Course Title	BA (Hons) Fashion Promotion & Communication
Final Award	BA (Hons) Fashion Promotion & Communication
Interim Awards	Certificate of Higher Education in Fashion Promotion & Communication Diploma of Higher Education in Fashion Promotion & Communication BA Fashion Promotion & Communication
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	NP53
HECOS code (with Subject percentage Splits if applicable)	100054 Fashion 100855 Promotion and Advertising
QAA Subject Benchmark	Art & Design (2019) Communication, Media, Film and Cultural Studies (2019) Business Management (2019)
External Accrediting Bodies	N/A
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	☐ Yes ☒ No
Level 6 Top Up Option (online only)	☐ Yes ☒ No
Study Load	☒ Full-time ☒ Part-time
Mode of study	☒ Face-to-face ☐ Blended ☐ Online
Delivery Location(s)	☒ Ravensbourne University campus ☐ Online
Length(s) of Course(s)	3 Years FT 6 years PT
Type (open/closed)	Open
Validation period	Five years (September 2022 – September 2027)
Intended First Cohort Start Date	September 2022
Date produced/amended	20/2/22
Course Leader	Cameron Haynes
Course Development Team Members	Cameron Haynes (CL), Carrie Chan (SL), Toni Hollowood (SL)
Course Administrative Contact	Laura Lynch

Course Description

The Fashion Promotion & Communication course allows you to explore the creative fashion media and professional practices in which fashion promotion, advertising and marketing, building worlds and narratives in a contemporary and dynamic visual communication industry. You will be introduced to practice-based research and media design methodologies as well as other creative processes to inform and develop your professional practice. You will explore traditional and emerging media practice across analogue and digital platforms, whilst developing a thorough knowledge of transdisciplinary approaches to content creation.

The Fashion Promotion & Communication course also looks to challenge existing preconceptions and definitions of the fashion media creative, how they can build and drive thinking and conversations in promotion and visual communication. The course seeks to encourage students to view themselves as problem solvers, thinkers as well as creatives. The course team, is made up of academics, practising fashion media professionals, designers, and experts in visual communication.

The course fosters an understanding of contemporary creative practice and critical discourse. The Course will allow you to explore intellectual and innovative practices, to examine existing definitions of fashion promotion and communication, whilst exploring future directions of the fashion media creative.

The first year of the degree will introduce students to the core methodologies and skills that underpin contemporary concepts and the fundamental principles of fashion promotion, communication, media production and content creation. Students will explore the creative processes and techniques adopted by the fashion industry, and how the fashion media creative can begin to apply this knowledge and insights in practice. Working on an engaging and challenging project brief, student will experiment with and develop visual communication and practice-based research skills.

The second year of the degree will focus on the development of the student's personal professional practice, and the development of skills for industry. It is an exploration of creative strategies, media design and world building. Using the skills and knowledge developed in the first year of the degree, with a focus on applying contemporary methodologies, to form ambitious and challenging development of ideas. There will be an emphasis on narrative and refinement of fashion media production skills, how to unique signature style and skill for industry as well as to prepare students for a placement or future employment.

In the final year, students will further their knowledge, refine skills needed to develop contemporary content creation, showcase their personal professional practice, and develop their industry portfolio, and a final major project. The self-directed project is a demonstration and development of transdisciplinary knowledge and skills which evidences the student's comprehensive understanding and critical awareness of fashion media production, promotion, and visual communication practices more broadly, creating work that challenges and provides creative solutions, tailored for a chosen audiences or fashion brands.

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Course Aims

Course Aims
• To foster the development of a transdisciplinary approach in fashion media production, communication, media design and content creation.
• To equip students with comprehensive knowledge of contemporary professional practice and the creative process in the field in which they will specialise, to provide critical awareness of fashion promotion and visual communication.
• To provide an approach to curriculum integration which dissolves the boundaries between the conventional creative disciplines and provide new ways to solve creative problems.
• To equip students with a strong ability to make creative use of and experiment with current and future technologies in order to be confident and ambitious in the workplace.
• To assist students in designing and developing contemporary creative methodologies and enable them to speculate on new, innovative approaches to the subject.
• To enable students to develop a range of creative, technical and professional skills relevant to employment in Fashion Promotion, Communication, and related creative sectors
• To develop students ability to use visual language and media to create effective appropriate communication
• To enable students to demonstrate independence, resilience, persistence and self-motivation.

Course Learning Outcomes

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **BA (Hons) Fashion Promotion & Communication** students will be able to:

Explore	Evidence and contextualise capacity for utilising and synthesising Fashion Promotion & Communication specific knowledge, critical thinking and reflection, supporting problem solving and development. (CLO1)
Create	Critically engage with the iterative development of ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms aligned to Fashion Promotion & Communication. Evidence ability to synthesise idea development, experimentation, and technical ability supporting fully resolved outcomes with consideration of audience/user regarding communication and presentation for Fashion Promotion & Communication. (CL02)

Influence	Evidence a methodical working approach and ethos that critically identifies consideration of social, ethical and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to Fashion Promotion & Communication. (CL03)
Integrate	Evidence a critical ability to successfully synthesise collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to Fashion Promotion & Communication. (CL04)

Where a student does not complete the full course, but exits with an Ordinary Degree, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **BA (Hons) Fashion Promotion & Communication** students will be able to:

Explore	Evidence and contextualise capacity for utilising and synthesising Fashion Promotion & Communication specific knowledge, critical thinking and reflection, supporting problem solving and development. (CLO1)
Create	Evidence ability to consider ideas, materials, tests and outcomes that may inform iterative practical and theoretical development in physical, written and oral forms aligned to Fashion Promotion & Communication. Evidence ability to synthesise idea development, experimentation, and technical ability supporting resolved outcomes with consideration of audience/user regarding communication and presentation for Fashion Promotion & Communication. (CLO2)
Influence	Evidence a coherent working approach and ethos that identifies consideration of social ethically and environmentally responsible working methods and how this aligns and supports personal development in relation to Fashion Promotion & Communication. (CLO3)
Integrate	Evidence ability to effectively synthesise collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to Fashion Promotion & Communication. (CLO4)

Where a student does not complete the full course, but exits with a Diploma in Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **Diploma of Higher Education in Fashion Promotion & Communication** students will be able to:

Explore	Evidence evolving ability to utilise research and critical reflection to support developing understanding of subject knowledge and ability to problem solve in relation to Fashion Promotion & Communication. (CLO1)
Create	Evidence capacity to combine ideas, materials, tests and outcomes into solutions that inform and guide iterative practical and theoretical development in physical, written and oral forms aligned to Fashion Promotion & Communication. Exhibit developed technical competencies, supporting ideation, communication and presentation with consideration of audience/user for Fashion Promotion & Communication. (CLO2)
Influence	Evidence developing working processes that identify consideration and interpretation of social, ethically and environmentally responsible working methods and how this guides personal professional practice in relation to Fashion Promotion & Communication. (CLO3)
Integrate	Evidence evolving ability to engage with collaborative working to support academic development, industry interactions & practices to enhance and progress self-efficacy and professional development in relation to Fashion Promotion & Communication. (CLO4)

Where a student does not complete the full course, but exits with a Certificate of Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **Certificate of Higher Education in Fashion Promotion & Communication** students will be able to:

Explore	Demonstrate capacity for engaging with research and critical thinking, developing Fashion Promotion & Communication specific knowledge and emerging ability to problem solve. (CLO1)
Create	Demonstrate capacity to consider ideas, materials, tests, and outcomes that may inform iterative practical and theoretical development in physical, written, and oral forms in relation to Fashion Promotion & Communication. Exhibit emerging technical competencies, supporting ideation, communication, and presentation with consideration of audience/user for Fashion Promotion & Communication. (CLO2)
Influence	Demonstrate emerging working approach/attitude that identifies consideration of social, ethical, and environmentally responsible working methods and how this informs personal practice in relation to Fashion Promotion & Communication. *(CLO3)*

Integrate	Demonstrate emerging capacity to engage with collaboration, teamwork, industry interactions, and professional working practices to support self-efficacy and professional development in relation to Fashion Promotion & Communication (CLO4)

Ravensbourne University Assessment Criteria	
Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact Environmental Impact
Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

Core Competencies

Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
Cognitive	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: • Evaluate their own beliefs, biases and assumptions • Evaluate strengths, weaknesses, and fallacies of logic in arguments and information • Apply lesson from the past or learned knowledge and skills to new and varied situations • Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques • Devise and defend a logical hypothesis to explain observed phenomenon • Recognize a problem and devise and implement a plan of action	**Explore, Create, Integrate, Influence**
Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	**Create**
Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	**Integrate, Influence**

| Emotional, Social and Physical | Emotional -The intrapersonal ability to identify, assess, and regulate one's own emotions and moods; to discriminate among them and to use this information to guide one's thinking and actions and where one has to make consequential decisions for oneself. Attributes may include:

• Self-awareness & regulation (including metacognition)
• Mindfulness
• Cognitive flexibility
• Emotional resilience
• Motivation
• Ethical decision- making

Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include:

• Managing your audience
• Coordinating with others
• Negotiation
• Creativity
• People management
• Leadership & entrepreneurship
• Service orientation
• Active listening
• Coaching and mentoring

Physical - The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include

• Self-discipline & management
• Attention
• Reaction & response time
• Cognitive & muscle memory
• Managing stress
• Physical resilience | Explore, Influence, Integrate |
| | | |

The Quality Team   Definitive Documents

Cultural	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	Influence, Integrate
Enterprise and Entrepreneurial	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).	Create, Influence, Integrate
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	Explore, Create, Integrate, Influence
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	Explore, Create, Influence, Integrate,

Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
Level 4: Teaching and Learning that will enable students to establish the fundamental skills, knowledge and understanding of key concepts in the field. Learning & teaching will be delivered through a combination of masterclasses, lectures, seminars and group workshops, self-directed study, as well as individual or group tutorials. • Lectures • Seminars	For all levels of the Course: Oral Assessment – content and form Pitch Presentations Portfolio Development Digital Workbook / Research Journal Practical Assignment Critical Reflection (Written/ Oral/ Video) Industry Focussed Report Project Pre-Production Treatment

The Quality Team   Definitive Documents

- Tutorials
- Guest Lectures
- Technical & Creative Masterclasses
- Practical Classes and Workshops
- Design sprints
- Supervised Time in Studio
- External Visits
- Independent Study
- Directed Study
- Blended Learning

Level 4 will also introduce the students to the Professional Life Practice modules that are embedded in each undergraduate learning level. These modules specifically support collaborative experimental practice, entrepreneurship, and enterprise, helping to catalyse, develop and showcase interdisciplinary working methods interaction and innovation.

The Modules will also facilitate opportunities to integrate with industry partners in order to establish professional currency at the start of the undergraduate journey, and to drive enterprise and employability through the degree experience.

The Professional Life Practice Modules integrate the emerging subject knowledge of each student with working methods from a range of disciplines to create a multidisciplinary synthesis of practice, skills and learning. Students will develop social, cultural, emotional, and cognitive intelligence through projects that facilitate community and industry connections aligned to the Ravensbourne Core Competencies.

Level 5:

At Level 5, students will be expected to challenge and disrupt current thinking and established ideas and practices. This will be

Peer Reviews and Group Critique

Personal Progress Review (PPR)

Formative Assessment is used in all modules of the programme to assess your progress relating to unit briefs and an opportunity to offer feedback, feedforward, and a diagnostic response. This is typically within a group or individual review held midway throughout each module though for latter modules in level six there are more formative assessment points.

Summative Assessment is held in the latter stages of each module and is the definitive assessment point where each assessment requirement is assessed. All Assessment involves moderation and verification. Written or aural feedback and clear feedforward will be provided shortly after assessment and there are opportunities for tutorials if you need further classification before the start of the next module.

The Assessment framework is aligned to the Ravensbourne Core Competencies.

achieved through a combination creative process and experimentation informed through practice-based research. The main aim is to encourage the development of independent creative thinking and problem solving, by about creative strategies to develop and produce outcomes.

Skills acquired at Level 5 are developed further through a combination earning & teaching will be delivered through a combination of masterclasses, lectures, seminars and group workshops, self-directed study, as well as individual or group tutorials.

- Lectures
- Seminars
- Tutorials
- Guest Lectures
- Practical Classes and Workshops
- Design sprints
- Supervised Time in Studio
- Independent study
- Directed Study
- Placement Opportunities
- Study Abroad Opportunities
- Blended Learning

These Modules will inform Level 6 Modules around portfolio creation and Final Major Project and enable students to make career choices around their industry discipline.

In addition, students will test their developing disciplinary knowledge in collaborative scenarios with the opportunity to take part in the Professional Life Practice Modules, and Work Based Learning Modules, offering collaborative and industry aligned opportunities both within Ravensbourne and in external contexts.

Visiting speakers and industry specialists will be invited to deliver lectures or practical workshops, bringing their own specialism and examples of industry work into the sessions.

The Professional Life Practice Modules at Level 5 supports practical, theoretical and industry focused engagement facilitating expertise, experience and interactions with professional aspects of the games and games programming disciplines.

All Level 5 students will have the opportunity to undertake a Work Based Learning modules at the end of Semester 2. The Work Based Learning module will offer the students the ability to engage with either a work placement or equivalent industry-led experience supporting industry interactions, entrepreneurship, and employability skills. The placements will be supported by the careers team at Ravensbourne.

Level 6

At Level 6 students will engage in independent and self-directed study, with a focus on critical reflection and evaluation, underpinned by contextual and practical explorations of fashion media production and content creation.

Student will design and develop their own project independently with guidance from the teaching team, industry professionals and the peers. It is the convergence of their academic and professional practices to showcase their signature style.

Skills acquired at Level 4 and 5 will be developed and perfected at Level 6 through

earning & teaching will be delivered through a combination of masterclasses, lectures, seminars and group workshops, self-directed study, as well as individual or group tutorials.

- Lectures
- Seminars
- Tutorials
- Guest Lectures
- Independent study
- Directed Study
- Technical Masterclass
- Design sprints
- Industrial Live Project
- Placement Options
- Networking Events
- Portfolio Review
- Work Showcase
- Blended Learning
- Online Study

Students are expected to take on professional attitudes to time and project management.

Visiting lecturers may be invited to deliver lectures and/or practical sessions related to their area of work and students will develop an outward facing portfolio to aid graduate progression.

Masterclasses will also facilitate the transition of professional and practice-based processes, research and development

Written work will focus upon critical analysis and reflection of project-based work, with a view to encouraging ongoing development. Within the sphere of theoretical study, students will expand their ability to write reflexively and critically about their discipline and competently be able to contextualise their personal practice.

Students will be expected to interface directly with industry through mentoring, competition, and research.

Work Placement

The work placement or equivalent industry-led experience will be supported by the careers team at Ravensbourne. All Level 5 students have the opportunity to undertake this during Semester 2. A common module descriptor will ensure parity of assessment that places an emphasis on individual critical reflection, but individual experiences can be tailored to specific subjects and their aligned industries.

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 4				
FPR22104	Exploring Fashion Marketing & Advertising: Perception & Storytelling		Mandatory	20
FPR22101	Key Concepts in Fashion Media, Culture and History		Mandatory	20
FPR22102	Promotion & Communication Design I		Mandatory	20
FPR22105	Promotion & Communication Design II			
FPR22103	Professional Life Practice (Developing your practice)	x	Mandatory	20
FPR22106	Professional Life Practice (Exploring your practice)	x	Mandatory	20
			Total	**120**
Level 5				
FPR22201	Critical Discourse in Fashion Promotion & Communication		Mandatory	20
FPR22202	Digital Production, Interaction Design & Visual Communication in Fashion		Mandatory	20
FPR22204	Creative Dialogues Audience Networks & The Content Matrix		Mandatory	40
FPR22206	Work Based Learning / Practice-based Learning		Mandatory	20
FPR22203	Professional Life Practice (Applying your practice)	x	Mandatory	20
				120
			Total	**240**
Level 6				
FPR22301	Concept Development & Experimentation		Mandatory	40
FPR22304	Final Major Project (Body of Work)		Mandatory	40
FPR22302	Fashion Media Curation, Presentation & Public Installation		Mandatory	20
FPR22303	Professional Life Practice (Situating your practice)	x	Mandatory	20
				120
			Total	**360**

Learning Hours

Learning Hours (per 20 credit module excluding the Work Placement)			
Staff – Student Contact Hours		**Independent Study Hours**	
Taught hours	48	Independent study, self-directed study and assessment	152
Total			200

Course Regulations

Entry Requirements
Please refer to the institutional regulations on the expected minimum entry requirements (found under Section 5 of the General Academic Regulations found on the website here), and the course page on the Ravensbourne University website for course specific entry requirements.
Accreditation of Prior Learning (if applicable)
Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure and Student Transfer Plan.
Conditions for Progression
Students will be deemed to have passed a module if they achieve a 40% for undergraduate students; or a 50% for postgraduate students. A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.
Reassessment of Failed Elements
Failure in any component will result in a Fail grade for the component. Non-submission in any component will result in a non-submission for the component. Students must then successfully retrieve the failed or non-submitted component by resubmission of assessment in order to pass the module. Where a student does successfully retrieve a component failure, the grade for the component will be capped at 40% (undergraduate) or 50% (postgraduate) (except where Extenuating Circumstances have been approved). The overall grade for the module will be calculated using all achieved grades where there are 2 or more components.
Conditions for the Granting of Awards
A student who completes an approved course of study, shall be awarded BA (Hons) Fashion Promotion

Those students who exit the Course without completing it may be entitled to exit with an award of either a:

1. Certificate of Higher Education in Fashion Promotion, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
2. Diploma of Higher Education in Fashion Promotion, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
3. BA Fashion Promotion (ordinary degree), provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

Any derogation(s) from the Regulations required?	
N/A	
Student Support	https://www.ravensbourne.ac.uk/student-services
Assessment Regulations	https://www.ravensbourne.ac.uk/staff-and-student-policies

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Level 4 Modules				
FPR22104 Exploring Fashion Marketing & Advertising: Perception & Storytelling		x	x	
FPR22101 Key Concepts in Fashion Media, Culture and History	x	x	x	x
FPR22102 Promotion & Communication Design I	x		x	x
FPR22105 Promotion & Communication Design II	x	x	x	x
PLP22103 Professional Life Practice (Developing your practice)	x		x	x
PLP22106 Professional Life Practice (Exploring your practice)		x	x	x
Level 5 Modules				
FPR22201 Critical Discourse in Fashion Promotion & Communication 20 credits	x	x	x	x
FPR22202 Digital Production, Interaction Design & Visual Communication in Fashion		x	x	x
PLP22203 Professional Life Practice (Applying your practice)	x	x	x	x
PLP22204	x	x	x	x

Creative Dialogues Audience Networks & The Content Matrix	17			
PLP22206 Work Based Learning / Practice-based Learning	x		x	x
Level 6 Modules				
FPR22301 Concept Development & Experimentation	x	x	x	
FPR22304 Final Major Project (Body of Work)		x	x	x
FPR22302 Fashion Media Curation, Presentation & Public Installation	x	x		x
FPR22303 Professional Life Practice (Situating your practice)	x		x	x

Course Diagram

	Semester 1	Semester 2	
Level 4 **120 credits**	**FPR22101** Key Concepts in Fashion Media, Culture and History 20 credits	**FPR22104** Exploring Fashion Marketing & Advertising: Perception & Storytelling 20 credits	
	FPR22102 Promotion & Communication Design **I** 20 credits	**FPR22105** Promotion & Communication Design **II** 20 credits	
	PLP22103 Professional Life Practice (Developing your practice) 20 credits	**PLP22106** Professional Life Practice (Exploring your practice) 20 credits	
	Semester 1	Semester 2	
Level 5 **120 credits**	**FPR22201** Critical Discourse in Fashion Promotion & Communication 20 credits	**FPR22204** Creative Dialogues Audience Networks & The Content Matrix 40 credits	**PLP22206** Work Based Learning / Practice-based Learning 20 credits
	FPR22202 Digital Production, Interaction Design & Visual Communication in Fashion 20 credits		
	FPR22203 Professional Life Practice (Applying your practice) 20 credits		
	Semester 1	Semester 2	
Level 6 **120 credits**	**FPR22301** Concept Development & Experimentation 40 credits	**FPR22304** Final Major Project (Body of Work) 40 credits	**FPR22302** Fashion Media Curation, Presentation & Public Installation 20 credits
	FPR22303 Professional Life Practice (Situating your practice) 20 credits		