name	Credit	Study Block 1 or 2	Compulsory (C) Option (O)	Assessment methods*	Contributing towards the Learning Outcomes (Taught (T), Practised (P) and/or Assessed (A))							
							1	2	3	4	5	6	7	8
FBC110	4	Creative Communication	20	1	C	PO PR	TPA	TPA			TPA	TP		
FBC120	4	Image Architecture	20	1	C	PO	TP	P	TPA	TPA	TPA	TP		
FBC130	4	Content Curation	20	1	C	PO	TPA	T		TPA	TPA	TP	TP	
FBC140	4	Fashion ID	40	2	C	PO	P	TPA	P	TPA	TPA	TPA	TP	
FBC150	4	Fashion in Context	20	2	C	ES	TPA				TPA	TP		TPA
FBC210	5	Fashion as Narrative	40	1	C	PO PR ES	TPA	TPA	TP	TP	TPA	P		TPA
FBC220	5	Fashion Futures	20	1	C	PO PR	TPA	TP	TP	TPA	TPA	P	TP	
FBC230	5	Fashion & Brand	40	2	C	PO	P	P	TPA	TPA	TPA	P	TPA	P
FBC240	5	Theories and Methodologies	20	2	C	ES	TPA				TPA	TP		TPA
FBC310	6	Industry Integration	40	1	C	PO	P	P	TPA	TPA	P	P	TPA	TPA
FBC320	6	Dissertation	20	1	C	DI	TPA				TPA	TP	P	TPA
FBC330	6	Final Major Project	40	2	C	PO	P	P	P	TPA	TPA	TPA	TPA	P
FBC340	6	Professional Portfolio	20	2	C	PO	P	P	P	TPA	TPA	P	TPA	

Assessment Criteria

Learning Outcome

LO1

Research

Demonstrate your acquisition of creative research techniques, which use a wide range of sources: visual, written, contextual and industrial.

LO2

Concept

Analyse creative research materials leading to the generation of original ideas and innovative concepts, which inform and underpin cohesive projects.

LO3

Development

Develop and analyse a range of project possibilities leading to appropriate solutions, informed by an understanding of the principles of communication.

LO4

Production

Demonstrate working knowledge, production skills, selection, application and understanding of the creative potential of a range of processes, materials and techniques.

LO5**Presentation**

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience.

LO6**Self-Management**

Meet the expectations of undergraduate studentship. Demonstrate the ability to work independently, set goals, manage time, respond to change.

LO7**Professional Context**

The ability to recognize and position personal identity and/or practice to the fast-changing expectations of the global fashion industry.

LO8**Evaluation and critical engagement**

The ability to evaluate performance at all stages of the project; to synthesise and evaluate a range of information and develop a course of action.

