



MA FASHION COMMUNICATION: HISTORIES AND THEORIES



MA Fashion Communication: Histories and Theories

Awarding Body	University of the Arts London
College	Central Saint Martins
School	M School
Programme	CSM Fashion (L028)
Course AOS Code	CSMMAFCCF01
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 art and design BA courses or from disciplines such as history, literature, languages, history of art, visual culture, film studies and media studies

	<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 cannot guarantee an offer in each case.</p> <p>English language requirements</p> <p>IELTS level 7.0 or above, with at least 6.0 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 ability in academic writing and critical thinking • Excellent communication skills and a strong interest in fashion • Excellent research and writing skills • Proven track record of analysing fashion critically through writing • Excellent knowledge of historical and contemporary fashion.

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	16%
Total Scheduled Learning Split	16%

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	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	Authoritative and vibrant community of Fashion Communicators with industry focused projects with Fashion Designers, providing in-depth study and breadth of subject experience and awareness;
2	Engaging live subject debates, supported by professional affiliates and extensive external networks;
3	Exploration of the new democratic cutting edge digital platforms and the currency of new media, whilst focusing knowledge and awareness of more traditional means of communication;
4	Links to a thriving postgraduate community across the College and University and opportunities to work collaboratively with disciplines outside of fashion - the benefits from being embedded within the broad and vibrant arts school experience;
5	Opportunities to be involved in the debates generated by the professional speaker talks, the team projects and the inter-pathway critiques that formally support the development of communication and understanding;
6	A highly creative environment that is created by students from a variety of disciplines, backgrounds and nationalities, all committed to fashion, working together in close proximity;
7	Cutting edge contemporary fashion links and networks supported by historical and theoretical depth and rigour;
8	Strong teaching team of high-profile academics and industry professionals;
9	Interaction/teaching with researchers from CSM and UAL Research communities; e.g. CSM and LCF Fashion History, Theory and Curation, and The Textile Futures Research Centre;
10	Strong links with industry that capitalise on staff and alumni networks and existing relationships within the Fashion Programme;
11	The geographical proximity of CSM to one of London's emerging creative hubs - especially in communication (the Guardian, Google, British Library, etc.) and the industry engagement that this offers.

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 a state of transition, it's more important than ever to analyse the impact of emergent 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 Image is for innovative image-makers. The Fashion Histories and Theories pathway offers an academic approach to the study of fashion. It develops your research skills, allowing you to contribute to the development of the field and debates in other disciplines. The pathway investigates the cultural and historical significance of fashion. You will explore fashion as an object, image, text and practice through disciplines including art, history, sociology, literature, politics and anthropology.
- 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 the majority of 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. 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. Across all pathways, there is a focus on the realities of the modern fashion 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 breadth of skills needed for employment in the fashion communication industry. 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. 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 designs process and developing your collaborative skills. You will also collaborate with students from the Grad Dip 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 an academic or 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

Having completed Unit 3, during the final unit of the course you will fully realise and present your Major Project.

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:

- Student-centred learning
- Critiques
- Peer learning
- Individual studio tutorials
- Group tutorials
- Research sessions

Assessment Methods

- Presentations
- Projects
- Critiques
- Research

Reference Points

The following reference points were used in designing the course:

- UAL Learning and Teaching Strategy: <https://www.arts.ac.uk/about-ual/teaching-and-learning-exchange/strategy>
- UAL 2022 – 2023 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	41	42	43	44	45
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