

ual:

APPROVED

BA (Hons) Creative Direction for Fashion

Awarding Body	University of the Arts London
College	London College of Fashion
School	University of the Arts London
Programme	LCF Fashion Communication Programme(L018)
Course AOS Code	LCFBACDFS01
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Method	None
Duration of Course	3 years
Valid From	September 1st 2025
Collaboration	N/A
UAL Subject Classification	Fashion communication
UCAS Code	W290
PSRB	N/A
Work placement offered	Yes
Course Entry Requirements	<p>The standard minimum entry requirements for this course are:</p> <p>One or a combination of the following accepted full level 3 qualifications.</p> <ul style="list-style-type: none">• 112 UCAS tariff points from two or more A Levels (preferred subjects include Art, Design, English, and Maths);• a Distinction Foundation Diploma in Art and Design;• Distinction, Merit, Merit at BTEC Extended Diploma preferred subject Art & Design;• Merit at UAL Extended Diploma;• Access Diploma or 112 new UCAS tariff points from the Access to HE Diploma;

	<ul style="list-style-type: none"> • 112 new UCAS tariff points from a combination of the above qualifications or an equivalent full Level 3 qualification; • or equivalent EU or non-EU qualifications such as International Baccalaureate Diploma at 25 points minimum; • and three GCSE passes at grade A*-C or grade 9-4. <p>Entry to this course will also be determined by assessment of your portfolio.</p> <p>APEL (Accreditation of Prior (Experiential) Learning)</p> <p>Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> • 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>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>English Language Requirements</p> <p>IELTS level 6.0 with a minimum of 5.5 in reading, writing, listening and speaking. Please check our main English Language Requirements.</p>
Selection Criteria	<p>The course team seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> • A broad interest in fashion, visual imagery and an awareness of technology; • An understanding of the need for a critical and analytical approach to the area of study; • An approach suited to the demands of the course and the projected career futures.
Scheduled Learning and Teaching	<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>https://sits.arts.ac.uk/urd/sits.urd/run/siw_lgn</p>

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
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	18%
Level 5	19%
Level 6	13%
Total Scheduled Learning Split	16%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Facilitate your understanding of the contemporary and global practice of creative direction in the context of fashion communication.
Aim	Develop and advance your proficiency in the production of original, imaginative and speculative pieces of communication design for fashion using a range of techniques, media and digital technologies.
Aim	Through varied and appropriate research and storytelling methods, you will contextualise the practice of creative direction.
Aim	Ensure your ability to situate your practical fashion communication outcomes in terms of cultural, social, racial, and planetary concerns.
Aim	Build your confidence in communicating effectively in written visual and verbal communication both individually and in collaborative group settings.
Aim	Develop your transferable skills such as project planning and time management and capacity to undertake professional opportunities or further study.
Outcome	Identify and evaluate a wide range of academic and cultural sources related to the contemporary practice of creative direction for fashion.
Outcome	Gain familiarity with a range of techniques, media and digital technologies currently in use within the creative industries and fashion communication.
Outcome	Develop skills in researching, experimentation and prototyping of your ideas using a process of ideation, design thinking and testing.
Outcome	Develop technical proficiency in the production of imaginative and innovative pieces of communication design for fashion using a range of media.
Outcome	Confidence in communicating your ideas in written, visual and verbal form both individually and as part of a group.
Outcome	An ability to work effectively with other creative practitioners towards the realisation of your creative vision across a range of media.
Outcome	Integrate and situate your practice within cultural, social, racial and planetary and historical contexts and debates.
Outcome	Personal and professional development through reflection, planning, self-direction, subject engagement, co-creation and commitment.

Distinctive Features	
1	Innovative: You will explore transdisciplinary practices and creative activations from a range of fields including image making, cultural programming, experiential design, whilst maintaining a broad skillset across fashion communication.
2	Employability: You will learn about and experience professional roles relevant to fashion communication and creative direction, from communication designer through to strategic forecaster and creative director. You will have an opportunity to improve your professional practice through a placement unit or a DiPS (Diploma in Professional Studies) year between your second and third academic year.
3	Expertise: You will be taught by practitioners and academics with relevant industry experience from diverse sectors of fashion and adjacent creative industries. The curriculum is agile and context-driven and supported by research and staff expertise in digital and visual culture, new technologies and media.
4	Practical and Emerging Technologies: Embedded and co-delivered technical delivery alongside optional and specialist workshops allows you to develop diverse and practical skills. You will engage with current, emerging and advanced technologies, softwares and digital platforms.
5	Professional Links: The course is uniquely positioned to leverage the influence of a dynamic London-based and wider UK network of staff, industry and alumni, whilst also allowing opportunities to engage and network with global thought-leaders. Cultural perspectives reflect the diversity of our academics and student cohorts. The course prides itself on providing opportunities for you to meet, connect and learn from experts in the field of fashion communication.
6	Situation: The course is situated in the Fashion Communication Programme, which provides a wealth of opportunities for cross course teaching and knowledge sharing. Cultural & historical studies will provide further scope for theory and research.
7	Location: Situated in London's East Bank, the course is afforded numerous opportunities for Knowledge Exchange, owing to the unique cultural landscape of its cross-sector locality. Equally, the open plan nature of London College of Fashion's architecture provides students with improved collaborative and networking opportunities with both internal and external stakeholders and internal showcasing.

Course Diagram

BA (Hons) Creative Direction for Fashion— PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 4 – Stage 1																																
BLOCK 1																BLOCK 2																
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		
Introduction to Fashion Communication (20 credits)				S																												
				Creative Contexts (40 credits)										S																		
																	Fashion Cultures and Histories (20 credits)					S										
																					Experiential Narratives (20 credits)					S						
																	Fashion Communication: Community of Practice (20 credits)			S												

[illegible]

[illegible]

OPTIONAL DIPLOMA YEAR – LEVEL 5

LEVEL 6 – Stage 3																													
BLOCK 1															BLOCK 2														
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
Context for Communication Project (20 credits)							S																						
Elective: Creative Industries: Theories and Practices (40 credits)												S																	
		Elective: Fashion Communication: Practice and Research (40 credits)										S																	
															Communication Project (40 credits)			S											
																				Professional Presentation (20 credits)			S						

Course Detail

Introduction

BA (Hons) Creative Direction for Fashion leverages innovation, trans-disciplinary media and cultural context to push the boundaries of fashion communication. The course is agile in its approach to creating and learning, with a distinct focus on concept informed by process. You will be encouraged to experiment and create strategic, future-facing work addressing cultural concerns and social, racial and ecological justice.

Using the skills of communication design, interface design, cultural programming and speculative design, you will be equipped to identify, anticipate and respond to communication opportunities as strategic thinkers and skilled communicators for our ever-changing fashion communication landscape.

What to expect

- **An experimental learning approach:** Explore established and emerging disciplines and media including still and moving image, AI/AR/VR, sound, speculative design, spatial and experiential design and collaborative practice.
- **Diverse teaching methods:** Content is delivered through a combination of lectures, seminars, open studios, peer-led asynchronous activities and tutorials, which are structured to allow for part-time work and work-experience opportunities.
- **Exposure to industry:** Enhance your professional network by working with internal and external partners, completing industry placements, and hearing from renowned guest speakers.
- **Explore new and emerging digital technologies:** Engage with emerging digital technologies and identify innovative opportunities for how they can be used within the fashion media and communication industry.
- **Specialist support:** Learn from a course team of industry experts and benefit from language, academic and employability support throughout your studies.
- **Collaboration:** Participate in cross-course collaborative units to experience content beyond your discipline and network with students from other courses.
- **Gain a holistic view of fashion communication:** Explore the discipline from a theoretical, cultural, social and business perspective as part of the Fashion Cultures and Histories units.

Work experience and opportunities

You will engage with live industry briefs and knowledge exchange projects during your degree. You will have an opportunity to undertake an optional short term work placement or undertake a year long DiPS placement between the second and final year of the course. Both will enhance your employability by offering valuable experience and contacts within the industry.

Mode of study

BA (Hons) Creative Direction for Fashion runs for 90 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 30 weeks.

Climate, Social and Racial Justice

The course is committed to embedding UAL's Principles for Climate, Social and Racial Justice.

Course Units

Level 4

In the first year of the course, you will be introduced to the foundational skills of fashion communication and creative direction.

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

- Introduction to Fashion Communication (20 Credits);

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.

- Creative Contexts (40 Credits);

You will explore foundational practices and skills essential to the creative direction practice, such as research, experimentation and collaboration. You will be introduced to contemporary design principles and concepts and use these to develop meaningful creative assets through conceptual and practical application.

- Fashion Cultures and Histories (20 Credits);

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.

- Experiential Narratives (20 Credits);

You will explore the convergence of digital and physical environments and experiences for audiences. You will be introduced to change-making principles and ethics of inclusive storytelling for emerging areas of fashion communication. Working independently and with peer support, you will produce a prototype for an immersive platform or experience to facilitate greater diversity, inclusivity and accessibility.

- Fashion Communication: Community of Practice (20 Credits)

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.

In Stage 1 you are required to complete 120 credits at level 4 in order to progress to Stage 2.

Level 5

The second year builds on these core skills by inviting you to situate them within an applied context: designing of community experiences, strategic thinking and speculative design, and the mobilising and communicating of appropriate creative responses to racial, social and planetary concerns.

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

- Critical Issues in Fashion Research (20 Credits);

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.

- Critical Communities (20 Credits);

Explore the conceptual and practical competencies of event curation, community-building and cultural programming through a creative direction lens. You will research the needs of an identified critical community, addressing ecological and social justice concerns and respond by conceptualising a cultural programming event, activation or start-up which could include spatial; sound; and art design for place-making.

- Fashion Communication: Situating Your Practice (20 Credits)

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 Placement/Portfolio (20 Credits)

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.

- Future Directions (40 Credits).

In this unit, you will explore the intersections of strategic problem-solving, innovation and speculation. You will be introduced to foresight and world-building methodologies and use these to envision and present compelling and necessary future contexts for fashion. You will use your individual and collaborative skills in image-making, moving-image production, curation and community engaged practice to work towards social, racial and climate justice for the future.

In Stage 2 you are required to complete 120 credits at level 5 in order to progress to Stage 3.

Optional Diploma Year

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.

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) Creative Direction for Fashion (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) Creative Direction for Fashion (with Apple Development).

Level 6

The third year consolidates these skills and expands them further by enabling you to identify, develop, and realise your own creative and strategic practice through extended research-driven and practice-led projects. Finally, you will bring your body of work together to build your own portfolio.

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

- Context for Communication Project (20 Credits);

You will explore a research topic of your own choosing and engage critically with a variety of primary and secondary research methods. You will identify a suitable contextual direction in alignment with your personal practice and professional/academic ambitions. You will analyse, evaluate and present structured context which will inform the next unit, Communication Project.

- Communication Project (40 Credits);

In this unit, you will bring together the core competencies, methods and processes developed during your time on the course – filtered through our own creative direction practice. You will use context formed in the previous unit to define the terms of a personal communication project. You will ideate, prototype and produce a portfolio piece or pieces in response to your individual brief or research question. You must evidence original ideas, new insights, technical proficiency and project management.

- Professional Presentation (20 Credits);

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, alumni and creative practitioners to select appropriate media and platforms to creatively and professionally present you and your work.

- Creative Industries: Theories and Practices (40 Credits) or Fashion Communication: Practice and Research (40 Credits)

You have the option to choose:

- Creative Industries: Theories and Practises (40 Credits)

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.

or

- Fashion Communication: Practice and Research (40 credits)

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.

In Stage 3 you are required to complete 120 credits at level 6.

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:

- Lectures;
- Group seminars;
- Tutorials – individual, group and expert;
- Workshops;
- Practical demonstrations;
- Peer-to-peer learning and feedback;
- Group presentations;
- Pitching;
- Guest speakers;
- Case study presentations;
- Self-directed study;
- Screening sessions;
- Placements;
- Panel discussions;
- Technical delivery;
- Knowledge Exchange;
- Blended Learning.

Assessment Methods

The following assessment methods are employed to assess the achievement of learning

outcomes in an integrated approach:

- Project audits (record of process and experimentation);
- Proposals for creative concepts;
- Visual transdisciplinary outcomes;
- Project visualisations;
- Trend reports;
- Academic essays;
- Reflective writing;
- Group presentation and pitching;
- Individual presentations.

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-quality-code/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-and-employability/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