



MA FASHION COMMUNICATION: FASHION IMAGE



MA Fashion Communication: Fashion Image

Awarding Body	University of the Arts London
College	Central Saint Martins
School	M School
Programme	CSM Fashion (L028)
Course AOS Code	CSMMAFCPF01
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Method	Face to Face
Duration of Course	1 year
Teaching Weeks	45 weeks
Valid From	2025/26
Collaboration	N/A
UAL Subject Classification	Fashion Communication
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	<p>The standard entry requirements for this course are as follows:</p> <ul style="list-style-type: none"> • First-class or upper second-class honours degree from similar BA courses in fashion communication or alternatively from associated design courses such as Communication Design, Illustration,

	<p>Photography and Fine Art</p> <ul style="list-style-type: none"> • Or an equivalent EU/international qualification. <p>AP(E)L – Accreditation of Prior (Experiential) Learning</p> <p>Exceptionally applicants who do not meet these course entry requirements may still be considered. 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 <p>Or a combination of these factors.</p> <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 6.5 or above, with at least 5.5 in reading, writing, listening and speaking (please check our main English language requirements webpage).</p>
Selection Criteria	<p>We select applicants according to potential and current ability in the following areas:</p> <ul style="list-style-type: none"> • High level of creativity and a clear vision to hone this further • Engaging and individual strong visual language • Desire to further challenge and investigate Fashion Communication • Solid knowledge base of both contemporary fashion and its communication • Highly focused visual portfolio of work • Appropriate technical skills and knowledge. <p>What we look for</p> <p>This course is suitable for both recent fashion graduates and practising professionals.</p>

Awards and Percentage of Scheduled Learning Year 1

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

Scheduled Learning Split by Level

Level 7	12%
Total Scheduled Learning Split	12%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To provide you with a postgraduate environment in which you can work independently and collaboratively, extending and expanding your creative abilities to originate and realise work that contributes to current debates in international contemporary fashion communication.
Aim	To equip you to reflect on and evaluate your achievement and position your work within an informed, current, critical framework that considers social and racial justice, intersectionality and climate emergency.
Aim	To instil rigour and resilience to prepare you for high-level professional practice and/or research degree registration.
Outcome	Ready to embark on a professional practice that engages in, and contributes to contemporary international fashion communication.
Outcome	Students will demonstrate evidence of ethical awareness of individual and collective responsibilities and aspirations for contemporary fashion, broader diverse socio-cultural systems, and planetary justice
Outcome	Demonstrate a sophisticated synthesis of research, analytical, practical, technical and reflective skills.
Outcome	Present and communicate complex, original ideas and information successfully to both specialist and non-specialist audiences.
Outcome	Initiate and maintain a range of creative working relationships and networks which are relevant and beneficial to your practice.

	Distinctive Features
1	Vibrant learning community: Engaging in lively subject debates, supported by experienced teachers and extensive external networks, students join a community of fashion communicators with industry-focused projects, providing in-depth study and a breadth of subject experience and awareness.
2	Exploration of new digital platforms: Students explore new democratic cutting edge digital platforms available at CSM, investigating the currency of emergent media while balancing this with knowledge and awareness of more traditional means of communication underpinned with theoretical and historical depth and rigour.
3	Highly creative environment: The course is part of a thriving postgraduate community in a vibrant arts school, offering opportunities to work collaboratively with disciplines outside of fashion, connecting with students from a variety of backgrounds and nationalities, all committed to fashion.
4	A teaching team of high-profile academics and industry professionals: Students benefit from staff and alumni networks and interaction/teaching from members of CSM and UAL Research communities. The curriculum links with industry and builds on existing relationships within the Fashion Programme.
5	Geographical location: Central Saint Martins, situated in King's Cross Knowledge Quarter, one of London's established creative hubs, which offers many rich opportunities for engagement with industry partners

Course Detail

Over the last three decades, fashion has broadened its influence across the creative industries and many art forms. In parallel, new technologies have transformed how the fashion sector communicates with consumers. With the industry in this state of transition, it's more important than ever to analyse the impact of new media and to explore the needs of new consumers. MA Fashion Communication at Central Saint Martins embodies these paradigm changes.

- **Explore the discipline through new, cutting-edge digital platforms and media as well as more traditional modes of communication.** The course helps you to develop the professional skills to join the next generation of fashion theorists, analysts, writers, journalists, image-makers and visual communicators. We invite you to apply a creative approach to the platforms through which you produce your work and help you to anticipate and respond to fluid, fluctuating global communication channels.
- **MA Fashion Communication offers three pathways.** Fashion Journalism focuses on writing, editing and digital media, while Fashion Histories and Theories offers an academic approach to the study of fashion. Fashion Image is for innovative photographers, film-makers, digital practitioners, and art directors. This pathway examines traditional and new fashion platforms, such as print media and publishing, digital platforms and the ever-changing landscape of mobile technology. You will explore fundamental issues such as authorship and how the industry uses the variety of communication channels available to engage audiences.
- You will develop a full understanding of social justice, the ideas and practices that explore equity and fairness in society and in the fashion industry specifically. Engaging with the concept of social Justice involves challenging deeply embedded structural inequalities arising notably from divisions of race, class, gender, sexuality and ability and actively working to reduce them.
- While much of your time and teaching is concentrated on your pathway study, **there are opportunities to work with your colleagues from other pathways and courses.** This structure reflects the collaborative approach of the fashion industry. Across all pathways, the curriculum focuses both on the realities of the modern industry as well as fashion theory, ensuring your work is informed by current knowledge and debates in your specialist area.
- In the Central Saint Martins Fashion Programme, we work to be at the heart of debate about the future of fashion. Our students are designers, communicators and academics. Teaching is our core purpose and our research and, industry and external relationships enrich our approach. We are committed to reflecting and influencing the sustainable transformation of the industry. Social, racial and climate Justice are our core values and we believe in a fairer world for all. Our outlook is international, inclusive and diverse, reflecting the global nature of our community. We believe we must

constantly challenge ourselves to shape fair and ethical opportunities in fashion. We believe in the power of cooperation, collaboration and partnerships through both analogue and digital experiences.

Course Units

MA Fashion Communication is designed to further progress your specialist skills. The course equips you with the skills needed for employment in the fashion communication industry at the highest level. Strong emphasis is placed on personal and professional development. The curriculum is enhanced by the energy that derives from the fusion of students across three pathways; as such, some (shared) units are delivered to all pathways on the course. You will interact with students from a wide range of backgrounds and cultures. As part of this, you will be expected to learn and problem-solve from their experience as well as your own. You will be expected to build your own relationships and networks externally to the college with the wider industry, taking advantage of the resources within the Kings Cross Knowledge Quarter and those further afield.

At an early point in the course, you will interact with students on the MA Fashion course, learning about the design process and developing your collaborative skills. You will also collaborate with students from the Graduate Diploma in Fashion course and with other Central Saint Martins courses (which may vary from year to year).

Unit 1: Investigation

Unit 1 is devised to challenge your assumptions and broaden your thinking. It will encourage you to develop a greater knowledge of your specialist subject, as well as the international aspects of the fashion communications industry. You will also study fashion and its histories within the context of art and design theory and practice. This will deepen your understanding of the impact of the social, economic and cultural role of fashion in society. You will explore the disciplines, rigour, operational aspects and the inter-disciplinary nature of the fashion industry. You will acquire a commercial and market awareness in order to gain an international perspective.

This is complemented by first-hand observation of how fashion collections are created and how fashion designers work. A project in this unit gives you the opportunity to work collaboratively with MA Fashion designers as they prepare for their show during London Fashion Week or their course-end exhibition. This mutually beneficial project may involve analysis of the designers' collections and the creation of visual or written content as a creative response to their collections.

Unit 2: The Collaborative Unit

Unit 2 runs alongside Unit 1 and provides opportunities for inter- and cross-disciplinary research and practice co-operation with other postgraduate courses.

You will undertake this college-wide collaborative unit during the Spring term. This unit is designed to offer a robust framework for developing practice across the College in relation to our social purpose.

Unit 3: Specialist Major Project – Planning, Preparation and Negotiated Phase

The skills, knowledge and new approaches you acquire during the first three units will support and inform your direction in the planning, preparation and negotiation of your self-initiated Major Project in Unit 4.

Unit 4: Specialist Major Project – Realisation and Presentation Phase

Having completed Unit 3, in the final unit of the course you will fully realise and present your Major Project. On the Fashion Image pathway, the realisation of your project is made up a body of work alongside a supporting workbook containing research, development and realisation.

Important note concerning academic progression through your course: If you are required to retake a unit you will need to cease further study on the course until you have passed the unit concerned. Once you have successfully passed this unit, you will be able to proceed onto the next unit. Retaking a unit might require you to take time out of study, which could affect other things such as student loans or the visa status for international students.

CSM Academic Support is delivered by a team of academics and practitioners working alongside your course to help you progress and achieve your maximum potential as a student. Academic Support can help you to develop your skills in different areas, including critical thinking, research and writing, time management, presentations and working independently and collaboratively. These may be offered as part of your timetabled classes or as bookable tutorials and workshops.

Mode of study

MA Fashion Communication is offered in full-time mode that runs for 45 weeks over 12 months. You will be expected to commit 40 hours per week to study, which includes teaching time and independent study.

Credit and award requirements

The course is credit-rated at 180 credits.

On successfully completing the course, you will gain a Master of Arts (MA degree).

Under the Framework for Higher Education Qualifications, an MA is Level 7. All units must be passed in order to achieve the MA but the classification of the award is derived from the mark for the final unit only.

If you are unable to continue on the course, a Postgraduate Certificate (PG Cert) will normally be offered following the successful completion of 60 credits, or a Postgraduate Diploma (PG Dip) following the successful completion of 120 credits

Learning and Teaching Methods

The learning and teaching methods devised for this course include:

- Critiques
- Peer learning
- Self-directed study
- Individual studio tutorials
- Group tutorials and seminars
- Research sessions

Assessment Methods

- Presentations
- Projects
- Critiques
- Research

Reference Points

The following reference points were used in designing the course:

- UAL Teaching and Learning Strategy: <https://www.arts.ac.uk/about-ual/teaching-and-learning-exchange/strategy>
- UAL 2022 – 2032 Strategy: <https://www.arts.ac.uk/about-ual/strategy-and->

[governance/strategy#:~:text=We%20will%20work%20with%20others,it%20more%20sustainable%20and%20inclusive.](#)

- QAA 2019 Subject Benchmark Statement: Art and Design:
https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_22
- The Office for Students The regulatory framework for higher education in England: <https://www.officeforstudents.org.uk/publications/securing-student-success-regulatory-framework-for-higher-education-in-england/>
- Consultation with relevant industries
- Consultation with current students and course alumni
- UAL Framework for Embedding the Principles for Climate, Racial and Social Justice.

Course Diagram

MA Fashion Communication – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

This is a January start course.

S=summative assessment

LEVEL 7 – Year 1																																							
1	2	3	4	5	6	7	8	9	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
Unit 1: Investigation (Introduction) (40 credits)		Unit 2: The Collaborative Unit (20 credits)		Unit 1: Investigation (continued)		S		Unit 3: Specialist Major Project – Planning, Preparation and Negotiated Phase (60 credits)												S		Unit 4: Specialist Major Project – Realisation and Presentation Phase (60 credits)												S					

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