

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Fashion Imaging
2	Course Code	US1199 US1201 (with Professional Placement Year) US1201F (with Foundation & Professional Placement Year)
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	N/A
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	N/A

6	Course Description
	<p>BA (Hons) Fashion Imaging combines new and traditional technologies with a strong knowledge of theoretical and practical skills, utilising BCU's state-of-the-art facilities. Through creativity, experimentation, curiosity and original thinking, it enables students to become highly skilled and highly employable, either as creators of engaging fashion imagery, or in a wide range of related careers.</p> <p>The course will develop your creative thinking through curiosity, research, and effective problem-solving, whilst input from guest lecturers and work placement opportunities will acclimatise you to industry practice. Being based within the School of Fashion & Textiles, you will have numerous opportunities to collaborate with fashion students, developing both your practical work and your professional network.</p> <p>You will gain first-hand experience in a wide range of technologies, working in areas such as virtual and augmented reality, photography, illustration, moving image, animation and 360° video. You will have access to the university's outstanding facilities and will learn to use industry-standard software and equipment. In so doing, you will develop a strong portfolio of technical skills that will enable the expression of your creativity, all within an encouraging and supportive environment.</p> <p>Employability is embedded throughout the course. You will learn key skills through workshops, live briefs and modules focussed on moving you towards a wide range of employment opportunities. These could be within the fashion industry, such as photographers, illustrators, filmmakers or immersive media artists, or beyond in jobs such as creative directors, picture editors and production designers.</p> <p>You will be guided by staff with industry expertise across a range of disciplines, who have worked for clients such as: BBC, British Telecom, Ciffonelli Paris, The Condé Nast Publications, Footpatrol, Fulham FC, HSBC, Kering, Liverpool FC, Microsoft, Marie Claire, The Royal Society of Arts and The Sunday Times Magazine.</p>

By combining these elements together, this course will give you everything that you need to launch you into your future career.

BA (Hons) Fashion Imaging with Professional Placement Year

Every student has the option of a professional placement year, taken in your third year of study, making the course four years in total, or five years if you also undertake a foundation year. By choosing this you gain important industry experience in preparation for your final year of study and significantly increase your chances of direct employment after you graduate.

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

8	Derogation from the University Regulations		
	N/A		

9	Delivery Patterns			
Mode(s) of Study		Location(s) of Study	Duration of Study	Code(s)
Full Time		City Centre	3 Years	US1199
Full Time with Professional Placement Year		City Centre	4 years	US1201
Full time with Foundation Year		City Centre/Margaret St. (FY)	4 years	US1199F
Full time with Foundation Year & Professional Placement Year		City Centre /Margaret St. (FY)	5 years	US1201F

10	Entry Requirements		
	Home:	A Levels: BBC BTEC Diploma: D*D* BTEC Extended Diploma: DMM Access to HE Diploma: 60 credits with 45 at Level 3 International Baccalaureate Diploma: 28 points GCSE English Language and Mathematics at Grade 4 or above, or equivalent.	

		<p>If your application is progressed, you will be invited to provide a portfolio of your creative work. Guidance will be provided on how to do this. For further advice, see the video below.</p> <p>For full entry requirements and fees: bcu.ac.uk/courses</p>
	EU:	IELTS overall score of 6.0 with 5.5 minimum in all bands.
	International:	IELTS overall score of 6.0 with 5.5 minimum in all bands.
11	Course Aims	
	<p>BA (Hons) Fashion Imaging aims to produce students who can create sophisticated, original and compelling imagery for use within the fashion and wider creative industries. The course and its students will be responsive to the current industry whilst also helping to define its future. They will experience a range of creative media, traditional and modern, analogue and digital, combined with strong theoretical skills, in order to become successful fashion imagemakers or to enter a wide range of related careers.</p> <p>To achieve this, the course is built on seven key pillars:</p> <ul style="list-style-type: none"> • Theoretical: The foundation on which students base their creativity. • Technical skills: A range of skills to express their creativity. • Interdisciplinary: To enhance creativity and echo industry. • Curiosity: Around the discipline and the wider world. • Problem-solving: Creatively overcoming challenges. • Autonomy: In both learning and practice. • Employability: Skills and opportunities to enable future careers. <p>The course will develop graduates who have open minds and are ready to embrace new image making concepts and techniques. They will be creative thinkers, not just in terms of the nature of the work they produce, but also in their approach to the work itself.</p> <p>Crucially, they are prepared to ask questions, experiment and take creative risks, while embracing the challenges that will elevate them, as both fashion imaging students and individuals.</p>	

12	Course Learning Outcomes	
	KNOWLEDGE & UNDERSTANDING	
1	K1. Synthesise diverse research to generate creative imaging solutions.	
2	K2. Successfully combine conceptual, theoretical and practical knowledge to solve creative problems in a range of contexts.	
3	K3. Demonstrate a depth of self-criticality as a means to personal development.	
4	K4. Evidence criticality around social, ethical and fashion imaging industry considerations.	
5	K5. Relate themselves to current and future trends within their chosen subject area to their individual practice.	
	SKILLS AND OTHER ATTRIBUTES	
6	S1. Be adaptable to new and traditional fashion imaging technical skills in order to develop refined creative outputs.	

7	S2. Use a sophisticated level of aesthetic sensibility to develop project appropriate fashion imagery.
8	S3. Embody professionalism in conduct, communication, teamwork, resilience and entrepreneurialism.
9	S4. Demonstrate effective use of reflection, evaluation and intellectual curiosity to further project development.
10	S5. Work autonomously in tackling creative challenges.

13	Level Learning Outcomes
	<i>Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:</i>
11	K1. Combine research, theory and practice to develop creative visual outputs.
12	K2. Use relevant reflection and evaluation as a means to project development.
13	K3. Describe wider ethical issues within the fashion imaging industry.
14	K4. Recognise dominant current trends within fashion imaging.
15	S1. Apply new techniques in the development of practical work.
16	S2. Display increasingly professional conduct through scholarly engagement.
17	S3. Apply self-criticality as a means to personal development.
18	S4. Demonstrate the value of experimentation in creative image-making.
	<i>Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:</i>
19	K1. Advocate the use of collaborative practice as a means to creative development.
20	K2. Identify fashion industry expectations in relation to personal career goals.
21	K3. Evidence effective interpretation of client requirements in the creation of fashion imagery.
22	K4. Use self-contextualisation to further personal development.
23	S1. Evidence a range of accomplished fashion imaging techniques.
24	S2. Effectively design solutions to a range of fashion imaging challenges through original thinking.
25	S3. Display aesthetic criticality in the development of a visual portfolio.
26	S4. Identify skills development required to enhance employability.
	<i>Upon completion of 60 credits at Level 6 / the Bachelors Degree, students will be able to:</i>
27	K1. Integrate diverse research in answer to a project brief.
28	K2. Utilise creative problem-solving techniques to further project work.
29	K3. Explain self-context within the imaging industry.
30	K4. Appraise the imaging industry for the identification of relevant employment opportunities.
31	S1. Synthesise practical work with career goals.
32	S2. Create fashion imaging that demonstrates aesthetic sensibilities.
33	S3. Demonstrate refined practical skills through the production of fashion imagery.
34	S4. Build a relevant professional network through entrepreneurialism.

14	Course Learning, Teaching and Assessment Strategy
	<p>Treating each student as an individual is a core value of BA (Hons) Fashion Imaging. As such, the course embraces the diverse learning styles of our students by utilising a wide range of learning and teaching practice.</p> <p>Teaching approaches include:</p> <p>Theory-based</p> <ul style="list-style-type: none"> • Lectures • Theory workshops • Research projects • Debates/discussions • Flipped learning • Self-directed study <p>Practical/Experiential</p> <ul style="list-style-type: none"> • Technical workshops • Master classes • Live briefs • Work placements/internships • Blended learning • Teaching practice • Field trips • Self-directed study <p>Problem-based</p> <ul style="list-style-type: none"> • One day briefs • Problem-based/polymath learning • Gamification • Challenge Labs <p>People-based</p> <ul style="list-style-type: none"> • One-to-one tutorials • Group tutorials • Pastoral tutorials • Collaborative work • Independent study • Evaluative/reflective work • Guest speakers <p>The first module encourages students to experiment and try new ways of working. The module also explains our teaching practice, so that students understand and engage in the process of learning.</p> <p>BA (Hons) Fashion Imaging utilises a range of online teaching support and a wide range of assessment methods, including:</p>

- Sketchbook
- Blog
- Informal presentation
- Presentation to a given template
- Self-designed presentation
- Video presentation
- Physical portfolio
- Digital portfolio
- Presentation of project work in a virtual environment
- Written evaluation

An important element is the use of formative as well as summative assessment. Formative assessment allows students to create and innovate without the pressure of formal assessment. Formative feedback will also help students to understand the assessment and grading process, the relation of their work to the learning outcomes and the development of their work to a successful conclusion.

Assessment methods have been designed to work symbiotically with the course design. For example:

- Video editing skills are taught in the module before students are assessed by a video presentation.
- Students present their work for assessment in a virtual environment at the end of a module that teaches them how to design and build a virtual environment.
- Students progress to a self-designed assessment presentation after undertaking informal and guided presentations in earlier modules.

Assessment marking will contain 'feed forward', with clear advice as to how a student can progress their work. This will be reiterated at the start of the following module, where students will be encouraged to revisit this advice and reflect upon how it can be implemented into their new work.

The course recognises the importance of student feedback and will use both formal and informal means of receiving and responding to this. The course will utilise online resources that allow students to feedback anonymously, to ensure that all students feel free to express themselves, especially those who suffer from low social-confidence.

Throughout this process, BA (Hons) Fashion Imaging aims to provide each student with the ability to engage with and learn new skills. We expect every student to have the same commitment to exploiting these opportunities and learning from them as they contribute to a successful educational experience.

15	Course Requirements		
15a	Level 4:		
	<i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i>		
	Module Code	Module Name	Credit Value
	FAS4038	First Principles	20
	FAS4039	Theory & Practice	40
	FAS4040	Fundamentals of Fashion	40
	FAS4041	Resolution	20
	Level 5:		
	<i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i>		
	Module Code	Module Name	Credit Value
FAS5048	Fashion Film	40	
FAS5049	Identifying Direction	20	
FAS5050	Individual Practice	40	
<i>In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.</i>			
Module Code	Module Name	Credit Value	
ADM5000	Work Placement	20	
ADM5006	Collaborative Practice	20	
ADM5001	Live Project	20	
Level 6:			
<i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i>			
Module Code	Module Name	Credit Value	
FAS6142	Refining Practice	40	
FAS6143	Career	20	
FAS6141	Major Project	60	

15b Structure Diagram

Please note list of optional modules is indicative only. 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 FAS4038 First Principles (20 Credits)	Core FAS4039 Theory & Practice (40 Credits)	Core FAS4040 Fundamentals of Fashion (20 Credits)	Core FAS4041 Resolution (40 Credits)

Level 5

Core FAS5048 Fashion Film (40 Credits)	Core FAS5049 Identifying Direction (20 Credits)	Core FAS5050 Individual Practice (40 Credits)	Optional ADM5000: Work Placement (20 credits) ADM5006: Collaborative Practice (20 credits) ADM5001: Live Project (20 Credits)
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Level 6

Core FAS6142 Refining Practice (40 Credits)	Core FAS6143 Career (20 Credits)	Core FAS6141 Major Project (60 Credits)
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16 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

XX% time spent in timetabled teaching and learning activity.

Activity	Number of Hours
Scheduled Learning	288
Directed Learning	672
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	0
In-Person	50%

Level 5

Workload

XX% time spent in timetabled teaching and learning activity (**Core modules only**)

Activity	Number of Hours
Scheduled Learning	180
Directed Learning	620
Private Study	200
Total Hours	1000

Balance of Assessment

Assessment Mode	Percentage
Coursework	60
Exam	0

In-Person	40
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Level 6

Workload

XX% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	144
Directed Learning	816
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	50
Exam	0
In-Person	50