

## Course Specification

Course Summary Information			
1	Course Title	BA (Hons) Fashion Branding and Communication	
2	BCU Course Code	US0805	W23M
3	Awarding Institution	Birmingham City University	
4	Teaching Institution(s) (if different from point 3)		
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)		

6	Course Description
	<p>Are you looking for a fashion degree course that will enable you to pursue a career within the industry, specifically fashion communication and branding? Then this course is for you. Its unique mix of both fashion communication and branding will give you the skills you will need to be a creative, confident, well-informed fashion communicator, ready for the industry.</p> <p><b>What's covered in the course?</b></p> <p>You will be taught by an industry-experienced teaching team and by visiting industry professionals. There is also the opportunity to participate in live industry-based projects and competitions, such as working with Textile View 2 magazine, and L'Oréal Brand Storm.</p> <p>You will develop visual and written communication skills across a broad range of creative media (creative direction and styling, art direction and graphics, print and digital design, branding strategy and journalistic writing) associated with the fashion industry. There will also be the chance to showcase your final-year work to industry leaders, at events such as Graduate Fashion Week in London.</p> <p>Based at our City Centre Campus, you will have access to photography studios and equipment, relevant software and computer equipment, as well as a faculty of creative students to collaborate with. You can also take part in the international Erasmus exchange programme and choose to follow our four-year sandwich option, which features a one-year industry internship.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Fashion Branding and Communication	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Fashion Branding and Communication	4	120
	Diploma of Higher Education Fashion Branding and Communication	5	240
	Bachelor of Arts Fashion Branding and Communication	6	300

<b>8</b>	<b>Derogation from the University Regulations</b>
	Not applicable

<b>9</b>	<b>Delivery Patterns</b>		
<b>Mode(s) of Study</b>	<b>Location</b>	<b>Duration of Study</b>	<b>Code</b>
Full Time	City Centre	3 years	US0805
Sandwich	City Centre	4 years	US0805S

<b>10</b>	<b>Entry Requirements</b>
	The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a> , or may be found by searching for the course entry profile located on the UCAS website.

<b>11</b>	<b>Course Learning Outcomes</b>
	<b>Knowledge and Understanding</b>
<b>1</b>	Interpret how cultural, social, political, ethical and global factors influence and impact on the fashion industry.
<b>2</b>	Apply a range of research tools, methods and processes.
<b>3</b>	Describe the attributes of the global fashion market and consumer profiles.
<b>4</b>	Integrate the use of digital media across a range of creative applications.
	<b>Cognitive and Intellectual Skills</b>
<b>5</b>	Develop analytical and evaluation skills across written and verbal formats.
<b>6</b>	Reflect on practical and professional experiences and formulate conclusions.
<b>7</b>	Reason and justify concepts and ideas.
<b>8</b>	Plan and propose strategies.
	<b>Practical and Professional Skills</b>
<b>9</b>	Self-manage in terms of organisation, time and independent study.
<b>10</b>	Demonstrate confidence through written, verbal and presentation skills.
<b>11</b>	Use design inspiration to develop visual literacy across creative concepts.
<b>12</b>	Identify the professional practises used within the global marketplace and the international fashion industry.
	<b>Key Transferable Skills</b>
<b>13</b>	Produce work through CAD and software programmes.
<b>14</b>	Practice Independent, autonomous and team working.
<b>15</b>	Demonstrate creative problem solving and creative thinking processes.
<b>16</b>	Apply a level of written expertise across a wide spectrum of academic and professional situations/solutions.

12	Course Requirements																																																
12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>FAS4037</td><td>Fashion Writing and Design for Publications</td><td>40</td></tr><tr><td>FAS4023</td><td>Trend Forecasting</td><td>20</td></tr><tr><td>FAS4024</td><td>Visual Literacy</td><td>40</td></tr><tr><td>FAS4025</td><td>Creative Fashion Brand Communication</td><td>20</td></tr></table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>FAS5047</td><td>Industry Competition Briefs</td><td>40</td></tr><tr><td>FAS5036</td><td>Fashion Practitioner Case Study</td><td>20</td></tr><tr><td>FAS5037</td><td>Brand Generation</td><td>40</td></tr></table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>ADM5000</td><td>Work Placement</td><td>20</td></tr><tr><td>ADM5006</td><td>Collaborative Practice</td><td>20</td></tr></table> <p>Level 6:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>FAS6139</td><td>Major Project: Fashion Branding and Communication</td><td>40</td></tr><tr><td>FAS6129</td><td>Independent Final Project</td><td>60</td></tr><tr><td>FAS6133</td><td>Self-Branding and Promotion</td><td>20</td></tr></table>	Module Code	Module Name	Credit Value	FAS4037	Fashion Writing and Design for Publications	40	FAS4023	Trend Forecasting	20	FAS4024	Visual Literacy	40	FAS4025	Creative Fashion Brand Communication	20	Module Code	Module Name	Credit Value	FAS5047	Industry Competition Briefs	40	FAS5036	Fashion Practitioner Case Study	20	FAS5037	Brand Generation	40	Module Code	Module Name	Credit Value	ADM5000	Work Placement	20	ADM5006	Collaborative Practice	20	Module Code	Module Name	Credit Value	FAS6139	Major Project: Fashion Branding and Communication	40	FAS6129	Independent Final Project	60	FAS6133	Self-Branding and Promotion	20
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## 12b Structure Diagram

*Please note list of optional modules is indicative only as modules will only run if selected by 15 or more students. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.*

### Level 4

SEMESTER ONE	SEMESTER TWO
Core <ul style="list-style-type: none"> <li>• Fashion Writing and Design for Publications (40 credits)</li> <li>• Trend Forecasting (20 credits)</li> </ul>	Core <ul style="list-style-type: none"> <li>• Visual Literacy (40 credits)</li> <li>• Creative Fashion Brand Communication (20 credits)</li> </ul>
Optional <ul style="list-style-type: none"> <li>• No Optional Modules in this Semester</li> </ul>	Optional <ul style="list-style-type: none"> <li>• No Optional Modules in this Semester</li> </ul>

### Level 5

Core <ul style="list-style-type: none"> <li>• Industry Competition (40 credits)</li> <li>• Fashion Practitioner Case Study (20 credits)</li> </ul>	Core <ul style="list-style-type: none"> <li>• Brand Generation (40 credits)</li> </ul>
Optional <ul style="list-style-type: none"> <li>• No optional Modules this Semester</li> </ul>	Optional <ul style="list-style-type: none"> <li>• Work Placement (20 credits)</li> <li>• Collaborative Practice (20 credits)</li> </ul>

### Level 6

Core <ul style="list-style-type: none"> <li>• Major Project: Fashion Branding and Communication (40 credits)</li> </ul>	Core <ul style="list-style-type: none"> <li>• Independent Final Project (60 credits)</li> <li>• Personal Branding and Promotion (20 credits)</li> </ul>
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### 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

#### Level 4

##### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	200
Directed Learning	760
Private Study	240
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	

#### Level 5

##### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	160
Directed Learning	800
Private Study	240
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	66%
Exam	
In-Person	34%

## Level 6

### Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	102
Directed Learning	858
Private Study	240
<b>Total Hours</b>	<b>1200</b>

### Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	