Course Specification

Course Summary Information			
1	**Course Title**	BA (Hons) Fashion Branding and Communication	
2	**BCU Course Code**	**UCAS 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**
	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.

What's covered in the course?

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 Brandstorm.

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.

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.

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

8	Derogation from the University Regulations
	Not applicable

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

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

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

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12	**Course Requirements**

12a	**Level 4:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):

Module Code	Module Name	Credit Value
FAS4021	Fashion Publications	20
FAS4022	Writing for Fashion	20
FAS4023	Trend Forecasting	20
FAS4024	Visual Literacy	20

In order to complete this course a student must successfully complete the following OPTIONAL module (totalling 40 credits):
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Module Code	Module Name	Credit Value
FAS4025	Creative Fashion Brand Communication	40

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

Module Code	Module Name	Credit Value
FAS5047	Industry Competition Briefs	40
FAS5036	Fashion Practitioner Case Study	20
FAS5037	Brand Generation	40

In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:

Module Code	Module Name	Credit Value
ADM5000	Work Placement	20
ADM5006	Collaborative Practice	20

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
ADM6005	Major Project	40
FAS6129	Independent Final Project	60
FAS6133	Self-Branding and Promotion	20

12b 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 • Fashion Publications (20 credits) • Writing for Fashion (20 credits) • Trend Forecasting (20 credits)	Core • Visual Literacy (20 credits)
Optional • No Optional Modules in this Semester	Optional • Visual Brand Image Communication (40 credits) • Graphic Brand Communications (40 credits)

Level 5

Core • Industry Competition • Fashion Practitioner Case Study (20 credits)	Core • Brand Generation
Optional • No optional Modules this Semester	Optional • Work Placement (20 credits) • Collaborative Practice 2 (20 credits)

Level 6

Core • Major Project (40 credits)	Core • Independent Final Project (60 credits) • Personal Branding and Promotion (20 credits)

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
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	160
Directed Learning	800
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	66%
Exam	0
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
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0