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APPROVED

MSc Psychology of Fashion

Awarding Body	University of the Arts London
College	London College of Fashion
School	University of the Arts London
Programme	LCF Science Programme(L017)
Course AOS Code	LCFMSAPFF02
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Method	Face to Face
Duration of Course	1 year
Valid From	September 1st 2025
Collaboration	N/A
UAL Subject Classification	Business & management, and science
UCAS Code	N/A
PSRB	British Psychological Society
Work placement offered	N/A
Course Entry Requirements	The standard entry requirements for this course are as follows: • An Honours degree at 2.1 or above in any Arts and Humanities or Science subjects. • OR equivalent qualifications; Note: As a BPS-accredited conversion programme, this course does not operate Accreditation of Prior (Experiential) Learning. **English Language Requirements** IELTS level 7.0 with a minimum of 6.0 in reading, writing, listening and speaking. Please check our main English

	[Language Requirements]().
Selection Criteria	The course seeks to recruit students from diverse socio-economic and cultural backgrounds, and welcomes applications from mature students. The course team seeks to recruit students who can demonstrate: • the potential to develop their practical and critical abilities through academic study; • critical knowledge of a subject area; • a capacity for intellectual enquiry and reflective thought; • an openness to new ideas and a willingness to participate actively in their own intellectual development; • initiative and a developed and mature attitude to independent study.
Scheduled Learning and Teaching	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: https://sits.arts.ac.uk/urd/sits.urd/run/siw_lgn Click on the "Scheduled Learning and Teaching" tab on the home screen when you have logged in using your UAL details.

Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Postgraduate Certificate (Exit Only)	60
Postgraduate Diploma (Exit Only)	120
Master of Science	180

Scheduled Learning Split by Level	
Level 7	13%
Total Scheduled Learning Split	**13%**

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To enable you to develop psychological literacy, namely the capacity to apply concepts (including ethical issues) from core areas within psychology (e.g., biological psychology, cognitive psychology, developmental psychology, individual differences, & social psychology) in the context of understanding general fashion-related behaviours and the fashion and creative industries.
Aim	To enable you to develop data literacy, namely the ability to adopt a data-orientated and evidence-based approach to understanding the cognitive and affective processes underlying human decisions and behaviours in the context of the fashion and creative industries.
Aim	To support you in developing an extensive set of transferable skills, including data communication, critical thinking, teamwork, data collection and analysis.
Aim	To develop your ability to apply psychological theory and empirical evidence to address issues relating to climate, racial and social justice in the context of the fashion and creative industries.
Aim	To provide an opportunity for you to develop personally and professionally at the postgraduate level and within your chosen specialism.
Outcome	Demonstrate a critical awareness of issues and developments in psychology relevant to the fashion and creative industries.
Outcome	Apply psychological theory and empirical evidence to tackle climate, racial and social justice issues within the fashion and creative industries.
Outcome	Apply advanced research skills to critically appraise existing related research to identify novel topics of investigation.
Outcome	Apply knowledge and understanding of a comprehensive range of qualitative, quantitative, and mixed research methods, and be able to select appropriate methods as required.
Outcome	Apply advanced analytical skills to collect data and interpret research findings.
Outcome	Present succinct and coherent arguments concerning the application of psychology to the fashion and creative industries, appropriately tailored to both expert and general audiences.
Outcome	Apply the knowledge, skills and values that underpin psychological literacy to real-life contexts.

	Distinctive Features
1	A conversion course in applied psychology, designed for those with no prior psychology qualifications or for those looking to apply their psychology knowledge further in the context of the fashion and creative industries.
2	Accredited by the British Psychological Society (BPS), this course enables you will be eligible for BPS Graduate Membership with the Graduate Basis for Chartered Membership (GBC) upon completion.
3	Immersed in a creative and fashion-focused environment, the course offers unique opportunities for collaborations with the industry and other graduate students in the Fashion Business School and the broader LCF community.
4	The innovative and research-informed curriculum presents a synthesis of core psychology subject domains and current challenges in fashion and society.

Course Diagram

MSc Psychology of Fashion – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.
S=summative assessment
E1, E2=summative element assessment

LEVEL 7																																												
BLOCK 1															BLOCK 2															BLOCK 3														
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
Experiencing Fashion: Research Methods and Approaches (20 credits)													S																															
Fashion Consumer Psychology and Sustainability (20 credits)													S																															
Personality and Individual Differences (20 credits)														S																														
																			PG Elective Units (20 credits)								S																	
															Cognition and Creativity (20 credits)												S																	
															Data Analysis for Behavioural Research (20 credits)					E1								E2																
																													Master's Project Psychology (60 credits)												S	

Course Detail

The MSc Psychology of Fashion is a conversion course and is accredited by the British Psychological Society (BPS). It provides a postgraduate qualification for those who either have a first degree in another subject area or a degree in psychology and wish to further their psychology studies in the context of fashion and the broader creative industries. The course also welcomes those with a BPS-accredited psychology degree who wish to extend and apply their psychology knowledge in the broad context of the fashion and creative industries.

The MSc Psychology of Fashion course is described by the British Psychological Society (BPS) Education and Public Engagement Board as a "really impressive and innovative programme", and, on its inception, was joint winner of the 2016 BPS Award for Innovative Accredited Psychology Programmes.

This course provides the critical insight into human behaviour needed to understand and improve the human aspects of the business and management of fashion and the creative sector. It emphasises the application of psychology to positively enhance the industry's impact on its workforce, consumers, and the environment. Furthermore, the scientific discipline of psychology will equip you with a rich and diverse portfolio of skills and knowledge including relevant skills in research, data analysis (including the use of software), information synthesis, communication, and research ethics. The course will encourage you to become confident in solving complex problems and work effectively both in teams and independently to make a real difference in the world of fashion, business, and the broader creative industry.

As a graduate of this MSc course, you will possess skills and attributes sought by employers in many different roles, giving you a distinctive edge in the fashion and related industries. Graduates from this course have progressed to positions such as market researchers, consumer insights/behaviour analysts, project managers, PhD researchers, as well as several entrepreneurs who have established their own businesses.

Climate, Racial and Social Justice Principles

We are committed to developing ethical practices. To achieve this, we are working to embed UAL's Principles for Climate, Racial and Social Justice into the course.

Course Units

Units for the Award of MSc Psychology of Fashion:

Block 1

- **Experiencing Fashion: Research Methods and Approaches (20 Credits)**

This unit provides an overview of the range of research methods, approaches, and tools used in psychology to understand how people experience fashion. By applying psychological research to the fashion and creative industries, you will understand the relationship between theory and practice, and the multi-faceted impact of psychological research. You will also

learn about philosophy and ethics in research and develop the skills necessary for designing robust research.

- **Fashion Consumer Psychology and Sustainability (20 Credits)**

This unit introduces you to concepts of consumer behaviour and psychology through an investigation of how and why we buy fashion goods and services. You will investigate how consumer identity is formed and develop your understanding of fashion psychographics and cross-cultural values, and how these may inform fashion marketing practices. You will apply market research methods and evaluate consumer behaviour in different parts of the world and will appraise existing business practices and offer realistic solutions with sustainable development in mind.

- **Personality and Individual Differences (20 Credits)**

This unit focuses on personality and other individual differences that make us who we are and influence our emotions, cognitions, and behaviours. In the unit, you will explore personality and the self from a developmental perspective, recognising that they are situated in our social and cultural context. You will discuss the value and limitations of psychometric assessment. You will use your knowledge to understand how individual differences are related to our interactions with dress, fashion, and the fashion industry. The focus will be on applying psychological concepts and methods to enhance individuals' relationship with fashion, as well as the fashion industry's impact on society and the environment.

Block 2

- **Data Analysis for Behavioural Research (20 Credits)**

In this unit, you will learn more advanced techniques of qualitative data analysis and a variety of tests that can be used to analyse quantitative data and answer research questions. For this purpose, you will use software like SPSS or equivalent data analysis software and will learn how to use specialist online data collection tools. With the rise of technology and big data usage across all industries including fashion, the ability to understand and work with data and communicate the findings in an accessible format is a highly desirable skill.

- **Cognition and Creativity (20 Credits)**

In this unit, you will study human development, biological bases of cognitive processes and existing theories of perception, thinking, reasoning, decision making and communication. You will explore how people make sense of the world and how cognitive psychology theories

apply in the context of fashion and the creative sector. In addition, this unit will cover the origins and evolution of creativity and explore how creativity can be enhanced. This unit will apply psychological theories and methods in the context of fashion and evaluate how these can be effectively communicated to various audiences.

- **PG Elective Units (20 Credits)**

Students will have the opportunity to participate in an elective unit as part of this course. This is an opportunity for students to collaborate with students from other courses within the college.

The following is an example list of electives that have been previously delivered:

- Creative Decision Making for Fashion Enterprise
- Cultural Programming
- Fashion Politics and Cultures
- Fashion Practices for Social Change
- Fashion Together: Collaboration for Innovation

Please note:

- Elective unit titles and details of the unit may change year to year
- Elective units offered may change year to year, that is, unit listed above may or may not be offered in subsequent years
- Students participate in a bidding process for choosing electives and participation in any particular elective is not guaranteed

Block 3

- **Master's Project Psychology (60 credits)**

This is the final stage of your course and is central to achieving the course aims. The project provides you with the space to synthesise all the knowledge and skills you have gained on the course. You will identify and develop a novel opportunity for your research to expand the existing knowledge and understanding of the role psychology plays in the fashion and creative industries. Your project should evidence originality in the nature of the primary material, technical experimentation, or the application of challenging theoretical perspectives. Your project will be self-directed and you will negotiate the shape and direction of your project at the outset with your supervisor. Upon completion of your project, you will have generated a high-level masters' quality dissertation that will showcase your academic literacy, research skills, creativity in research dissemination, and the professional standards that will act as a platform for your future career and professional development.

The credit framework conforms to the University of the Arts London framework in which the unit of credit is 20 credits (equivalent to 200 hours of yourstudy time). All credits on the master's programme are at postgraduate level 7. The course is divided into three 15-week blocks. The first block is 60 credits and those who successfully complete this block are eligible for the award of a PG Cert. The second block is a further 60 credits and those who complete blocks 1 and 2 are eligible for the award of PG Dip. The third and final block is the Master's Project. This is a 60-credit unit and those who successfully complete this block are eligible for the award of MSc Psychology of Fashion.

Learning and Teaching Methods

The following learning and teaching methods are employed to support the integrated achievement of the course outcomes:

- Lectures
- Seminars
- Workshops
- Team-based discussions
- Presentations

Assessment Methods

The range of summative assessment methods used may include policy report, research dissemination, research reports, portfolio, and dissertation.

You are also given formative assessments for which you will receive peer or tutor-generated feedback. The range of formative assessment methods may include quizzes, group or individual presentations, team-based discussions, workshops, and reflective statements.

Each new research project requires you to obtain ethical clearance prior to the start of the data collection. This requirement is mandatory and is in accordance with the British Psychological Society regulations. Failure to obtain ethical clearance will result in failure of assessment.

A Masters Degree is awarded on successful completion of 180 credits with all units passed at Grade D- (equivalent to 40%) or above. The master's degree classification will be based on the letter grade achieved for the Masters project only.

BPS Graduate Basis for Chartered Membership is conferred on successful completion of 180 credits, including Master's Project Psychology.

Reference Points

The following reference points were used in designing the course:

- The UAL and College Learning and Teaching Strategy https://www.arts.ac.uk/about-ual/teaching-and-learning-exchange/strategy
- BPS Standards for the accreditation of undergraduate, conversion and integrated Masters programmes in psychology https://www.bps.org.uk/news/undergraduate-conversion-and-integrated-masters-accreditation-standards-open-public

- Subject Benchmark Statement QAA: Psychology https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements/subject-benchmark-statement-psychology
- Creative Attributes Framework https://www.arts.ac.uk/about-ual/teaching-and-learning-exchange/careers-and-employability/creative-attributes-framework

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