

# BA (Hons) Fashion Communication & Styling

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## Programme Specification



1.	<b>Programme title</b>	BA (Hons) Fashion Communication & Styling BA (Hons) Fashion Communication & Styling with Foundation Year
2.	<b>Awarding institution</b>	Middlesex University
3a	<b>Teaching institution</b>	Middlesex University (Hendon)
3b	<b>Language of study</b>	English
4a	<b>Valid intake dates</b>	September
4b	<b>Mode of study</b>	FT/PT/TKSW
4c	<b>Delivery method</b>	<input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
5.	<b>Professional / Statutory / Regulatory body</b>	N/A
6.	<b>Apprenticeship Standard</b>	N/A
7.	<b>Final qualifications available</b>	BA (Hons) Fashion Communication & Styling BA (Hons) Fashion Communication & Styling with Foundation Year BA Fashion Communication & Styling DipHE Fashion Communication & Styling CertHE Fashion Communication & Styling
8.	<b>Academic year effective from</b>	2024/25

## 9. Criteria for admission to the programme

At Middlesex, we are proud of how we recognise potential in future students like you and how we can support you to succeed in the future. We accept applications from students with a wide range of qualifications, including combinations of qualifications.

The requirements for our most common entry qualifications can be found below:

112 UCAS Points

BTEC DMM

Access requirements – Overall pass: must include 45 credits at level 3, of which all 45 must be a Merit or higher.

Combinations – A combination of A-level, BTEC and other accepted qualifications that total 112 UCAS Points.

We will consider all applications on their individual merit; successful applicants should demonstrate suitability, dedication, and fitness for their chosen programme of study. All candidates are asked to submit evidence of previous production and creative practice, normally presented as a portfolio.

Where prior qualifications are not available applicants with appropriate experience will be assessed on the evidence of their commitment and the quality of their portfolio.

If you are unable to meet the entry requirements for this course, you may still be eligible for our Foundation Year programme. This is an extra year of study to prepare you for degree programmes.

You will be asked to upload a digital portfolio for this course, this should include 10-20 pieces of work that represent your art and design skills and experience, together with your evidence of research – this may be scans of your favourite sketchbook. We may invite applicants to an interview to find out more about you, to better understand your aspirations and interests, and to explore why you want to study with us. We have [more tips and advice](#) to help you prepare and do your best on the day.

Students are strongly recommended to attend an open day at our campus. This will offer you the opportunity to view the fashion studios, see our facilities and meet appropriate staff and students and have the chance to see the standard of work produced by our students.

## 10. Aims of the programme

The programme aims to:

- Equip graduates with industry-relevant skills and knowledge whilst fostering their agility to operate with integrity and a strong sense of personal identity within the global fashion community.
- Encourage a fashion communication approach which fosters equality. [UN SDG 10.2](#) (Target **10.2** By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.)
- Cultivate confidence in creative and independent thinking.
- Create understanding of the benefits of working collaboratively.
- Equip students with technological agility.

- Be responsive to the evolving needs of the fashion industries to work towards UN SDG 12 (Target 12. 5 ‘By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse’).
- Celebrate the differences between digital and traditional technologies and their relative merits and uses in context.
- Nurture a learning community that is developed through collaborative work, exhibitions and presentation platforms.

## **11. Programme outcomes\***

### **A. Knowledge and understanding**

On completion of this programme the successful student will have knowledge and understanding of :

1. Their own personal creative identity, preferences and competences as a designer with responsible practices as a communicator.
2. The fashion system and fashion communication concepts.
3. Innovative and experimental research methods for concept development.
4. A holistic collaborative practice and interdisciplinarity within chosen field of fashion communication and styling.
5. A developed understanding of both traditional and digital methods in Fashion Communication.
6. Fashion as a decentred, global phenomenon which co-exists in multiple cultural perspectives.
7. Exploring contemporary audience and roles of industry and fashion communicators in shaping social identities globally.

### **Teaching/learning methods**

Students gain knowledge and understanding through workshops, seminars, individual research, critical essays and practical coursework assignments, demonstrations by tutors, visiting lecturers and guest lectures and technical staff. In addition, project briefs will support students to explore a variety of research methods relating to differing social and cultural perspectives and seeks to foster originality allowing the learner to form personal design methodologies.

### **Assessment methods**

Students’ knowledge and understanding is assessed by practical and written coursework assignments, group presentations to tutors and peers, portfolio presentations and one-to-one assessment tutorials.

### **B. Skills**

On completion of this programme the successful student will be able to:

1. Select and articulate relevant research material from a variety of sources;
2. Critically analyse, organise and evaluate research material;
3. Communicate to academic and professional audiences, both verbally and visually, using a variety of appropriate media;
4. Utilise specialist techniques and media appropriate to fashion communication - styling, photography and film, art direction;

5. Frame appropriate questions to identify a range of responsible, collaborative design solutions to make the fashion and textiles industries more sustainable and inclusive.
6. Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
7. Identify personal areas of strength and areas for development to undertake appropriate further training and professional development.

### Teaching/learning methods

Students develop skills through a range of multi-disciplinary learning approaches. This includes inclusive interactive workshop/practice-led sessions.

Opportunity to apply learning through co-leadership, collaborative projects and work-based learning are key approaches of the programme.

Both guided and independent study are supported with academic advising as well as group seminars and tutorials.

Industry guest speakers provide global employer perspective's and give students experience if working on live industry briefs.

### Assessment methods

Students' skills are assessed by continual formative feedback and authentic assessment.

Coursework

Presentations verbal and digital

Pitch deck reviews

Reflective journals and statements

Exhibitions and presentation platforms

## 12. Programme structure (levels, modules, credits and progression requirements)

### 12.1 Structure of the programme

#### ARTS & CREATIVE INDUSTRIES FOUNDATION YEAR programme structure

SEMESTER 1	SEMESTER 2
<b>ADM 0001</b> <b>Creative London</b> (30 Credits) (Weeks 1-12)	<b>ADM 0003</b> <b>Exploring Creative Directions</b> (30 Credits) (Weeks 13-18)
<b>ADM 0002</b> <b>Skills and the Creative Process</b> (30 Credits) (Weeks 1-12)	<b>ADM 0004</b> <b>Major Project and Portfolio</b> (30 Credits) (Weeks 19-24)

**Full-Time Structure**

**KEY:**

- Blue modules are common first year with other Design programmes
- Pink modules are shared across all Fashion programmes

	<b>SEMESTER 1</b>	<b>SEMESTER 2</b>	<b>Exit Award</b>
<b>Year 1 LEVEL 4</b>	<p><b>FSH1004 COMMUNICATION SKILLS</b> d (30 credits) (Weeks 1-12)</p> <p><b>FSH1005 CREATIVE WORKSHOPS</b> (30 credits) (Weeks 1-12)</p>	<p><b>FSH1006 INNOVATIVE PROJECTS</b> (30 credits) (Weeks 13-24)</p> <p><b>FSH1904 FASHION HISTORY &amp; SOCIAL IDENTITY</b> (30 credits) (Weeks 13-24)</p>	<p><b>Cert HE FASHION COMMUNICATION &amp; STYLING</b></p> <p><b>Cert HE FASHION COMMUNICATION &amp; STYLING with FOUNDATION YEAR</b></p>

	<b>SEMESTER 1</b>	<b>SEMESTER 2</b>	<b>Exit Award</b>
<b>YEAR 2 LEVEL 5</b>	<p><b>FSH2620 FASHION COMMUNICATION PRACTICE</b> (30 credits) (Weeks 1-12)</p> <p><b>FSH2904 FASHION CULTURES &amp; SOCIAL RESPONSIBILITY</b> (30 credits) (Weeks 1-12)</p>	<p><b>FSH2901 FASHION INTERNSHIP</b> (30 credits) (Weeks 13-20)</p> <p><b>FSH2905 INDUSTRY &amp; AUDIENCE</b> (30 credits) (Weeks 18-24)</p>	<p><b>Dip HE FASHION COMMUNICATION &amp; STYLING</b></p> <p><b>Dip HE FASHION COMMUNICATION &amp; STYLING with FOUNDATION YEAR</b></p>

<b>OPTIONAL YEAR</b>	<p><b>FSH3901 INDUSTRY PLACEMENT YEAR</b> (120 credits)</p>	<p><b>Dip HE FASHION COMMUNICATION + ADVANCED DIPLOMA IN PROFESSIONAL PRACTICE</b></p> <p><b>Dip HE FASHION COMMUNICATION &amp; STYLING with FOUNDATION YEAR + ADVANCED</b></p>
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		<b>DIPLOMA IN PROFESSIONAL PRACTICE</b>
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	<b>SEMESTER 1</b>	<b>SEMESTER 2</b>	<b>Exit Award</b>
<b>YEAR 3 LEVEL 6</b>	<p><b>FSH3904 VISUAL CULTURES RESEARCH PROJECT</b> (30 credits) (Weeks 1-12)</p> <p><b>FSH3910 RESEARCH &amp; CONCEPTS</b> (30 credits) (Weeks 1-12)</p>	<p><b>FSH3911 PRODUCTION &amp; DEVELOPMENT</b> (30 credits) (Weeks 13-24)</p> <p><b>FSH3912 FASHION COMMUNICATION PORTFOLIO</b> (30 credits) (Weeks 13-24)</p>	<p><b>BA (Hons) FASHION COMMUNICATION &amp; STYLING</b></p> <p><b>BA (Hons) FASHION COMMUNICATION with FOUNDATION YEAR</b></p>

### Part-Time Structure

	<b>SEMESTER 1</b>	<b>SEMESTER 2</b>	<b>Exit Award</b>
<b>YEAR 1</b>	<p><b>FSH1004 COMMUNICATION SKILLS</b> (30 credits) (Weeks 1-12)</p>	<p><b>FSH1904 FASHION HISTORY &amp; SOCIAL IDENTITY</b> (30 credits) (Weeks 13-24)</p>	
<b>YEAR 2</b>	<p><b>FSH1005 CREATIVE WORKSHOPS</b> (30 credits) (Weeks 1-12)</p>	<p><b>FSH1006 INNOVATIVE PROJECTS</b> (30 credits) (Weeks 13-24)</p>	<p><b>Cert HE FASHION COMMUNICATION &amp; STYLING</b></p> <p><b>Cert HE FASHION COMMUNICATION &amp; STYLING with FOUNDATION YEAR</b></p>
<b>YEAR 3</b>	<p><b>FSH2904 FASHION CULTURES &amp; SOCIAL RESPONSIBILITY</b> (30 credits) (Weeks 1-12)</p>	<p><b>FSH2901 FASHION INTERNSHIP</b> (30 credits) (Weeks 13-20)</p>	
<b>YEAR 4</b>	<p><b>F2620 FASHION COMMUNICATION PRACTICE</b></p>	<p><b>FSH2905 INDUSTRY &amp; AUDIENCE</b> (30 credits) (Weeks 18-24)</p>	<p><b>Dip HE FASHION COMMUNICATION &amp; STYLING</b></p>

	(30 credits) (Weeks 1-12)		Dip HE FASHION COMMUNICATION & STYLING with FOUNDATION YEAR
OPTIONAL YEAR	FSH3901 INDUSTRY PLACEMENT YEAR (120 credits)		Dip HE FASHION COMMUNICATION + ADVANCED DIPLOMA IN PROFESSIONAL PRACTICE  Dip HE FASHION COMMUNICATION & STYLING with FOUNDATION YEAR + ADVANCED DIPLOMA IN PROFESSIONAL PRACTICE
YEAR 5	FSH3910 RESEARCH & CONCEPTS (30 credits) (Weeks 1-12)	FSH3911 PRODUCTION & DEVELOPMENT (30 credits) (Weeks 13-24)	
YEAR 6	FSH3904 VISUAL CULTURES RESEARCH PROJECT (30 credits) (Weeks 1-12)	FSH3912 FASHION COMMUNICATION PORTFOLIO (30 credits) (Weeks 13-24)	BA (Hons) FASHION COMMUNICATION & STYLING  BA (Hons) FASHION COMMUNICATION with FOUNDATION YEAR

## 12.2 Levels and modules

Level 4

### Compulsory

Students must take all of the following:

- FSH1004 – Communication Skills
- FSH1005 – Creative Workshops
- FSH1006 – Innovative Projects
- FSH1904 – Fashion History & Social Identity

### Optional

N/A

### Progression requirements

Students must pass at least 90 credits to progress to Level 5.

*To achieve Honours, failed credit will need to be repeated.*

Level 5

### **Compulsory**

Students must take all of the following:

FSH2620 – Fashion Communication Practice

FSH2901 - Fashion Internship

FSH2905 – Industry & Audience

FSH2904 - Fashion Cultures & Social Responsibility

### **Optional**

N/A

### **Progression requirements**

Students must pass at least 210 credits to progress to Level 6.

*To achieve Honours, failed credit will need to be repeated.*

Level 6

### **Compulsory**

Students must take all of the following:

FSH3904 – Visual Cultures Research Project

FSH3910 – Research & Concepts

FSH3911 – Production & Development

FSH3912 – Fashion Communication Portfolio

### **Optional**

Students may also choose the following module if they wish (for an additional 120 credits).

FSH3901 Fashion Industry Placement Year (pass/fail)

### **Progression requirements**

## **12.3 Non-compensatable modules**

### **Module level**

Level 6

### **Module code**

FSH3911 – Production & Development



### **13. Information about assessment regulations**

This programme will run in line with general University Regulations.

### **14. Placement opportunities, requirements and support (if applicable)**

Students have a compulsory 6-week industry placement in year 2 which is supported by sessions in the first semester in FSH2904 and has a range of C.V. building and networking workshops and hubs alongside mock interviews. BA Fashion students then have a further opportunity to take an optional industry placement year between years 2 and 3.

Placements are supported by MDX Works.

### **15. Future careers / progression**

The programme equips students with transferable skills allowing them to expand on creative networks and ensure a critical awareness and understanding to continue their own personal research in Fashion Communication and social and environmental changes. Additionally, staying updated on industry trends and technological advancements is essential for long-term success in the ever-evolving field of fashion communication. Graduates from this program will be well placed to enter the fashion and textiles industries in the UK and Globally. Graduates will be employable in a range of distinct roles including:

- Fashion Photographer/Videographer
- Creative Director
- Fashion Consultant/Stylist
- Artistic Director
- Fashion Blogger/Influencer
- Fashion Event Coordinator
- Set Design/Prop Stylist
- Brand Strategist
- Social Media Manager
- Fashion Editor/Writer
- Fashion Marketing Manager
- Fashion Public Relations Specialist

### **16. Particular support for learning**

- Programme Induction workshops for all students within first induction week
- Availability of guidance from Graduate Academic Assistant's.
- Availability of guidance from Library staff including dedicated Fashion subject librarians
- LSS (Library support services).
- Guidance is available on academic writing and language, and study skills.
- Email access to academics and support services
- Comprehensive information in programme and module handbooks
- Facilities and equipment available to assist students with disabilities
- Access to careers information and an Employability service (MDXWorks / CES) staffed with careers advisers with extensive knowledge of career options in Fashion.

- My Learning/ Moodle provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided, including key-concept videos.
- UniHelp the university's central service through which students can access a range of support for any concerns that may arise throughout their study.
- Counselling and mental Health Team – provide mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study.
- Disability and Dyslexia Service – Supporting an inclusive teaching and learning environment which caters for all students.
- Student Welfare Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students.
- ACI Progression and Support Team – providing ongoing student support to ensure students' progress on their programme can be accessed on [ACIprogression@mdx.ac.uk](mailto:ACIprogression@mdx.ac.uk)
- Academic advising, both group and individual support sessions to support students with all aspects of their study and professional development.
- Monthly Fashion Directorate Networking Hubs – open to all ACI students.

#### **17. HECos code(s)**

100054 (FASHION)

#### **18. Relevant QAA subject benchmark(s)**

Art and Design (2019)

#### **19. Reference points**

The Frameworks for Higher Education Qualifications of UK Degree Awarding Bodies  
<https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf>

Education for Sustainable Development  
<https://www.qaa.ac.uk/the-quality-code/education-for-sustainable-development>

Middlesex Curriculum Design Policy  
[https://www.mdx.ac.uk/\\_data/assets/pdf\\_file/0038/676658/aps18-curriculum-design-policy\\_update\\_ltc\\_ca\\_15-11-2022.pdf](https://www.mdx.ac.uk/_data/assets/pdf_file/0038/676658/aps18-curriculum-design-policy_update_ltc_ca_15-11-2022.pdf)

Art and Design <https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf>

Student, Staff, External Examiners and Graduate feedback comments.

#### **20. Other information**

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

## 21. Curriculum map for BA Fashion Communication & Styling

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

### Programme learning outcomes

#### Knowledge and understanding

A1	Their own personal creative identity, preferences and competences as a designer with responsible practices as a communicator
A2	Fashion system and fashion communication concepts
A3	Innovative and experimental research methods for concept development
A4	A holistic collaborative practice and interdisciplinarity within chosen field of fashion communication and styling
A5	A developed understanding of both traditional and digital methods in fashion communication
A6	Fashion as a decentred, global phenomenon which co-exists in multiple cultural perspectives
A7	Exploring contemporary audience and roles of industry and fashion communicators in shaping cultural identities globally

#### Skills

B1	Selection and articulation of relevant research material from a variety of sources
B2	Critically analyse, organise and evaluate research material
B3	Communication to academic and professional audiences, both verbally and visually, using a variety of appropriate media
B4	Utilise specialist techniques and media appropriate to fashion communication - styling, photography, film and art direction
B5	Frame appropriate questions to identify a range of responsible, collaborative design solutions to make the fashion and textiles industries more sustainable and inclusive.
B6	Communicate information, ideas, problems and solutions to both specialists and non-specialists' audiences.
B7	Identify personal areas of strength and areas for development to undertake appropriate further training and professional development.

Programme outcomes

A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B7
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Highest level achieved by all graduates

6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
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Module Title	Module Code by Level	A1	A 2	A 3	A 4	A 5	A 6	A 7	B 1	B 2	B 3	B 4	B 5	B 6	B 7
Communication Skills	FSH1004	X	X	x		x	x	X	x	x		x		x	x
Creative Workshops	FSH1005			X		X	X			X		x	X		X
Fashion History & Social Identity	FSH1904		X	X			X	X	X	X	X		X	X	X
Innovative Projects	FSH1006		X	X		X		X			X	X	X		
Fashion Communication Practice	FSH2620	X	X		X	X	X		X	X		X			
Fashion Cultures & Social Responsibility	FSH2904	X	X	X		X	X	X	X	X	X	X	X	X	X
Fashion Internship	FSH2901		x	X		X	X		X	X	X			X	
Fashion Industry & Audience	FSH2905		x		X	X			X		X	X			X
Fashion Industry Placement - OPTIONAL	FSH3901		x	X	X	X	X		X	X	X	X	X		X
Visual Cultures Research Project	FSH3904	X	X	X		X	X		X	X	X		X	X	X
Research and Concepts	FSH3910	X	X		X		X	X	X	X		X	X	X	X
Production and Development	FSH3911	X		X		X	X	X	X	X		X	X		X
Fashion Communication Portfolio	FSH3912	X		X	X		X				X	X	X	x	X

<http://www.mdx.ac.uk/about-us/policies/academic-quality/handbook/>  
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