

BA (HONS) FASHION COMMUNICATION AND PROMOTION

COURSE SPECIFICATION

Awarding Body: Norwich University of the Arts

The University is a recognised body with taught degree awarding powers. The University is subject to regulation by the [Office for Students](#) (OfS).

Course Title: BA (Hons) Fashion Communication and Promotion

Level of Study: Level 6 of the Framework for Higher Education Qualifications in England (FHEQ).

For further information see:

<http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>

Award: Bachelor Degree with Honours (BA (Hons))

Mode of Study: Full-time

Duration of Course: 3 years

Language of Study: English

Course Accreditation: None

Relevant QAA Subject Benchmarks: Art and Design (2017)

Subject Benchmark Statements set out expectations about standards of degrees in a range of subject areas. They describe what gives a discipline its coherence and identity, and define what can be expected of a graduate in terms of the abilities and skills needed to develop understanding or competence in the subject.

For further information see: https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16

Tuition Fees: For details of tuition fees see: <http://www.nua.ac.uk/study/finance/>

Other Course Costs: The cost of materials for producing course work is not included in the tuition fee. Due to the choice and diversity it is not possible to generalise about the costs that you might incur. On average students of arts, design and media courses spend around £250 in their first year rising to £375 in their second year and £600 in their graduating year.

The course may also offer an opportunity to attend one or more study visits. These visits are not compulsory and costs vary depending on the location and duration of the study visit.

For details see: <https://www.nua.ac.uk/wp-content/uploads/2018/01/Fashion-Communication-and-Promotion-Indicative-course-costs.pdf>

ADMISSION REQUIREMENTS

Entry Requirements / Interview / Portfolio

When you apply to BA (Hons) Fashion Communication and Promotion at NUA, we will ask you to prepare your portfolio, a written submission and an interview. These methods are used to assess your suitability to the course. All three elements should clearly demonstrate your passion for the subject and your individual creativity.

Detailed information regarding entry requirements and portfolio guidance can be found here <https://www.nua.ac.uk/study-at-nua/courses/ba-hons-fashion-communication-promotion/>

AIMS AND OUTCOMES OF UNDERGRADUATE STUDY

The Aims of Undergraduate Study are to:

- Provide students with an inclusive and stimulating curriculum for the specialist study of art, design, architecture and media.
- Maintain and nurture a commitment to intellectual and personal development as a basis for a lifetime of learning and professional practice.
- Provide students with opportunities for innovative, imaginative and intellectually rigorous opportunities for creative practice along with skills appropriate to the named award.
- To enable students to establish and develop key skills in areas of creative practice, research and professional practice as they apply to the subject.
- Provide students with the required practical and project management skills to realise ideas.
- Provide courses that prepare students for employment and professional practice and/or further study.
- Provide courses that enable graduates to make a useful contribution to the social, economic and cultural life of the region and beyond.
- Enrich curriculum content and ensure course currency through the professional practice, research and scholarship of staff.
- Emphasise the cultural, technical and vocational relevance of course provision.
- Develop effective collaborations with the creative and cultural industries, professional bodies, other HEIs and wider art, design, architecture and media communities.

GENERIC SKILLS

Holders of Undergraduate Awards will:

- Have developed the skills to embark on a professional career or further course of study in a related field.
- Demonstrate a professional approach and work towards achieving their full potential as a creative or technical practitioner.
- Possess the qualities and transferable skills necessary for employment and progression to other qualifications assuming personal responsibility and decision-making.
- Be digitally literate in relation to the skills essential for professional practice and its representations.
- Be able to locate their work within relevant professional, cultural and historical frameworks.

- Be able to practice professionally in an area appropriate to their subject skills and expertise.
- Have developed the capacity to critically examine the context within which their practice is based.
- Be able to analyse information and experience to formulate and present reasoned arguments.
- Have an understanding of the extent of their knowledge, and how this influences analysis and interpretation based on that knowledge in their area of practice.
- Be able to interpret and communicate their practice using spoken, written and visual language.
- Be able to work flexibly to manage change and uncertainty.
- Be able to work independently and collaboratively while having regard to the views and needs of other stakeholders
- Have developed the ability to make effective use of processes and materials appropriate to the subject.
- Be able to work with due regard to Health and Safety, Ethics, Sustainability and Risk Assessment considerations as they apply in in a range of professional contexts.

COURSE DIAGRAM

BA1a: Fundamentals	BA1b: Concepts and Contexts
40 Credits	80 Credits
10 Weeks	20 Weeks

BA2a: Experimentation and Application	BA2b: Collaboration
80 Credits	40 Credits
20 Weeks	10 Weeks

BA3a: Research and Development	BA3b: Resolution and Innovation
60 Credits	60 Credits
15 Weeks	15 Weeks

WHAT YOU WILL BE DOING IN THIS UNIT

The main emphases for this first unit are research, trend reporting and prediction, visual image and communication. Areas of investigation will include: researching and presenting information on fashion, cultural and social trends; decoding fashion image and meaning and creating a variety of images suitable for fashion and trend presentations.

The main objectives of the unit are, to introduce you to the Higher Education learning environment, for you to become confident in your primary research practice, to encourage you in using research as a springboard for generating creative ideas, and to explore how image is used to communicate specific messages for the promotion of fashion.

You will begin by developing your understanding and skills in observational and primary research, and explore creative ways to collect, record, edit, collate and present information through image and text. Visits to local boutiques, retailers, museums and exhibitions will provide opportunity for you to gather a wide range of inspirational research material, learn about the local cultural and retail environment, and get to know your new colleagues on the course. At the start, you will conduct primary research locally, but as the unit progresses you will be encouraged to use a broader range of sources to expand your research and investigate global trends and their impact.

Workshops in drawing, fashion illustration, basic photography, styling and graphics will introduce you to fundamental techniques and practices used to produce fashion imagery, and support in the use of creative software will help you to develop and enhance your creative practice and the visual presentation of your work. Timetabled lectures, talks and seminars will provide additional historical and contextual background, and taught sessions will

Unit Title:	Fundamentals
Reference:	BA1a
Year:	1
Credit Points:	40
Duration:	10 Weeks
Study Time:	400 Hours

Description

This unit will introduce you to the fundamental elements of your course and help you to become accustomed to undergraduate study at the University. Becoming an independent learner is an essential aspect of undergraduate study and this unit is designed to help you make the transition successfully by developing skills in planning, researching and reflection.

Within the unit you will be given opportunities to acquire essential practical skills relevant to your subject using an appropriate range of materials and processes. You will develop ways for generating ideas for your creative practice and consider how to progress them towards resolution. Along with your creative development you will be introduced to historical, cultural and ethical concepts that have influenced (and are influenced by) creative practice.

You will be introduced to methods for gathering information and supported to find relevant interpretations of your research. You will also be given the opportunity to develop skills of communication through writing, image and spoken word.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Technical skills
- Ideas generation
- Knowledge of materials and processes
- Time management
- Documentation of practice
- Reflection on learning

Professional Practice

- Introduction to the Learning Environment, Health and Safety and Risk Assessment
- Audience awareness
- Communication and presentation skills

support you with fundamental writing skills, focusing on how to record research correctly, create suitable copy for a trend report, and write a personal reflective journal.

- Personal planning

Research

- Writing for creative practice
- Interchange between practice and theory
- Underlying subject histories and theories
- Visual and textual research skills
- Techniques of analysis and enquiry

Aims

The aims of the unit are:

- To introduce you to the learning environment for undergraduate study in art, design and media.
- To foster an awareness of the importance of research and to enable you to experience key methods of gathering and interpreting information.
- To develop practical, technical and conceptual skills in your subject.
- To develop your understanding of the subject and related contemporary practice in the creative industries.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Show an awareness of the fundamental historical, cultural and ethical concepts and principles associated with your subject.
- LO2:** Demonstrate the skills required for researching, interpreting and presenting fundamental ideas and theories around your subject.
- LO3:** Demonstrate a fundamental understanding of the materials and processes associated with your subject area.
- LO4:** Communicate the development and outcomes of your work clearly and effectively to others.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A 1,000 word written text

WHAT YOU WILL BE DOING IN THIS UNIT

This longer 80-credit unit focuses on the key concepts of brand identity, brand communication, consumer research, and publication for fashion. In this unit the main objective is for you to use contextual and creative research to develop concepts for brand identity design and fashion publication.

The unit will provide you with an opportunity to synthesise learning from a wide-range of component topics and creative practices in order to achieve a coherent outcome for assessment. This will require engagement with fundamental historical, cultural and ethical concepts and theories, the application of critical judgement, the capacity to present cogent arguments and employ a range of approaches to creative and experimental problem solving. Throughout the unit you will research, evaluate and interpret a broad spectrum of design and industry information relating to local, national and international fashion markets and global brands. The overall aim is for you to be able to present the development and culmination of creative ideas for brand identity design and fashion publication through the use of appropriate processes, techniques and media for design and communication.

Lectures, seminars and studio sessions will introduce you to the theory, context and practice of marketing and consumer research, branding and publication for fashion. The intention is to build your conceptual and practical understanding of how and why fashion businesses build and establish their brands, with specific emphasis on how brand identity can be reflected through product design, and content created for publication across a range of media. You will be introduced to fundamental theories and processes underpinning marketing research and its role in assisting brand managers, marketers and designers in gaining valuable insight into consumer

Unit Title:	Concepts and Contexts
Reference:	BA1b
Year:	1
Credit Points:	80
Duration:	20 Weeks
Study Time:	800 Hours

Description

This unit will provide you with a framework to support your continuing engagement with the concepts and contexts surrounding your subject. The unit will help you to develop approaches for independent learning, self-reflection, evaluation and documentation. As the unit progresses you will be able to apply the knowledge and skills you have acquired through a process of experimentation and analysis. You will explore techniques, materials and media in a variety of ways and be engaged in an investigation of the apparent and less obvious connections between ideas, images, objects, words and theories that surround your subject.

Successfully working as part of a team is an essential element of professional practice and you will be supported to develop this ability within the unit as you work towards a group presentation. You will be encouraged to gain insights into the industries associated with your subject and to consider the market and audience for your work.

The unit supports you to develop research skills in gathering information, analysis and communication and you will continue to hone your academic writing skills alongside your creative conceptual and technical progression. You will consider the historical and cultural influences that have impacted on your subject and have shaped its contemporary presence. You will be encouraged to reflect on your studio practice in terms of the key influences that have informed the evolution and development of your subject specialism and to consider issues of ethics and sustainability in contemporary practice.

motivation and behaviour. The aim is to enhance your understanding of the interrelationship between a brand and its target audience.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Enhanced Technical skills
- Ideas development
- Key components of creative practice and processes
- Project planning
- Enhanced documenting
- Critical reflection and evaluation

Professional Practice

- Learning environment and Health & Safety awareness
- Team working
- Industry awareness
- Audience and market understanding
- Presentation and pitching skills
- Developing personal planning

Research

- Academic writing conventions
- Global, cultural, social and economic issues of creative practice
- Essential subject histories and critical theories
- Selecting, gathering and evaluating information
- Research and analysis of images and objects

Aims

The aims of the unit are:

- To establish a practical approach to learning as part of an undergraduate experience in art, design or media practice.
- To identify some of the key historical, cultural and ethical influences on your subject, by investigating the work of others through visual and text-based research.
- To enable a flexible approach to problem-solving and idea generation.
- To develop a capacity for independent learning and time-management.
- To foster an enquiring and professional approach in the production of work.
- To develop skills in visual, written and oral communication, and to work effectively with others as part of professional skills development.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO5:** Demonstrate knowledge of the fundamental techniques, materials and processes associated with your subject.
- LO6:** Make judgements and present arguments through engagement with fundamental historical, cultural and ethical concepts and theories associated with your subject.
- LO7:** Demonstrate a range of approaches to creative and experimental problem solving.
- LO8:** Communicate the development of your ideas clearly using text, image or object.
- LO9:** Demonstrate fundamental subject-specific and transferable skills relevant to your practice and future career.
- LO10:** Evidence independent planning and time-management in the development of your work.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A 2,000 word text
- A group presentation

WHAT YOU WILL BE DOING IN THIS UNIT

The key concepts for this longer 80-credit unit encompass; creative strategies for fashion brand communication and digital connection; promotional campaign strategy and project management; the retail environment and consumer engagement.

This unit represents an important stage in your development, as it will provide you with an opportunity to build upon the knowledge and skills acquired during your first year of study and take a more autonomous approach to your learning. As you progress into the second year, you will be encouraged to explore more deeply the relationship between creative ideas and the strategies, techniques and processes required to achieve them. The aim is for you to extend your understanding of ways in which theoretical principles can be applied within creative and professional contexts, and increase your awareness of current practice relevant to fashion communication, public relations and retail both in-store and online.

Industry engagement and professional development are key features of the unit. Assignments and set studio tasks will support you in developing your skills in project management, working to deadlines and undertaking industry directed projects, and ensuring your creative ideas are underpinned by suitable research and cogent argument. You will be encouraged to experiment with new techniques and methods to enhance your visual, verbal and written communication skills, and practice your presentation skills so that you can communicate your creative ideas to peers, tutors and industry professionals. Within the unit you will be required to investigate a range of career options and job roles relevant to fashion branding, communication and promotion, this will assist you in understanding the industry in more depth and support you in reflecting on potential specialisms and

Unit Title:	Experimentation and Application
Reference:	BA2a
Year:	2
Credit Points:	80
Duration:	20 Weeks
Study Time:	800 Hours

Description

This unit will enable you to utilise and expand the specialist knowledge and skills introduced in year 1 through focused experimentation and application. The unit enables you to develop a more targeted engagement with the techniques, materials and media of your subject and encourages you to explore the dynamics of process and theory relevant to the subject and the development of your individual practice. You will continue developing specialist practical skills and the unit will help you to identify areas for personal development through independent study.

Industry engagement is a key feature of the unit and you will be supported in identifying markets and audiences for your work. You may engage in competition entry, working with live briefs and other forms of work-related learning which will help you to develop an understanding of the professional pathways open to you.

You will be encouraged to reflect on your studio practice in terms of the professional, commercial and contextual influences that have informed the development of your subject specialism. This unit will develop your skills as a reflective practitioner and enable you to develop your visual, verbal and written communication skills.

The unit will support you to continue to develop academic writing skills through composition of a longer written text for which you will independently research, analyse and present your findings. Understanding and exploring methods of developing and presenting an argument through word and image will form a key part of your learning.

future directions for your research and creative practice.

Taught sessions will support you to develop and enhance your writing skills in preparation for completing longer written assignments; this will include critical appraisal of a current industry campaign; academic, report and journalistic writing; crafting press releases; writing a CV and covering letter appropriate for sending out to prospective employers. You will also be given guidance on writing a Campaign Proposal and Project Management Plan.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Expanded technical skills
- Creative problem solving and evidence of conceptual thinking
- Diversity and experimentation in materials and processes
- Project development
- Establishing a personal archive
- Sustaining an individual practice

Professional Practice

- Health and Safety in context
- Work-related learning
- The creative and cultural economy
- Competition entry and live briefs
- Effective communication of visual, audio and written material
- Professional awareness

Research

- Writing as creative practice
- Developing a sustainable & ethical practice
- Key components of critical theory and subject discipline
- Evaluating texts and a variety of research methodologies
- Identifying authoritative sources for extended research

Aims

The aims of the unit are:

- To encourage breadth and depth of enquiry into, and application of, techniques, processes and materials.
- To develop your awareness and understanding of professional practices and the creative industries associated with your subject.
- To offer a range of approaches to problem solving and ideas generation
- To establish a range of research methods relevant to your discipline and support your understanding of their application.
- To facilitate an appreciation of the application of theories and ideas to your practice.
- To consider and evaluate appropriate methods for successfully communicating and presenting ideas to different audiences.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Demonstrate knowledge and application of the key techniques, materials and processes associated with your subject.
- LO2:** Identify relevant historical, cultural and ethical concepts and principles and apply them to a range of contexts.
- LO3:** Demonstrate knowledge of problem-solving approaches used in your discipline and show a critical approach to practice-based enquiry in your work
- LO4:** Critically reflect on the boundaries of your knowledge and learning.
- LO5:** Articulate the findings of your research and practice using appropriate means of production and communication
- LO6:** Demonstrate your ability to identify, plan and, where appropriate, participate in relevant work-related learning.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A 3,000 word text

WHAT YOU WILL BE DOING IN THIS UNIT

This final unit of the second year presents you with the opportunity to consolidate previous learning and enhance your creative and professional skills. The intention is to enable you to experience situations that reflect professional interdisciplinary working practices and for you to have a broader range of learning experiences to help you expand the scope of your creative practice.

The focus for the unit is collaboration: you will engage in collaborative learning within the FCP course, in conjunction with other NUA course disciplines and through set industry projects / live projects, or competition submission. Being able to work as a member of a small collaborative team will support you take on more responsibility as you progress towards the end of your second year and prepare for transition to the third year. All of this is designed to provide you with extended possibilities to explore more diverse creative disciplines, and give you further opportunities to enhance your creative, strategic and project management skills. During this unit you will also have an opportunity to consider the direction of your own creative and research practice. The aim is for you to write a 1,000 word individual Research Report Proposal to be submitted for the BA2b assessment. This should highlight a specialism or subject area that you wish to pursue for further research, and identify potential research questions and appropriate methodologies that you can take forward and investigate in more depth for the BA3a unit at the start of your final year. Your research topic can be a theoretical, social or cultural issue or something more closely aligned to specific industry practice associated with Fashion Communication and Promotion. Tutorial support and guidance from the course team will assist you in identifying a relevant research topic. The full Research Report will be completed and

Unit Title:	Collaboration
Reference:	BA2b
Year:	2
Credit Points:	40
Duration:	10 Weeks
Study Time:	400 Hours

Description

This unit provides an opportunity for you to work with others and to expand the learning experiences gained in Year 2; in particular, the unit focuses on developing your creative practice and enhancing your technical and conceptual skills within the context of other practitioners and audiences. It is anticipated that you will use the methods, knowledge and understanding gained previously to help you locate your work in relevant professional and creative contexts. The unit also allows the flexibility to help you engage with external-facing activities and to interact with a variety of audiences beyond the Course using appropriate forms of participation, dissemination and communication.

You will have the opportunity to test a number of different collaborative working practices in this Unit; for example: in-course collaborations which explore generic team-working skills; cross-course collaborations that look at the opportunity for potential interdisciplinary outcomes; collaboration with industry to understand key skills required for working in your subject and an inter-change of ideas that allow you to work in groups with students from different disciplines to learn new skills and gain new knowledge.

The unit will raise your awareness of your own skills and help you identify appropriate career opportunities through work-related learning and collaborative projects, and, as part of the Unit you will be supported in expanding your own skill set. Team-working, project management and the ability to communicate effectively with a variety of stakeholders are essential skills that you will develop as part of this unit. This unit will also equip you with the skills to enable you to become a more autonomous learner and assist in preparing you for further study at Year 3.

submitted as part of Unit BA3a Research and Development.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Appropriate Interdisciplinary skills
- Tackling unfamiliar problems and concepts
- Developing a collaborative practice
- Project Management
- Documenting individual and group roles
- Creative decision-making

Professional Practice

- Understanding professional Health and Safety considerations
- Working with cross disciplines teams
- Commissioning and funding structures
- Curation and display
- Professional pitches and presentations
- Enterprise and Entrepreneurship

Research

- Writing for a diverse audience
- Processes linking production, distribution, circulation and consumption
- Identifying research questions and appropriate methodologies

Aims

The aims of the unit are:

- To consolidate your knowledge, skills and experiences as an independent learner and informed practitioner
- To increase awareness and understanding of the creative industries and the nature of working within them
- To strengthen your understanding and application of appropriate research methods for your study
- To prepare you for study at Year 3 and future employment.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO7:** Demonstrate an understanding of a wide range of applications for your work, including workplace contexts for your practice.
- LO8:** Propose and plan areas of research for further study, based on analysis of appropriate techniques and information that extend your knowledge.
- LO9:** Evaluate and employ appropriate communication and presentation techniques in relation to subject and audience.
- L10:** Demonstrate your ability to work collaboratively in order to meet specified goals.

Assessment Requirements

You are required to submit the following for assessment:

- A Presentation of collaborative outcomes
- A 1,000 word Research Report Proposal
- Research and supporting documentation
- A Reflective Journal

WHAT YOU WILL BE DOING IN THIS UNIT

The BA3a unit initiates your final year of study and aims to prepare you in planning, developing and organising your final project work as you progress towards completion of the BA (Hons) Fashion Communication and Promotion. The unit will provide you with a focused period for research, experimentation and progression of your creative practice. You will be encouraged to consider the holistic nature of research and practice and understand their correlation. This enquiry will help you to understand how the concept and methodologies underpinning your individual research subject, (as identified in your Research Report Proposal), might inform the development of your creative practice, and how analysis of your creative practice can support your process of research. This unit will enable you to reflect upon and assess the outcomes of your theoretical and active creative research in order to advance your creative practice and write your final 5,000 Word Research Report.

The report should contextualise your creative practice; it could be theoretical in direction, relate to social or cultural issues, address topics aligned with industry practice, or question use of materials, media and technologies. You may, with the agreement of your Course Leader, elect to undertake an extended research report of 10,000 words; this option allows you to explore your topic of choice in greater depth.

There is likely to be a broad spectrum of possible avenues for potential innovation within fashion communication, promotion and branding.

These could include: pioneering use of technology for retail, e-commerce and consumer engagement; groundbreaking concepts for re-branding, brand extension or fashion promotion, creative use of material and media, a novel concept for fashion social engagement, or the proposal of new theoretical concept relevant for fashion.

Unit Title: Research and Development

Reference: BA3a

Year: 3

Credit Points: 60

Duration: 15 Weeks

Study Time: 600 Hours

Description

This unit will support you in further developing the skills of research and development essential to maintaining a sustainable creative practice. The Unit requires that you to build on the knowledge and skills gained through Years 1 and 2 of the course to develop a body of work that is informed by appropriate research and experiential learning.

This unit will encourage you to assume a greater degree of responsibility for your learning, and you will be supported in determining the direction of your work through tutorial guidance and appropriate discussion and debate to develop both your research and creative practice. Academic and pastoral support will help you plan effectively and realistically for the remainder of the course as you formulate and finalise plans for your creative practice. The parameters of your creative practice for the final course unit, ('Resolution and Innovation') should assist you in contextualising your work for this unit.

This unit will concentrate on the process of further developing and reflecting upon your practice to date in order to provide a robust basis for the work to be undertaken in the final unit of the course. The production of your creative practice and written work will enable you to refine your understanding of historical, contemporary and environmental including ethical perspectives that are essential to and indicative of an in-depth understanding of your subject specialism.

In this unit you are required to submit a completed Research Report of 5000 words that broadly contextualises your practice and demonstrates your engagement with a sustained piece of written work. With the agreement of your course tutors, you may choose to develop an extended Research Report of 10,000 words, which allows you to explore your topic of choice in greater depth. You will agree a schedule of work with your course tutors that reflects an appropriate balance between your creative practice and written work.

Other areas for investigation include:

- Brand strategy and design
- Fashion publicity and PR campaigns
- Advertising and promotion
- Packaging for fashion products
- Fashion writing for print or digital
- Fashion magazines and publishing
- Trend forecasting
- A submission for a live competition or industry project
- Retail design and visual merchandising
- Fashion exhibition, installation or event

By engaging more deeply in research and robust enquiry into your creative practice, you should be able to emerge at the end of the process with a clearer picture of where your individual fashion communication and promotion practice is situated, be in a stronger position to move forward with your work, and have a more acute sense of where your future aspirations lie. The overall aim is to help you prepare for the final unit, BA3b 'Resolution and Innovation' when you will bring your concept to fruition and produce your final portfolio and body of work.

You will receive regular support from course staff and visiting professionals during studio sessions, will have timetabled tutorial guidance. Discussions and informal presentations of work to tutors and peers will help you develop your research and creative practice.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Advanced specialist technical skills
- Advanced concept generation
- Proficiency with materials and processes
- Sustaining a prolonged project
- Learning Agreement methodology
- Reflection as an emerging practice

Professional Practice

- Professional presentation
- Communicating research findings
- Focussed career planning including further study

Research

- Structuring and sustaining an argument
- Applying a theoretical basis to practice
- Demonstrating knowledge at the forefront of the discipline
- Enquiry based research methods using museums, archives and libraries
- Advanced information retrieval skills to gather, sift, synthesise and organise material independently

Aims

The aims of the unit are:

- To support you in planning and managing the production of a body of creative and written work
- To help you to sustain and engage with an in-depth enquiry into your interests
- To develop knowledge and understanding of your subject through historical, contemporary and cultural perspectives
- To help you to develop a breadth of reference material through creative practice and text based research
- To help you devise and apply strategies that will sustain independent learning
- To develop skills in effective communication

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Demonstrate rigorous use of recognised methods to test and analyse concepts, materials and processes appropriate to your area of study.
- LO2:** Show ability to construct and develop arguments using knowledge and methods pertinent to current research and practice in your subject.
- LO3:** Show evidence of utilising a range of independently gathered scholarly information including primary material and academic or industry-based research.
- LO4:** Develop questions and make informed judgements that allow potential solutions to problems to be identified.
- LO5:** Communicate creatively and appropriately to a variety of audiences using text and images.
- LO6:** Demonstrate a clear approach to planning and developing a career in the creative industries.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A Research Report of 5,000 words or an extended Research Report of 10,000 words*

*If you are undertaking a 10,000 word Research Report you should write a minimum of 2000 words for the draft submission in this unit.

WHAT YOU WILL BE DOING IN THIS UNIT

This project sees the culmination of your final year of study and provides you with the opportunity to produce a substantial body of work over an extended period of time. You will take forward the conclusions from your research in the previous BA3a unit, using them as a foundation for innovation and resolution within your creative practice. You should be able to consolidate your previous experience, knowledge and skills (both practical and theoretical), in the design and production of a professional and innovative outcome suitable for a defined fashion audience or market. Your explorations should support you in being able to push boundaries and show innovation in the realisation of a professionally presented final body of work relevant to your chosen career path. The final resolution to your individual project may be highly conceptual in nature, could relate to an ethical or social issue relevant to fashion or be an outcome that has a clearly defined commercial application.

By the end of the unit, you should be confident in your understanding and professional use of media, materials, creative techniques and processes, technologies, theoretical principles and strategic management approaches. Although this unit will be highly self-directed, you will receive regular feedback and guidance from the course team and timetabled tutorial support. You will be encouraged to consider original concepts relevant for the production and display of your work, and take a professional approach to promoting yourself and your practice.

Unit Title:	Resolution and Innovation
Reference:	BA3b
Year:	3
Credit Points:	60
Duration:	15 Weeks
Study Time:	600 Hours

Description

This final unit is the culmination of your undergraduate study within your chosen specialism and, as the title implies, gives you the opportunity to bring your work to a suitable degree of resolution within the context of innovative practice.

The Unit is dedicated to your creative practice and provides you with the opportunity to plan, develop and produce a substantial body of work over an extended period of time. The unit allows you to consolidate and capitalise on the skills, knowledge and experience gained throughout the course and provides a unique opportunity to generate a sustained and innovative body of resolved work that will support you in your future career or further study.

This unit supports you in developing and delivering a professionally presented project relevant to your chosen career path. You will consider appropriate forms of production, display and dissemination – including self-promotion, communicating your practice effectively to a range of specialist and non-specialist audiences.

You will utilise skills in organisation, management and communication alongside the technical, creative and conceptual skills associated with your subject practice. The research, development and reflection undertaken in the previous unit (Research and Development) provides the foundation needed to support this final stage of your study.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Delivering work to appropriate professional standards
- Consolidating approaches to concepts and production methods
- Realisation of appropriate methodologies
- Project resolution
- Documentation as outcomes
- Reflection and resolution

Professional Practice

- Application of professional Health and Safety requirements
- Promotion and dissemination
- Creative and appropriate communication with word, sound, image etc.
- Manage creative, personal and interpersonal commitments in a professional manner

Research

- Writing for a specialist and non-specialist audience
- Conceptualising creativity and authorship
- Application of knowledge at the forefront of the discipline
- Application of appropriate research methodologies

Aims

The aims of the unit are:

- To develop awareness and understanding of the creative potential and practice of the subject.
- To enable a sustained critical engagement with the subject through referencing the bodies of knowledge that support and challenge the discipline.
- To develop awareness of debates within and around the subject area to profile the diversity of a contemporary practice.
- To enable you to sustain a commitment to thematic enquiry.
- To help you initiate work that is innovative, ambitious and original in thinking to develop outcomes beyond an obvious solution.
- To enable you to communicate your intentions effectively.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO7:** Demonstrate consistent knowledge and understanding of your subject area, making detailed reference to current and emerging practice.
- LO8:** Show evidence of sustained critical engagement with an issue or question relevant to your subject.
- LO9:** Demonstrate an open and evidence-based approach to learning.
- LO10:** Apply skills, methods and knowledge to develop and extend projects beyond initial findings and solutions into resolved outcomes.
- LO11:** Communicate effectively to a range of specialist and non-specialist audiences using means appropriate to your practice.
- LO12:** Evidence a professional approach to career development through appropriate self-promotion, industry awareness and engagement.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal

LEARNING AND TEACHING

Learning and teaching methods include lectures, individual and group tutorials, placements and work-related learning.

NUA emphasises learning and discovery through studio and workshop practice, critical reflection and experimentation with ideas, processes and materials. Other learning and teaching methods include lectures, individual and group tutorials, placements and work-related learning, alongside technical demonstrations, exhibition practice and other presentations of students' work.

Students' progress is assessed in a number of ways. All courses provide clear information about the work required for assessment, and the criteria which are used in assessment. Courses make considerable use of group critiques where students present their work for discussion. Courses also use self-evaluation and peer evaluation to complement the assessment of work by tutors. Students come into contact with a wide range of staff, all of them committed to supporting learning. As well as academic staff, these include staff in technical workshops, the Library, Employability Service, and Student Support.

Independent Learning

Independent learning complements and builds upon the teaching you receive on your course. Key aspects of learning develop through the acquisition of research skills, the generation and development of ideas, and independent study. Learning Agreements are used by courses to support independent study and to enable students to focus, direct and negotiate their individual pathway through the course.

At undergraduate level, an increasing emphasis is placed on independent learning as students' progress through their course. This enables them to make the best use of the University's resources in support of individual creative development. Independent learning may be based on projects or assignments set by staff, or it may be self-initiated. There are significant opportunities for self-initiated study at both undergraduate and postgraduate levels.

PAL Mentor Scheme

Each undergraduate degree course has a system of peer support known as Peer Assisted Learning or PAL. This means that Year One students have ready access to trained Year Two students from their course, from before they arrive through to the end of the first year. The advice and support given by the PAL Mentors is directly relevant to first year students and is delivered by Year Two or Three students who have had similar experiences themselves. This extra layer of support for first year students has been found to be very effective in helping to smooth the transition to higher education.

Collaboration

One of the most exciting aspects of study at NUA is the opportunity for students to concentrate on their art and design discipline. However, there are also valuable opportunities to learn from the experience of working collaboratively or as part of a team with students on other courses. Collaborative projects may form part of the approved content of a course unit, with the outcomes of the collaboration being formally assessed, or they can be negotiated as part of a learning agreement. The chief benefit of collaborating in this way is that it reflects the realities of professional practice in the creative industries, and thus it enhances students' understanding of the professional context for their work.

Work-Related Learning

All NUA courses offer students opportunities to undertake periods of work placement in order to reinforce their professional development and awareness. Other types of work-related learning emphasised by courses include: guest lectures or workshops led by visiting artists and designers; 'live' projects or commissions for external clients; mentoring by practising artists and designers; and projects which simulate professional practice in the creative sectors. In addition, students are encouraged to participate in regional and national competitions for artists and designers such as the Starpack Packaging Awards and Design & Art Direction Awards, often achieving significant success.

Students also undertake voluntary projects, for example in schools, hospitals and the wider community. This experience is particularly valuable for those who want to pursue a career in teaching or community work. NUA is developing mechanisms by which such activity can be accredited towards a degree. The University regularly takes advice from the creative and cultural industries in order to maintain the currency of its courses and to ensure that the learning experience is relevant to future employment, freelance work and progression to postgraduate study.

Learning and Teaching

All of these features of learning, teaching and assessment are underpinned by NUA's Strategy for Learning, a key document which sets out its principle aims and the ways in which learning and teaching will be enhanced at NUA. Academic and other staff involved in teaching and the support of learning regularly identify and share good practice with colleagues within the University and nationally. Each year NUA recognises the contribution made by staff through the award of a Teaching Fellowship and a number of Teaching and Student Support Awards.

Staff are able to apply for small grants for the development of new approaches to learning and teaching, and for funding to promote the application of their research and creative practice to inform and update their teaching. The University is committed to a learning environment in which traditional forms of learning and teaching are complemented by e-learning, and which is significantly enhanced by its Library and learning resources.

ASSESSMENT

Assessment is the process of evaluating or assessing your learning. Sometimes it will involve consideration of work in progress, while at others it concentrates on work which you have completed and submitted as assessment requirements for each unit of study.

The University assesses you through the coursework that you produce as you complete each unit. Each unit will require that you present a portfolio of work which may include finished pieces of work, written work, your research, and a reflective journal which allows you to evaluate your learning and highlight your strengths and areas for further development.

There are two types of assessment that you will receive while on your course:

- Formative assessment is the process whereby your work and progress are assessed at regular intervals with accompanying feedback from staff in order to help to improve your performance. Staff will provide you with feedback on the progress of your work before you reach the assessment point at the end of the unit. This may take place one-to-one with a tutor (e.g. in a tutorial) or in group sessions.
- Summative assessment is the process whereby your work is evaluated and given a mark at the end of course unit. Summative assessment formally records your achievement of the unit's learning outcomes.

You will be assessed against the approved unit learning outcomes and assessment requirements as outlined in Unit Outlines. Project Briefs guide you through the specific areas of work in which you will be engaged in order to produce the work required for assessment and so successfully achieve the unit learning outcomes.

Many courses also employ self and peer evaluation or assessment within their overall assessment processes. Self-evaluation and self-assessment require you to reflect upon your learning and performance and to submit this to tutors. Peer evaluation and peer assessment are used when students have been working in teams and require each team member to reflect upon their peers' performance and to submit this to tutors.

Feedback Following Assessment

Formative assessment is itself a process of feedback on your progress. You are also given feedback on your performance following each summative assessment. This is delivered in accordance with your unit outline and with reference to the NUA Student Agreement. Feedback on assessment performance will be given to you in a written report with opportunities to meet your tutor for further discussion.

REQUIREMENTS FOR PROGRESSION ON THE COURSE

The general requirements for progression are as follows:

Progression from Year 1 to Year 2 (Honours degree): you must pass all Year 1 units and be awarded 120 credits (FHEQ Level 4)

Progression from Year 2 to Year 3: (Honours degree): you must pass all Year 2 units and be awarded 120 credits (FHEQ Level 5)

If you do not pass a unit at first attempt you will normally be offered at least one further attempt to pass the unit through resubmission. If you do not pass the unit after a resubmission attempt you will not be allowed to progress to the next stage of study and may have your course terminated.

See the University's Student Regulations and Procedures

<http://www.nua.ac.uk/about/information/support/>

If you fail all 120 credits in a year of study you will not normally be offered resubmission opportunity and may have your course terminated, or be required to repeat the year, depending on your circumstances.

REQUIREMENTS FOR THE AWARD OF A QUALIFICATION

To qualify for the award of Bachelor of Arts with Honours [BA (Hons)] you must have achieved a pass in all units and be awarded 360 credits.

If you do not complete your course for any reason, you may qualify for an exit award as follows:

- Completion of Year 1 – Certificate of Higher Education (120 credits at Level 4 (FHEQ))
- Completion of Year 2 – Diploma of Higher Education (240 credits with 120 credits at Level 5 (FHEQ))
- Partial completion of Year 3 – BA Degree (Unclassified) (300 credits with 60 credits at Level 6 (FHEQ))

CIRCUMSTANCES THAT MAY RESULT IN COURSE TERMINATION

The University may terminate your place on a course if:

- Your attendance is deemed unsatisfactory;
- You do not meet the requirements for progression as set out in the Student Regulations and Procedures;
- You do not pay the University fees and/or any other required payments in line with our Undergraduate or Postgraduate (Taught) Student Tuition Fees Payment policies;
- You are found to have broken specific course or other regulations about student conduct or anti-social behaviour; or
- You need a visa to study at NUA and have broken the terms and conditions of that visa as set out by UK Visas and Immigration (UKVI). UKVI is the part of the Home Office responsible for deciding who has the right to visit or stay in the country, including the right to study.

QUALITY ASSURANCE

The University was established as an independent higher education institution under Section 121 of the Education Reform Act 1988, and is a recognised body with taught degree awarding powers. The University is regulated by the Office for Students (OfS). Information about the University's status can be found on the [OfS Register](#) and on the [list of recognised bodies](#) published on the UK Government (GOV.UK) website. The OfS regulatory framework will come fully into force from 1 August 2019. As part of its registration with the OfS the University is required to satisfy a number of conditions that relate to quality and standards. From 1 April 2018 until 31 July 2019 the University will be subject to the OfS Transitional Arrangements.

Prior to 2016, the University was quality assured by the QAA. Read [NUA's latest review](#).

Quality in the University is assured by a number of systems and procedures. Many of these notably those which contribute to annual monitoring work to an annual cycle. Others, such as the Periodic Review of courses, operate over longer timescales. The objectives of the QME systems and procedures are:

1. To enhance the quality of courses and university professional services;
2. To attract a high quality student application and intake;
3. To ensure that the University is a reflective community committed to continuous enhancement;
and
4. To retain the confidence of key stakeholders, including external accreditors and funding bodies.

Date of Course Specification: October 2018