

## Nottingham Trent University Course Specification

### Basic Course Information

1.	Awarding Institution:	Nottingham Trent University
2.	School/Campus:	School of Art & Design, City
3.	Final Award, Course Title and Modes of Study:	BA (Hons) Fashion Communication and Promotion (Full-time)
4.	Normal Duration:	3 years
5.	UCAS Code:	WN2M BA/FCP

### 6. Overview and general educational aims of the course

The course is designed in response to the contemporary creative industry, which is an environment where the worlds of fashion and promotion have become entirely interwoven. The course content reflects this dynamic aspect of the fashion landscape and the increased symbiotic relationship between design, retail and communication.

The course structure will support the aspiring international fashion professional to develop their brand intelligence within a vocational context through live learning opportunities, in collaboration with industry and to combine visual creative skills with analytical problem solving. The curriculum is designed to reflect this mix with an emphasis on industry-related skill sets:

- **Acquiring Contextual Knowledge** – You will use a range of research methodologies to develop a broad contextual understanding and a critical perspective.
- **Insight and Idea generation** – You will gather insights, highlighting opportunities and developing analytical skills to test the viability and credibility of any proposal against financial realities.
- **Developing Creative concepts** – You will develop communication concepts and creative approaches applying a responsive and reflective approach rather than an individual style.
- **Execution and 'Make'** – You will produce outcomes across a range of media that reflect timely innovation, and market intelligence.
- **Autonomy and Teamwork** – You will develop both individual and team working skills: many projects are team focused with an emphasis on role-based responsibilities.

Each module provides a context in which the relationships between these three key aspects are explored and interwoven.

During the course, you will experience a unique emphasis on visual communication for the fashion profession and its related industries and develop a particular confidence in your ability to analyse image with an understanding of design responsibility and the application of visual culture to the world of fashion promotion.

We aim to nurture your potential abilities to broaden your awareness of visual communication within the context of fashion promotion, advertising, visual merchandising, fashion media, journalism, art direction and styling, fashion analysis and trend prediction.

Our students graduate as professional, dynamic, commercially aware individuals, (resulting from been supported in identifying work-based learning opportunities) and are well equipped for pursuing national and global careers in this industry.

### **Special features**

#### *Industry focus*

Whilst studying on the course you will have exciting chances to work on live projects and enter high-profile competitions in collaboration with major brands and industry leaders. These industry interactions are embedded within the curriculum and all students have the opportunity to participate. We have had success winning top prizes in a number of competitions in recent years, namely L’Oreal Brandstorm (Product extension and promotion), River Island Rocks (Events management and marketing) and Elle Beauty Breakthrough Award (Journalism & fashion commentary).

Live project collaborations have included working relationships with large multi-national brands such as Unilever and L’Oreal, major High Street players such as All Saints, Topshop and Reiss, together with emerging star retailers, such as Illamasqua and Universal Works, amongst other.

#### *International Opportunities*

Fashion is a global business and learning your trade means getting out there and seeing how the world works. In addition to the taught curriculum, you will also have additional opportunities to find out more about the global industry:

In your first year, you will have the opportunity to go on a study trip to New York. You will see the American market first hand, visit Manhattan’s Fashion Institute of Technology and get the opportunity to apply for an exchange and spend part of your second year out there.

In the second year, there is the chance to visit some of Europe’s major fashion capitals including Paris, Berlin, Rome and Florence and visit top trade exhibitions.

Finally, in your third year, you will have the chance to take in all that Tokyo has to offer, during a week-long study trip to one of the world’s most vibrant and directional fashion destinations.

## **7. Course outcomes**

Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.

### **Knowledge and understanding**

By the end of the course you should be able to:

- Critically evaluate and apply timely influences, cultural and global discourses in response to the brief. (B)
- Utilise a creative research methodology that supports the identification, development and application of key insights. (B)
- Critically evaluate and interpret the broader creative landscape to develop and apply specialist visual language. (B)
- Critically analyse the structure of the Creative Industries, the role of communication and its impact in terms of commercial practice.

- Reflect design responsibilities and ethical practices within the impact and consequences of your work. (B)
- Critically evaluate and evidence the application of key theories and principles. (B)
- Critically evaluate and prioritise contextual information in relation to consumer, trend information and the cultural zeitgeist.

**Skills, qualities and attributes**

By the end of the course you should be able to:

- Identify opportunities, formulate new ideas and articulate concepts. (B)
- Edit and test your initial ideas in order to identify the Big Idea.
- Use design inspiration and the application of visual language in the development of creative concepts. (B)
- Utilise appropriate skills to produce and present visual and written materials, across a range of outcomes
- Communicate effectively across a range of platforms with respect to the audience. (B)
- Manage own learning, reflect on progress and demonstrate your contribution to the learning environment both individually and as part of a team.
- Demonstrate an engaged and proactive approach to career development and self-promotion.

**8. Teaching and learning methods**

The teaching methods will provide an exciting creative hybrid of learning experiences, both theoretical and practical.

The lectures and seminar format will enable you to engage in a programme of delivery that introduces contemporary issues, strategies and debates within the business context. The workshops and demonstrations will focus on the development and application of visual analysis to realise the creative idea.

Within the modules, teaching and learning is centred on lectures and demonstrations supported by smaller group seminars and workshops. The course will encourage you to take responsibility for your learning by providing you with a relevant series of lectures and demonstrations informed by contemporary industry developments. Seminars support the academic content of the lectures and workshops and will support the practical content of the demonstrations. Seminars and workshops have a student-led focus as opposed to the lectures and demonstrations. All types of delivery from lectures to demonstrations are designed to develop your subject knowledge and understanding.

You will also have group tutorials and these will give you the opportunity to receive feedback on your work in progress from staff and fellow students and will help you to manage your workload effectively. After a tutorial, you will be expected to reflect on the feedback given by your tutor and peers and to record and implement your responses effectively before the next tutorial.

Team working opportunities will engage you in a learning environment that reflects the working practices within the professional context. You will be introduced to role-based responsibilities in directed and negotiated group projects.

You will be encouraged to fully maximise your learning experiences by engaging with NTU's online workspace (NOW). All aspects of teaching and learning are supported remotely with parallel access to digital resources.

During the course each year will introduce different teaching and learning methods:

**Year 1** will focus on directed learning supported through group tutorials and peer group activities.

**Year 2** will focus on team working and the development of independent learning skills through the continued support of group tutorials and peer group activities.

**Year 3** extends your development as an autonomous learner through negotiated learning, reflection and debate through group tutorials.

## 9. **Assessment methods**

The course conforms to the Common Assessment Regulations for undergraduate courses (Section 16A of the University's Quality Handbook).

Assessment is conducted according to the School's 'Assessment and Feedback: Principles and Guidelines' and ensures that the assessment process and standards are made clear to you. The course annually updates its own 'Assessment and Feedback Plan' which includes the details of how you will be assessed and the hand in dates etc. and this is available on NOW and will be introduced to you during induction.

Assessment is directly linked to the achievement of the module learning outcomes and assessment is 100% coursework. Each assessment task has assessment criteria that map on to the learning outcomes and are consistent with the aims and objectives of the modules. It is these criteria and learning outcomes that your assessment tasks are assessed against.

The range of assessment methods are dependent upon the module content and include visual research and development work, project work, proposals and evaluations reports, essays, dissertation or alternative project, visual and verbal presentations, and group and team work

You will receive formative feedback on the progress of your work as the module progresses and you will receive verbal and written feedback, as specified in more detail in the module guides and the course' assessment and feedback plan.

Your final module marks for each module will be confirmed to you following ratification at the Progression Boards (end of year 1 and 2) and at the final year's Board of Examiners. You will be provided with written summative feedback via NOW for your module assessments via Dropbox. The final degree award is based solely on the work produced during the final year of the course.

Towards the end of the course, you will also undertake a synoptic assessment. This requires you to reflect on the range of activities and experiences across the entirety of your course in relation to your future employability aspirations.

10. **Course structure and curriculum**

The course is offered in full-time study mode only and all students must complete 120 credits in each year to achieve 360 credits for the BA Honours Fashion Communication and Promotion award.

**BA (Hons) Fashion Communication and Promotion Module Titles**

	September - February	February - June
Year 1	Fashion Landscapes (60 credits)	Creative Connections (60 credits)
Year 2	Communication and Message (60 credits)	Promotion and Context (60 credits)
Year 3	Negotiated Projects (120 credits)	

**Year 1:  
Module Titles**

**Fashion Landscapes** (60 credit points)  
**Creative Connections** (60 credit points)

Year 1 provides a thorough foundation for understanding the basic principles of research, development and communication within the fashion industry. Modules cover a range of introductory subjects and skills concerning the creative and fashion landscape. Year 1 aims to help you establish a confident visual literacy as the fundamental starting point for further analysis.

*Diagnostic Year – Skills & Principles*

- Introducing the professional framework and development of key skills and principles relevant to the individual course aims.
- Relevant technologies, theories and development of visual skills.
- Personal Development Planning and an extended induction into learning within higher education.
- Introduction to 'NOW'.

**Year 2:  
Module Titles**

**Communication & Message** (60 credit points)  
**Promotion & Context** (60 credit points)

Year 2 expands the themes established in Year 1, developing communication skills, issues related to team working and live projects. You will have the opportunity to focus on diverse aspects of fashion media, print and advertising, in store retail design and event management and common issues surrounding the communication of style based information through text and image.

*Contextualisation of Knowledge – Skills & Principles*

- Further development of professional skills, technologies and contextualization within focused project briefs.
- Collaborative live projects with industry and emphasis on both team working and autonomous learning.
- Further development of reflective learning through 'NOW'.
- Student exchange options.

**Year 3:  
Module Titles**

**Negotiated Projects** (120 credit points)

Year 3 draws together strands (skills and knowledge) developed earlier in the course and allows you to research and present negotiated study projects related to your individual discipline aspirations, requiring you to demonstrate analytical, research and presentation skills. Students will construct individual self-devised projects and select team live briefs based around various subjects, such as Advertising and Media, Print and Fashion Journalism, Visual Merchandising and In Store Design, Fashion Forecasting and Trend Prediction, Art Direction and Styling, Events Management and Public Relations.

The longer time frame of these negotiated projects (year-long structure) allow you to apply what you have learned in Year 1 and 2 to an in-depth exploration of a selected aspect of image culture, tailored to your individual career aspirations.

*Professional Context - Self Negotiation*

- Emphasis on individual decision making
- Negotiated module choice through the development of appropriate specialisation relevant to career aspirations or further post-graduate study.

The course embeds employability throughout. Early in the course, you will be engaged in learning core employability skills and career planning activity.

The course includes a number of opportunities for you to undertake work-like contexts or engage with external opportunities, professional-led projects, activities with employer involvement, and you will produce work that equates to professional standards.

Towards the end of the course, you will be asked to reflect on your experiences, activities and skills in relation to your future professional / employability aspirations and this will be assessed as part of this synoptic assessment.

**11. Admission to the course**

**Entry requirements.**

For current information regarding all entry requirements for this course, please see the 'Applying' tab on the NTU course information web page.

**12. Support for learning**

The School is committed to assisting you to achieve the best results possible during your studies, providing a wide range of academic and pastoral help and advice. In addition to the course leader and course administrator, a member of staff will also be assigned to you at the start of your course who you can communicate with on more personal matters.

As part of your Induction, you will be introduced to the Student Handbook which includes information about assessment procedures and student support advice. In addition to the support that the lecturers on your course will offer, you also have access to a wide range of specialist staff to support a variety of issues that might arise, e.g. financial, health, wellbeing, disability etc.

Language and academic support is also provided for international students who require additional study support. The University's Library, Employability Team and Student Support Services are all ready to support you during your time at University.

The Fashion Communication and Promotion course Induction session at the beginning of Year 1, will include a range of group and individual activities, that foster a sense of community, develops your understanding of Nottingham Trent University and provides you with an introduction to the course. You will meet the staff and fellow students and will be able to find out more about how you will be taught and assessed on your course. At the same time, the Students Union organises their social events in "Welcome Week" that will encourage you to become involved in, and meet people from, the wider NTU community.

NTU's Online Workspace is referred to as 'NOW'. All course and module information is posted on this site for you to access at any time.

To ensure that you have a clear understanding of the way in which you are progressing within the modules, you will receive feedback on the progress that you are making on a regular basis. Some of the feedback that you will receive is formal and will occur both during and at the end of the module and may be written. Group tutorials are also an important opportunity to note the feedback that you are getting from your tutors and fellow students and are seen as an important part of the feedback mechanism in the School of Art and Design. You will also be assigned a personal tutor who will meet with you on a regular basis. These sessions are to support you with both academic and pastoral matters. You might also discuss other issues including ways in which you might continue to develop your general skills and preparing ahead for your next career steps.

Academic support for learning and progression is provided by the following;

- Induction – induction with group activities to foster community and build confidence
- Year tutors – liaise with the Course Leader and Module Leaders to provide academic and personal support to all students
- Module Leaders – liaise with the Course Leader and Year Tutors to provide academic support relevant to the module
- Learner support - group tutorials enable staff to interact with students learning and identify problems
- Visiting professionals – to provide relevant and current professional practice
- Personal Development Plan – encourages students to take responsibility for their own learning and through self-directed activities
- NTU's Online Workspace (NOW) – encourages students to take responsibility for the management of their own learning through directed module activities. All course and module information is uploaded for ease of access when working on or off site.
- Employability – delivered in conjunction with the University Employability Team and is a component of Years 2 and 3 through live projects
- Year tutorials – covering academic progress and pastoral support

**13. Graduate destinations/employability**

This course has a strong focus on producing highly employable graduates and is committed to offering experiences throughout the three years of study that will enhance your understanding of the industry's requirements. Live projects and opportunities to visit companies and trade fairs are an important part of the curriculum and this, together with support from your subject specialist staff and the Employability Team, will prepare you for the future.

As part of the course you may be able to undertake a short work experience or an industrial placement that may occur either outside (ideally) or during term time by the agreement of the module leader, with further opportunity for you to find out more about different roles within the industry. The School's Professional Experience Placement Policy supports your course in developing a flexible approach that encourages and enables work experience activity to occur. Where work experience opportunities overlap within module schedules your tutors will advise you on your priorities and negotiate a supportive solution on a case-by-case basis.

The course has excellent employment statistics with students securing fashion related jobs both nationally and internationally. Job profiles include fashion promotion and communication roles in; advertising, visual merchandising, fashion media, journalism, art direction and styling, fashion analysis and trend prediction, press and public relations. Students also use their well-developed transferable skills for alternative careers in teaching, retailing, media and freelance promotion roles. Some decide to undertake postgraduate study in fashion or a related subject.

Employability is a key focus of all modules and demonstrated by:

- Careers input in Years 1 and 2
- Live projects with industry and external agencies in Years 1 and 2
- Student exchange schemes in Year 2
- National and International competitions in Years 1 and 2
- Engaging with visiting professionals in all years
- Refresher careers workshops in conjunction with the Employability Team
- Flexible arrangements for work experience
- Discussions about postgraduate study options within the subject

**14. Course standards and quality**

We would like you to contribute to the continuing development of this course and we welcome all feedback and have a number of ways in which we can formally and informally receive this. You will have an opportunity to put yourself forward to be considered as a course representative at the beginning of each year. As part of this role, you will University training, be invited to attend the Course Committee Meetings that occur three times a year and contribute to the conversations and debate to support the continuing health of the course. Any issues brought up at the Course Committee Meetings are monitored by the School's Academic Standards and Quality Committee and actions identified are reported back to you either via the next Course Committee Meeting or posted on NOW by the course team.

The experience that you have whilst studying on the course is important to us, and you will be required to give feedback on individual modules and will also be invited to attend Staff/Student Liaison Committees and/or end of year meetings.

At the end of each year, the course team writes an evaluative report received at School level and contains a course action plan to ensure that the development of the course continues.

There are systems for managing the quality of the curriculum within the School and individual courses. An External Examiner is appointed whose job it is to make judgements about the course and report on the standards achieved in relation to other comparable courses in the UK. Part of their role is to review samples of assessed work and confirm at the Board of Examiners that the internal assessment and moderation practices are fair and in line with the School's and NTU's policies. The external examiner also writes a report at the end of each academic year and this will be available to you via NOW, together with a response to this written by the course team and the Course Committee. Further information about this can be found on the Course Page on NOW.

**15. Assessment regulations**

This course is subject to the University's Common Assessment Regulations (located in Section 16 of the Quality Handbook). Any course specific assessment features are described below:

There are no course specific assessment features

**16. Additional Information**

Collaborative partner(s):	N/A
Course referenced to national QAA Benchmark Statements:	The Learning Outcomes have been mapped against the Subject Benchmarks for: <ul style="list-style-type: none"> <li>▪ Art and Design (2008)</li> <li>▪ Communication, Media, Film and Cultural Studies</li> <li>▪ General Business and Management to reflect the interdisciplinary nature of the course.</li> </ul>
Course recognised by:	N/A
Date this course specification approved:	10.05.17 SASQC approved PCR/CR Modification changes and general updates.

Any additional information:

The course is well respected for the following;

- The curriculum offers an international understanding of the fashion industry with opportunities for overseas visits and participation in live projects and competitions.
- The course has excellent employment statistics with students securing fashion related jobs both nationally and internationally.
- Graduates are successfully employed in a wide range of job roles including fashion promotion and communication, advertising, visual merchandising, fashion media, journalism, art direction and styling, fashion analysis and trend prediction, press and public relations.