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APPROVED

## BA (Hons) Critical Practice in Fashion Media

<b>Awarding Body</b>	University of the Arts London
<b>College</b>	London College of Fashion
<b>School</b>	University of the Arts London
<b>Programme</b>	LCF Fashion Communication Programme(L018)
<b>Course AOS Code</b>	LCFBAFMCS02
<b>FHEQ Level</b>	Level 6 Degree
<b>Course Credits</b>	360
<b>Mode</b>	Full Time
<b>Method</b>	Face to Face
<b>Duration of Course</b>	3 years
<b>Valid From</b>	September 1st 2025
<b>Collaboration</b>	N/A
<b>UAL Subject Classification</b>	Fashion communication
<b>UCAS Code</b>	N/A
<b>PSRB</b>	N/A
<b>Work placement offered</b>	Yes
<b>Course Entry Requirements</b>	<p>One or a combination of the following accepted full level 3 qualifications.</p> <ul style="list-style-type: none"><li>• 112 UCAS tariff points from two or more A Levels (preferred subjects include English, a foreign language and Media Studies);</li><li>• Distinction at Foundation Diploma in Art and Design;</li><li>• Distinction, Merit, Merit at BTEC Extended Diploma (preferred subjects Art &amp; Design);</li><li>• Merit at UAL Extended Diploma;</li><li>• Access Diploma or 112 new UCAS tariff points from the Access to HE Diploma;</li></ul>

	<ul style="list-style-type: none"> <li>• 112 new UCAS tariff points from a combination of the above qualifications or an equivalent full Level 3 qualification;</li> <li>• or equivalent EU or non-EU qualifications such as International Baccalaureate Diploma at 25 points minimum;</li> <li>• and Five GCSE passes at grade A*-C or grade 9-4, with grade C (grade 4) or above in English.</li> </ul> <p>Exceptionally, applicants who do not meet these course entry requirements may still be considered if the course team judges the application demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by: related academic or work experience; the quality of the personal statement; a strong academic or other professional reference; or a combination of these factors.</p> <p>All classes are conducted in English. The level required by the University for this course is IELTS 6.5 with a minimum of 5.5 in reading, writing, listening and speaking.</p>
<b>Selection Criteria</b>	<p>The course team seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> <li>• a broad interest in fashion, visual culture, the media, climate, social and racial justice</li> <li>• an understanding of the need for a critical and analytical approach to the area of study;</li> <li>• an intellectually open approach suited to the demands of the course and projected career futures.</li> </ul>
<b>Scheduled Learning and Teaching</b>	<p>Details of the Scheduled Learning and Teaching can be found on your student portal on SITS, the UAL student records system, at the following link:</p> <p><a href="https://sits.arts.ac.uk/urd/sits.urd/run/siw_lgn">https://sits.arts.ac.uk/urd/sits.urd/run/siw_lgn</a></p> <p>Click on the "Scheduled Learning and Teaching" tab on the home screen when you have logged in using your UAL details.</p>

# Awards and Percentage of Scheduled Learning

## Year 1

Awards	Credits
Certificate of Higher Education (Exit Only)	120

## Year 2

Awards	Credits
Diploma of Higher Education (Exit Only)	240

## Year 3

Awards	Credits
Bachelor of Arts	360

Scheduled Learning Split by Level	
Level 4	20%
Level 5	18%
Level 6	13%
<b>Total Scheduled Learning Split</b>	<b>16%</b>

# Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Enable you to develop the knowledge and ability to use fashion media and communication to become change-makers of the future and confront the most urgent issues of our times.
Aim	Enable you to develop comprehensive knowledge of fashion media and communication, understand its position in global fashion systems and its potential as an agent of change.
Aim	Provide you with the theoretical knowledge base to situate your work within a climate, racial and social justice framework.
Aim	Develop research methods and skills to identify solutions to problems and evaluate the impact of your work in the context of positive change in and through fashion.
Aim	Develop a variety of creative, technical and professional fashion communication skills that will prepare you for a range of careers in the fashion and related industries.
Aim	Provide skills, knowledge and opportunities for further study
Outcome	The ability to use fashion media and communication to confront the most urgent issues of our times in personal and professional contexts.
Outcome	Comprehensive understanding of the position of fashion media and communication in global fashion systems and its potential as an agent of change.
Outcome	Critical engagement with the principles of climate, racial and social justice in the context of fashion and fashion media and communication.
Outcome	An ability to apply appropriate research methods and skills to identify solutions to problems and evaluate the impact of your work in the context of positive change in and through fashion.
Outcome	An ability to apply a range of creative, technical and professional fashion communication skills that will prepare you for a variety of careers in the fashion and related industries.
Outcome	An ability to situate your practice within cultural and historical contexts and debates.
Outcome	An ability to engage with the Creative Attributes Framework (CAF) principles as outlined in this document.

Distinctive Features	
1	Fashion communication for social purpose: Critical practice means using the tools of fashion media and communication to create positive change. The course enables you to develop your knowledge of the social, cultural and political dimensions of fashion and fashion media and communication. You will acquire the skills and knowledge needed to navigate uncertainty and work towards climate, racial and social justice in your work.
2	Impact: The ability to produce and measure social impact is increasingly important in an evolving and more ethically driven fashion Industry. You will learn how to produce critical fashion communication outcomes, be supported to test out your work on audiences and use a variety of methods to assess the impact of your work. This is an essential skill for ethical change-makers in fashion and adjacent industries.
3	Community and Knowledge Exchange: We are part of East Bank, the UK's newest cultural quarter at the heart of the Queen Elizabeth Olympic Park. It is a unique collaboration between cultural institutions, world leading universities and the people of the Olympic boroughs. During your course you will be given the opportunity to work with internal and external partners and communities in East London and beyond. We work on projects with our partners in East Bank, UAL research centres and institutes such as the Centre for Sustainable Fashion, local schools and colleges as well as progressive fashion brands and global activist organisations.
4	Programme community: The course sits within the Fashion Communication Programme in the School of Media and Communication, alongside: BA (Hons) Creative Direction for Fashion, BA (Hons) Fashion Journalism and Content Creation and BA (Hons) Fashion PR and Communication. You will have the opportunity to work with staff and students from these courses in each year of study. This means you will benefit from expertise across the fashion communication disciplines, have the opportunity to network with peers and staff as well as be a participant in our vibrant community of practice.

## Course Diagram

S=summative assessment

E1, E2=summative element assessment

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## Course Detail

### Introduction:

BA (Hons) Critical Practice in Fashion Media is a distinctive fashion media and communication course that understands fashion as a powerful tool through which to critically engage, confront and intervene in the most urgent issues facing us today. Critical practice means using the tools of fashion media and communication to create positive change with a focus on social, racial and climate justice.

In the first year of the course, you will learn how fashion activists and critical practitioners across the globe use fashion media and communication to influence audiences and produce meaningful change. You will develop skills in storytelling, futures thinking and speculation and have the opportunity to experiment with writing, content creation and emerging media.

The focus of the second year is to learn how to set objectives for change and develop methods for measuring the impact of your work on local communities and audiences. In addition, you will be given the option to undertake a work placement to see first-hand how the fashion and associated industries are managing change.

In the third year you will combine the creative, technical and strategic skills gained in years 1 and 2 to research, develop and realise an independent Critical Practice project. The aim of the project will be to produce meaningful change in or through fashion in the context of climate, racial and/or social justice. You have the option to undertake your independent Critical Practice project in the form of a business plan supported by staff in the Business School.

In each year of the course you will support your work using cultural and historical frameworks led by staff from the Cultural and Historical Studies team.

### Diploma in Professional Studies (DiPS):

Between years 2 and 3, you can undertake the year-long Diploma in Professional Studies Placements, which is an accreditation awarded by University of the Arts London. This will give you an opportunity to undertake a placement with either one company for the entire academic year or divide this time between a maximum of three placements. During the placement/s, you will experience the pace, atmosphere and discipline of working in industry through involvement in the day-to-day activities of a creative business.

### Careers:

Graduates of the course are suited to traditional communication roles such as writers and editors, content creators and social media managers as well as roles that focus specifically on change, such as learning and impact co-ordinators, inclusion and diversity leads, sustainability strategists, campaign managers, and roles within policy and advocacy. Graduates can expect to gain roles in a spectrum of employers from third-sector organisations, in corporate social responsibility as well as in fashion brands with change-making goals.

### Climate, Social and Racial Justice:

UAL is committed to ensuring that your skills are set within an ethical framework and are working to embed UAL's Principles for Climate, Social and Racial Justice into the course.

### What to Expect:

**Fashion communication for change:** Learn how to engage and influence audiences through fashion and use storytelling to produce positive change.



**Diverse Teaching Methods:** Attend lectures, seminars, workshops, open studios, tutorials and peer-led activities which are structured to allow for part-time work and work-experience opportunities.

**Collaboration:** Participate in cross-course collaboration to experience content beyond your discipline and network with students from other courses.

**Specialist support:** Learn from a course team of academic experts and industry guests and benefit from language, academic and employability support throughout your studies.

**State-of-the-art facilities:** Taught at LCF's East Bank campus, you'll have access to our extensive library, specialist equipment, media stores and take part in specialist technical workshops.

## Course Units

You will be required to complete 360 credits at levels 4, 5, and 6 to be awarded the BA (Hons) Critical Practice in Fashion Media.

After achieving 120 credits at level 4 you can opt to be awarded CertHE.

After achieving 240 credits (to incl. minimum of 120 at level 5) you can opt to be awarded DipHE.

After achieving 360 credits (to incl. minimum of 120 at level 5 and 120 at Level 6) you will be awarded BA (Hons).

## Stage 1 (Level 4)

The units you will study in Year 1, Stage 1, Level 4 are as follows:

### Introduction to Fashion Communication

You will be introduced to your course, its subject specialism and effective learning at undergraduate level. You'll learn the practices and knowledge base needed to understand your discipline and develop skills for independent & collaborative learning, reflection and self-development.

### Fashion Activism

Explore change-making and activist practices in fashion and understand how critical practitioners have harnessed fashion to make positive social change. You'll develop a range of technical skills (such as photography, moving image, typography and layout and software for social media) to produce inclusive fashion media and communication outcomes in relation to climate, racial and social justice.

### Fashion Cultures and Histories

You'll take a philosophical and theoretical approach to the study of fashion and its role in representing and communicating identity. Understand key ways of thinking about fashion across its cultural, historical, social and political contexts. Engage in debate and analysis of fashion as a key marker of social and cultural change and a means of understanding the relationship between individuals and communities.

## **Storytelling for Change**

Use fashion as a starting point to speculate and tell stories which connect with others and initiate meaningful change associated with climate, racial and social justice. You will explore a variety of narrative tools and techniques as well as experiment with different storytelling media.

## **Fashion Communication: Community of Practice**

Develop your understanding of the fellow disciplines in the Fashion Communication programme. Consider how this community of practice can contribute to a more socially conscious future and produce a proposal for a project that promotes change making through collaboration.

## **Stage 2 (Level 5)**

The units you will study in Year 2, Stage 2, Level 5 are as follows:

### **Critical Issues in Fashion Research**

Expand your critical understanding of fashion in a global context and examine emerging debates in fashion research. You'll engage in collaborative research around current and emerging cultural issues and be guided through researching and writing about fashion across its social, historical, political and cultural contexts, building on the first-year unit Fashion Cultures and Histories. You'll develop your own independent research path and interests.

### **Proposal for Change**

Formulate achievable strategies for change relating to fashion. Building on the speculative work you did in the previous unit at the end of Year 1, you will generate insights based on primary research with communities connected to London College of Fashion. Creatively present your research with the aim of producing positive change aligned with UAL's climate, racial and social justice principles.

### **Fashion Communication: Situating Your Practice**

Explore and develop your fashion communication identity and position yourself within the professional fashion eco-system. You will examine the possibilities available to you now and in the future and determine the skills you need to develop your practice and professional profile. You will consider how your work has purpose, addressing your motivations and values.

### **Fashion Communication: Professional Practice**

**You have an option to choose:**

#### **Placement**

Undertake a short- term placement in industry which is suitable for your own development and career aspirations. The Graduate Futures Placement Team provides support to get a placement and you can directly apply to companies.

#### **Portfolio**

Experiment with creative practice and develop an outcome for your portfolio in response to an industry brief. Using a process of design principles you will define, ideate, and test your ideas with an external audience in mind. There will be support throughout from both academic and industry practitioners.

### **Fashion Activation**

Contribute to a critical fashion 'activation' that aims to produce positive change relating to climate, racial and/or social justice in an identified audience. Develop skills, tools and methods to understand and assess the impact of your work on this audience. You will design and produce a report that evaluates the outcome and provides evidence of its impact.

## **Optional Diploma Year**

### **CCI Creative Computing**

Between years 2 and 3, you can undertake the year-long Diploma in Creative Computing. This will develop your skills in creative computing alongside your degree. After successfully completing the diploma and your undergraduate degree, you'll graduate with an enhanced degree: BA (Hons) Critical Practice in Fashion Media (with Creative Computing).

### **CCI Apple Diploma**

Between years 2 and 3, you can undertake the year-long Diploma in Apple Development. This will give you an opportunity to become an accredited apple developer alongside your degree. After successfully completing the diploma and your undergraduate degree, you'll graduate with an enhanced degree: BA (Hons) Critical Practice in Fashion Media (with Apple Development).

### **Industry DIPS**

This optional diploma can be taken between years 2 and 3. With support from your tutors, you'll undertake an industry placement for a minimum of 100 days/20 weeks. As well as developing industry skills, you'll gain an additional qualification upon successful completion.

### **Enterprise DIPS**

This optional diploma can be taken between years 2 and 3. With support from your tutors, you'll undertake an enterprise placement year where you will explore a business idea from proposal to minimal viable product (MVP). As well as developing enterprise skills, you'll gain an additional qualification upon successful completion.

## **Stage 3 (Level 6)**

The units you will study in Year 3, Stage 3, Level 6 are as follows:

### **Research and Development for Critical Practice**

Perform primary and secondary research to inform a project proposal that you will produce during the Critical Practice unit in Block 2. You will explore a current issue or debate relating to fashion and its audiences in the context of positive action towards climate, racial and/or social justice. Your proposal will include a research question or theory of change statement.

### **Creative Industries: Theories and Practices**

In this unit, you'll complete an independent research project and engage with industry professionals to learn about current debates and issues that shape and inform cultural production across media, communication and performance. You'll be encouraged to respond to these debates in the form of an extended essay with supporting research materials. This unit will equip you with critical thinking, literacy and communication skills for both academic and professional contexts.

### **Fashion Communication: Practice and Research**

Explore an area of interest in Fashion Communication by combining your creative practice with a theory and process led enquiry. Your chosen topic should relate to your field of practice, addressing contemporary and critical debates. You'll learn about practice-based research, define a research area, and respond to it, testing your ideas in preparation for the Critical Practice unit, through a creative process and academic writing.

### **Critical Practice**

Using your research findings and the research question/s identified in the Research and Development unit, you will develop, produce and document a substantial critical fashion media/communication outcome and an evaluative commentary or report. Your outcome should aim to produce meaningful change in or through fashion in the context of climate, racial and/or social justice.

### **Professional Presentation**

Consolidate your learning and prepare for future employment or postgraduate opportunities. Reflect on your career goals to position yourself and your work for future professional contexts. You will be supported by tutors and creative practitioners to select appropriate media and platforms to creatively and professionally present you and your work.

A 20 credit unit is approximately equivalent to 200 hours of learning time, which includes a mixture of taught time, independent study and assessment.

All students are entitled to a tutorial package that consists of:

- one induction tutorial (group or one to one)
- one tutorial per block for the duration for their course of study at LCF
- group tutorials as required
- an appropriate level of confidentiality.

### **Learning and Teaching Methods**

The assessment programme is designed to follow the learning and teaching methods which are employed to support the integrated achievement of the course outcomes:

- Demonstrations and workshops;
- Technical workshops;
- Lectures;
- Group discussions and team working;
- Self-directed study

- Simulated work briefs and work placements;
- Group and individual tutorials;
- Seminars;
- Work in progress sessions;
- Supported studio time;
- Panel discussions.

## Assessment Methods

The following assessment methods are employed to assess the achievement of learning outcomes in an integrated approach:

- Set projects, external or simulated projects;
- Research development;
- Portfolio development;
- Written reports;
- Peer and self-evaluation;
- Essays and written evaluations;
- Presentations;
- Extended essay.

## Reference Points

The following reference points were used in designing the course:

- FHEQ <http://www.qaa.ac.uk/en/Publications/Documents/Framework-Higher-Education-Qualifications-08.pdf>
- UK Quality Code: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code>
- QAA subject benchmark statements: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-qualitycode/subject-benchmark-statements>
- UAL Learning, Teaching and Enhancement Strategy 2015-2022: <https://myintranet.arts.ac.uk/media/arts/about-ual/teaching-and-learning-exchange/2015---2022-Learning,-Teaching-and-Enhancement-Strategy.pdf>
- UAL Assessment Strategy: <https://myintranet.arts.ac.uk/staffonly/ual-strategy-2015-22/>
- UAL Creative Attributes Framework: <http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-andemployability/creative-attributes-framework/>
- UAL Tutorial Policy: <http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy/>

*The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting*

*body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable*