

BA (Hons) Fashion Branding with Communication Course Specification



1. General information

UCAS code	W231
Course/Award Title	BA (Hons) Fashion Branding with Communication
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 and Design (February 2017)
Date of most recent review/approval (for new courses)	May 2018
Date of next review	2021-22

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

2. Course Aims

To be an effective fashion branding specialist and/or a fashion communicator both now and in the future market place, you need a solid understanding of both branding theory and communication methods and strategies. Therefore, the course takes a holistic approach that integrates both disciplines, teaching fashion branding theory with communication practices as a cohesive and complementary blend of knowledge and skills.

The course aims to produce graduates who are skilled in both aspects, through the creative application of theoretical thinking, underscored by ethical and social contextual considerations. The curriculum promotes critical enquiry, experimentation and conceptual thinking to challenge established ideas in the fashion industry. Throughout, you will explore dimensions of branding with communication to gain an understanding of the various areas of practice that input and contribute the field and the industry. This integrated understanding will enable you to develop concepts and strategies, enhancing your ability to collaborate with, brief and inform the work of other creative individuals within the industry.

The course is future facing. The aim is that on graduation, you are prepared for, and indeed can help shape, aspects of the industry in years to come.

This course aims to:

- Develop you as an effective practitioner who is able to respond to the demands of a rapidly-changing global industry with a systematic understanding of fashion branding with communication as a creative, aesthetic and market-driven process;
- Develop your awareness of fashion branding with communication in its business, cultural, social, political, historical and theoretical contexts and develop a commitment to ethical and sustainable practice;
- Provide you with the artistic, technical and organisational skills appropriate to the fashion branding with communication practitioner in a range of contexts;
- Develop skills of academic enquiry and industry investigation alongside the critical and analytical skills appropriate to fashion branding with communication that will prepare you for professional practice and/or further study;
- Create opportunities for you to collaborate with peers from other disciplines and with industry partners, to situate your work within different communities of practice and prepare you for professional practice;
- Equip you with specialist qualities and transferable skills to make an effective, responsive and innovative contribution to the fashion branding with communication sector and wider professional and entrepreneurial contexts.

On successful completion of the course you will be able to:

- Engage flexibly and creatively with the fast changing professional, contemporary, cultural and theoretical factors, which affect fashion branding with communication practice;
- Demonstrate creative and critical engagement with the contemporary practices of fashion branding with communication to meet client needs;
- Demonstrate and integrate the abilities of independent thought, adaptability and critical analysis, and reflection on your own work and that of others;
- Research, plan, negotiate, resolve and evaluate ideas through the integration of learning from a range of sources, and apply these methods to employment or further study;
- Acquire, select and demonstrate a wide range of technical skills appropriate to specific areas of the fashion branding with communication industry;
- Realise both your positioning within the fashion branding with communication industries and the motivation to advance this.

3. Distinctive Features

Distinctive features of the course:

Leeds Arts University is the only university to offer a BA (Hons) course that delivers a future-facing, Fashion Branding with Communication course. It is both creative and pragmatic with a strong academic foundation.

The BA (Hons) Fashion Branding with Communication is distinctive in that it:

- Takes an integrated approach to theory, critical engagement and application of knowledge and skills;
- Offers opportunities to devise creative solutions that move beyond a mere abstract evidencing of knowledge (essays/dissertations/reports) to explore ways in which that knowledge can be applied;
- Offers opportunities to engage with live industry briefs and projects that develop professionalism and offer real-life learning opportunities;

- Is vocationally oriented, preparing graduates for a range of careers within the broader fashion branding with communication industry and producing creative, commercially active, technically aware, culturally sensitive and independent professionals;
- Supports the identification of work-based learning and international study opportunities.

4. Course Structure

4a. Module Framework

Level 4	Credit points	ECT	Learning hours
LAUFBC401 Fashion Branding with Communication 1	60	30	600
LAUFBC402 Fashion Branding with Communication 2	60	30	600
Level 5	Credit points	ECT	Learning hours
LAUFBC501 Digital Branding and Communication	60	30	600
LAUFBC502 Conceptualising and Situating the Future	60	30	600
Level 6	Credit points	ECT	Learning hours
LAUFBC601 Practice in Context	60	30	600
LAUFBC602 Extended Folio	60	30	600

4b. Course Map / Structure

LEVEL 4	
Semester 1	Semester 2
LAUFBC401 Fashion Branding with Communication 1 60 Credits	LAUFBC402 Fashion Branding with Communication 2 60 Credits
120 Credits (60 ECTS Credits)	Certificate of Higher Education (Exit Award)

LEVEL 5	
Semester 1	Semester 2
LAUFBC501 Digital Branding and Communication 60 Credits	LAUFBC502 Conceptualising and Situating the Future 60 Credits
120 Credits (60 ECTS Credits)	Diploma of Higher Education (Exit Award)

LEVEL 6	
Semester 1	Semester 2
LAUFBC601 Practice in Context 60 Credits	LAUFBC602 Extended Folio 60 Credits
120 Credits (60 ECTS Credits)	BA (Hons) Fashion Branding with Communication*

5. Level Outcomes:

Performance of your learning is evaluated at each level of the course. As you progress through the course, the focus of learning and teaching changes:

- Level 4 introduces you to the fundamental practical skills and theoretical knowledge;
- Level 5 develops and integrates those skills alongside research, reflective and knowledge abilities, professional practice and project management skills;
- Level 6 allows you to consolidate and apply the synthesis of your knowledge, skills and theory in practice skills - both as the culmination of your studies and as you emerge as a fashion branding with communication professional.

What you are expected to learn becomes increasingly demanding at each level of study and align the UK Framework for Higher Education Qualifications descriptors.

The following level outcomes define what you should have achieved on completion of each level of study. Within individual modules, the learning that helps you achieve these outcomes is articulated through the module expectations (see section 6).

Level 4	
Acquisition of fundamental practical skills and theoretical knowledge	
At Level 4 you will explore the fundamental theories, concepts and processes employed by the fashion branding with communication industries. Alongside this, you will investigate the history of ideas, fashion culture, visual language, and consumerism. These studies will equip you to begin developing your individual voice, ideas and creative practice through individual and group projects that will allow you to apply these principles to solving fashion branding with communications problems. You will be encouraged to develop a spirit of enquiry, lateral thinking skills and creative imagination that will be central to your studies.	
By the end of Level 4 you will be expected to:	
FBC4.1	Demonstrate a knowledge of the underlying concepts and principles associated with fashion branding with communication and how these interact.
FBC4.2	Relate your practice to your understanding of business and consumer contexts of fashion branding with communication.
FBC4.3	Present, evaluate and interpret information in accordance with basic theories and concepts of fashion branding with communication and translate these into experimental, practical outcomes/solutions.
FBC4.4	Evaluate the appropriateness of your approach to solving fashion branding with communication problems.
FBC4.5	Accurately and reliably communicate structured and coherent arguments that support your work and practical solutions to fashion branding with communication problems.
FBC4.6	Demonstrate some personal responsibility and appreciate your strengths and weaknesses as learners.

Level 5	
Acquisition of higher level practical skills, research, reflective and knowledge abilities, professional practice and project management skills	

Level 5 will further develop your knowledge of working processes and continue to extend your skill set with a specific focus on developing future concepts and innovative, creative branding strategies combined with an exploration of digital applications, social media platforms and multi-platform branding. Creative concept methods, lateral thinking strategies and future visioning techniques will teach you how to identify and critically map out potential scenarios of the future. This will allow you to plan strategically to maximise opportunities.

The second year also employs live projects and competitions to expand your external contacts and enhance your professionalism, confidence, experience and employability as a future practitioner within the fashion industry.

By the end of Level 5 you will be expected to:

FBC5.1	Demonstrate a knowledge and critical understanding of the established principles that underpin the relationship between fashion branding with communication disciplines.
FBC5.2	Apply the underlying concepts and principles of fashion branding with communication to a range of digital, future and professional contexts that demonstrate a developing understanding of business and consumer contexts in which the sector operates.
FBC5.3	Use methods of enquiry and conceptual thinking relevant to fashion branding with communication to experiment and develop creative solutions to industry-based problems and to critically evaluate outcomes.
FBC5.4	Appreciate the limits of your knowledge and how this can affect your interpretation of problems and solutions.
FBC5.5	Demonstrate the ability to use established industry techniques to undertake critical analysis of the market place and communicate creative branding solutions to fashion industry problems.
FBC5.6	Effectively communicate, record and present information in a variety of forms (including digital), appropriate to specialist and non-specialist audiences including professionals, markets and participants.
FBC5.7	Develop new and existing skills relevant to future employment and in preparation for further study.
FBC5.8	Manage your workloads effectively and exercise personal responsibility.

Level 6

Becoming and autonomous, independent learner devising, engaging and presenting your own self determined projects

The focus of Level 6 will help you consolidate your in-depth knowledge of developing fashion branding strategies with communication campaigns evidenced through an extensive, creative and professional portfolio. The largely self-directed final year takes a holistic approach to your practice through a major body of investigation that is supported by reflective and critical writing, and culminates in the realisation of a graduate folio. This aims to reflect your individual philosophy and career aspirations as a professional and creative thinker for fashion branding with communication.

By the end of Level 6 you will be expected to:

FBC6.1	Evidence a systematic understanding through coherent and detailed knowledge of key aspects of the concepts and practices of the fashion branding with communication industry and situate your professional practice and project management skills within this.
FBC6.2	Accurately deploy industry-established techniques of analysis and enquiry needed for a successful fashion branding with communication practice.

FBC6.3	Demonstrate a conceptual understanding of the field that enables you to solve problems, using innovative creative ideas and techniques, and describe and comment upon particular aspects of current thinking in fashion branding with communication.
FBC6.4	Think laterally and conceptually in developing creative, forward-looking strategies in situations of uncertainty and ambiguity and appreciate the limits of knowledge and creative practice within the field.
FBC6.5	Demonstrate that you are an independent learner with the ability to devise, engage and present your own specialised and self-determined practice, vision, concepts, projects and outcomes supported and evidenced by relevant forms of enquiry.
FBC6.6	Apply the methods and techniques learned to review, consolidate, extend and apply your knowledge to self-initiated projects.
FBC6.7	Critically evaluate arguments, assumptions and market data to make judgement and to frame questions and/or propose a range of solutions to fashion branding with communication problems.
FBC6.8	Communicate information, ideas, problems and creative solutions in a range of formats to both specialist and non-specialist audiences.

6. Module Expectations

Learning is expressed within the individual module specifications as **what you are expected to do**. These **module expectations** are described in subject-relevant language, and in common with most of the UK HE sector are articulated in terms of:

- knowledge and understanding (KU)
- intellectual or cognitive skills (IC)
- practical and professional skills (P)
- key/transferable skills (T)

The broad/high level expectations below are relevant to, and are embedded within, all modules to enable you to plot your development as you progress through each level of the course. However, some of them will be more relevant in particular modules and will be prioritised appropriately.

In the modules specifications, these expectations are expressed in language appropriate to the module content and the learning outcomes for each level of study. All learning and teaching activities are planned with these expectations in mind and assessment tasks are designed to enable you demonstrate what you have learned in that context.

Therefore in supporting you in fulfilling the level learning outcomes, the module expectations will reference:

Knowledge and Understanding	
KU1:	Demonstrate an awareness of the relationship between the aesthetic, cultural, historical, technological, social, political or other contexts, relevant to fashion branding with communication practice.
KU2:	Demonstrate an awareness of appropriate areas of fashion branding with communication practice within the creative industries and cultural environment.
KU3:	Demonstrate a broad awareness of concepts, technology, information, practical competences and techniques that are standard features of fashion branding with communication.
KU4:	Make appropriate use of research to position your practice in relation to the critical,

	cultural or social context of fashion branding with communication.
Intellectual or Cognitive Skills	
IC1:	Evidence the ability to analyse and evaluate ideas from a range of primary and secondary sources, with a respect for the role and impact of intellectual property.
IC2:	Analyse, evaluate, and reflect on your strengths and areas for development in the context of fashion branding with communication.
IC3:	Explore different methods of recording information from a range of sources.
IC4:	Critically evaluate your creative processes and practice within the context of contemporary fashion branding with communication and peer group contexts.
Practical and Professional Skills	
P1:	Evidence the capacity for undertaking practical and theoretical research that demonstrates an awareness of critical, effective and testable processes.
P2:	Demonstrate the applications of material techniques, processes and practice in an appropriate form.
P3:	Demonstrate appropriate project time management skills in relationship to conducting research into academic and practical contexts of fashion branding with communication practice.
Key Transferable Skills	
T1:	Work to deadlines, setting realistic goals and schedules.
T2:	Organise and carry out self-directed projects and communicate outcomes through written, visual, oral and/or other appropriate forms.
T3:	Employ professional presentation skills in order to effectively communicate with others.
T4:	Communicate individual opinions in written, visual, oral and/or other appropriate forms.

7. Learning, Teaching and Assessment Strategies

7a. Learning and Teaching

The course is delivered through a series of modules that develop creative, theoretical and professional skills appropriate to contemporary fashion branding with communication practices. You will work through a range of projects and formal industry-based briefs that set a range of problems so you are able to explore, develop and apply an increasingly independent understanding of your own creative practice. These projects take the form of developmental and responsive tasks that provide an opportunity to develop your integrated awareness of the practical, conceptual, professional and theoretical nature of the discipline. The industry briefs contain a further more detailed account of what is required of you and how the work you submit for assessment will be evaluated.

Teaching, learning and assessment strategies are therefore, designed to support you as you gain contextual understanding of how your creative fashion branding with communication practice links to those of others in different contexts, and entrepreneurial skills to equip you to identify and pursue a range of employment or further training opportunities.

Throughout the course, you will be encouraged to undertake independent study to supplement and consolidate what is being learnt and taught.

7b. Engagement Strategy

A range of sessions will be timetabled throughout the academic year and will include:

Lectures / presentations	To introduce and explore key practices, principles, contexts and theories relating to module content, study tasks and the broader concerns of the disciplines.
Seminars	To introduce, discuss, reflect on and embed key practices, principles, context and theories relating to module content, study tasks and the broader concerns of the discipline.
Central resource inductions / Workshops	To introduce, develop and support individual technical skills, practical knowledge and production skills.
Peer reviews	To introduce, develop and support peer led formative feedback, reflective practice and communication skills relating to module content, individual practice and assessment requirements.
Group critiques / sessions / tutorials	To provide tutor led group exercises, discussions, critical reflection and formative feedback at key stages within the module and in response to module content, set briefs and study tasks.
Individual tutorials	To provide an opportunity for individual discussion, formative feedback, workload management, well-being and action planning in response to module content, set briefs and study tasks.
Independent study	To develop individual and autonomous approaches to research & creative practice; to frame a professional understanding of individual creative concerns and to develop technical skills.
Blended learning	To provide you with online VLE based resources; to develop the ability to create student blogs & websites; to enhance digital literacy.

7c. Assessment

The assessment of the modules is holistic. All material presented for assessment is taken as a whole and a single mark is given. Undertaking the staged tasks in the learning & teaching will encourage your acquisition of the skills and attributes expected for your graduate progress.

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. You will be provided with written summative feedback on all of your module assessments at the end of each module. You will partake in continuous evaluation within the teaching and learning on the course, developing skills in reflection and dialogue. You will receive continuous formative feedback from the teaching staff and peers. Both summative and formative feedback approaches are designed to meet the 'assessment for learning' and 'feedforward' values espoused in the UK Quality Code. All the modules on this course contain formal formative feedback sessions using the assessment 'fields' where you will receive written feedback on your progress to meet this developmental aim. Assessment also continually ensures that you are meeting the required academic standards for the award.

The performance of what you have learnt as a creative thinker, researcher and learner is expressed through the work you produce with any investigations, transcripts, research studies and test pieces you undertake in support of this. The University regards 'Performance' as the key term for the diverse creative outputs submitted in assessment across our provision. Your creative output/performance will demonstrate the extent to which you have learned, developed, assimilated and mediated your knowledge, understanding and skills into appropriate forms for your submission requirements. You will evidence module expectations expressed as 'what you are expected to learn' in your submission requirements and then your work will be assessed as follows.

Your work will be assessed holistically through five assessment 'fields'. These are:

Field	Descriptor
Presentation	That which is seen by exhibition, portfolio, transcript, performance, relevant to tasks set.
Process	Evidence of the learning journey through method in haptic, physical practice based and textual applications.
Idea	Thought, concept or aim relevant to task, student centred and with clarity of vision.
Documentation	That which evidences the student's journey in and through research, technical experimentation, and/or creative endeavour. Could include: data; reflection; analysis; planning.
Technical	Quality and/or utility of the technical features employed; demonstration of skill / competence in media relevant to task.

For each module you will receive an **assessment brief** that details:

- the task(s) you are required to undertake;
- what you are required to submit in order to evidence the performance of your learning;
- information about when and how to submit your work;
- how each of the assessment fields is weighted;
- when you can expect summative feedback on your work.

7d. Feedback-Feedforward

Feedback-feedforward is an essential element of learning and assessment. Feedback-feedforward is any information, processes or activities that prompt or encourage you to pro-actively reflect upon your learning and performance and consider your academic, creative or professional expectations.

Throughout your studies you will be given feedback-forward in a variety of forms.

Formative feedback-feedforward may be provided in verbal or written form, given on a one to one basis, or derived from critiques or group sessions. Where verbal feedback is given the onus is on you to note down the feedback. Module Leaders will identify and communicate appropriate methods of formative feedback for each module such as:

- as individual progress tutorials;
- group feedback and critiques;
- formative tests and exercises;
- and in some cases, written feedback.

Summative feedback-feedforward is provided for all of your assessments at the end of each module using a standard University feedback-feedforward template. All the modules on the BA (Hons) Fashion Branding with Communication use the 'fields' discussed earlier to indicate how well you have performed in the assessment task and suggest areas where you could further develop your skills.