

ual:

APPROVED

BA (Hons) Fashion Journalism and Content Creation

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	LCFBAFJOS02
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	Journalism, PR, media and publishing
UCAS Code	P507
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 tariff points from A Level Passes at Grade C or above (preferred subjects include, English, a foreign language and Media Studies);• a Distinction Foundation Diploma in Art and Design;• Distinction, Merit, Merit at BTEC Extended Diploma (preferred subjects Art & Design);

- Merit at UAL Extended Diploma;
- Access Diploma or 112 new UCAS tariff points from the Access to HE Diploma;
- 112 new UCAS tariff points (equivalent to 280 old 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** five GCSE passes at grade A*-C or grade 9-4 to include English.

APEL (Accreditation of Prior (Experiential) Learning)

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:

- Related academic or work experience
- The quality of the personal statement
- A strong academic or other professional reference
- OR a combination of these factors

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

English Language Requirements

IELTS level 6.5 with a minimum of 5.5 in reading, writing, listening and speaking. Please check our main [English Language Requirements](#)

Selection Criteria

The course team seeks to recruit students who can demonstrate:

- An enthusiasm for writing and ambition to develop their writing to a professional level
- An appetite to create and share broadcast and to develop these skills to a professional level
- A familiarity with the media in all its forms from newspapers to television, and glossy magazines to radio, online and social media
- A strong interest in fashion as it affects all parts of modern life
- Evidence of engagement with current affairs and the ability to form considered judgements based on reliable

	<p>information</p> <ul style="list-style-type: none"> • An appreciation of how words and pictures work together to tell stories for television, online and in print
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> <p>Click on the "Scheduled Learning and Teaching" tab on the home screen when you have logged in using your UAL details.</p>

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	19%
Level 5	17%
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	To prepare you for entry into the fashion media, wider media or for work in the fashion industry as skilled communication practitioners; or for self-employment or progression to further study or training;
Aim	To help you to achieve a balance of intellectual and vocationally relevant journalism and content-creation skills, so you are capable of innovation in your vision and practice with a broad understanding of the media, fashion and creative industries, so you can apply your knowledge and skills creatively to a wide range of contexts;
Aim	To equip you with a knowledge base to help you build confidence in critiquing and commenting on fashion and wider culture;
Aim	To provide opportunities for you to develop a range of personal and professional abilities including software and enterprise skills;
Aim	To provide you with opportunities to explore further study and academic progression beyond the undergraduate level;
Outcome	A coherent and systematic knowledge of the media and fashion industries, their social, legal, ethical and cultural contexts, and professional practices as related to your chosen area of the media;
Outcome	An ability to initiate, develop and realise distinctive, creative work in various written, visual and broadcast forms;
Outcome	An ability to apply a range of research methods, including analytical and technical skills relevant to fashion journalism and content creation;
Outcome	An ability to critically engage with issues of social justice, ethical concerns and intellectual paradigms within the media and fashion fields;
Outcome	An ability to apply a range of communication, presentation, pitching and networking skills;
Outcome	An understanding of media forms and genres and the way in which they organise understandings, meanings and affects;
Outcome	An ability to situate your practice within cultural and historical contexts and debates;

	Distinctive Features
1	The course produces agile, professional, work-ready graduates, specialising in fashion journalism and / or content creation with the appropriate storytelling skills.
2	You will work in print, online, broadcast and social media in traditional and digital environments and across a range of platforms, helping you to become adept at moving from one to the other.
3	BA Fashion Journalism and Content Creation pursues diversity and inclusion and embeds these principles in the curriculum. The course team is actively involved in recruiting from under-represented groups. International students on the course enrich the cultural diversity of both the practical and theoretical delivery of units.
4	You will develop skills in live and simulated industry contexts, including on the fashion-focused live course website, shiftlondon.org . In Yr 3, you work to weekly deadlines, taking responsibility for a named editorial role. This compulsory contribution to the site builds journalism and editorial judgment skills, critical thinking, collaboration, independence and confidence.
5	BA Fashion Journalism and Content Creation offers an accredited work placement in Year 2, via the Situating Your Practice unit. You are supported in obtaining a work placement by LCF Graduate Futures and can take up a placement across the traditional print and digital media, in PR and in commercial content-producing environments. You also have the opportunity to study for a Diploma in Professional Studies or to study Creative Computing and year long options between your second and third year.
6	The course provides opportunities for you to actively become part of a network of students and alumni.
7	You will compile a portfolio of outcomes in a form that can be presented to prospective employers, education providers and wider contacts.

Course Diagram

BA (Hons) Fashion Journalism and Content Creation – 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																														
				News and Feature Writing (20 credits)									E1 E2																					
							Content Creation for Fashion (20 credits)						S																					
																Fashion Cultures and Histories (20 credits)									S									
																	Fashion Broadcast (20 credits)									S								
																Fashion Communication: Community of Practice (20 credits)				S														

[illegible]

Course Detail

Introduction

On BA (Hons) Fashion Journalism and Content Creation you will study fashion journalism and content creation to gain all the key skills and subject knowledge needed to work in these exciting environments.

Designed to give you an in-depth understanding of the rapidly evolving industry, you will work in print, online, broadcast, and social media in traditional and digital environments.

The dynamic curriculum will allow you to generate and edit news, features and content, and you'll have opportunities to create your own magazines, websites, social media content, podcasts and visual broadcast outcomes, ensuring you graduate with a well-rounded professional toolkit.

You will also work professionally on our award-winning website, shiftlondon.org, which replicates work-place practices and team building. Aligned with London College of Fashion's values of promoting sustainability, inclusivity and social responsibility, you will be encouraged to use your skills as media practitioners to explore these themes and help foster better lives across local and global contexts.

London College of Fashion offers a prestigious fashion journalism and content creation course, with alumni working in senior roles at esteemed media outlets and fashion brands worldwide.

What to expect

- **Industry engagement:** based in London, you will have multiple opportunities to engage with the creative industries, through live projects, industry speakers and work placements.
- **An industry informed curriculum:** preparing you for employability, you will learn to work on briefs that authentically simulate professional contexts, creating nuanced and challenging journalism and content for broadcast written and social outcomes.
- **An expert teaching team:** from freelance journalists and editors to content specialists, broadcasters and producers, you'll be taught by industry experts, all of whom have gained first-hand experience of the fashion and media industries.
- **A purpose-built environment:** benefit from LCF's expansive range of facilities and equipment, and a dedicated newsroom for journalism students.

Industry experience and opportunities

To enhance your learning, you'll benefit from a diverse range of guest speakers and visiting lectures, as a result of our strong links with the media and fashion sector.

Past speakers have included representatives of Vogue, Harper's Bazaar, the BBC, The New York Times, Mailonline, Bricks Zine, Sunday Times Style, The Daily Telegraph, Attitude, 10 and niche zines as well as fashion designers, content creators, broadcast channels, influencers, PR agencies and content agencies.

Knowledge Exchange projects are often embedded into the curriculum. On these you are presented with the opportunity to work with industry experts to develop insights that influence and shape professional practice.

You will be given the opportunity to undertake a short work experience placement during your second year of study that capitalises on our strong links with newspapers, magazines and digital content providers. This provides increased industry awareness as well as crucial experience and valuable contacts within the industry.

You will also have the opportunity to undertake a year-long Diploma in Professional Studies. 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.

Mode of study

BA (Hons) Fashion Journalism and Content Creation runs for 90 weeks in full time mode. It is divided into three stages over three academic years. Each stage lasts 30 weeks.

Climate, Social and Racial Justice

The course is committed to ensuring that your skills are set within an ethical framework, and we have embedded UAL's principles for climate, social and racial justice into the course.

These concerns are implicit across all delivery in the framework of journalism and content creation as an ethical practice articulated from a critical perspective. The principles are also explicitly factored into units in each year that embed climate, racial and social justice in a Learning Outcome.

Course Units

Stage 1 (Level 4)

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.

- News and Feature Writing (20 credits)

You will embark on the core discipline of your course by learning about news and features including what they are and how they are crafted. Drawing on this knowledge you will start to develop an understanding of the essential written forms of journalism and its values, which underpin the storytelling skills you will use throughout your course. You will identify ideas and sources, research, write and edit. You will also attend lectures and take a test on media law, which will guide you on the ethical and legal principles of publishing.

- Content Creation for Fashion (20 credits)

In this unit, you will develop an understanding of the principles of social media and creative content for the fashion and lifestyle industries and media. You will learn how to develop strategies for planning and crafting impactful content appropriate for a range of audiences and platforms. You will engage with a range of technologies and learn how to use these for content creation.

- Fashion Broadcast (20 Credits)

You will develop an understanding of how to identify and analyse the forms and formats of video and audio relevant to the fashion and media industries. You will produce examples of these and submit a portfolio of outcomes that reflect your understanding of contemporary broadcast. You will accompany these with a professional file of relevant research and paperwork including consent forms, risk assessments and scripts as appropriate.

- 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.

- 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.

Stage 2 (Level 5)

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.

- Fashion Writing (20 Credits)

You will focus on the core formats and styles of fashion writing by engaging with different forms of expressing, reporting, critiquing and forecasting fashion through written outcomes.

You will build on the core skills from your Year One units to craft and submit a portfolio of written outcomes that closely explore and examine fashion, its key players and its wider cultural context.

- 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 Journalism and Content Creation: Social Impact (40 credits)

You will work in groups to create a portfolio of outcomes that use fashion journalism and content creation to highlight issues of social justice and activism. You will identify issues to investigate and use your discipline knowledge and skills to activate a campaign for change. You will be assessed on your group and individual work.

- 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.

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

Optional Diploma Year

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) Fashion Journalism and Content Creation (with Creative Computing).

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 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) Fashion Journalism and Content Creation (with Apple Development).

Stage 3 (Level 6)

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

- Fashion Journalism: Professional Working (20 Credits)

Experience the same pace and intensity as journalists in the fashion media as you contribute stories in a range of formats to the course's live media outlet. You will learn how to apply SEO to expand the reach of your work and you will take on a role of responsibility during an editorial cycle, working collaboratively to ensure the smooth running of the site. As you develop your understanding of in-depth information gathering, tone of voice and content-packaging, you will also create your own digital portfolio of published work.

You have an option to choose:

- Creative Industries: Theories and Practice (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.

- Independent Project: Fashion Journalism and Content Creation (40 Credits)

Demonstrate your ability to deliver an editorial concept from idea to product, using all the journalism, content-creation and research skills acquired during your course. You will produce a portfolio of fashion journalism and/or content following extensive research and analysis. You will analyse your audience, market, competitors and the topic in depth using a variety of methods.

- Professional Portfolio Presentation (20 credits)

Craft a portfolio of work designed to support your future employability or academic progression. You will analyse opportunities within your chosen sector and curate and target your own work accordingly. You will present this portfolio for assessment and write a reflective essay on your skills and knowledge development and how you may apply them in the future.

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;
- academic tutorials are embedded into units. Extra academic and pastoral tutorials are available by arrangement

Learning and Teaching Methods

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

- Lectures.
- Seminars.
- Workshops.
- Technical workshops.
- Field research.
- Guest speakers.
- Self-directed study.

- Practical workshops.
- Industry visits.
- Placements.
- Peer assessment and group critiques.
- Presentations and screenings.

Assessment Methods

The following assessment methods are employed to support the integrated aims of the course outcomes:

- Portfolios of journalism and content work.
- Written reports and projects.
- Essays or an extended essay.
- Individual and collaborative outcomes.
- Reflective writing.
- Research files.
- Individual negotiated project.
- Portfolio presentation.

Reference Points

- 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