

Programme Specification: Fashion Media Masters Programme: MA Fashion Styling / MA Fashion Promotion

(Postgraduate)

NOTE: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at <http://www.bcu.ac.uk/biad>, (2) in the Module Specifications and (3) in the Student Handbook.

The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

The information from this specification may be selectively extracted and included in documents that are more appropriate for students, intending students and employers.

1	Awarding Institution / Body:	Birmingham City University
2	Teaching Institution:	Birmingham City University
3	Programme accredited by:	NA
4	Final Award:	MA Fashion Styling MA Fashion Promotion
5	Programme Title:	Fashion Media Masters
6	Mode of study:	Full-Time, Part-Time
7	Language of study:	English
8	UCAS Code:	NA

- 9 Relevant subject benchmark statements and other external and internal reference points used to inform programme outcomes:**
- No QAA PG subject benchmarks
 - MA Textiles, Fashion & Surface Design Programme
 - Postgraduate Programmes: Dept. Fashion, Textiles & Three Dimensional Design
 - BCU Level 7 Descriptors

10 Aims of the programme**The programme aims to provide learners with:**

1. The opportunity to specialise in one discipline of either Fashion Styling or Fashion Promotion while offering the opportunity to integrate contextual knowledge, and in many instances complementary skills, drawn from the other specialist area offered.
2. A structured core programme which presents students with an opportunity to explore the major theories and debates which have dominated the study and practice of Fashion and Media.
3. Learning activities which develop skills of research, critical analysis and evaluation to an advanced scholarly level.
4. A forum for informed and reflective participation in debates about the professional, educational, political and cultural implications of fashion and fashion media in contemporary societies around the world.
5. The opportunity for students to apply the knowledge and skills established in the core programme to areas of personal and vocational interest.
6. The opportunity to identify and document key technical, cultural and business resources appropriate to their own practice.
7. The opportunity to develop their creativity, aesthetic sensibility, communication skills and an in-depth knowledge of a personally chosen area of specialisation
8. Deeper practical and theoretical insights and techniques.
9. The opportunity to develop critical skills such that they can form, evaluate and communicate complex concepts that reflect their individuality and independent thought.
10. A clearer and deeper understanding of the professional context of their practical work and their own professional ambitions
11. The skills required to establish a professional career in the fashion media industry.
12. Enhanced research, organisational and management skills appropriate to their areas of specialisation.

- 11 Intended learning outcomes and the means by which they are achieved and demonstrated: the programme provides learners with opportunities to develop and demonstrate knowledge and understanding, skills and other attributes as follows:**

Knowledge and understanding

<p>Knowledge and understanding of:</p> <p>Fashion Styling The relative merits of a variety of research methods, for a range of enquiry modes, in the development of personal study proposals that investigate partly or fully the visual and stylistic expression of fashion through photography, print or time-based media. The nature of a personal study and practice in fashion styling and the professional contexts and issues of such a practice. Including awareness of contemporary and seminal fashion media related publications, events or organisations, fashion stylists and related professionals. The role of different types of experiment, research, analysis, planning and communication in fashion styling.</p> <p>Fashion Promotion The relative merits of a variety of research methods, for a range of enquiry modes, in the development of personal study proposals that investigate partly or fully the promotion of fashion and fashion products through one or a combination of either marketing, advertising, events management, publicity or public relations. The nature of a personal study and practice in fashion promotion and the professional contexts and issues of a practice. Including awareness of contemporary and seminal fashion promotion events and campaigns, and organisations and professionals involved in fashion promotion The role of different types of experiment, research, analysis, planning and communication in practice in fashion promotion.</p>	<p>Teaching, learning and assessment methods used:</p> <p>Fashion Styling Lectures, intranet-based learning material, and tutorials available on both a timetabled and a 'surgery' basis. Assessment of a formal record and critical analysis of personal research project(s) that investigate partly or fully the visual and stylistic expression of fashion through photography, print or time-based media. Personal programme of study that incorporates the practice/s of fashion styling, including related visits to appropriate fashion media related events or organisations and/or interviews of fashion stylists/related professionals. Progress reviews, group and professional peer criticism and tutorials related to modules. Report writing. Seminar presentations and group debates on styling, fashion, image and identity. Portfolio presentations of creative work and associated research.</p> <p>Fashion Promotion Lectures, intranet-based learning material, and tutorials available on both a timetabled and a 'surgery' basis. Assessment of a formal record and critical analysis of personal research project(s) that investigate partly or fully the promotion of fashion and fashion products through one or a combination of either marketing, advertising, events management, publicity or public relations. Personal programme of study, including related visits to appropriate fashion promotion events or organisations and/or interviews of professionals involved in fashion promotion Progress reviews, group and professional peer criticism and tutorials related to modules. Report writing. Seminar presentations and group debates on fashion marketing and advertising, campaign and brand management, fashion communication. Portfolio presentations of project work and associated research.</p>
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Skills and other attributes

<p>Intellectual / cognitive skills:</p> <p>Fashion Styling Ability to originate, interpret and critically evaluate concepts, ideas and plans expressed in a variety of media, and use them in the pursuit of a personally identified and formulated programme of study related to fashion styling. Ability to argue rationally and draw independent conclusions based on a rigorous, analytical and critical approach to data, demonstration, argument and artefacts in the form of or based on: visual creativity and expression, visual and textual communication, styling projects and professional practice. In depth powers of reflection, analysis, explanation, problem identification and solution, and creative and professional judgement, informed by reference to the work of peers and professional advisors.</p> <p>Fashion Promotion Ability to originate, interpret and critically evaluate concepts, ideas and plans expressed in a variety of media, and use them in the pursuit of a personally identified and formulated programme of study related to fashion promotion. Ability to argue rationally and draw independent conclusions based on a rigorous, analytical and critical approach to data, demonstration, argument and artefacts in the form of or based on promotional concepts and treatments, communication strategies, fashion promotions and campaigns and their management, and professional practice. In depth powers of reflection, analysis, explanation, problem identification and solution, and creative and professional judgement, informed by reference to the work of peers and professional advisors.</p>	<p>Teaching, learning and assessment methods used:</p> <p>Fashion Styling Investigative, challenging assignments within modules centrally concerned with deeper intellectual and practical knowledge of fashion and fashion styling. Group debates within lecture programmes from staff who are either active and/or appropriately published in the areas of fashion and styling. Encouraging students to consider and discuss their work in tutorials using multiple assessment criteria related to modules. Including visual creativity and expression, visual communication, project organisation and comprehension of visual, conceptual and textual content, professionalism. Course documentation and guidelines outlining parameters and potential content of student work and activity in the area of fashion styling. Access to previous students' documentation and reports for comparative study. Encourage students to seek external professional advice and opinion on fashion styling. Students are asked to identify and justify their choices and decision making in tutorials and reports.</p> <p>Fashion Promotion Investigative, challenging assignments within modules centrally concerned with deeper intellectual and practical knowledge of fashion promotion. Group debates within lecture programmes from staff who are either active and/or appropriately published in the areas of fashion and promotion. Encouraging students to consider and discuss their work in tutorials using multiple assessment criteria related to modules. Including originality and appropriateness of concepts and treatments, communication strategy, project management, organisation and comprehension, professionalism. Course documentation and guidelines outlining parameters and potential content of student work and activity in the area of fashion promotion. Access to previous students' documentation and reports for comparative study. Encourage students to seek external professional advice and opinion on fashion promotion. Students are asked to identify and justify their choices and decision making in tutorials and reports.</p>
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<p>Practical, research and independent learning skills:</p> <p>Fashion Styling The ability to apply the knowledge, skills and methodologies of fashion styling to the analysis and solution of complex fashion communication problems or to the stylistic, visual and textual expression of sophisticated fashion concepts, designs and products. Reflecting on personal practice and modifying it accordingly. The ability to pursue the field of fashion styling and practice it with authority, working autonomously and/or in a team and accepting accountability. Development of personal experimental and / or expressive methods and techniques related to fashion styling and image construction, including use of fashion and styling products and models. Personal systems of documentation and note keeping. Professional systems of visual and concept documentation and / or presentation. Development of ability to identify personal, career and practical goals related to fashion styling including work experience and freelancing opportunities.</p> <p>Fashion Promotion The ability to apply the knowledge, skills and methodologies of fashion promotion to the analysis and solution of complex fashion promotion problems or to the expression of sophisticated marketing, advertising concepts. Reflecting on personal and/or team practice and modifying it accordingly. The ability to pursue the field of fashion promotion and practice with authority, working autonomously and/or in a team and accepting accountability. Development of personal analytical, planning and creative methods, techniques and strategies related to fashion branding, marketing, advertising and communication. Personal systems of documentation and note keeping. Professional systems of project or campaign documentation and / or presentation. Development of ability to identify personal, career and practical goals related to fashion promotion including work experience and entrepreneurship.</p>	<p>Teaching, learning and assessment methods used:</p> <p>Fashion Styling Independent learning is assisted by team assessments and group tutorials where peer involvement plays an important part. Assignments outside the university and others that require the preparation of student seminars and presentations. Portfolio development of creative imagery and fashion documents and their assessment, revision and development. Diagnostic Progress Reviews. Maintenance variously of creative diaries, sketchbooks, internet, electronic and research files. Programme Organisation module assessed by creative journal/diary. Research Methods assessed by report containing research, analysis and planning related to personal programme of study and post study plans/options. Intranet provision of Personal Development Planning and learning resources.</p> <p>Fashion Promotion Independent learning is assisted by team assessments and group tutorials where peer involvement plays an important part. Assignments outside the university and others that require the preparation of formally assessed student seminars and presentations. Portfolio development of promotional campaigns, strategies, techniques and resources and their assessment, revision and development. Diagnostic Progress Reviews. Maintenance variously of creative diaries, sketchbooks, internet, electronic and research files. Programme Organisation module assessed by creative journal/diary. Research Methods assessed by report containing research, analysis and planning related to personal programme of study and post study plans/options. Intranet provision of Personal Development Planning and learning resources.</p>
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<p>Transferable / key skills:</p> <p>Fashion Styling The ability to –</p> <ul style="list-style-type: none"> - use a variety of forms of communication and expression and employ them selectively, appropriately and effectively in the generation of visual, digital or time-based media. - elicit the co-operation of others and contribute to team goals. - assess and resolve competing ethical issues particularly as they relate to the depiction of fashion. - assess and communicate complex practical issues and / or research to other individuals or to groups. - assess personal and career issues in broader media practice contexts. - objectify a complex situation and break it down into component issues and tasks. - manage and take responsibility for one or more projects. - develop initiative, confidence, enthusiasm and ambition. - develop innovative, creative and contemporary approaches and techniques. <p>Fashion Promotion The ability to –</p> <ul style="list-style-type: none"> - use a variety of forms of communication and expression and employ them selectively, appropriately and effectively in the generation of media and promotional campaigns. - elicit the co-operation of others and contribute to team goals. - assess and resolve competing ethical issues particularly as they relate to fashion consumers. - assess and communicate complex practical issues and / or research to other individuals or to groups. - assess personal and career issues in broader marketing and promotion contexts. - objectify a complex situation and break it down into component issues and tasks. - manage and take responsibility for one or more projects. - develop initiative, confidence, enthusiasm and ambition. - develop innovative, creative and contemporary approaches and techniques. 	<p>Teaching, learning and assessment methods used:</p> <p>Fashion Styling</p> <ul style="list-style-type: none"> - regular, frequent presentations of work-in-progress to peer group and staff, utilising visual, digital or time-based media. - formally presented critical reflection on personal contribution to group assignments or collaborations - debates stimulated by case studies, research results and news items related to fashion, media and the visual arts. - group criticism of personal styling project work and development. - viva voce examinations. - development of personal overviews and perspectives about fashion, fashion images and media through course writing requirements. - recurrent emphasis on achievement and development through progress reviews to stimulate personal sense of development, success and pride in work. - recurrent emphasis on creativity and communication through progress reviews to stimulate personal sense of timely and fresh approach to work. <p>Fashion Promotion</p> <ul style="list-style-type: none"> - regular, frequent presentations of campaign ideas, proposals and solutions to peer group and staff, utilising a range of communications media. - formally presented critical reflection on personal contribution to group assignments or collaborations - debates stimulated by case studies, research results and news items related to fashion, marketing and promotion. - group criticism of personal promotional campaign project work and development. - viva voce examinations. - development of personal overviews and perspectives about fashion, promotion and media management through course writing requirements. - recurrent emphasis on achievement and development through progress reviews to stimulate personal sense of development, success and pride in work. - recurrent emphasis on creativity and communication through progress reviews to stimulate personal sense of timely and fresh approach to work.
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12 Programme Structure

The programme is structured within one three-trimester year for full-time students or six trimesters spread over two years: each trimester is of 15 weeks duration. Students share a common induction week, seminar and lecture programme with all fashion and textile Masters students.

Award: PG Cert Fashion Promotion / Fashion Styling (60 M credits)

Stage 1

Module	Module name	Credit
FAS7021	Portfolio: Concepts and Treatments	45
FAS7015	Lecture and Seminar Programme	15

Award: PG Dip Fashion Promotion / Fashion Styling (60 M credits)

Stage 2

Module	Module name	Credit
FAS7016	Research Strategy	15
FAS7022	Portfolio: Short Projects	45

Award: MA Fashion Promotion / Fashion Styling (60 M credits)

Stage 3

Module	Module name	Credit
FAS7023	Portfolio: Major Project	60
	<i>or</i>	<i>or</i>
FAS7019	Dissertation	60

- Each award is normally achieved within a 15 week study period (30 weeks for part-timers). Hence length of study for MA is 45 weeks + vacation (7 weeks).
- At the beginning of PgCert stage students elect to pursue one of either Fashion Promotion or Fashion Styling.
- Credits are accumulated thus 120 M Level credits are required to achieve the award of PgDip, 180 M Level credits are required to achieve MA.
- Final MA marks are the weighted sum of marks achieved throughout the course.

13 Support for Learning including Personal Development Planning

Students are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to those needs:

Induction Week for new students providing orientation to Faculty and University services and facilities. Including a preliminary induction to the Programme, covering key issues, protocols, key facts for starting, how to access staff support and advice, personal security information, study issues for international students.

Student Handbook with: names of key staff and points of contact; University and Student Union services. Made available by email and Moodle.

Moodle: Programme, professional and contextual information base.

Course notices are communicated via the Fashion Media Masters Programme Moodle and email.

Personal Programme of Study that helps students identify and predict their study and support needs and be able to clearly communicate these to Programme or other BCU staff. Gradual integration of personal programmes and course events with related professional spheres e.g. visits to companies and designers, specialist sector trade and cultural events.

Tutorials: Preliminary diagnostic and pastoral tutorials for all students on entry to course. Formal introduction to Programme Modules at each stage of the Programme, supplemented by issue of supporting extra documentation and Programme and Award Module guides. Further supporting diagnostic tutorials related to modules. PDP Progress Reviews: Formal reviews (two per trimester) of individual achievement across a generic range of professional and academic performance criteria. Forms for self-diagnosis via Moodle. Other general tutorials. Specialist visiting tutors. High degree of 'on-demand' tutor availability either in person or by email, fax, answerphone or mobile phone. Reading materials as directed.

Examination Feedback: Formal verbal and written Examination Feedback for all students.

Introductions to workshops and practice facilities. Technical demonstrations and guidance.

Peer criticism offering opportunity to engage in personal comparisons across a range of factors e.g. sophistication of knowledge, self-organisation, research skills and activities. Also provides for positive encouragement of mentoring and group interaction.

Programme Organisation module: reflective documentation of progress.

Research Methods module: skills and task analysis related to course and career.

Through Department, Faculty and University by -

Preliminary Language Course and Induction Week available for international students.

BCU English Language Support

General and specialist library and information services

BCU Disability support.

BCU International Office.

Departmental framework as regards health and safety practices, procedures and precautions.

Access to large postgraduate and research community within the host department.

Department CAD facilities.

School of Fashion and Textiles specialist facilities and technical support.

Fabric Resource Room.

14 Criteria for admission

Candidates must satisfy the general admission requirements of the programme.

The current admission requirements can be found under the 'Entry Requirements' tab of the web page for this course.

15 Methods for evaluation and improvement of quality and standards**Committees:**

Department of Fashion, Textiles & Three Dimensional Design Department Academic Monitoring Committee.

Course Board of Studies.

Faculty Institute Board.

Faculty Postgraduate Forum.

Student Forums.

Examination Board.

Revalidation Panels.

Mechanisms for review and evaluation:

Annual Evaluation Reports.

Minutes of Committee meetings.

External Examiners' Reports.

Student feedback, module questionnaires, satisfaction surveys.

Revalidation documents.

Registry statistical reporting.

Minor modifications to Course Modules.

Course Alumni relations.