

Course Information

Award: BA (Hons) Fashion Communication

UCAS Code: S43

Location:

Southend Campus
South Essex College of Further and Higher Education
Luker Road,
Southend-on-Sea
Essex
SS1 1ND

Awarding body: UAL (University of the Arts London)

Students who complete the course successfully will receive a degree from the University of Arts London. The agreement between South Essex College and the University of Arts London is reviewed every four years for developmental purposes and will be renewed in 2019.

The University of the Arts London brings together in a single federated structure six of the most famous art and design colleges in the world. It comprises Camberwell College of Arts, Central Saint Martin's College of Arts and Design, Chelsea College of Art and Design, London College of Fashion, London College of Communication and Wimbledon College of Art. Each has its own distinct approach, its own national and international reputation and its own established links with professional and cultural bodies.

The degree is validated and awarded by University of Arts London and is subject to UAL rules and regulations.

Professional body accreditation: No

Duration: 3 years (full-time)

Academic year: Teaching Starts Week commencing 28th Sep 2020 – 29th May 2021

Part-time study: Part-time study is not available for this course.

Work placements:

Industry placements are part of the programme of study. Mapped to the Work Placement unit in Year two, students will spend the month of January in an industry placement that will be documented and assessed. Previous placements have included positions in fashion marketing, public relations' and design agencies.

While the institution will assist in the finding of a work placement, it is ultimately the responsibility of individual students to secure this. Once found, the institution will undertake the necessary checks to confirm that the proposed place of work is suitable and in line with current Health and Safety legislation.

Timetables:

Timetables are normally available three weeks before registration. Please note that while we make every effort to ensure that timetables are as student-friendly as possible, scheduled teaching can take place on any day of the week. Timetables endeavour to take into consideration student commitments outside of contact hours and have generally been scheduled as two and a half days across Wednesday, Thursday and Friday of each week for all year groups.

Entry Requirements:

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Entry requirements 2020-21:

You will need a minimum of 64 UCAS points from one or more of the following:
A-levels, preferably in art and design

- BTEC National Diploma with a minimum of pass profile
- Access to Higher Education Diploma Level 3 (minimum 15 credits at merit or above)
- Higher National Diploma (for possible direct entry on to year two)
- Foundation Diploma in Art and Design Level 4

Other qualifications will be considered on an individual basis include GCSE English at grade C (old specification) or Grade 4 (new specification) or above OR a Level 2 equivalent such as functional skills qualification.

To find out how many points qualifications are awarded, [view the UCAS Tariff tables](#).
Portfolio requirements:

As part of the selection process students are required to attend a portfolio interview. A portfolio interview is to help introduce a student's work and interests. Students are invited to discuss previous projects, recent exhibitions and wider cultural issues. Students should be able to identify stronger work, why they think it's successful and which directions they expect to take.

Students should bring:

- A portfolio of recent work (usually the present year of study)
- At least one recent sketchbook
- An example of written work (an essay)

A fashion communication portfolio is the professional way to present work. It should communicate an ability to imagine and to visualise. Above all the portfolio should present variety and a willingness to experiment. Include strongest pieces, this may be work that is considered 'unfinished' but shows a new direction, known as work in progress. The portfolio should ideally include:

- Life drawings and/or other observational drawing; there should be a variety of media and processes, different poses, quick sketching and longer, more developed studies
- Photographs as artwork
- Studies and mixed media work such as painting, collage and montage
- Developmental work from a sketchbook
- The portfolio should be organised to follow personal themes. Provide a strong personal statement at the front along with an image that defines interests while setting the tone for work. Put the most recent project at the front.

Exceptional Entry:

Applications from mature students who do not possess the entry requirements as listed above, but who possess related professional experience or professional qualifications, are welcome to apply. They will need to demonstrate by interview, exceptional entry portfolio (this is likely to include evidence of paid or unpaid work experience) and/or written assessment that are suitable for the course. In the first instance we suggest contacting HEAdmissions@southessex.ac.uk to discuss application.

International applicants:

If English is not your first language you will need an IELTS score of 6.0 with a minimum score of 5.5 in each component (Reading, Writing, Listening and Speaking), or an equivalent English Language qualification.

Additional requirements:

If you have achieved a qualification such as a foundation degree or HND, or have gained credit another higher education institution, you may be able to enter the course at level 5 or level 6. Other qualifications and relevant work experience may also count for academic credit. Further information is available at in the Higher Education Admissions Policy for students studying on the University of Arts London Degree.

Course Overview:

Course Name: BA (HONS) FASHION COMMUNICATION

The programme embraces changing technologies in fashion's visual communication and marketing sectors. Students will develop an understanding of marketing and promotion and how to generate concepts suitable for the fashion industry with accompanying marketing strategies. Students will develop a personal signature within art direction, photography and styling whilst expanding skills further with graphic design and analytical report writing to support creative work.

The course is designed and led by tutors who are industry experts in the fields of marketing, design, styling, photography, fashion journalism, illustration and graphics.

Subject areas covered during each level:

Level 4 (Full-time)

- Visual Communication
- Presentation Skills
- Graphic Design
- Styling and Photography
- Trend Prediction
- Brand Promotion and Media Development
- Historical and Contextual studies
- Fashion Marketing

Level 5 (Full-time)

- Digital Image including film
- Graphic Design
- Work Placement
- Personal Directed Project and Presentation
- Cultural Contexts and Dissertation Proposal
- Marketing and Promotion

Level 6 (Full-time)

- Dissertation and Presentation
- Self-Directed Honours Project
- Critical Reflection and Personal Promotion including portfolio design and graduate exhibition

A copy of the rules and regulations governing the course is available

<https://www.southessex.ac.uk/higher-education/higher-education-policies>

Units are either 15, 30 or 45 credits. 15 credit units are allocated 3 hours of teaching per week, and the notional guided learning hours are 45. 30 credit units are allocated 6 hours of teaching per week with 90 notional hours. Where units contain a practical element sessions teaching will involve a mixture of formal teaching and workshop sessions. Students take modules worth 60 credits per semester, with a total of 120 credits per level and 360 credits for the degree as a whole. Your overall grade for the course and your degree classification are based on the marks obtained for modules taken at levels 5 and 6. The course has one start point in October.

Unit Information:

Unit map

This unit map provides a list of the units that make up the course. Each unit is worth a specified number of credits. Students must take units worth a total of 120 credits at each level of the course. The units available on the course are as follows.

Our teaching is informed by research, and units change periodically to reflect developments in the discipline. You can always find the most up-to-date information about your units and who is teaching them through our VLE, [Canvas](#) and in the Course Handbook.

Year 1 for full-time students (Level 4)	Credits
The Fashion Communication Landscape	15
Visual Communication	30
Historical & Contextual Studies	15
Visual Forecasting	30
Brand Promotion through Media Development	30

Year 2 for full-time students (Level 5)	Credits
Digital Image	30
Work Placement and Work Related Learning	30
Cultural Contexts & Dissertation Proposal	15
Semester two	
Personal Development Project	45

Year 3 for full-time students (Level 6)	Credits
Dissertation	30
Honours Project	60
Critical Reflection and Personal Promotion	30

Teaching and Learning:

Course Name: BA Hons Fashion Communication

Teaching:

The learning outcomes in year one aid the discovery of key theories and principles in fashion marketing, in acquiring basic practical skills such as print and photography, and in developing a knowledge framework with a limited amount of independence.

In year two the learning outcomes steer towards industry requirements, in developing professional skills, and in synthesising knowledge with independence.

In year three, there is an emphasis on self-direction, working in teams, critical thinking and in problem solving. These are inherent within the unit learning outcomes.

Units are delivered through a variety of methods of teaching and learning. These include practical workshops and demonstrations, group and individual projects, peer group presentations, lectures, seminars and tutorials. The course emphasises active participation and experiential learning, in combination with the development of research, analytical and critical skills.

Students will use industry-standard Macs and the Creative Suite programs and have access to various facilities including the 3D, Fashion, Printmaking and Photography studios. Students will also have access to hardware such as laser and vinyl cutters, 3D printers and scanners.

At Level 4 students have around 13 hours contact time per week, generally consisting of:

- 6 hours of lectures/seminars
- 4 hours of workshops (including dedicated one-to-one tutorials where necessary)
- 2 hours of Contextual Studies (lecture and tutorials)
- 1 hour group critiques

Independent learning:

Independent study and reading enables students to develop skills in working autonomously and to identify, plan and carry out a project. When not attending lectures, seminars or other timetabled sessions students are expected to continue learning independently through self-study. Typically, this will involve research, working on individual projects and preparing presentations. Independent learning is supported by a range of excellent facilities, including the library at The Forum, The Learning Resource Centre and a dedicated course studio. For every hour of contact time with unit tutors students are expected to engage in a further 2-3 hours of independent study on average.

Overall workload:

The overall workload consists of 13 contact hours per week (timetabled sessions) and a similar amount of hours in independent learning. The following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

Level 4:

50% of your time is spent in timetabled teaching and learning activities

Teaching, learning and assessment: 390 hours

Independent learning: 390 hours

Level 5:

50% of your time is spent in timetabled teaching and learning activities

Teaching, learning and assessment: 390 hours

Independent learning: 390 hours

Level 6:

45% of your time is spent in timetabled teaching and learning activities

Teaching, learning and assessment: 330 hours

Independent learning: 450 hours

Assessment & Feedback:**Assessment:**

Coursework is assessed in a range of different ways in order to accommodate a variety of learning styles and aptitudes including portfolio submissions, group presentations, final pieces, written reports and either physical or digital research folders. There are no examinations.

Percentage of the course assessed by coursework:**Year 1**

100% coursework: 88% Studio based with a written element 12%

Year 2

100% coursework: 88% Studio based with a written element 12%

Year 3

100% coursework: 75% Studio based with a written element 25%

Feedback:

You will receive formative feedback as part of your one-to-one sessions with your unit teachers. You will also receive summative feedback on all formal assessments undertaken by coursework.

Feedback is intended to help you learn and you are encouraged to discuss it with your unit leader tutor. Feedback can be given in a range of different ways in order to accommodate a variety of learning styles and aptitudes including group critiques, recorded verbal feedback and written feedback.

We aim to provide you with feedback within 20 working days of hand-in (for all formal studio based coursework assessment). For the third year Dissertation Unit you will receive feedback and grades at the same time as your Final Creative Output Unit.

Academic support :

Our Academic Support Team provides help in the following areas:

- Study skills (including reading, note-taking and presentation skills)
- Written English (including punctuation and grammatical accuracy)
- Academic writing (including how to reference)
- Research skills (in conjunction with the library)
- Critical thinking and understanding arguments
- Revision, assessment and examination skills (including time management).

Our Disability Advice and Support Service helps students with additional needs resulting from disabilities such as sensory impairment or learning difficulties such as dyslexia.

Teaching staff:

You will be taught by an experienced teaching team whose expertise and knowledge are closely matched to the content of the units on the course. The team includes senior academics, professional practitioners with industry experience, co-ordinators and technical officers. Our teaching is informed by the research and consultancy we undertake, and all of our lecturers have a teaching qualification.

Course Costs:

Course Name: BA Hons Fashion Communication

Duration: 3 years

Fees for 2020/21

£8,000

UK/EU Overseas?

- Full-time route only

The following course-related costs are included in the fees:

Graduate Exhibition in London (exhibition stand), please note this does not include costs to develop personal FMP outcomes. £30 of printing credit per year.

The following course-related costs are not included in the fees:

You may need to purchase art materials for your course, which will vary according to your solution to particular briefs. Basic art materials such as paints, inks, drawing tools and paper are provided by the institution.

Travel costs to work placements (some placements may cover the cost direct)

Y1 and Y2 exhibition work printing

Y3 portfolios

Sketchbooks

Optional trips both day and residential are routinely arranged to support studies. Students should factor in train fares and related costs for approximately one organised trip to London per-term.

Independent trips to assist studies are encouraged, but must be self-funded.

Accommodation and living costs not included in the fees.

This information can be obtained from our Accommodation Services home page

<https://www.southessex.ac.uk/higher-education/accommodation>

Sources of financial support:

If you receive funding from Student Finance you may be eligible to apply for additional benefits.

Details can be obtained from our Student Services home page <https://www.southessex.ac.uk/higher-education/fees-and-funding>