

# COURSE SPECIFICATION - BA (Hons) Fashion Photography



## 1. General information

Course Title	Fashion Photography
UCAS code	W6W2
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 and Design 2019
Date of most recent review	2019-20
Date of next review	TBC

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

## 2. Course Aims

This course aims to provide you with:
a learning experience that enables you to develop specialist skills relevant to fashion image-making and lens-based contexts;
a stimulating and challenging environment in which to establish an experimental and innovative practice;
rigorous academic engagement with a wide range of creative approaches and contexts within contemporary fashion photography and lens based practices;
the confidence to be flexible, resourceful, independent and make informed choices in the formulation of creative solutions;
a critical and theoretical understanding of fashion images and their use within a broad range of cultural, ethical and societal contexts;

a focus on establishing a range of employability skills and transferable knowledge through collaboration, live briefs and engagement with industry professionals.

### 3. Distinctive Features

#### Distinctive features of the course:

BA (Hons) Fashion Photography will provide you with the opportunities to engage with diverse and innovative approaches to fashion image-making. Set within a specialist arts university environment means you will have opportunities to collaborate with students across the University and with wider creative communities locally, nationally and internationally.

We are currently one of the few specialist fashion photography courses in the country and we have established excellent working relationships and collaborative opportunities with a number of external clients and institutions. The course offers 'hands on' industry experience in the form of live briefs, publishing and exhibition opportunities, and commissions.

Your course of study is informed by current and emerging industry contexts and practices and you will have access to professional resources and facilities which include a range of still and moving cameras, fully-equipped professional studios and computer suites and a library that houses a specialist collection of photography publications. You will work with highly skilled practitioners and tutors, responding to exciting projects and briefs that develop your creativity, professionalism, preparation for the work place and offer real-life learning opportunities. The University additionally supports the course through specialist employability weeks at Level 5, and access to the Creative Networks programme.

The course integrates creative practical projects with analysis of historical, cultural and social contexts of fashion image-making and lens based practices, and you will be encouraged to take an experimental and questioning approach to your practice. You will work with different photographic, moving image and multi-media platforms and inter-disciplinary approaches to the dissemination and presentation of your work will be encouraged.

Fashion Photography graduates need to be prepared for a varied, fast-paced and challenging work environment and the course of study enables you to develop a broad range of transferable skills including creative thinking and entrepreneurial skills to become commercially active, technically proficient, culturally sensitive and independent professionals.

As a student on the BA (Hons) Fashion Photography course, you will have the opportunity to work with Visiting Professionals and be provided with the opportunity to develop networks and international contacts.

### 4. Course Structure

#### 4a. Module Framework

Level 4	Credit Points	ECTS	Learning Hours
LAUFP401 Spaces of Fashion	60	30	600
LAUFP402 Who's in Fashion?	20	10	200
LAUFP403 Fashion Stories	40	20	400
Level 5	Credit Points	ECTS	Learning Hours
LAUFP501 Fashion Spectacle	60	30	600
LAUFP502 Developing a Professional Practice	30	15	300

<b>LAUFP503 Making and Thinking</b>	30	15	300
<b>Level 6</b>	<b>Credit Points</b>	<b>ECTS</b>	<b>Learning Hours</b>
<b>LAUFP601 Research into Practice</b>	30	15	300
<b>LAUFP602 Fashioning your Future</b>	30	15	300
<b>LAUFP603 Expanded Portfolio</b>	60	30	600

#### 4b. Course Map / Structure

<b>Level 4</b>		
Semester One	<b>Spaces of Fashion (LAUFP401)</b> <i>60 credits</i>	
Semester Two	<b>Who's in Fashion? (LAUFP402)</b> <i>20 credits</i>	<b>Fashion Stories (LAUFP403)</b> <i>40 credits</i>
120 credits (60 ECTS credits)		Certificate of Higher Education (Exit Award)

<b>Level 5</b>		
Semester One	<b>Fashion Spectacle (LAUFP501)</b> <i>60 credits</i>	
Semester Two	<b>Developing a Professional Practice (LAUFP502)</b> <i>30 credits</i>	<b>Making and Thinking (LAUFP503)</b> <i>30 credits</i>
120 credits (60 ECTS credits)		Diploma of Higher Education (Exit Award)

<b>Level 6</b>		
Semester One	<b>Research into Practice (LAUFP601)</b> <i>30 credits</i>	<b>Fashioning your Future (LAUFP602)</b> <i>30 credits</i>
Semester Two	<b>Expanded Portfolio (LAUFP603)</b> <i>60 credits</i>	
120 credits (60 ECTS credits)		BA (Hons) Fashion Photograph (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 4 will familiarise you with the knowledge and skills needed to understand fashion image-making and help you to develop into an independent & collaborative practitioner, with the ability to evaluate and reflect on your creative solutions.

Level Learning Outcomes	Modules
<i>By the end of Level 4, you will be expected to:</i>	
FP4.1 Apply informed technical solutions to a range of practical outcomes.	LAUFP401, 402, 403
FP4.2 Generate ideas independently and collaboratively in response to a range of briefs.	LAUFP401, 402, 403
FP4.3 Document and reflect on your ongoing practical, creative and personal development as a creative practitioner.	LAUFP401, 402, 403
FP4.4 Identify relationships between the theoretical and cultural aspects of fashion image-making.	LAUFP401, 402, 403
FP4.5 Communicate understanding of the professional contexts of fashion image-making practices.	LAUFP401, 402, 403
FP4.6 Demonstrate visual awareness through technical solutions to creative concepts in a range of different photographic situations.	LAUFP401, 402, 403
FP4.7 Work independently and collaboratively within different photographic environments and contexts.	LAUFP401, 402, 403
FP4.8 Exercise self-management skills in managing workloads and meeting deadlines.	LAUFP401, 402, 403

### Level 5 (DipHE)

Level Learning Outcomes	Modules
<i>By the end of Level 5, you will be expected to:</i>	
FP5.1 Apply critical reflection and analysis in evaluating different approaches to solving problems in the development of practical outcomes.	LAUFP501, 502, 503
FP5.2 Analyse information and experiences, and formulate reasoned arguments within a wide range of fashion image-making and lens-based contexts.	LAUFP501, 503
FP5.3 Identify, analyse and reflect on choices of technical and visual approaches, materials and processes relating to lens-based practice.	LAUFP501, 502, 503

FP5.4 Apply knowledge and understanding of the cultural and professional contexts of fashion image-making practices in development of specialist practical outcomes and presentation skills.	LAUFP501, 502, 503
FP5.5 Generate informed and innovative ideas, concepts, solutions and arguments, and situate these using the language, materials, processes and techniques of fashion image making.	LAUFP501, 502, 503
FP5.6 Manage and reflect on your own learning in the context of independent and collaborative work.	LAUFP501, 502, 503
FP5.7 Demonstrate an awareness of potential career routes within the photography and fashion image-making industries.	LAUFP502, 503
FP5.8 Demonstrate an understanding of collaborative practice in the production of your creative outputs.	LAUFP501, 502

### Level 6 (BA Hons)

Becoming an autonomous, independent learner devising, engaging and presenting your own self-initiated and industry facing projects.

Level Learning Outcomes	Modules
<i>By the end of Level 6, you will be expected to:</i>	
FP6.1 Combine your practical and conceptual understanding of fashion image-making contexts in the resolution of a portfolio of practical work.	LAUFP601, 602, 603
FP6.2 Demonstrate an informed understanding of critical, conceptual, social and ethical considerations of fashion image-making and lens-based practices.	LAUFP601, 602, 603
FP6.3 Communicate and present work to a wide range of audiences demonstrating understanding of professional visual, verbal and written presentation techniques.	LAUFP601, 602, 603
FP6.4 Employ elements of convergent and divergent thinking when responding to information, generating ideas, making practical choices and in the resolution of your work.	LAUFP601, 602, 603
FP6.5 Critically evaluate your own work and that of others responding to the critical feedback of others in recognising your own personal strengths and needs.	LAUFP601, 602, 603
FP6.6 Identify and critically reflect on qualities necessary for employment showing the management of personal responsibility and decision-making.	LAUFP601, 602, 603
FP6.7 Apply a professional approach to collaborative practice in the production of your creative outputs.	LAUFP601, 602, 603

## 6. Teaching, Learning and Assessment Strategies

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

### 6a. Teaching and Learning

#### Level 4

Level 4 focuses on the development of your creative potential through a range of briefs and tasks that integrate the acquisition of technical skills with ideas and concepts. You will be introduced to fashion image-making practices, gain an understanding of the roles of extended creative teams. Opportunities for collaborative projects will ensure that teamwork is a key part in the production of a range of outcomes. You will have opportunities for collaboration that will be formative experiences to inform your future practice. Learning will be supported by a range of workshops, lectures, one-to-one tutorials and peer group critiques. You will be expected to develop independence and be able to manage your time effectively. Interim feedback points within modules will offer the opportunity to reflect and question aspects of your development. The course approach to teaching will consider your learning experience and the transition from your previous course to help develop appropriate study skills required for Level 4 study.

**Spaces of Fashion (LAUFP401)** will provide you with an introduction to the creative, technical and contextual practices of fashion image-making. The module combines the acquisition of technical skills (camera and lighting) and the development of creative approaches to fashion photography in order for you to produce a portfolio of practical work. The module also provides you with an introduction to the professional, historical and cultural practices that underpin fashion image-making. Working methods will be established that include pre and post production techniques to realise creative intentions through final outcomes in a range of formats (print and screen). The importance of visual research into the practices of other practitioners will be highlighted through the use of independent lines of enquiry. The knowledge and understanding gained through research activities will be used to inform final outcomes.

**Who's in Fashion? (LAUFP402)** will develop your understanding of the connection between society, politics and culture and the production of the fashion image. You will learn to develop a contextual language, which can be used to analyse your own work and that of contemporary fashion image-makers. You will be introduced to a range of research skills with which to develop your knowledge and understanding of the scope of the fashion image and you will start to understand how cultural contexts influence the production of fashion photography and film and begin to identify your own areas of interest within these contexts. This module will require you to work within industry-facing scenarios and you will begin to develop creative teams and there will be opportunities to engage in collaborations with other students in the University and external agencies

**Fashion Stories (LAUFP403)** will enable you to explore and highlight the importance of the communication of fashion related concepts through the editing and sequencing of a series of images to create a campaign or editorial narrative. The module introduces you to the diverse range and different platforms for fashion images to be displayed and seen. The context for images is important in influencing the audience's interpretation and expectations of images. This module will help you develop an awareness and knowledge of potential locations where fashion images can be viewed. These will include a number of different consumer markets in both traditional print digital and moving-image formats. This module will also help you establish the link between cultural, social, ecological and global contexts of fashion in relation to the practices of fashion image-making.

#### Level 5

At Level 5 you will refine the skills learnt in Level 4 and apply your knowledge and understanding to produce a range of innovative practical outcomes. Collaboration through the management of

creative teams will be an essential requirement and there will be a number of opportunities for this internally and externally. Critical understanding will be further developed to produce informed practical work that demonstrates a sound understanding of cultural and theoretical concerns relating to fashion imagery. External links with industry will be encouraged through employer engagement activities, live briefs, and industry-facing projects, enabling you to be able to recognise potential progression routes and career pathways within the fashion industry. Learning will be supported by workshops, lectures, one-to-one tutorials and peer group critiques. You will be expected to demonstrate independence and be able to manage your time effectively. Interim feedback points within modules will offer the opportunity to reflect and question aspects of your development. A University wide Employability Fortnight will enable you to engage with a diverse range of professional practices that will prepare you for employment in the creative industries.

**Fashion Spectacle (LAUFP501)** supports your development as a resourceful, innovative and creative practitioner by providing you with the opportunity to develop experimental outputs using a range of multi-media technologies that will include moving-image, augmented and virtual reality and multi-media installations. You will build on what you have learned in Level 4 in terms of scale, ambition, collaboration and creative risk taking. A strand of concept based lectures themed around the fashioned body, representation, and culture will underpin and inform your responses to set briefs.

**Developing a Personal Practice (LAUFP502)** builds on your experiences in Level 4 and enables you to make informed choices regarding your personal and professional development. The module will help you develop your knowledge and understanding of fashion image-making contexts by providing you with the opportunities to respond to a number of live briefs and engage with a range of industry scenarios and industry professionals. This module will help you to identify your own industry relevant pathways through collaborations, commissions, work experience, and publication opportunities.

**Making and Thinking (LAUFP503)** will provide you with the opportunity to develop a self-directed project based on wider cultural, ethical and global contexts relevant to fashion image-making. The module will introduce you to a range of theoretical ideas and debates within fashion image-making that will inform the development of your photographic practice. The module will enable the further development of specific creative and analytic skills and will broaden your understanding of the application of critical thinking to professional practice. There will be a clear focus on developing written and practical outcomes, and you will further develop your skills in project planning and research, and creativity and sustained enquiry.

## Level 6

At Level 6 you will devise a self-directed course of study through negotiation with tutors that will enable you to explore specific area of practice. Contextual and industry research will inform your practice and the integration of practices and theory will be a key aspect in the development of your practice.

Collaboration will continue to be an integral part of image production and the role and contribution of the extended team will be recognised and evaluated. You will identify future career paths for progression into industry and prepare an appropriate portfolio of work to enable this. Learning will be supported by one-to-one tutorials and peer group critiques. You will be expected to demonstrate independence and be able to manage your time effectively. Interim feedback points within modules will offer the opportunity to reflect and question aspects of your development.

**Research into Practice (LAUFP601)** integrates practice and research in order for you to develop deeper level critical thinking skills. This module offers an opportunity to engage with a more theoretical analysis of fashion image-making concepts in the context of defining a specific research area. You will demonstrate your knowledge and understanding of critical concepts through the development of a body of practical work, underpinned by a critical analysis of your creative

decisions. You will produce a piece of extended writing informed by your specialist interests within fashion image-making concepts.

**Fashioning your Future (LAUFP602)** will facilitate the synthesis of your professional and contextual research, skills and creative intentions with your understanding of professional practice and career ambitions. The module will enable you to position yourself as a professional for progression to employment, self-employment or postgraduate study. This module will provide the opportunity for you to strengthen relationships with external audiences within the fashion industries, wider creative industries and cultural environments through your continued engagement with live briefs, clients, commissions, publication, exhibition and work experience.

**Expanded Portfolio (LAUFP603)** provides you with the opportunity to apply the knowledge, skills and understanding acquired throughout the entirety of your study on the course. You will develop a deeper critical understanding of fashion image-making contexts through engaging with a themed, industry-facing assignment brief. This module will encourage you to develop a sustained approach to your practice, from ideas, through to conception and final output. The emphasis will be that you continue to move away from obvious solutions and develop a more distinctive visual voice.

## **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.

Your creative output therefore, is the application 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.