

# COURSE SPECIFICATION - BA (Hons) Fashion Branding with Communication



## 1. General information

Course Title	Fashion Branding with Communication
UCAS code	W231
Course / Award Title	BA (Hons)
Awarding Institution	Leeds Arts University
Institution at which course is delivered	Leeds Arts University
Professional Accreditation (if applicable)	N/A
Relevant QAA Benchmark(s)	Art & Design 2019
Date of most recent review/approval (for new courses)	2022
Date of next review	2026/27

Awards	Credits	Duration	Mode of study
BA (Hons) Fashion Branding with Communication	360 (180 ECTS)	3 years	FT
BA Fashion Branding with Communication*	300 (150 ECTS)	3 years	FT
DipHE in Fashion Branding with Communication*	240 (120 ECTS)	2 years	FT
CertHE in Fashion Branding with Communication*	120 (60 ECTS)	1 year	FT
*Exit award only			

## 2. Course Aims

This course aims to provide you with:
<ul style="list-style-type: none"> <li>• A professional understanding of fashion branding with communication strategies and practices and the essential skills to work in the sector</li> <li>• A stimulating learning experience in a dynamic environment, replicating the rhythms of the global fashion industry</li> <li>• The opportunity to become part of a vibrant, forward-facing creative community and build your own network of cross-disciplinary collaborators, for the duration of your studies and beyond</li> <li>• The ability to be adaptable and resilient, making you a creative professional that can adjust to the needs of the ever-changing fashion branding with communication discipline</li> </ul>

### 3. Distinctive Features

#### Distinctive features of the course:

The BA (Hons) Fashion Branding with Communication is distinctive as it is both creative and pragmatic with a strong academic foundation, taking an integrated approach to fashion branding theory and communication practices as a cohesive and complementary blend of knowledge and skills. Focusing on applying theory in creative outcomes and simulating the reality of the industry, this dynamic course will provide you with the opportunity to engage with a range of projects that will help you develop skills in areas such as advertising, PR and promotion, digital communication, styling and art direction, fashion journalism, preparing you for an array of possible career paths. Additionally, responding to live briefs provided by external organisations and collaborating with creatives from disciplines across our specialist university will help you prepare for the demands and reality of the fashion branding with communication discipline. Highlighting important issues such as sustainability, ethics and inclusivity throughout the three years of study, the course is designed to create a new generation of fashion branding with communication practitioners that will bring a fresh and socially responsible perspective in the industry.

### 4. Course Structure

#### 4a. Module Framework

Level 4	Credit Points	ECTS	Learning Hours
LAUFBC411 Introduction to Fashion Branding with Communication	20	10	200
LAUFBC412 Fashion Branding	40	20	400
LAUFBC413 Fashion Communication & Media	60	30	600
Level 5	Credit Points	ECTS	Learning Hours
LAUFBC511 Digital Fashion Branding & Communication	60	30	600
LAUFBC512 Fashion Futures	60	30	600
Level 6	Credit Points	ECTS	Learning Hours
LAUFBC611 Creative Research Project	60	30	600
LAUFBC612 Fashion Branding with Communication Portfolio	60	30	600

#### 4b. Course Map / Structure

Level 4	
Semester One	Introduction to Fashion Branding with Communication (LAUFBC411) <i>20 Credits</i>
	Fashion Branding (LAUFBC412) <i>40 Credits</i>
Semester Two	Fashion Communication & Media (LAUFBC413)

	<i>60 Credits</i>
120 credits (60 ECTS credits)	Certificate of Higher Education (Exit Award)

<b>Level 5</b>	
Semester One	<b>Digital Fashion Branding &amp; Communication (LAUFBC511)</b> <i>60 Credits</i>
Semester Two	<b>Fashion Futures (LAUFBC512)</b> <i>60 Credits</i>
120 credits (60 ECTS credits)	Diploma of Higher Education (Exit Award)

<b>Level 6</b>	
Semester One	<b>Creative Research Project (LAUFBC611)</b> <i>60 credits</i>
Semester Two	<b>Fashion Branding with Communication Portfolio (LAUFBC612)</b> <i>60 credits</i>
120 credits (60 ECTS credits)	BA (Hons) [COURSE] (Exit Award)
*Students who fail to complete 360 credits but have accumulated no fewer than 300 credits will be awarded an Ordinary degree.	

## 5. Course Learning Outcomes

Learning is assessed at each level of the course. This develops from introductory work within the specialism of the course at level 4, through development of skills and ideas at level 5, progressing to application and synthesis of skills, originality, and theory in practice at level 6 as indicated by the FHEQ qualification descriptors.

Course Learning Outcomes (CLOs) comprise the Level Learning Outcomes, which define what you are expected to be able to do on completion of each level. Level Learning Outcomes are achieved through successfully completing all modules at that level. Expectations for your learning are expressed within each module.

### Level 4 (CertHE)

Level Learning Outcomes	Modules
<i>By the end of Level 4, you will be expected to:</i>	
FBC4.1 Define concepts and principles associated with fashion branding with communication and explain how these interact	LAUFBC411 LAUFBC412 LAUFBC413

FBC4.2 Explain ideas according to basic theories and concepts of fashion branding with communication and translate them into practical outcomes.	LAUFBC412 LAUFBC413
FBC4.3 Discuss the relationship between the cultural, historical, technological, social, political, artistic and/or other contexts relevant to fashion branding with communication practice.	LAUFBC411 LAUFBC412 LAUFBC413
FBC4.4 Relate your practice to your understanding of fashion branding with communication contexts.	LAUFBC412 LAUFBC413
FBC4.5 Interpret information from a range of primary and secondary sources, with a respect to intellectual property.	LAUFBC412 LAUFBC413
FBC4.6 Express coherent arguments that support your ongoing work and practical outcomes.	LAUFBC411 LAUFBC412 LAUFBC413
FBC4.7 Identify effective techniques to manage your workload and meet deadlines.	LAUFBC411 LAUFBC412 LAUFBC413

### Level 5 (DipHE)

Level Learning Outcomes	Modules
<i>By the end of Level 5, you will be expected to:</i>	
FBC5.1 Employ your knowledge and critical understanding of the established principles that underpin the relationship between fashion branding with communication concepts in order to develop your creative practice	LAUFBC511 LAUFBC512
FBC5.2 Use methods of enquiry and conceptual thinking relevant to fashion branding with communication to develop innovative creative solutions	LAUFBC511 LAUFBC512
FBC5.3 Examine communication and presentation techniques in a variety of forms appropriate for a range of audiences	LAUFBC511 LAUFBC512
FBC5.4 Recognise that there are limitations to your knowledge and reflect on how this can affect your interpretation of problems and solutions	LAUFBC511 LAUFBC512
FBC5.5 Further develop skills relevant to employability and in preparation for further study	LAUFBC511 LAUFBC512
FBC5.6 Employ your self-management skills and exercise personal responsibility	LAUFBC511 LAUFBC512
FBC5.7 Further develop your interpersonal and negotiation skills by participating in collaborative practice	LAUFBC511 LAUFBC512

### Level 6 (BA Hons)

Level Learning Outcomes	Modules
<i>By the end of Level 6, you will be expected to:</i>	
FBC6.1 Situate your professional practice and project management skills within the fashion branding with communication discipline by formulating a systematic understanding through coherent and detailed knowledge of key concepts and practices	LAUFBC611 LAUFBC612

FBC6.2 Express a conceptual understanding of the field that enables you to solve problems, using innovative creative ideas and techniques, and describe and comment upon social responsibility aspects in fashion branding with communication	LAUFBC611 LAUFBC612
FBC6.3 Critically evaluate arguments, assumptions and data to make judgement and to frame questions and/or propose a range of solutions to fashion branding with communication issues	LAUFBC611 LAUFBC612
FBC6.4 Generate creative, forward-looking strategies by employing lateral and conceptual thinking and appreciate the limits of knowledge and creative practice within the field	LAUFBC611 LAUFBC612
FBC6.5 Communicate information, ideas, problems and creative solutions in a range of formats to both specialist and non-specialist audiences	LAUFBC611 LAUFBC612
FBC6.6 Devise, engage and present your own specialised and self-determined practice, vision, concepts, projects and outcomes supported and evidenced by relevant forms of enquiry as an independent learner	LAUFBC611 LAUFBC612
FBC6.7 Anticipate and accommodate change, and work within the contexts of ambiguity, uncertainty and unfamiliarity	LAUFBC611 LAUFBC612

## 6. Teaching, Learning and Assessment Strategies

Our overall approach to engagement is outlined in our statement on [Undergraduate teaching & learning at Leeds Arts University](#)

### 6a. Teaching and Learning

#### Level 4

Sessions will cover fundamental theories, concepts and processes relevant to fashion branding with communication as well as underlining how the political, cultural, social, artistic, economical, technological contexts have an effect in the sector, as well as support you with the development of your ideas and creative work. Workshop sessions will introduce you to essential technical skills.

You will work on a range of projects in order to translate your understanding of the theory into creative practice and express your individual voice and ideas. Through these projects you will get the opportunity to explore different elements within fashion branding with communication creatively and identify areas of interest.

#### Level 5

Building up on your acquired understanding of fashion branding with communication, sessions will support you in further developing your knowledge and extending your skillset with a specific focus in digital media and communication, new technologies, futures studies and employability. Working on a range of projects, you will apply different skills and research methods and you will employ different media and presentation techniques.

Engaging with collaborations and live briefs will provide you with the opportunity to prepare for professional practice. As you are progressing, there will be more focus on independent study in order to prepare you for Level 6.

#### Level 6

As you are preparing to become a fashion branding with communication practitioner, sessions will support in providing a framework to guide you in your creative practice. Working in a series of self-directed projects, you will consolidate and apply the synthesis of your knowledge, understanding

and skills. Your selected areas of research and practice will reflect your individual position and your career aspirations as a professional.

## 6b. Assessment

The aim of assessment is to inform you of your individual progress as you work through the course. Feedback is an essential element of assessment and explained in more detail in 6c. Assessment also ensures that you are meeting the required academic standards for the award.

Assessment reflects the teaching and learning content and is an integral part of the learning process. Specific assessment strategies and submission requirements are explained in the briefs that you will receive at the start of each module. Assessment is designed to reflect creative and academic practice and is aligned with the appropriate level of study. As far as possible assessment will be authentic in simulating professional practices.

The Leeds Arts University assessment approach regards ‘performance’ as the key term for the diverse creative outputs submitted in assessment across its provision. Your creative output therefore, is the performance of your learning, and will demonstrate the extent to which you have learned, developed, assimilated and mediated your knowledge, understanding and skills into appropriate forms for submission requirements. You will evidence module expectations, as expressed as ‘what you are expected to learn’ in module specifications.

The assessment of the modules is holistic; all material presented for assessment in each module is taken as a whole and a single mark is arrived at. Most assessment is by portfolio submission, the exact nature and content of which is determined by the subject matter, content and learning expectations for each module and is specified in your module briefs.

Your work will be assessed holistically using the undergraduate Assessment Criteria and Marking Scheme. These are used to evaluate your learning against the learning expectations specified for each module. Levels are clearly differentiated by learning outcomes, module expectations, teaching and learning approaches and assessment design.

## 6c. Feedback

Tutors will provide feedback, both in support of your ongoing development, as well as in direct response to your work formally within assessment contexts.

Provision of ongoing feedback - defined as information communicated to students with the intention of improving learning - is a significant and distinctive strength of the course. It is demonstrated through frequent and ongoing discussions between staff and students.

### Formative

You will receive formative feedback on your progress throughout the module in a number of ways. You will partake in ongoing evaluation within the teaching and learning on the course, developing skills in reflection and dialogue and receive ongoing formative feedback from the teaching staff and peers. All the modules on this course contain formal formative feedback sessions using the assessment criteria where you will receive feedback on your progress to meet this developmental aim.

Examples of formative feedback include (without being limited to):

- Peer Reviews
- Group Tutorials
- Individual Progress Tutorials

### Summative

At the end of the module you will receive summative feedback represented by a grade with tutor comments on your work. This feedback will help you to understand how you performed on the module, clarify your strengths and identify areas for further consideration.