

Nottingham Trent University
School of Art & Design
Course Specification

Basic Course Information

1 Awarding Institution:	Nottingham Trent University
2 School/Campus:	School of Art & Design, City
3 Final Award and Course Title:	BA (Hons) Fashion Communication and Promotion
4 Mode of study and normal duration:	FT 3 years SW 4 years
5 UCAS Code:	WN2M

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

Background

The course responds to the need for creative, meaningful and forward-thinking forms of visual communication in the context of fashion promotion. The rapidly growing visual media landscape and the ever-expanding diversity of audiences has led to the desire for meaningful connections and two-way communications between brands and organisations and their audiences.

The course structure provides a rich and creative learning environment where our students develop their knowledge of the contemporary fashion landscape alongside personal and professional skills and abilities within a vocational context. The curriculum reflects this through a broad range of links to industry links and live projects.

The course will broaden your awareness of fashion communication and promotion within the contexts of visual communication, promotion and advertising, retail and visual merchandising, fashion media and journalism, art direction and styling and fashion analysis and trend prediction, exploring the relationships between them and their related industries.

Each module develops your confidence in your ability to analyse visual content with an understanding of design responsibility and the application of visual culture.

Course aims

- To develop and nurture your curiosity about the global fashion landscape through the discovery of diverse and exciting contexts, and to critically evaluate these contexts through a range of creative and academic research methods.
- To enable you to formulate insights that underpin the defining of new ideas and the creation of opportunities for fashion communication and promotion.
- To promote your abilities to develop a range of creative concepts in response to challenges and opportunities.
- To provide opportunities for you to develop and deliver outcomes that demonstrate the synthesis of their skills and abilities and knowledge through creative solutions.
- To enhance your personal and professional attributes through challenges and opportunities to explore their resilience, professionalism and creativity.

Graduates of the course are knowledgeable, skilled and creatively adept. Our aim is to ensure you are a commercially aware professional with drive and ambition, that you are well-positioned to pursue a national or global career in the creative industries, specifically within the fashion and lifestyle sectors, or to continue with your academic development at post-graduate level.

Whilst studying on the course you will work on exciting live projects and enter high-profile competitions in collaboration with major brands and industry leaders. These industry interactions are embedded within the curriculum. Previous collaborations have included large multi-national lifestyle and fashion brands such as Unilever and L'Oréal, luxury brands such as Anya Hindmarch and Stephen Jones, major High Street players such as Boots, Topshop, Levi's and Reiss, and emerging star retailers, such as Illamasqua and Universal Works.

Fashion is a global business and understanding the complexity and impact of the industry means understanding how fashion communication and promotion intersects with the wider world. In addition to the taught curriculum, you will also have additional opportunities to find out more about the global industry through various visits and projects. These are open to change, as we adapt to the shifting influence and cultural importance of international locations, though recent opportunities have included:

- A first-year study trip to New York taking in the American fashion, beauty and lifestyle market first-hand, visiting Manhattan's Fashion Institute of Technology and getting the opportunity to apply for an exchange in your second year.
- A second-year study trip to some of Europe's major fashion capitals including Paris, Berlin, Copenhagen, Rome and Florence and visiting top international trade exhibitions.
- Finally, a third-year study trip to Tokyo for 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.

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

1. Demonstrate knowledge, curiosity and critical understanding of the contextual landscapes of fashion communication and promotion.
2. Demonstrate ability to critically evaluate through effective research methods.
3. Develop insights to form, test and refine new opportunities to reach relevant audiences.
4. Develop, refine and design creative solutions for relevant audiences.
5. Create and deliver coherent outcomes to relevant audiences, evaluating and reflecting on their application and impact.
6. Demonstrate agility and resilience, studentship and professionalism, self-reflection and ethical position, creativity and risk.

Course learning outcomes 1, 2, 3, 4, 5 and 6 are benchmarked against the QAA statements for Communication, Media, Film and Cultural Studies (2016) and the QAA statements for Art and Design (2017).

8. **Learning and teaching methods**

The approaches to learning and teaching on the course provide you with a variety of practical, theoretical and industry-facing experiences.

We use lectures to introduce contemporary issues within fashion communication and promotion, to examine global cultural and societal landscapes, and to examine the professional contexts and the diverse creative industries in which the course is positioned. Small group seminars provide you with a space to consolidate the lectures by deconstructing meaning, debating impact and considering the possibilities of these issues, deepening your understanding and knowledge.

Independent learning time, self-evaluation and personal reflection will form a considerable part of your studies and will develop your independent learning skills, critical thinking and analysis skills and build your resilience and confidence.

Workshops and studio-based activities focus on the development and application of visual analysis skills and knowledge, design process methods and problem-solving approaches, and practice-based activities across a range of disciplines and skills all enable you to realise your creative ideas. We recognise the need for you to develop and practise these skills in a dynamic and creative learning environment which facilitates the delivery of both digital and physical creative outputs.

Group projects are designed to engage you in a learning environment that reflects the working practices of industry. You will be introduced to role-based responsibilities in directed and negotiated group projects and manage client expectations, project deadlines, and deliver outcomes in both academic and professional settings to national and international brands.

We encourage the dissemination and presentation of your work both to your peers, to industry and in public spaces so as to advance discourse and debate in the fields of fashion communication and promotion. You will be required to display work, create events and participate in shows and exhibitions throughout your studies.

As part of our commitment to develop personalisation in our curricula, you will be offered a choice of modules at level 5, from which you will pick one. The module options presented have been selected by the course team in order to complement your study, and also to give you the opportunity to follow and deepen your interests and study with students from other courses.

All first-year students within the School of Art and Design will work together on one single joint project. Delivered in two parts, this will initially take place as a one-day event in the autumn, which will be followed up by a week event early in the summer term. As a learning experience this will support your own knowledge of working practices and enable you to work collaboratively in groups in new and unique ways. In the second year, you will have further opportunities to work collaboratively with a wider range of students, partners and industry.

International and national study visits help to contextualise your learning and provide valuable research opportunities in helping you to understand better the complexity of fashion communication and promotion and how it relates to wider societal, cultural and political influences. A comprehensive programme of industry talks further informs your understanding of the industry and enables you to communicate directly with professionals working for national and international fashion and lifestyle brands.

9. **Assessment methods**

The assessment and feedback strategy facilitates independent investigation, deep understanding and personalised learning. Your assessments facilitate industry-relevant and professional experiences, and your feedback will be presented in varying and mixed

approaches both formative and summative, including self and peer reflection and assessment.

In order to ensure you are achieving the learning outcomes of the course you will complete a variety of assessments over your 3 years of study, for example:

- Live client briefs and industry-focussed projects. These provide you with experiences that mirror industry and give you valuable work-like experiences.
- The presentation of work to peers and the public through exhibitions and shows, digital platforms, publications and screenings. These place your work within the public arena and facilitate debate and discourse fundamental to the future of communication and promotion.
- Self-reflection and self-assessment activities. Your ability to think critically and reflect on your own knowledge and understanding and the proficiency of the work you produce is essential, both academically and professionally.
- Your self-directed final major project, providing you with a space to showcase your academic, professional, personal abilities, and your values and position yourself in the industry.

Assessment of the modules will be organised around individual and group coursework work, both likely to incorporate written academic components as well as creative multi-media components, for example:

- A body of research likely to consist of, but not limited to, evidence of exploration and enquiry (secondary research and design-based research), idea and concept development, design development.
- Physical outcomes likely to consist of 2-D and 3-D artefacts and audio-visual components.
- Text-based submissions of an academic standard likely to consist of personal reflections and project evaluations.

Throughout the course you will receive both formative and summative feedback.

Formative feedback evaluates what you have done and, crucially, provides you with guidance on how to improve. Summative feedback is given about formal assessments and will help you understand your grade.

Feedback will be provided in a combination of written, verbal and recorded audio/video feedback delivered as: self-assessment and peer-assessment activities; group and individual tutorials; group and individual presentations; and seminar, workshop and studio-sessions.

10.

Course structure and curriculum

The course is studied on a full-time (3 years) basis, with the option of a sandwich placement year between years two and three (4 years).

Level 4 (Year 1)	Core / Optional	Credits
Fashion Communication and Contexts	Core	60
Fashion Promotion and Message	Core	60

Level 5 (Year 2)	Core / Optional	Credits
Applied Creative Process	Core	40
Creative Concepts and Professional Contexts	Core	40
Co-Lab: Research, Exploration and Risk-taking	Core	20
Trend Forecasting*	Optional	20
Publishing: Experimental Formats*	Optional	20
Ethical Design*	Optional	20
Digital Marketing and Communication*	Optional	20

* students must select 1 module (20 credits) from the suite of optional modules

Level 6 (Year 3)	Core / Optional	Credits
Personal Development and Professional Practice	Core	20
Negotiated Projects	Core	100

Level 4

The first year of study focusses on providing students with an introduction to the fundamental principles and practices underpinning the course.

Level 4 themes:

- Fostering your intellectual and creative curiosity through research, experiences and critical thinking about the communication and promotion of fashion and what is fashionable.
- Developing your understanding of creative processes through opportunity-seeking and problem-solving.
- Developing your creative ability and skills to deliver tangible outcomes.
- Building your confidence, resilience and independent thought.

Level 5

The second year of study further strengthens your understanding of the principles and practices introduced at level 4, providing you with opportunities to practise applying your skills and expanding your knowledge.

Level 5 themes:

- Building your critical understanding of the value of the cultural context through the generation of creative concepts in the communication and promotion of fashion in its broadest sense.
- Undertaking a range of group and individual projects, many of them directly informed by industry or with live clients, enabling you to practise developing innovative and relevant responses to a range of challenges.
- Finally, continuing to develop your confidence through self-reflection and personal and professional development.

Level 6

Your final year of study draws together all the skills, knowledge and understanding you have developed over the previous 2 years, providing you with opportunities to create your most competent and creative outcomes that demonstrate your professional and personal abilities.

Level 6 themes:

- Expanding your ability to apply critical thinking and contextual research to develop complex, relevant and innovative solutions to complex problems and opportunities in the communication and promotion of fashion in its broadest sense.
- Recognising your own abilities, values, motivations, ethical position and confidence as graduates ready for industry or the next step in your academic career.

Placement awards

Students undertaking the sandwich placement may achieve a Placement Diploma in Professional Practice, and students undertaking placements of shorter duration may be eligible for a Placement Certificate in Professional Practice.

Interim awards

Students who do not progress to the final stage may be eligible for an interim award of Certificate of Higher Education, Diploma of Higher Education or Ordinary Degree.

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, module leaders and course administrator, a member of staff will also be assigned to you at the start of the course as your personal tutor.

As part of your Induction, you will be introduced to the Student Handbook which includes information on how to access Employability Services, Language Support, Disability Services, Fees and Student Finance Services, the Student Union, Health and Wellbeing Services, International Students Support, Study Support and Individual Support.

The Fashion Communication and Promotion course induction at the start of Level 4 includes a range of group and individual activities that fosters a sense of community and develops your understanding of Nottingham Trent University. It will provide you with an introduction to the course and how you will be taught and assessed on it and a chance to meet the staff and your fellow students.

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.

Ensuring you achieve your best both academically and pastorally is vital. All Fashion Communication and Promotion students can access support for learning and progression which is provided by the following:

- Induction course community building activities - We provide our students with a range of activities during induction week that enable you to meet your tutors, work with fellow students on exciting activities and socialise with both staff and students, helping you to find your feet in the first few weeks on the course.
- Wellbeing activities are facilitated within the course that encourage you to be proactive about your wellbeing
- Personal tutors 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 prepare for your next career.
- There is a designated course leader and designated level leaders and module leaders to provide you with academic support relevant to the modules, your level of study and to the course.
- For students needing additional learning support a Personal Development Plan can be developed with learning support services from NTU.

NTU's Online Workspace is referred to as 'NOW'. All course and module information is uploaded for ease of access when working on or off site meaning you can access it at any time. This enables you to take responsibility for the management of your own learning.

13. **Graduate destinations/employability**

This course is focussed on producing highly employable graduates and is committed to offering a range of experiences embedded within the course that will enhance your understanding of industry. You will undertake a range of industry-facing and live projects and national and international competitions. The course also provides you with opportunities to engage with industry professionals as guest speakers and at special events with visiting professionals. Opportunities to visit companies, and both national and international trade fairs are a fundamental part of the curriculum. These experiences together with support from your subject specialist staff and the Employability Team will prepare you for your future career.

We encourage our students to find out about the different roles within the industry which will enable you to shape your learning better. In order to achieve this, you may opt to go on a year-long industry placement as part of our sandwich option and achieve a Placement Diploma in Professional Practice in addition to your degree qualification.

Alternatively, you may choose to undertake work experience or industrial placements of shorter duration which may lead to a Placement Certificate in Professional Practice.

The course has excellent employment statistics with 93% of graduates gaining employment or continuing their education within 6 months of graduation, and 85% of graduates securing graduate level employment within 6 months of graduation (UNISTATS 2019). Our students secure fashion communication and promotion related jobs both nationally and internationally, in areas such as: advertising, art direction and styling, fashion analysis and trend prediction, fashion media and journalism, press and public relations, and retailing and visual merchandising. Students also use their well-developed transferable skills for alternative careers in freelance promotion and media roles, and in teaching. Some decide to undertake postgraduate study in fashion or a related subject.

14. Course standards and quality

There are well established systems for managing the quality of the curriculum within the School.

Module feedback questionnaires and annual surveys are used to gather feedback from students on their learning experiences.

Termly course committee meetings, attended by student representatives and academic staff, provide opportunities to raise and discuss matters contributing to the quality, standards and continuing development of the course.

The outcomes of the above inform an annual report highlighting positive features and areas to address which are further included in a course development plan. The plan is monitored through course committees and students have the opportunity to talk through the impact of any changes made.

Informally, course and individual tutorials additionally provide a means of gathering student feedback and enable staff to address matters as soon as they arise.

Externally, the School consults with industry representatives as part of the course review and development process in order to ensure the continued relevance of the curriculum to the creative and cultural industries. An external examiner is appointed to provide advice and monitor the academic standards of the course and student achievement in relation to those standards.

15. Assessment regulations

This course is subject to the University's Common Assessment Regulations (located in Section 16A of the Quality Handbook).

16.

Additional information

Collaborative partner(s):

Course referenced to national (QAA) Benchmark
Statements:

Communication, Media, Film and
Cultural Studies (2016)

Art and Design (2017)

Course recognised by:

NTIC progression route(s):

Foundation Certificate in Art, Design
& Media

Date this course specification approved:

DAG 12/11/19

Any additional information: