



BA (HONS) FASHION COMMUNICATION: IMAGE AND PROMOTION



BA (Hons) Fashion Communication: Image and Promotion

Awarding Body	University of the Arts London
College	Central Saint Martins
School	M School
Programme	CSM Fashion (L028)
Course AOS Code	CSMBAFCPF01
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Method	Face to Face
Duration of Course	3 years
Valid From	2025/26
Collaboration	N/A
UAL Subject Classification	Fashion Communication
PSRB	N/A
Work placement offered	Yes
Course Entry Requirements	<p>The standard entry requirements for this course are as follows:</p> <p>One of the following accepted full Level 3 qualifications:</p> <ul style="list-style-type: none"> • Pass at Foundation Diploma in Art and Design (Level 3 or 4) and one A Level at grade C or above • Merit, Pass, Pass (MPP) at BTEC Extended

	<p>Diploma (preferred subjects include Art, Art and Design or Design and Technology)</p> <ul style="list-style-type: none"> • Pass at UAL Extended Diploma • Access to Higher Education Diploma equivalent to 64 UCAS tariff points (preferred subjects include Art, Art and Design or Design and Technology) • Pass at Foundation Diploma in Art and Design (Level 3 or 4) plus equivalent EU/international qualifications, such as International Baccalaureate Diploma (24 points) <p>And three GCSE passes at grade 4 or above (grade A*–C).</p> <p>Entry to this course will also be determined by assessment of your portfolio.</p> <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 score of 6.5 or above, with at least 5.5 in reading, writing, listening and speaking (please check our main English language requirements webpage).</p>
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Selection Criteria	<p>We select applicants who can demonstrate current ability and potential to:</p> <p>Work imaginatively and creatively in visual and material media:</p> <ul style="list-style-type: none"> • Engage with experimentation and invention • Show imagination and ambition in proposals for their work • Take informed risks <p>Demonstrate a range of skills and technical abilities:</p> <ul style="list-style-type: none"> • Through their portfolio, demonstrate a range of approaches to design • Development, originated from personal experience or visual research • Progressed through logical stages to finished design solutions • Evidence handling a medium or material with sensitivity to its qualities • Demonstrate engagement with a technical skill • Demonstrate an awareness of planning and time management skills <p>Provide evidence of intellectual enquiry within their work:</p> <ul style="list-style-type: none"> • Demonstrate relevant research skills • Evidence your ability to critically reflect and evaluate their achievements <p>Demonstrate cultural awareness and/or contextual framework of their work:</p> <ul style="list-style-type: none"> • Evidence an interest in contemporary fashion design communication and promotion • Identify social and/or cultural influences on their work <p>Articulate and communicate intentions clearly:</p> <ul style="list-style-type: none"> • Discuss their work in individual and group situations
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- Present their work appropriately and effectively

Demonstrate commitment and motivation in relation to the subject and the course:

- Develop their own ideas and address both set and personal project briefs
- Show willingness to collaborate
- Show initiative

What we are looking for

In this fast-moving global industry it takes hard work, flexibility and passion to succeed. This course is aimed specifically at applicants who are passionate about fashion, but do not want to follow the design route: spirited, informed and mature individuals who want to be innovative, confident, responsible, informed, skilled and adaptable graduates who will become the fashion photographers, stylists, art directors, fashion-show producers, film-makers and public relations experts, bloggers and social networkers, on-line marketers, “traditional” writers, journalists, curators, commentators and theorists of the future.

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	34%
Level 5	13%
Level 6	14%
Total Scheduled Learning Split	18%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To enable critical, adaptable and reflective fashion communicators, equipped with the knowledge and professional skills to lead in an evolving field.
Aim	To lead in establishing ethical practices within fashion communication, with a focus on social, racial and climate justice.
Aim	To create a specialist community of fashion communicators, while ensuring breadth of subject experience and awareness through collaboration with fashion designers, industry partners and other disciplines.
Outcome	Students will evidence a rigorous and questioning approach to research, demonstrating awareness of local, global, physical and digital sources of fashion and culture.
Outcome	Students will innovate and experiment, developing creative solutions to complex problems and challenging contemporary and historical representations of fashion.
Outcome	Students will work to a professional standard, demonstrating high-level capabilities across multiple media and for a range of audiences.
Outcome	Students will work independently and collaborate responsibly and professionally with their peers and with industry and community partners.
Outcome	Students will adopt an ethical and critical perspective, contributing to contemporary debate on social, racial and climate justice, and digital technologies in fashion.

	Distinctive Features
1	Multi-platform and multi-media: Commitment to innovation and experimentation with digital, traditional and hybrid media.
2	Interdisciplinary: Three fashion communication pathways, enabling the development of a specialist community, while ensuring breadth of subject experience and awareness through collaboration with fashion designers and other disciplines.
3	World-leading: Supported by professional and academic affiliates through an extensive external network, with an emphasis on developing world-leading fashion media through live projects with industry, community and global partners.
4	Employability-focused: Emphasis on employability and professional development throughout the course, with opportunities to undertake a placement year (DPS), or additional qualifications in creative computing (CCI).
5	Critical and ethical: Commitment to producing questioning, challenging fashion communicators, leading in subject debate in social, racial and climate justice, and technological advancement.

Course Detail

BA Fashion Communication comprises three pathways: Image and Promotion, Histories and Theories, and Journalism. We encourage collaboration at every stage, and throughout the course you will work on projects with the other pathways and with students of the BA Fashion Design course.

Fashion Communication: Image and Promotion is a fashion-focused visual communication pathway, placing emphasis on creative problem-solving, experimentation and innovation. The curriculum includes film, photography, digital design, event production, graphics, publishing and performance, but is not limited to specific media or platforms. Students explore print, digital and physical media, for both editorial and commercial settings. Our students are encouraged to explore fresh approaches to existing media, and to predict the future by developing new modes of communication.

Fashion Communication at Central Saint Martins has a global reputation for innovation and creativity. Our students are encouraged to be adaptable, to think laterally and to challenge existing modes of representation, and critique. All aspects of the course relate to current professional and critical practice in the fashion industries. Some projects are client-led or may include participation in live competitions. Our alumni work at the forefront of an ever-evolving field, in an ever-diversifying range of roles. Students go on to become stylists, art directors, photographers, film makers, casting agents.

In the Central Saint Martins Fashion Programme, we work to be at the heart of the debate about the future of fashion. Learning is our core purpose and our research, 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 responds to decolonising the curriculum agendas by focusing on inclusive and diverse fashion pedagogical thinking and practices that reflect the international nature of our community and global fashion systems. We believe we must constantly challenge ourselves to shape ethical approaches in creative practice.

Course Units

On this pathway, emphasis is placed on professionalism, innovation and creativity, and the ability to develop and realise your ideas. You will be introduced to various media and disciplines, expanding your subject knowledge, and informing and supporting your creativity. These will include research methods and specialist technical skills such as photography, filmmaking, and digital design. You will engage with the global debates informing the communication of fashion, exploring how activism and promotional strategy can raise awareness of social and racial justice and the climate emergency. Your knowledge will be enhanced through targeted projects and the guidance of lecturers who are specialists in their field. The whole course is a learning journey.

Stage 1

Unit 1: Introduction to the Fashion Programme and to Studying at CSM

Unit 2: Methods and Media

Unit 3: Investigation and Experimentation

Unit 4: Creative Unions

In Stage 1, all students arrive at CSM with different skills and experiences, which add richness to the course. This first year aims to improve your understanding and approaches to learning and will provide a base level of skills to enable you to be successful in your pathway. You will focus on the skills needed to communicate information effectively and will be introduced to resources which support your studies. Units 2 and 3 will provide a foundation in the generation and development of fashion communication. Collaborative approaches form the foundation of the CSM community, and you will work on both individual and team projects, within your own discipline and with other pathways. Throughout the year, you will be introduced to socially engaged and participatory practices to address common world challenges. Creative Unions provides you with the opportunity to engage collaboratively with students from different disciplines at CSM. The unit introduces you to ways of thinking about cross-disciplinary, participatory practice to address common world challenges. Working in a small team you will identify a context where social and environmental issues arise and produce a collective response that seeks to activate positive and ethical change.

Stage 2

Unit 5: Positioning and Professional Preparation

Unit 6: Collaboration and Context

Unit 7: Audience and Perspective

Unit 8: Fashion Critical Studies

In Stage 2, Unit 5 encourages you to consolidate the necessary skills to develop and articulate your own practice. You will further enhance your knowledge of industry and collaborative working with a focus on your future employability. During

this year, you will benefit from the opportunity to interact with, and gain feedback from external guest speakers or live project partners. In Units 6 and 7 you will explore the breadth of your subject, gaining confidence, developing your individual talents to allow you to form your own opinions but also understanding your own role as part of the wider network of fashion. Learning includes studio and formal tutorial guidance, seminars, lectures, external projects and competitions, critiques, personal research, independent study and team projects. Unit 8 offers a range of research methods and approaches which will support you in undertaking more self-directed study. This may include visual and material culture, social theory and media studies.

Stage 3

Unit 9: Project Manifesto

Unit 9a: Project Manifesto (Option 2)

Unit 10: Dissertation

Unit 10a: Dissertation: Extended (Option 2)

Unit 11: Project Portfolio

Stage 3 gives you the opportunity to manage your own learning. You will begin to define your individual creative identity as an image-maker and promoter. By the end of Unit 9, you will have completed the initial research and design phase and presented your degree project manifesto and plan. Your final year focuses on the production of a portfolio of work that represents your specialist skills, career intentions and understanding of the media and audiences of contemporary and future fashion communication.

Your dissertation represents the culmination of your cultural studies work for your degree. It extends your research, analytical and communication skills. You will focus on a selected aspect of visual, textual, material, social, media or spatial culture, this will align with an area of interest for your studio-based work.

Optional Diploma Year

Industry Diploma in Professional Studies (DIPS)

This optional diploma can be taken between years 2 and 3. With support from your tutors, you will undertake an industry placement for a minimum of 100 days/20 weeks. As well as developing industry skills, you will 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 will graduate with an enhanced degree: BA (Hons) Fashion Communication: Image and Promotion (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 will graduate with an enhanced degree: BA (Hons) Fashion Communication: Image and Promotion (with Apple Development).

Mode of study

BA Fashion Communication runs for 90 weeks in full-time mode. It is divided into three stages over three academic years. Each stage lasts 30 weeks. You will be expected to commit 40 hours per week to study, which includes teaching time and independent study.

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.

Credit and award requirements

The course is credit-rated at 360 credits, with 120 credits at each stage (level).

On successfully completing the course, you will gain a Bachelor of Arts with Honours (BA Hons degree).

Under the Framework for Higher Education Qualifications the stages for a BA are Stage 1 (Level 4), Stage 2 (Level 5) and Stage 3 (Level 6). In order to progress to the next stage, all units of the preceding stage must normally be passed: 120 credits must be achieved in each stage. The classification of the award will be derived from the marks of units in Stages 2 and 3 or only Stage 3, using a dual algorithm.

If you are unable to continue on the course, a Certificate of Higher Education (CertHE) will normally be offered following the successful completion of Level 4 (or 120 credits), or a Diploma in Higher Education (DipHE) following the successful completion of Level 5 (or 240 credits).

Learning and Teaching Methods

- Technical demonstrations
- Individual tutorials
- Creative studio practice
- Lectures
- Peer learning
- Self-directed study
- Group tutorials, critiques and seminars
- Moodle
- Critiques
- Collaborative activities
- Live projects
- Guest speakers
- Moodle
- Independent study

Assessment Methods

- Research
- Development work and processes (physical, digital and/or hybrid).
- Practical project outcomes
- Critiques
- Presentations

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- College policies and initiatives The QAA Framework for Higher Education Qualifications (FHEQ)
- The Art and Design Benchmark Statement
- UAL Framework for Embedding the Principles for Climate, Racial and Social Justice

Course Diagram

BA (Hons) Fashion Communication: Image and Promotion – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

BLOCK 1															BLOCK 2															
LEVEL 4 – Stage 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	
Unit 1: Introduction to the Fashion Programme and to Studying at CSM (20 credits)										S					Unit 3: Investigation and Experimentation (40 credits)										S	Unit 4: Creative Unions (20 credits)				S
Unit 2: Methods and Media (40 credits)														S																
LEVEL 5 – Stage 2																														
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	
		Unit 5: Positioning and Professional Preparation (20 credits)									S					Unit 7: Audience and Perspective (40 credits)														S
Unit 6: Collaboration and Context (40 credits)														S	Unit 8: Fashion Critical Studies (20 credits)										S					
OPTIONAL DIPLOMA YEAR – LEVEL 5																														
LEVEL 6 – Stage 3																														
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	
Unit 9: Project Manifesto (40 credits)														S	Unit 11: Project Portfolio (60 credits)														S	
		Unit 10: Dissertation (20 credits)									S																			

LEVEL 6 – Stage 3 (Extended Dissertation Option 2)																													
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
Unit 9a: Project Manifesto (20 credits)														S	Unit 11: Project Portfolio (60 credits)														S
Unit 10a: Dissertation: Extended (40 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