

VOGUE COLLEGE OF
FASHION

**BA (Hons) Fashion Communication & Industry
Practice
Programme Handbook
2024/2025**

PROGRAMME HANDBOOK

BA Fashion Communication & Industry Practice 2024 - 2025

WELCOME:

This Programme Handbook provides you with an introduction to your Course and the academic matters relating to it. It contains the key information to help you navigate your time with us at Vogue College of Fashion, and to support you as you work through the course. Please take the time to read through this information carefully.

If you have any questions about anything included in this document, please contact your Programme Director. We also welcome any comments you may wish to make on the handbook or suggestions for improving the information provided.

General information about the College, the College community, and College systems, can be found on VCF London on Canvas.

Disclaimer

The information published herein represents the policies and procedures of Vogue College of Fashion (hereafter referred to as “the College”) at the time of publication. The College reserves the right to change without notice any matter contained in this publication. Payment of tuition for or attendance in any classes shall constitute a student’s acceptance of the College’s policies and procedures as well as the College’s right to change the same.

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YOUR COURSE & ACADEMIC MATTERS

BA (Hons) Fashion Communication & Industry Practice

1.0 COURSE AIMS

This industry-focused two-year degree programme provides a learning environment that will introduce you to fashion communication concepts and industry practices specific to fashion, media and the wider creative industries, such as beauty and lifestyle. This broad-based multi-disciplinary course offers you the opportunity to examine a range of areas within fashion and media communication that includes fashion marketing, promotion and branding; fashion styling, image-making, photography, film and creative direction, as well as graphic & digital design, magazine publishing, and fashion media & journalism. Within this framework of topics, the course covers essential theory and practice, and considers the most recent changes, developments and trends experienced within the industry, as well as predicted future innovations and initiatives.

The fashion industry is undergoing a period of significant change, and the course encourages students to consider some of the key issues and problems arising now, alongside those that might emerge in the future. The curriculum is designed to allow for flexibility so that the newest and emerging trends, philosophical debates, theoretical approaches and industry practices can be integrated within the learning experience. The course takes account of diverse attitudes and cultural viewpoints, recognising fashion's role and significance in cultural, economic, global, local and community contexts.

The Fashion Communication and Industry Practice (FCIP) course is designed to allow passionate and motivated students an opportunity to explore both the strategic and the creative, investigating how the two work in tandem. The learning and teaching approach would therefore accommodate students who are more creative in focus, those who are more strategic, as well as those who show an aptitude for both. A key aim is to support an effective transition from study at A level, FE and Foundation level through to HE level 6, and subsequently onto a career in the fashion, media or creative industries, or potential further study.

The two-year programme takes place over 8 terms with transition from level 4 to level 5 taking place in term 3, and transition from level 5 to 6, taking place in term 6. The course offers a unique blend that combines academic rigour and industry engagement with practical and professional skills acquisition, drawing on the expertise of Condé Nast Publications including Vogue and the College's wide network of industry professionals. The content is designed to ensure that students cover the following overarching areas: academic practice, creative practice, industry practice; research & communication, and careers & employability. Students are encouraged to develop their understanding of how the fast-paced and ever-changing fashion and media industries operate, and to consider their potential future role within these industries.

The key aims of the Vogue College BA (Hons) Fashion Communication & Industry Practice are to:

- Introduce students to the social, cultural, economic, and political histories from which fashion, media and communication practices have emerged
- To provide a platform for debate, encouraging students to explore possible and likely scenarios for the future of the fashion and media industries, with a focus upon potential for systemic and positive change
- Develop students' communication skills across a variety of media, with an emphasis on the understanding of both strategic and creative outputs
- Provide opportunities for students to develop key transferable skills in research and analysis, intellectual autonomy, creative thinking, innovation, and the production of creative and strategic outputs
- Develop students' knowledge and understanding of industry practice, through learning and interaction with professionals within the fashion, media and associated industries
- Enable each student to determine their own personal and professional strengths through critical reflection, with a view to identifying and pursuing a suitable career path within fashion, media and related industries, or continuing with further study within HE

During year 1 you will study at level 4 & level 5 and during year 2 you will study at levels 5 & 6.

Level 4 modules support students to:

- Develop the knowledge, understanding and specialist skills relevant to the discipline
- Understand the wider influences and challenges related to the discipline
- Learn how fashion industry professionals gather and interpret research information
- Explore and experiment, learning to use an iterative process to generate and develop ideas
- Communicate ideas and the development and outcomes of project work in visual, verbal and written formats
- Present work in a way that communicates ideas and outcomes clearly and effectively
- Work effectively as part of a team
- Understand the importance of reflective practice
- Develop an effective approach to independent learning, planning, organisation and time management
- Develop skills to support professional development and employability.

Level 5 modules support students to:

- Develop more advanced technical and practical skills relevant to the discipline
- Utilise and apply theory to underpin strategic and creative approaches to industry problems
- Critically analyse qualitative and quantitative research findings and industry data to make sound, informed judgments, and to substantiate approaches to project tasks and assignments
- Show a more autonomous approach to learning with evidence of more advanced critical reflection

- Develop skills in collaborative practice, working with internal and external partners
- Consider your own practice and skills in the context of potential careers within the fashion and wider creative industries
- Consolidate knowledge, understanding, cognitive and practical skills to apply these to more complex tasks and projects.

Level 6 modules support students to:

- Extend knowledge of relevant theoretical concepts, industry contexts and industry practice
- Recognise and analyse key issues facing the global fashion, lifestyle and media industries, both at present and in the future - with consideration of ethics, inclusivity, sustainability, social responsibility - focusing on potential for systemic and positive change
- Evidence engagement with experimentation, risk-taking and innovation
- Execute a substantial body of final work comprising an independently driven research project and independent final project
- Engage in self-promotion and preparation for employment

1.1 COURSE MAP

		BA Course		
YEAR 1	Term 1: Autumn Term	Introduction to Fashion Media (15 Credits)	Fashion Image & Visual Communication (15 Credits)	Fashion Culture & Trends (15 Credits)
	Term 2: Winter Term	Fashion Marketing & Promotion (15 Credits)	Fashion Retail Environments (15 Credits)	Fashion & Society (15 Credits)
	Term 3: Spring Term	Fashion Branding & Creative Communication (15 Credits)	Brand Identity & Design (15 Credits)	Professional Development Portfolio (15 Credits)
	Term 4: Summer Term	Creative Option Module (Collaborative Peer Project) (15 Credits)	Fashion Industry Placement (30 Credits)	
YEAR 2	Term 5: Autumn Term	Consumer Behaviour & Insight (15 Credits)	Collaborative Industry Project (30 Credits)	
	Term 6: Winter Term	Business Option Module (15 Credits)	Digital Strategy & Interactive Media (30 Credits)	
	Term 7: Spring Term	Fashion for Positive Change (15 Credits)	Independent Research Project (Academic & Creative Practice) (30 Credits)	
	Term 8: Summer Term	Professional Practice Portfolio (15 Credits)	Independent Final Project PART 2: RESOLUTION (30 Credits)	

Light Grey is Level 4

Mid Grey is Level 5

Dark Grey is Level 6

1.2 YOUR AWARD

The BA (Hons) Fashion Communication & Industry Practice course at Vogue College of Fashion is a globally recognised degree qualification awarded by The University of Buckingham. In relation to the UK Qualifications framework it is worth 360 credits, made up of 120 credits per level at levels 4, 5 and 6. You will undertake a range of modules, of varying durations and credit values; these are outlined briefly in sections 2 & 3 of this handbook. All modules are 15 credits, or 30 credits as indicated in the map.

The degree of the University of Buckingham may be conferred by the authority of the Senate upon such candidates as are reported to the Senate as having:

- a) satisfied the provisions of the Regulations
- b) completed a programme of studies consisting of a prescribed number and range of modules set out in the Special Regulations and Curriculum of the degree of BA Fashion Communication
- c) satisfied the Board of Examiners that they have attained the requisite standard in the prescribed assessments for the modules on the degree programme.

The degree of BA Fashion communication may be conferred with or without Honours. Honours degrees are classified First Class, Second Class (Upper Division), Second Class (Lower Division), Third Class.

All modules are aligned with the national Framework for Higher Education Qualifications (FHEQ).

1.3 ATTENDANCE AND DURATION

The requisite period of attendance in the College to qualify for a degree is eight terms. The terms of attendance shall normally be consecutive except where the special regulations for the degree make other provision.

The maximum completion time shall be six years or five years for those students under Tier 4 visa conditions.

1.4 MINIMUM CREDIT REQUIREMENTS

In order to be eligible for the award of an honours degree, a student must have taken and passed assessment for modules with a total value of 360 units, as prescribed by the curricula and special regulations for the degree programme, of which 240 units taken at level 5 and 6 will be classifiable towards the final degree.

To be eligible for the award of a pass degree, a student must have taken modules with a total value of 360 units, as prescribed by the curricula and special regulations for the degree programme, of which 300 units must have been passed.

To be eligible for the award for a Diploma of Higher Education, a student must have passed assessment for modules with a minimum total value of 240 credits of which at least 90 credits must have been achieved at level 5 of the FHEQ or above.

To be eligible for a Vogue Diploma in Fashion Communication, a student must have passed assessment of prescribed modules with a minimum total value of 135 credits taken at level 4 and 5 in the FHEQ.

To be eligible for the award of a Certificate of Higher Education, a student must have passed assessment of modules with a minimum total value of 120 credits taken at level 4 in the FHEQ or above.

To be eligible for a Vogue Certificate in Fashion Media, a student must have passed assessment of prescribed modules with a minimum total value of 45 credits taken at level 4 in the FHEQ. Taken during term 1

To be eligible for a Vogue Certificate in Fashion Marketing & Promotion, a student must have passed assessment of prescribed modules with a minimum total value of 45 credits taken at level 4 in the FHEQ. Taken during term 2

To be eligible for a Vogue Certificate in Fashion Communication, a student must have passed assessment of prescribed modules with a minimum total value of 45 credits taken at level 4 and 5 in the FHEQ. Taken during term 3

To be eligible for a Vogue Summer School Fashion Business certificate, a student must have passed assessment of prescribed modules with a minimum total value of 15 credits taken at level 4 in the FHEQ.

To be eligible for a Vogue Summer School Fashion Media certificate, a student must have passed assessment of prescribed modules with a minimum total value of 15 credits taken at level 4 in the FHEQ.

1.5 RETURNING STUDENTS FROM FHEQ LEVEL 4 AND 5 PROGRAMMES

Unless otherwise stated below, the general regulations relating to the BA (Hons) Fashion Communication apply.

This section applies to those students who have completed any of the following programmes:

- Vogue Diploma in Fashion Communication (Level 4 and 5)
- Vogue Certificate in Fashion Media (Level 4)
- Vogue Certificate in Fashion Marketing & Promotion (Level 4)
- Vogue Certificate in Fashion Communication (Level 4 & 5)
- Vogue Summer School Fashion Business (Level 4)
- Vogue Summer School Fashion Media (Level 4)

1.6 ADMISSIONS

Students progressing from the programmes listed in 1.5 to the BA (Hons) Fashion Communication & Industry Practice must have completed and passed all requirements from the programmes named in 1.5.

Students who have completed the programmes listed in 1.5 may apply for exemption for those credits on the BA (Hons) Fashion Communication & Industry Practice no more than 5 years after completion.

Graduates of the programmes listed in 1.5 that request exemption more than 5 years after completion will be considered for entry on basis of their ability to provide a portfolio of evidence demonstrating that they have maintained a knowledge base in the field.

1.7 TRANSFER OF CREDITS

Results from the programmes listed in 1.5 that are equivalent to FHEQ modules levels 5 on the BA (Hons) Fashion Communication & Industry Practice programme shall be collated and will contribute to the degree classification for the BA (Hons) Fashion Communication & Industry Practice.

2.0 YEAR 1 MODULES

- **Term 1: Fashion Culture & Trends - 15 Credits Level 4**

The Fashion Culture & Trends module provides you with an opportunity to learn about fashion cultural theory, the historical evolution of fashion and the political, economic, societal and technological factors that shape the direction of, and discourse relating to, fashion past and present.

The aims of the module are to:

- Introduce the basics of fashion and cultural theory
- Provide an overview of key aspects of the evolution of fashion
- Investigate macro-trends and their impact on fashion past and present
- Examine how fashion trends are established and communicated
- Introduce relevant study skills and the fundamentals of academic practice including Harvard Referencing
- Introduce basic primary and secondary research methods

Assessment method:

- Individual Portfolio of Coursework (100%)

- **Term 1: Fashion Image & Visual Communication - 15 Credits Level 4**

The Fashion Image & Visual Communication module offers you an opportunity to develop your practical skills in image making.

This will involve photography, moving image, collage and illustration. During the module, you will examine the importance of image as a communication tool and learn about early pioneers and current innovators in the field of fashion image making and communication. As part of this module, you will be shown how to use the photo studio and equipment; learn image and film editing techniques, as well as learn how to produce your own shoot.

The aims of the module are to:

- Examine the importance of image as a communication tool
- Develop practical skills in image making and visual communication
- Explore a range of visual communication methods and introduce students to key visualisation techniques across a range of media.
- Encourage experimentation and understanding of the creative process
- Explore the evolution of fashion imaging from early pioneers to current innovators in the field
- Facilitate students' use of industry standard software for the creation and presentation of image and visual communication

Assessment method:

- Individual Portfolio of Coursework (100%)

- **Term 1: Introduction to Fashion Media - 15 Credits Level 4**

The Introduction to Fashion Media module gives you an overview of Fashion Media in all its forms. During the module you will learn about the fashion media landscape and its evolution since inception to how it operates today as a multimedia sector of the wider media industry. You will learn about the content that goes into a magazine and a variety of different media formats both print and digital.

The aims of the module are to:

- Introduce key history and theory relating to fashion media
- Examine the fashion media industry, with an emphasis on key principles and industry working practices
- Gain knowledge of the professional roles and potential career paths within the sector
- Understand significant developments within magazine publishing driven by new technologies and digital culture

Assessment method:

- Group Presentation (50%)
- Group Log (20%)
- Individual Reflective Diary (30%)

- **Term 2: Fashion Marketing & Promotion - 15 Credits Level 4**

The Fashion Marketing & Promotion module provides you with an opportunity to learn about key fashion marketing and promotional theory and analysis tools. You will learn how and why marketing fashion products differs from other consumer goods and services. During this module you will examine fashion marketing theories and techniques, using a specific market sector as the basis for a case study.

The aims of the module are to:

- Introduce students to key fashion marketing and promotional theory and analysis tools
- Provide tools/methods for effective research and brand analysis
- Ensure students can recognise and understand the unique characteristics of fashion marketing, considering how and why marketing fashion products differs from other consumer goods and services

Assessment method:

- Individual: Illustrated Marketing Report with brand case study (70%)
- Individual: Presentation / Oral Exam (30%)

- **Term 2: Fashion Retailing Environments - 15 Credits Level 4**

The Fashion Retail module provides you with an opportunity to learn about visual merchandising for fashion, and to look at the overall retail environment, both physical and digital. You will explore key aspects of fashion retailing, examining the scope of environments in which it operates.

The aims of the module are to:

- Explore key aspects of fashion retailing, examining the scope of environments in which it operates
- Consider the retail experience from a brand and consumer perspective
- Clarify key job roles and functions within fashion retailing
- Give students an opportunity to develop skills in fashion retail /e-tail design and visual merchandising for online and bricks & mortar contexts
- Develop team working skills

Assessment method:

- Group: Presentation (60%)
- Individual: Research & Reflective Journal (40%)

- **Term 2: Fashion & Society - 15 Credits Level 4**

The Fashion & Society module provides you with an opportunity to consider some of the critical issues affecting contemporary fashion. The module looks at fashion as a local and global entity, with a focus on inclusivity, diversity and other ethical issues. The module is also designed to enable you to progress your academic skills, focusing on research, critical analysis, visual analysis, essay writing and the use of Harvard Referencing.

The aims of this module are to:

- Investigate and discuss critical issues relevant to fashion
- Place fashion and fashion communication in global and local contexts
- Examine the global fashion system and consider its ethical implications and impact on sustainability
- Examine fashion in relation to societal issues such as inclusivity and diversity
- Extend knowledge and understanding of fashion and cultural theory
- Progress skills in academic practice and the use of primary and secondary research
- Develop skills in critical analysis
- Enhance study skills, including essay writing, citation and constructing a reference list

Assessment method:

- Individual: Written & illustrated essay (100%)

- **Term 3: Brand Identity & Design - 15 Credits Level 4**

This module will build on themes introduced during the Visual Communication module, with a focus on the fundamental principles of graphic design, the development of practical design skills and proficiency in using relevant software, including Adobe Illustrator. You will consider how these design principles are applied across a range of media and explore historical and contemporary graphic communication practices.

The aims of this module are to:

- Provide an overview of historical and contemporary graphic design & communication practices
- Introduce the fundamental principles of graphic design and how they are applied in creating brand identity
- Facilitate the development of practical design skills and proficiency in using relevant software, including Adobe Illustrator

Assessment method:

- Individual: Portfolio of Brand Design & Graphic work (100%)

- **Term 3: Professional Development Portfolio - 15 Credits Level 4**

This module allows you to reflect on your knowledge and skills so that you can write your CV and develop a small portfolio of work to showcase your skills and talents. There will be sessions that support you in this reflection so that you can review your creative practice within an industry context. The aim is that you can complete this term, with a clearer focus on your next steps, be that for a work placement, job role or further study, as appropriate to your chosen course.

The aims of this module are to:

- Provide students with the opportunity to reflect on and to review knowledge and skills acquired to date
- Start the application process for industry placement
- Consider own practice within an industry context
- Write a CV and tailored cover letters, develop a professional LinkedIn profile
- Collate and present best work as a digital portfolio

Assessment method:

- Individual: Professional Development Portfolio (100%)

- **Term 3: Fashion Branding & Creative Communication - 15 Credits Level 5**
This module focuses on branding and brand communication - considering the Communication Mix and how brand identity is communicated with brand customers and followers. You will be using your module learning to develop a creative communication campaign for a chosen brand.

The aims of this module are to:

- Introduce key theories and practise for branding, communication and PR
- Examine the concept of brand communication and develop a strategic approach for a creative campaign
- Conceptualise the creative assets for a brand communication campaign
- Examine the brand/user relationship - how brands can resonate with and communicate to their audiences
- Explain the strategic objectives and purpose behind a brand communication campaign

Assessment method:

- Individual: Research Presentation (30%)
- Individual: Brand Communication Concept & Promotional Assets (70%)

- **Term 4: Option Module - Fashion Illustration - 15 Credits Level 5**
This is a short creative module that gives you an opportunity to learn about and practise fashion illustration. You will get a chance to experiment with different media, draw from life and undertake still life fashion drawing. You will learn from practising illustrators who will guide you through a range of techniques for drawing, painting, collage and digital illustration.

The aims of this module are to:

- Understand and engage with the practice of fashion illustration
- Examine the role and work of the fashion illustrator, giving an insight into the creative processes and media used
- Support students to develop a range of practical skills, and build an illustration portfolio
- Provide an opportunity to experiment with a range of materials and processes
- Experience cross-disciplinary collaboration with peers

Assessment method:

- Individual: Portfolio of Research, Development, Course Work & Final Images (100%) * **Subject to approval of minor modification to the module specification*

- **Term 4: Option Module - Fashion Styling - 15 Credits Level 5**

This is a short creative module that offers you an opportunity to develop your Styling skills as well as understanding the many different facets of the modern Fashion Stylist today. This will include Street Style, Still Life, Editorial, Advertising, Celebrity, Personal Styling and much more! During the module, you will examine the importance of the fashion image and fashion film as a vital communication and creative tool and learn about which stylists have paved the way as well as current innovators in the field of fashion styling, fashion image and film making. As part of this module, you will be able to experience your own studio shoot, complete with a professional Fashion Photographer, Hair and Make-Up Artist and Model. Using your production skills from your previous FIVC module, you will also produce your own personal shoot and film.

The aims of this module are to:

- Understand and engage with the practice of fashion styling
- Examine the role of a stylist and provide an insight into the planning, coordination, and creative process behind the production of fashion images
- Support students to develop a range of practical skills, and build a styling portfolio
- Provide experience of planning and organising a shoot and working in a studio with a professional team
- Undertake cross-disciplinary collaboration with peers

Assessment method:

- Individual: Portfolio of Research, Development, Course Work & Final Styled Images (100%)

- **Term 4: Option Module - Fashion Journalism - 15 Credits Level 5**

This is a short creative module where you will be writing continuously throughout the 4-5 weeks of this module, with a variety of set writing tasks each day/week. The key ways to develop as a journalist are to read as much good quality writing as you can, to write as much as you can, and to be edited and act on the advice given – this module approaches your learning based on this premise. You will be in a small group, with tutors who will act as your guides and editor for the duration of the module. As such, this will perhaps be a very different learning experience from those you have been used to. The more you write, the more you will learn.

The aims of this module are to:

- Further explore fashion journalism, building on key content of the Fashion Media module.
- Facilitate the creation of a portfolio of writing, requiring the development of original ideas and experimentation with writing different types of articles
- Explore relevant career options and the practical aspects of freelance journalism, such as strategies generating work and getting published
- Undertake cross-disciplinary collaboration with peers

Assessment method:

- Individual: Portfolio of Research, Development, Coursework & Final Written Pieces (100%) * **Subject to approval of minor modification to the module specification*

- **Term 4: Fashion Industry Practice - 30 Credits Level 5**

This is a double credit module designed to increase your knowledge of a chosen area within the fashion industry. Your placement forms part of your academic study and contributes to your personal and professional development. The placement (or equivalent set project) is a mandatory requirement of your degree, and the associated assessments will significantly influence (because it's a double module) your overall degree classification. During the placement you will be tasked with exploring the company structure, culture and brand values and how these are disseminated internally within the organisation. You will also examine and reflect on your learning and personal/professional development gained as a result of undertaking your placement.

The aims of this module are to:

- Support students to gain relevant and worthwhile industry experience as part of their credited course of study
- Encourage students to examine and reflect on their learning, level of professionalism and contribution within a professional working environment within the fashion industry
- Gain an understanding of different types of structures for fashion and media businesses, from freelance Sole Trader to a conglomerate organisation
- Explore the culture and values of the placement provider and investigate how these are disseminated internally within the company and externally to customers, clients and other stakeholders

Assessment method:

- Individual: Reflective Journal (50%)
- Individual: Illustrated Industry Report (50%)

PLEASE NOTE: Minor modification to module assessment methods may occur. Should this be the case, then changes would be discussed/ communicated with students and details would be updated in this document. The aim of any changes would be to reduce or simplify the assessment load.

2.1 YEAR 1 CALENDAR 2024/25

Year 1: Academic Calendar 2024 - 2025											
Week commencing	Modules	Week	Monday	Tuesday	Wednesday	Thursday	Friday	Notes			
AUTUMN TERM - TERM 1											
30-Sep-2024	Intro to Fashion Media / Fashion Culture & Trends / Fashion Image & Visual Communication	Induction week		First Day in College	Induction Week	Induction Week	London Orientation Day				
7-Oct-2024		1	Directed / Self-directed Study	Directed / Self-directed Study	IFM Module Briefing	FIVC Module Briefing	FCT Module Briefing	You will be briefed on your modules, projects and assignments			
14-Oct-2024		2									
21-Oct-2024		3									
28-Oct-2024		4			IFM Mid-Module Review						
4-Nov-2024		5					FCT Mid-Module Review	Mid-Module Reviews: This is an important milestone in the module. We will review where you should be, what is left to cover and remind you about the Learning Outcomes and Assessment.			
11-Nov-2024		6					FIVC Mid-Module Review				
18-Nov-2024		7									
25-Nov-2024		8					IFM PRESENTATIONS				
2-Dec-2024		9			IFM Submission						
9-Dec-2024	10				FIVC Submission		FCT Submission	All submissions are via Canvas			
16-Dec-2024	Winter holiday										
23-Dec-2024	Winter holiday										
30-Dec-2024	Winter holiday										
WINTER TERM - TERM 2											
6-Jan-2025	Fashion Marketing & Promotion / Fashion Retail Environments / Fashion & Society	1	Directed / Self-directed Study	Directed / Self-directed Study	FRE Module Briefing	FMP Module Briefing	FAS Module Briefing				
13-Jan-2025		2				IFM Grades Released					
20-Jan-2025		3				FCT & FIVC Grades Released					
27-Jan-2025		4				FRE Mid-Module Review					
3-Feb-2025		5					FMP Mid-Module Review				
10-Feb-2025		6						FAS Mid-Module Review			
17-Feb-2025		7									
24-Feb-2025		8			FRE Submission					Group Presentations	
3-Mar-2025		9							FMP Submission		
10-Mar-2025		10						FMP Oral Exam	FAS Submission	Individual Presentations	
17-Mar-2025	Reading Week / NEW YORK TRIP										
SPRING TERM - TERM 3											
24-Mar-2025	Fashion Branding & Creative Communication / Brand Identity Design / Professional Development Portfolio	1	Directed / Self-directed Study	Directed / Self-directed Study	PDP Module Briefing	FBCC Module Briefing	BID Module Briefing				
31-Mar-2025		2									
7-Apr-2025		3						FRE Grade Released			
14-Apr-2025		Spring holiday									
21-Apr-2025		Spring holiday									
28-Apr-2025		4						PDP Mid-Module Review	FMP & FAS Grade Released		
5-May-2025		5			BANK HOLIDAY				FBCC Research Presentations		
12-May-2025		6			Directed / Self-directed Study				FBCC Part 1: Grade Released	BID Mid-Module Review	
19-May-2025		7									
26-May-2025		8			BANK HOLIDAY						
2-Jun-2025	9	PDP Submission									
9-Jun-2025	10	BID Submission					FBCC Submission				
16-Jun-2025	Reading Week										
SUMMER TERM - TERM 4											
23-Jun-2025	Fashion Industry Placement / Option Module	1	Directed / Self-directed Study	Directed / Self-directed Study	Option Module Briefing	Option module taught over two-days	FIP Briefing				
30-Jun-2025		2									
7-Jul-2025		3									
14-Jul-2025		4									
21-Jul-2025		5									
28-Jul-2025		6									
4-Aug-2025		7									
11-Aug-2025		8									
18-Aug-2025		9									
25-Aug-2025		10			BANK HOLIDAY						
1-Sep-2025	PLACEMENT - 4 WEEKS OVER SUMMER PERIOD										
8-Sep-2025	Can be between Monday 28th July - Friday 19th September for 4 weeks.										
15-Sep-2025	Summer Break										

Please note that some of the submission dates may change and you will always find the accurate submission deadline dates in your module handbook. The purpose of this document is to give you an idea of the overall flow of this academic year with key term, holidays and submission dates. If any submission dates change, you will be informed, and the calendar will be adjusted in your Programme Handbook.

3.0 YEAR 2 MODULES

- **Term 5: Collaborative Industry Project - 30 Credits Level 5**

This module gives you the opportunity to work on a live project set by executives at a top tier fashion, beauty or lifestyle brand - they will set the brief for you to follow. Now is the time to put all that you have learned so far into action, and to build on this learning with the new skills you will acquire during this term. At the end of the module, you will present your concept to executives from your chosen brand.

The aims of this module are to:

- Provide students with the opportunity to work on collaborative industry projects with fashion brands and their representatives
- Encourage careful consideration of realistic commercial requirements and their implications
- Develop professional skills and behaviour when communicating with brand and industry representatives

Assessment method:

- Individual: Industry Collaboration Concept & Outcomes (50%)
- Individual: Research & Development with Project Management Diary (25%)
- Individual: Presentation / Pitch of Project to Client (25%)

- **Term 5: Consumer Behaviour & Insight - 15 Credits Level 5**

Understanding consumer behaviour is fundamental for the fashion and media industries and forms the bedrock of marketing research. Within this module you will learn about market research methods so that you can undertake substantial research of a specified consumer audience relating to either fashion purchasing, engagement with fashion content, or fashion media consumption. You will further develop your knowledge around segmentation theory and consumer profiling, learning about consumer psychology and theories relating to consumer behaviour.

The aims of this module are to:

- Introduce key consumer behaviour theories and consider how these are / can be applied in the fashion and media industries
- Design and carry out appropriate customer / audience research
- Gain insight into the motivations and behaviours of a specified target consumer / audience
- Communicate market research information in relevant formats suitable for industry
- Utilise and develop existing research skills, applying these to market research scenarios

Assessment method:

- Individual: Theory Presentation/Oral Exam (30%)

- Group Project: Consumer Documentary / Report (70%)
- **Term 6: Option Module - Magazine & Media Publishing - 15 Credits Level 5**
During this module you will examine how magazine publishing has evolved in print and digital. You will analyse the publisher's role across the magazine industry, from niche print titles to mainstream international media brands, as well as digital publications and websites. The focus is on the business side of magazines, and you will investigate and challenge how publishing and media companies can operate profitably in the current fashion and economic climate.

The aims of this module are to:

- Introduce the commercial aspects of the magazine and media publishing industry, examining how magazines operate as a media business
- Ensure students understand the roles and responsibilities of the business/publishing/advertising team behind a magazine in digital and physical formats
- Explore the scope of a magazine title, looking at its presence online, in print and how this impacts possible revenue streams and KPIs
- Support innovation and consider how to push the boundaries of the purpose, role and identity of a magazine
- Provide the students with an opportunity to pitch their magazine concept

Assessment method:

- Individual: Magazine Business Proposal (60%)
- Individual: Pitch Presentation (40%)

- **Term 6: Option Module - Fashion Business & Entrepreneurship - 15 Credits Level 5**

For this module you will develop an idea for a new fashion related business and pitch the concept at the end. Your business can be anything from a new brand to a website to an agency – any kind of business that could be considered part of the wider fashion, media or related creative industries. You will write a business plan with financial projections and create a promotional pitch for your idea.

The aims of this module are to:

- Provide students with a foundation in the basic theories of entrepreneurship and new business development for fashion and media
- Build on key principles of branding, marketing, promotion and communication, applying previous learning within an entrepreneurial and business context
- Provide students with the opportunity to research, plan and write a business plan, including conducting primary market research, visualising concepts and producing a financial forecast
- Provide the students with an opportunity to pitch their business concept and business plan
-

Assessment method:

- Individual: Business Proposal (60%)

- Individual: Pitch Presentation (40%)

- **Term 6: Option Module - Fashion Buying & Product Strategy - 15 Credits Level 5**

In this module you will examine the processes and procedures of the buying role within the fashion retail / e-commerce industry, linking theory with practice. You will explore how ranges are researched, planned, sourced and developed by the buying team, in conjunction with the merchandising function. Pivotal to this module will be the connections between the prototype development process and the planning, organisation and control of the supply-chain. You will also explore sales performance analysis to further determine how ranges are created within the fashion retail market.

During the module you will investigate the current issues involved in manufacturing fashion products from an ethical and global perspective.

The aims of this module are to:

- Introduce the business, commercial and creative aspects of fashion buying
- Ensure students understand the roles of buying senior management and the buying and merchandising team
- Explore new business models disrupting traditional approaches to buying
- Explore how a fashion range/product can be promoted online, offline and in store
- Introduce students to the basics of financial planning and range planning
- Support students in synthesising the creative and strategic aspects of buying - from supplier to customer

Assessment method:

- Individual: Range Proposal & Buying Plan (60%)
- Individual: Pitch Presentation (40%)

- **Term 6: Digital Strategy & Interactive Media - 30 Credits Level 6**

During this double credit module you, taught over two days, will focus on digital communication strategies, looking at how digital technologies can be used for promotion and PR campaigns. You will learn about User Experience (UX) and use digital skills to mock up and produce concepts for interactive user experiences including Apps, AR filters and virtual try-on. You will also consider relevant digital content such as TikTok, Instagram Reels, paid social media advertising, film content and so on. Key to this module is the correlations between strategic and creative thinking, and how these can be integrated to produce a digital communication / PR campaign.

The aims of this module are to:

- Assess the use of interactive and digital media for strategic fashion marketing & communication
- Extend students' critical analysis and strategic thinking
- Provide opportunities for the development of practical and technical skills required for conceptualising and realising fashion communication / promotional initiatives using interactive media

Assessment method:

- Individual: Written Assignment (30%)
- Individual: Interactive Digital Concept Proposal & Outcomes (50%)
- Individual Presentation with Q&A (20%)

- **Term 7: Fashion for Positive Change - 15 Credits Level 6**

This module is your chance to question the role of fashion and critically analyse the fashion industry. This module will cover the ethics of fashion and media industries and most importantly, challenge you to seek innovative and creative solutions to issues or problems identified within the fashion and related industries.

The aim of this module is to:

- Provide an opportunity for students to explore and critically analyse possible and likely scenarios for the future of the fashion and media industries, focusing on potential for systemic and positive change
- Further examine significant ethical issues, developing knowledge previously introduced at levels 4 & 5
- Encourage debate and facilitate a critical and questioning approach to the current fashion system
- Critically examine the impact of fashion on the environment and society
- Explore potential for innovation and creative solutions to issues / problems identified within the fashion and related industries

Assessment method:

- Group Project: Symposium Presentation with Group Research Poster (50%)
- Individual: Research Microsite (50%)

- **Term 7: Independent Research Project - 30 Credits Level 6**

This module forms the underpinning for your independent final project in term 8. It will be your chance to investigate in depth a topic that is related to your final project in support of your final body of creative work. The research will encompass academic, strategic and creative aspects as appropriate to your individual direction. At the end of this module you will submit your research, indicating how it will inform the resolution of your final project. You will be assigned an individual tutor to support you to achieve the appropriate level of investigation, who will also support you to complete your final project.

The aims of this module are to:

- Initiate, research and plan a final independent project that extends individual direction of creative/strategic practice
- Enable students to practise the basic disciplines of academic research, appropriate use of literature, designing and undertaking primary research, critical analysis, developing an argument and scholarly documentation
- Write a research essay/report, developing a body of independently sourced academic and practice-based reference material
- Identify and develop the knowledge, methods, processes, materials and skills needed to undertake and produce a final body of work

- Facilitate independent learning and research

Assessment method:

- Written Assessment: Research Essay/Report (4000 words) (80%)
- Individual Final Project /Proposal Brief (1000 words) (20%)

- **Term 8: Professional Practice Portfolio - 15 Credits Level 6**

This module allows you to focus on producing a professional portfolio of work that includes your best work from across the course. You will have time to review your CV, update your LinkedIn and professional profile in preparation for entry into the fashion / media industry. There will be sessions to support your transition from student to entry level professional, with career guidance and support.

The aims of this module are to:

- Engage in professional development planning and identifying career and industry opportunities (or further study)
- Support students in the creation of their professional profile, personal branding and portfolio of work

Assessment method:

- Written Assessment: Career & Creative Practice Portfolio (100%)

- **Term 8: Independent Final Project - 30 Credits Level 6**

This is where you bring everything together using your research from term 7 to inform the completion of your final independent project. You will consolidate and extend your learning from across the course and use this to support you during an intense period of self-directed independent practice.

The aims of this module are to:

- Consolidate learning undertaken throughout the programme, allowing students to focus on the area of study within Fashion Communication of most personal/individual interest, developing skills in that field in preparation for potential employment or further study after graduation
- Provide the opportunity for students to bring a sustained independent project to conclusion, managing a project from initial ideas investigated in term 7 through to completion and production of digital/physical outcomes
- Utilise the research and development work from term 7, to support the creation of a high-quality, professional standard body of final work

Assessment method:

- Research, Development & Process Journal, to include final reflective account (40%)
- Final Body of Work (40%)
- Oral Exam / Presentation (20%)

PLEASE NOTE: Minor modification to module assessment methods may occur. Should this be the case, then changes would be discussed/ communicated with students and details would be updated in this document. The aim of any changes would be to reduce or simplify the assessment load.

3.1 YEAR 2 CALENDAR 2024/25

Week commencing	Modules	Week	Monday	Tuesday	Wednesday	Thursday	Friday	Notes		
AUTUMN TERM - TERM 5										
7-Oct-2024	Collaborative Industry Project / Consumer Behaviour & Insight	1	FIP Submission	CIP Module Briefing	CIP taught two-days per wk	CBI Module Briefing	Directed / Self-directed Study	You will be briefed on your modules, projects and assignments		
14-Oct-2024		2								
21-Oct-2024		3								
28-Oct-2024		4	Directed / Self-directed Study					Mid-Point Review	FIP Grades to Go OUT	
4-Nov-2024		5								
11-Nov-2024		6						CIP Jewellery PopUp		
18-Nov-2024		7								
25-Nov-2024		8	CBI Submission (slide Deck)			CBI Oral Exam/Presentations		CBI Group Submission	All submissions are via Canvas	
2-Dec-2024		9								
9-Dec-2024		10	CIP Submission		CIP Presentations					
16-Dec-2024	Winter holiday									
23-Dec-2024	Winter holiday									
30-Dec-2024	Winter holiday									
WINTER TERM - TERM 6										
6-Jan-2025	Option Modules / Digital Strategy & Interactive Media	1	Directed / Self-directed Study	Option Module Briefing	DSIM Module Briefing	DSIM taught over two-days	Directed / Self-directed Study	CBI Grades Released		
13-Jan-2025		2							CIP Grades Released	
20-Jan-2025		3							Option - Mid-module Review	
27-Jan-2025		4		Opt Research Presentation (1)					Opt: Module Research Grades	
3-Feb-2025		5			Mid-Module Review					
10-Feb-2025		6								
17-Feb-2025		7		DSIM Submission 1					DSIM has an essay submission	
24-Feb-2025		8								
3-Mar-2025		9		Opt Module Submission 2						
10-Mar-2025		10		DSIM Submission 2	DSIM Presentations (3)	DSIM Presentations (3)				
17-Mar-2025	Reading Week									
SPRING TERM - TERM 7										
24-Mar-2025	Fashion for Positive Change / Independent Research Project	1	Directed / Self-directed Study	FFPC Module Briefing	IRP Module Briefing	IRP taught two-days per week	Directed / Self-directed Study	DSIM Grade Released 1		
31-Mar-2025		2						Opt Module Grade Released 2		
7-Apr-2025		3						DSIM Grade Released 2&3		
14-Apr-2025		Spring Break								
21-Apr-2025		4			FFPC Mid-Module Review					
28-Apr-2025		5		BANK HOLIDAY				IRP Mid-Module Review		
5-May-2025		6						IFP Module Briefing 1		
12-May-2025		7		Symposium Slides Submission / Individual Submission	FFPC Group Symposium					
19-May-2025		8		BANK HOLIDAY						
26-May-2025		9								
2-Jun-2025	10	Directed / Self-directed Study				IRP Submission				
9-Jun-2025	Reading Week									
16-Jun-2025	Reading Week									
SUMMER TERM - TERM 8										
23-Jun-2025	IFP / PPP	1	Directed / Self-directed Study	IFP Module Briefing 2	IFP Round Table	PPP Module Briefing	Directed / Self-directed Study	FFPC Grade Release		
30-Jun-2025		2								
7-Jul-2025		3						IRP Grade Released		
14-Jul-2025		4								
21-Jul-2025		5								
28-Jul-2025		6		INDEPENDENT - SELF-DIRECTED STUDY FOR FINAL INDEPENDENT PROJECT						
4-Aug-2025		7		INDEPENDENT - SELF-DIRECTED STUDY FOR FINAL INDEPENDENT PROJECT						
11-Aug-2025		8		INDEPENDENT - SELF-DIRECTED STUDY FOR FINAL INDEPENDENT PROJECT						
18-Aug-2025		9		PPP Submission						
25-Aug-2025		10		BANK HOLIDAY	IFP Submission 1 & 2	IFP Presentations - Assessment 3				

*Further details on Graduation and any showcase of work will be circulated once dates have been set. (Note added to Handbook Nov24).

Please note that there may be some changes to this schedule in certain circumstances. You will always be informed of changes and if submission dates are changed, you will always find the accurate submission deadline dates in your module handbook. The purpose of this document is to give you an idea of the overall flow of this academic year with key term, holiday and submission dates.

Please also note that due to timetabling requirements, your 3 days per week teaching may be altered for different terms. You will be informed if this is to be the case.

4.0 LEARNING & TEACHING STRATEGY

The strategic vision for learning and teaching at the College can be summarised as follows:

To deliver a unique, industry focused learning experience that introduces and explains the often-opaque world of fashion, providing rich and varied learning opportunities that facilitate the development of transferable professional skills to prepare students for the future.

As a student at Vogue College of Fashion you are expected to be an engaged and active participant in your own learning. Teaching methods are varied and will include lectures, Q&A sessions, seminars, workshops and tutorials. The college operates a blended teaching model. This means that some of your sessions will take place online and some will take place at the college.

You are expected to read the recommended texts and research relevant topics independently, sharing your thoughts and opinions in class. The assignments set for each module are also designed to facilitate your learning through active participation in the task, knowledge gained through the research required, the industry-relevant experience provided by completing the project, and reflection on the process and outcome on completion.

The aim of the college is to ensure that all students from the BA (Hons) Fashion Communication graduate with skills, knowledge, experience and/or awareness of the following areas:

- Visual, verbal and written communication
- Collaboration and teamwork
- Research and scholarship
- Intellectual autonomy and creative thinking
- Ethical awareness
- Employability and professional development
- Enterprise and entrepreneurship
- Global citizenship
- Industry understanding

We aim to provide a well-rounded educational experience that teaches transferable skills and promotes the importance of working collaboratively in a positive and inclusive environment. You will be encouraged to analyse your own behaviour and productivity and consider how to best utilise your strengths, both during your time at college and when starting your career in fashion. You will also evaluate the meaning of fashion in the 21st Century and how the industry impacts on and connects with the wider world – rather than simply accepting current norms and practices in the fashion industry you are encouraged to disrupt and seek to improve them.

The course consists of lectures, seminars, workshops and tutorials. Taught sessions alone will not provide all the information you need to navigate the course; to understand the topics covered, and to engage with the learning, additional reading and research will be required. Class discussion is an important part of your learning, and you will be allocated a seminar group, which will change over the duration of your course. You should not move to another class without this being approved by the relevant Module Leader or the Programme Director.

4.1 EXHIBITION VISITS

Exhibition visits are a very important aspect of your programme, particularly in Year 1, and should be treated as an extension to taught sessions. There will be organised group visits to exhibitions as part of your studies - the College purchases the tickets for you. These visits are included within taught module hours. You may be set tasks associated with these visits, which will relate to the learning for the specific module. On these visits we encourage you to respond and engage with the exhibits in your own way – you will learn from reading the labels/ didactic panels and viewing the objects on display. You will also be encouraged to engage with digital exhibitions and archives.

4.2 ASSIGNMENTS & COURSEWORK

Coursework is an essential and integral component of your academic programme, and most of the assessment is project based. It is through assignments, research and enquiry etc. that you will develop ideas and improve your understanding of the topics and study material. It is an important part of your learning and allows academic staff to provide feedback on your progress.

Various assessment and learning strategies will be employed during your course. The assignments and coursework requirements for each module will be set out in the Module Handbook with submission dates indicated for each submission. You should plan your work in advance to ensure that you allow sufficient time to complete assignments, allowing for unforeseen difficulties. This Programme Handbook, Module Handbooks and taught sessions include the key information you will need to undertake your module assignments and coursework within the set timescales. The Programme Handbook also provides an overview of submission and assessment time scales with dates for the year, allowing you to plan your study time accordingly.

You must ensure that you understand the requirements of the assignments and coursework set, and if not, resolve any problems or ambiguities with the relevant member of the permanent academic team prior to the submission date for the assignment.

4.3 GROUP WORK

It is every group member's responsibility to ensure the group assignments are completed to the desired standard on time. Unless otherwise specified in the assignment brief, through a clear rationale and method for distinguishing between performances, the tutor will mark the assignment, awarding equal marks to all members for the group work component, unless presented with written evidence prior to the submission date of the assignment that a student has not been an active member of the group. Where the written evidence is conclusive that a student has not made an adequate contribution to the group assignment, the tutor will reduce the group work marks awarded to the student concerned. In cases where the evidence is conclusive that a student has not made any contribution to the group assignment, they will be awarded a mark of zero for the group work component in question.

4.4 SATISFYING MODULE REQUIREMENTS

A student will be considered not to have satisfied the module requirements for any module where that student has:

- a) been excluded from the examination under Regulation 4.5.2
- b) been absent from the examination without proper explanation or without having obtained the prior permission of the Director of Operations UK & Spain, Registrar.
- c) been deemed by the examiners to have made no serious attempt in the module assignments, examinations or in the prescribed coursework.

4.5 ATTENDANCE

Lectures, seminars, tutorials, workshops and external visits are an integral part of your programme of study and students are expected to be regular and punctual in their attendance. Students need to attend a minimum of 75% of their classes to have the sufficient knowledge to succeed in their assignments/ examinations. Attendance below 75% could jeopardise your work and result in a fail grade. If you cannot attend a class for any reason, please email attendance@voguecollege.com. Students with a Student Visa must meet the statutory attendance requirements of the UKVI. Failure to meet these requirements (without good cause) can result in removal from both the College and the UK.

Low or non-attendance on a module may result in you being refused entry to your examination, which includes assessment of the project work.

Academic Regulations Relating to Attendance:

- 4.5.1 Students are required to attend punctually and regularly the modules, lectures, seminars, workshops and tutorial periods prescribed by the special regulations together with such other lectures or classes as may be directed, and be examined in them.
- 4.5.2 If the Director of Operations UK & Spain, Registrar certifies that there has been a breach of the attendance regulation then the student shall not be admitted to the examination or assessment for that module
- 4.5.3 Wherever possible, permission for absence should be sought in advance. Where permission for absence is not sought in advance, the absence must be reported at the earliest possible opportunity. Please contact attendance@voguecollege.com to submit your request for permission to be absent or explain the reasons for your absence. Appropriate evidence should be supplied and this will be passed on to the Director of Operations UK & Spain, Registrar. In the case of illness causing an absence of five days or more, a medical certificate will be required. (For ill-health and requests for Mitigating Circumstances please see section 8 of this handbook.

4.6 REGISTERING YOUR ATTENDANCE

You must swipe in using your student ID card at the start of every taught session. Each classroom has a grey reader which you touch your card against. This automatically maintains your attendance record and is emailed to programme staff daily. Where sessions are conducted in locations other than the college, including on trips and visits, a paper register will be taken to confirm attendance. If you are late, please ensure that you touch your card, or sign in on a break or when exiting. You will be shown how this works as part of orientation. You may only swipe in for yourself. If it is discovered that other students have been swiping/signing in on your behalf, or that you have been swiping/signing in on the behalf of other students, then disciplinary action may be taken. PLEASE REMEMBER TO SWIPE OUT AT THE FRONT DOOR WHENEVER YOU LEAVE THE BUILDING.

Students' engagement with online learning and teaching activities is monitored through the CANVAS LM system, which tracks the sessions a student participates in, and the pages on the system that they have viewed, including recorded sessions and the submission of assignments, timely or otherwise.

Programme Coordinators are the first point of contact for students to report and explain absence or lack of engagement and it is their responsibility to update, maintain and monitor the attendance and engagement records of students. Students are expected to respond immediately to notices regarding attendance issued by Programme Coordinators. Please email attendance@voguecollege.com.

4.7 APPROPRIATE CONDUCT IN LECTURES & CLASSES

Late arrival to lectures and classes: If you arrive to a lecture or class late, you are asked to make every effort to ensure that your entrance does not interrupt the lecturer or distract the class. If your lateness is likely to disrupt the class too much, you may not be able to join the session. For talks by industry guests, you will not be permitted to enter late. We do understand that on occasion there are good reasons to be late – but we still ask you to abide by the rules of good conduct and not enter the class or lecture (you can go to the social learning spaces and use that time productively).

Etiquette in Class: Mobile Phones – it is essential that phones are turned off or put on silent when in class. They should be kept out of sight and must not be used once your class is in session. This is a very strict rule at the College and all students are expected to adhere to it, if not you may be asked to leave the class. Other than water, eating and drinking in class is not permitted.

Note Taking: You are encouraged to take written notes during classes to complement the material provided and aid your understanding. During lectures with industry guests, it is recommended that notes are handwritten rather than taken on a digital device. This is to promote professional behaviour and ensure that industry guests are not given the impression that students are not listening (checking phones, tablets or laptops rather than listening can be exceptionally disconcerting for a speaker). *If you have declared any learning difficulties, we will then discuss with you regarding your individual needs for the best possible way for you to take notes.*

Audio-Visual Recording: Recording of lectures in college is not permitted at any time, unless part of a study support plan for an identified learning difficulty. If you need to record a lecture

for this reason you **MUST** inform each speaker in advance and have this agreed, however all speakers at the College have the right to refuse. Any student found recording or photographing a speaker without their knowledge will be subject to college disciplinary procedures.

Slides from most sessions will be made available on Canvas before or after sessions, however some guest speakers will not provide their slides. The content of lectures and all teaching material is the intellectual property of the college and/or the writer/speaker and must not be shared with anyone outside the college or used to inform the creation of teaching material for other institutions. Any infringement will be taken very seriously by the college and may result in future action.

Online lectures and seminars are usually recorded and uploaded to Canvas for students to view.

WIFI: Wi-fi is available throughout the college and you are encouraged to bring a laptop each day.

4.8 YOUR COHORT

Your cohort will comprise the students studying for the BA from September 2024 till September 2026. During terms 1-3 your study cohort may include students studying:

- The Vogue Diploma in Fashion Communication - terms 1-3
- The Vogue Certificate Fashion Media - term 1
- The Vogue Certificate Fashion Marketing - term 2
- The Vogue Certificate Fashion Communication - term 3

5.0 ASSESSMENT & GRADING

Your course utilises a range of assessment methods. These include class tests, written and visual reports; written and visual essays, group and individual presentations; research and reflective journals and visual portfolios of creative work. The details of each assessment are outlined in the Module Handbook provided for each module. Assessed presentations may be recorded for assessment purposes (either filmed or audio recorded). These recordings will only be made available to those marking your work, relevant admin staff and external examiners. Copies of recordings of your presentations can be provided on request.

All grading utilises the generic descriptors outlined below, on which all module marking schemes are based. The College aims to be as transparent as possible regarding its approach to assessment and grading – all information on assessment, grading and award classification can be found below in this Programme Handbook. If, after reading this Handbook and the appropriate Module Handbook, you are still unsure on how your work will be graded, please contact the relevant module leader.

5.1 GRADING & CLASSIFICATION

FIRST: Exceptional 90% - 100%

The work submitted provides an exceptional response to the assignment and achieves all learning outcomes to an exceptionally high level. Work could be said to push boundaries, and the thinking behind it is highly original, innovative and could make a significant contribution in a professional setting.

FIRST: Outstanding 80% - 89%

The work submitted provides an outstanding response to the assignment and achieves all learning outcomes to an extremely accomplished level. Work could be comparable to industry standards.

FIRST: Excellent 70% - 79%

The work submitted provides an excellent response to the assignment and achieves all learning outcomes at a high standard with a significant number at an excellent level.

2.1: Very Good 60% - 69%

Work assessed against the learning outcomes for a specific module that achieves a grade within the 60%-69% range is considered as very good. At undergraduate level this is a high standard. The work submitted provides a very good response to the assignment. All outcomes are met fully with all or nearly all at a very good standard.

2.2: Good 50% - 59%

Work assessed against the learning outcomes for a specific module that achieves a grade within the 50%-59% range is considered as competent and evidence of a good level of achievement. The work provides a good, competent response to the assignment. All outcomes have been achieved at a competent or good level.

3rd: Adequate / Bare Pass 40% - 49%

Work assessed against the learning outcomes for a specific module that achieves a grade within the 40%-49% range is considered as adequate to pass the learning outcomes. The work may be basic in nature, or inconsistent in its achievement of the learning outcomes. The work submitted provides an adequate response to the assignment. Learning outcomes have been met at an adequate / basic level. There is a lack of consistency, and the amount of work submitted may be minimal. Work awarded 40% is in recognition of a bare pass or due to late submission. The work submitted is minimal, but enough to attain a bare pass. Or is capped due to late submission.

FAIL: Marginal 30% - 39%

The work submitted does not provide a satisfactory response to the assignment. One or more of the learning outcomes have not been met.

FAIL: Substantial 30% - 39%

The work submitted provides a particularly unsatisfactory response to the assignment set and fails to meet most or all the learning outcomes.

NSA: No Satisfactory Attempt 0%

'No Satisfactory Attempt' has been made, or work submitted is insufficient to be graded. An entirely unsatisfactory response to the task, or no response. Any work that has been submitted fails to meet the requirements in relation to those expected at the given level of study within the discipline. This grade is likely to be awarded due to lack of engagement but may also be awarded when there is evidence of plagiarism.

5.2 ASSESSMENT CRITERIA

For the BA course, the college makes use of step-grading. This means that the work submitted will be assessed as attaining a level at the low, mid or high point of a specific percentage band. For example, work assessed within the 50% - 59% grade band would be awarded; 52% if it was assessed at the low end of this band; 55% if it considered to be in the middle of the band; or 58% if assessed to have achieved a grade at the top end of the band. Students will receive feedback to indicate why they have achieved their grade, with information on how to raise the level within the band or step up to the next level grade band. The exceptions to the above are for non-submission which is assessed at 0%. Work considered a substantial fail will be graded at 25%; work achieving a bare pass or that has been capped due to late submission will be awarded 40%. Work can achieve 100% for multiple choice exams where it is possible to score 100.

Each individual assignment within a module will be assessed using step-grading. However, the final grade may end up at a percentage point that is not stepped, depending on how each assignment is weighted. For example, if a student gained 68% for one assignment within a module that was weighted at 60% of the overall grade; and 72% for another assignment within the same module weighted at 40%, then their final grade will be 69.6%. In this instance the grade would be rounded up to 70%, as it was 69.5% or above.

5.3 ASSESSMENT RUBRICS

Every module has its own assessment rubric which can be found in the Module Handbook. There is a descriptor for every learning outcome at each grade band of achievement. These descriptors are used by tutors when assessing work. The rubric for every module is discussed at the module briefing and during mid-module reviews, so that students are aware of what is expected and how the assignments will be assessed. Rubrics are accompanied with information on, '*what we expect to see*' for each learning outcome of the module.

5.4 MARKING & MODERATION

Each module or project has one lead marker who will provide feedback. A second member of the academic team also marks a sample of work before a final grade is awarded. Moderation is used to ensure that an assessment outcome is fair and reliable. Moderation can take various forms including sampling, additional marking of borderline cases or a statistical review of marks.

The internal moderation process at the College operates as follows:

1. First marker/s assesses projects against the module learning outcomes and assessment criteria contained within the assessment rubric
2. Second markers assess a balanced sample of work that reflects the range of achievement levels. Any project that does not pass must be assessed by a minimum of two assessors.
3. In borderline cases when two markers cannot agree on whether to award within a particular grade band or between a pass or fail; then a third marker (usually the Programme Director) must assess the work, without having viewed the feedback of the other markers. All 3 markers will then meet to reach a decision. The

qualitative feedback from all markers should then be considered when preparing formal written feedback for the student.

4. If there is a significant discrepancy in first and second marking across a range of assignments a further sample of work must be double marked and moderated.
5. For presentations, it is preferable for two markers to be present in all cases, however if this is not achievable due to unforeseen circumstances, two markers must be present for a minimum of 50% of presentations in a unit cohort. If this cannot be accomplished, all presentations must be filmed for the second marker to view at a later date.

The Vogue College of Fashion requires that in addition to external examining requirements, more than one member of staff is normally involved in marking and moderation processes. In many cases there may be three assessors, especially if there are several assignments for which several tutors were involved in the learning and teaching within the module. This should ensure that grades are not finalised based on only one internal assessor's decision. The Academic Standards Committee oversees appropriate marking and moderating mechanisms and the criteria for the identification of samples to be considered through the moderation process.

The University of Buckingham also appoints an external examiner. The external examiner's, main duties are to:

- Evaluate all forms of assessment which contribute to students' degree results
- Evaluate, and help ensure fairness and consistency in, the assessment process
- Moderate summative assessed work at module and programme level
- Comment on draft examination papers and assessment tasks as appropriate
- Report on the structure, content, academic standards and teaching of programmes
- Comment, if invited to do so, on any alleged cases of assessment irregularities

The external examiner for the BA (Hons) in Fashion Communication is Sophia Plessas.

5.5 WORD LIMITS

Word limits are set by academic staff with the level, range and depth of the piece of work in mind. Setting a word limit ensures that students are being assessed on the same criteria and ensures that the focus of the assignment is maintained.

Where a word limit is identified for an assignment, you must declare the accurate word count on the document. Your work should not be more than 10% over or under the set limit. If work does not adhere to the set word limit this will be reflected in the grade awarded or you may be asked to re-sit the assignment. The word limit runs from the introduction to the conclusion of the assignment. The word limit does not include the following: direct quotes, abstracts, contents page, diagrams, graphs, images, reference list, bibliography or appendices.

5.6 SPECIAL ASSEESMENT ARRANGMENTS

If you have a physical or learning disability you should declare this and contact the Director of Operations UK & Spain, Registrar before the start of your studies. As stated above, the College attempts to be anticipatory in attending to students' needs, but any information that enhances this process is an advantage to the individual. We will then be able to assess your needs and make recommendations to support you with the completion of your coursework.

5.7 EXTENSION TO DEADLINE

For students with mitigating circumstances who are unable to fulfil the assessment requirements, the college may offer the opportunity to submit work later, however extensions to deadlines are only given in extreme circumstances when evidence is provided. Please be aware that members of the academic team cannot grant extensions; all extensions must be approved by both the Director of Operations UK & Spain, Registrar and Programme Director after a formal application for consideration of mitigating circumstances has been lodged (see section 8 for further information and Academic Regulations 8.5-8.6). Please contact the Director of Operations UK & Spain, Registrar in advance if you cannot submit an assessment on time.

5.8 MODULE RETRIEVAL

Subject to the provisions relating to the course load for students, (point 5.9), or in the event of a student failing part or all of an assessment, or where a student has not satisfied the module requirements for any module specified by the curriculum for the degree programme, that student:

- a) Will have one resit opportunity to satisfy the module requirements for the module concerned and if following the resit opportunity, has still not satisfied the module requirements will be required to re-attend and retake the module when it next runs.
- b) Is deemed to have not satisfied the requirements under the Attendance Regulations, shall be required to re-attend the module concerned.
- c) May not if the Board Examiners so decides, be permitted to proceed to the next stage of study before satisfying the module requirements.

5.9 COURSE LOAD FOR STUDENTS

Full-time BA students must normally study modules with a value of 90 units within any given two-term block. No student may study modules with a total value of more than 60 units within any given term.

6.0 FEEDBACK

It is important to note that feedback comes in many forms and is not always formally written. During your time at the college, you will receive feedback in a variety of ways, as follows:

- Formative feedback (given during the project) provided verbally in class and in responses to questions asked at any other times.
- Formative feedback given in mid-module reviews, small group tutorials or individual project tutorials
- Summative feedback (given on completion of a project) or given verbally after a presentation

All these methods are equally important and should be considered when considering the feedback provided. Feedback from the academic team is given to help you improve your work, as well as help you understand the grade awarded. Feedback is given to aid your professional and academic development, it is not given to criticise and find fault with your work and should be taken as it is intended, as something to help you learn and develop. Comments are intended as suggestions for improvement or questions to provoke further thought or study. Final feedback and grading are communicated using Canvas, the College VLE.

Formative feedback is given during a project in tutorials and workshops. Summative feedback is provided at the end of a project, when it is complete. Normally, assessed assignments and coursework will be returned within 20 working days of submission/presentation. 'Working days' means when the college is open to students and does not include Winter, Spring and Summer breaks. If, exceptionally, this 4-week turnaround cannot be achieved you will be notified with an explanation and a new return date. If you do not understand the comments, you have received or you are unsure why a particular grade has been awarded, you should speak to the marker of the assignment in the first instance.

6.1 PROPERTY RIGHTS

Where a student has developed intellectual property (IP) that may have commercial value, the intellectual property will be managed in accordance with the college's guidelines, please see the Student Intellectual Property Policy, which is available on Canvas.

7.0 SUBMISSION POLICY & GUIDELINES

Submitted work must be well presented and comprehensible. A good standard of English is expected; please see a member of the academic team as soon as possible if you are having problems with this. The use of word processing and spell checking is essential in producing written work, please ensure that the language on your computer is set to U.K. English. Details of specific requirements for the presentation and submission written and design work will be detailed in the Module Handbook. All projects require a digital copy of all work produced, with occasional requests for printed material. If printed copies of assignments are requested these should be in the format specified in the Module Handbook, which may involve printed zines, leaflets, posters or projects that are bound, legible, clearly labelled and in good condition. All required elements of an assignment should be submitted correctly, for your submission to be considered complete. Incomplete submissions or incorrectly submitted work, risk being considered as a non-submission or capped at 40% depending on the exact details of case in question.

7.1 ONLINE SUBMISSION

Most of your assignments are required to be submitted online via Canvas. You will be given a comprehensive induction on how to do this. Submission via this method will serve as your coursework receipt. The submission requirements and guidelines are published in the relevant module briefs. For details of each assignment's requirements, submission deadline and file formats please make sure you read your Module Handbook and assignment brief carefully *before* you start working on your assignment.

To submit your assignment on Canvas, please go to the relevant module page, click on the assignments link on the left-hand side menu and then click on the desired assignment. On the next page you will see the details of your assignment requirements as described below:

Due: The date and time that your assignment is required to be submitted. You will be marked late for your submission if it is submitted one second or more past the deadline.

Points: Available points for the assignment (usually 100).

Submitting: The type of online submission can be a combination of file upload, website URL, media recording and a text entry box.

- **File upload:** If your assignment requires you to submit a non-media file (i.e. pdf document) this option will be available to you.
- **Website URL:** If you are required to create a website or blog as a part of your assignment, this option will be available to you. Please make sure there are no viewing restrictions on your website before submitting the link. For example, your website / blog should not require any username or passwords to load. Please note a screenshot of your website at the time of submission will be available to your tutor via Canvas.
- **Media Recording:** Any Video and Audio recording files submitted to Canvas should be uploaded via the 'Media Recording' tab.
- **Text Entry:** You may be asked to submit a piece of text or the Panopto recording of your assessed presentation. You will have to insert the text or the Panopto recording in the text entry box. Guidelines on how to submit your Panopto recordings are published in an additional document.

Note: when submitting different submission types, for example website URL and pdf document upload, you **MUST** submit them separately. Canvas will not accept multiple submission types in one submission.

File Types: Canvas assignments are set up to accept only the file format requested in your module briefs. You will not be able to upload any files which do not follow the requested file format set in your module brief.

Some commonly requested file formats include PDF for Essays, reports, R&D books and presentation slides etc and JPG for visual elements.

Any video files submitted as part of your assignment **MUST** be in MP4, H.264 format. Audio file formats supported by Canvas are MP3, WMA and WAV.

Please refer to your module brief for accepted file formats for your assignments.

Timeframe: Your tutor may limit the time that you can submit your work for an assignment. If this option is set, you will not be able to submit before or after the available time.

File Size:

Please see the chart below for file size requirements

File Type / Format	Recommended Size	Maximum Size
PDF (Written material)	Less than 40MB	40MB (PDF files larger than 40MB cannot be processed by Turnitin. This will result in a non-submission by the student, and you'll have to resubmit your work)

Media Files (Audio / Video)	Less than 100MB	500MB
Panopto Videos	N/A	N/A
Website URL	N/A	N/A
Text Entry	N/A	N/A
All other file types	Less than 40MB	5GB*

* Please be aware depending on your internet speed, large files may take a very long time to be uploaded onto Canvas. If you are submitting a large file, please allow plenty of time for the upload.

File Names:

Your file names should follow the format requested in your brief. Below is the standard naming convention your files should follow:

VCFXXXX_Module CodeAssignment NumberAssignment
Name_InitialSurname.FileType

(XXXXrepresents your student number)

Example: VCF1234_CBI2Present_BShah.pdf

Similarity Report for Online Submissions:

Your submission of any written material will be run through our similarity detection system, Turnitin. Turnitin will compare your submission against several databases of books, journals, student papers submitted to Vogue College of Fashion and other colleges and universities in addition to websites, magazines and newspapers.

The similarity report of your submitted document should be available to you and your tutors within a few minutes of the submission.

Please note: Any written material submitted must be in text format and submitted as PDF files. Your PDF file must not be more than 40 MB in file size.

You may submit drafts of your work to access your similarity report and make necessary amendments before submitting the final version.

Multiple Submissions:

You may make multiple submissions for one assignment. Your tutor will have access to all the submissions you have made for each assignment, if you have submitted correctly. In case of making multiple submissions for an assignment, please use the comment box to inform your tutor of this.

If multiple submissions of the same work are made on an assignment, the last submitted work before the deadline will be graded. Using the submission comment box, you may request your tutor to grade a different submission if you wish to. Please note only one

submitted document of the same work will be graded. Please note, in case of multiple submissions, Canvas will only show you the last submission attempt. However, your tutors will have access to all submissions you made for an assignment.

Submission Support for Online Submissions:

In case of any technical issues when uploading to Canvas, please email support-lon@voguecollege.com for support.

Before requesting support, please make sure you have read your Module Handbook and have followed the guidelines on file type and formats. If you have difficulties uploading your files, please make sure your files are within the recommended size. Please also make sure you are using Chrome as your browser as other browsers may not be compatible with Canvas.

When contacting support, please provide the following information:

- Name of the module
- Name of the assignment
- Your assignment file type
- Your assignment file size
- Description of the error / issue
- Screenshot of the submission page / error

Any submission support request without the above information will not be answered. Please note: You can ask for technical support for submissions up to 3 Hours prior to your deadline. Any support requests received after this time may not be answered.

7.2 PHYSICAL SUBMISSIONS:

If you are required to submit a physical copy. This will also be required by a specific date and time and must be handed in by the deadline or it will be considered late. All physical submissions must be handed in at reception. The date and time of the submission will be recorded, and the receiver and you will need to sign the sheet to confirm the submission details. Please give yourself plenty of time to arrive at the college far in advance of the deadline as transport issues etc. will not be an accepted excuse for a late submission.

Similarity Report for Physical Submissions:

For the purpose of generating the similarity report, the PDF of any written material submitted physically will also need to be submitted to Canvas by the same deadline.

Please note: Students must not submit coursework to the Office (unless directed to do so for a physical submission or directly to teaching staff either physically or digitally). It is your responsibility to ensure that your coursework is submitted on time and in the correct manner.

7.3 PLAGIARISM DECLARATION:

By submitting coursework for assessment you are agreeing to the following declaration:

“The work I have submitted is exclusively my own work except where explicitly indicated (with quotations and citations). I have read and understood the statement on plagiarism contained in the student handbook and understand that plagiarism is a serious academic offence and could result in my exclusion from the college.”

Please note that your assignments will be checked using specialised software to detect plagiarism.

7.4 LATE OR NON-SUBMISSION

Assignments and coursework **MUST** be submitted by the set deadline for you to keep up to date with your work and to receive feedback on your performance. Missed deadlines cause disruption to work schedules and resentment amongst those who observe the set submission dates. You should aim to have your work completed before the deadline to allow for any problems, such as uploading to Canvas.

You must ensure that you submit the correct assignment required for your module and that the version you submit is the final one. If you are uploading a URL, you must make sure that the URL is working and that it doesn't require a password to access it. It is recommended that once you have uploaded a file or URL check it to make sure that it is the correct file, not corrupt and the URL is working. Students will not be able to claim mitigating circumstances for submitting the wrong piece of coursework, a draft version by mistake, a corrupted file or a URL which is not accessible etc. Please note that an assignment is considered late even if it is submitted 1 second past the deadline. Canvas will automatically mark work as late when it is 1 second after the deadline (i.e. 1 second after 5pm).

If your work is submitted from 1 second and up to 5 working days after the deadline it will be capped at 40%. After 5 working days it will be considered a 'non submit' graded at 0% and a resit assignment will need to be done.

Good Practice: Do not leave completing or submitting your assignment until the submission time. It is advisable to upload your work several hours before the deadline in case you encounter technical difficulties (i.e. broken/ frozen laptop, slow/no WIFI, loss of work etc.) Technical difficulties will not be an accepted excuse for late submission. You can contact support-lon@voguecollege.com up to 3 hours before the deadline for technical support.

8.0 MITIGATING CIRCUMSTANCES REGULATIONS

The College defines Mitigating Circumstances (MCs) as circumstances, either external or personal, beyond the control of a student, which prevent a student from completing an assessment, attending an examination or oral assessment, affect their performance during an assessment or are deemed to have affected their capacity to study prior to an assessment.

Examples of the types of mitigating circumstances that might be accepted include ill health, bereavement or other personal issues which were unexpected, out of the student's control and may have affected preparation for an assessment or performance during the assessment itself.

Circumstances such as the availability of books, IT problems (i.e. slow/no WIFI, broken/slow laptop, loss of work etc.), conflicting assessment deadlines, transport difficulties, routine work commitments, personal holidays or circumstances that could have been foreseen and/or prevented will not be accepted.

Academic staff cannot make changes to assessment arrangements due to an individual student's mitigating circumstances.

8.1 SPECIAL ASSESSMENT ARRANGEMENTS

Where special assessment arrangements have been made (i.e. for students with dyslexia or a visual impairment) the same cannot be claimed under the MC Policy.

8.2 PROCESS FOR SUBMITTING A MITIGATING CIRCUMSTANCE CLAIM

The claim should be submitted as soon as possible after the circumstances occur, preferably before the assessment deadline, examination or oral assessment, but must be submitted no later than 7 days after the submission, examination or oral presentation date. As there will sometimes be a delay in obtaining the supporting documentary evidence, please ensure that the [College Mitigating Circumstances Form](#) is submitted within 7 days and the evidence can follow.

- After this point, mitigating circumstances can only be submitted as part of an appeal
- The claim must be submitted on the [College Mitigating Circumstances Form](#)
- Mitigating circumstances claims must be submitted to the Director of Operations
- You must include both a description of the circumstances; including the impact you are claiming they have had on performance in the assessment, and evidence to support your claim
- The type of evidence that might be required is outlined at the end of this document

If you do not submit your claim within 7 days, and therefore must submit mitigating circumstances as part of an appeal, you will have to prove that there was a demonstrated, valid and overriding reason why the circumstances were not submitted earlier. A professed lack of knowledge of the mitigating circumstances regulations or an assumption on your part at the time of the assessment that your performance would not be affected by an event (which you have since decided resulted in mitigating circumstances) will not normally be considered as acceptable reasons for delay. Mitigating circumstances should not be used as an insurance against poor assessment results.

8.3 MITIGATING CIRCUMSTANCES FORM

Discussing MCs with academic or administrative staff does not constitute a submission of an MC claim. Claims for MCs must be submitted on the Mitigating Circumstances Form and completed as soon as the MCs occur and prior to the meeting of the Examination Board.

Making false MC claims and/or fraudulent evidence will be dealt with via the college's Disciplinary Procedures. If you would like to apply for mitigating circumstances, please complete this [Mitigating Circumstances Online form](#)

Please email **Katie Pope**, UG Programme Coordinator & Registry Officer kpope@voguecollege.ac.uk to inform her that you have done so and include your supporting evidence in the email.

8.4 CONSIDERATION OF A MITIGATING CIRCUMSTANCES CLAIM

Mitigating circumstances will be considered to decide whether your claim for mitigating circumstances is valid and the extent of the impact the circumstances are deemed to have had. The decision will be based on whether the mitigating circumstances occurred that prevented you from completing the assessment, affected your capacity to study prior to the assessment or had an adverse effect on your performance during the assessment.

If there is insufficient evidence to make a recommendation, you may be asked to provide further information. Failure to provide sufficient information could lead to your claim being delayed or rejected.

8.5 RECURRING CIRCUMSTANCES

If MCs re-occur during more than one assessment period, a separate claim must be submitted for each period affected. You cannot assume that your MCs will automatically be reconsidered during each assessment period.

8.6 DOCUMENTARY EVIDENCE

All claims must be supported by adequate independent documentary evidence and meet the following requirements:

- Post-dated evidence will not be accepted unless it can be demonstrated that the evidence could not have been obtained at the time
- The evidence must be submitted on headed paper and signed and dated by the appropriate third party who issued the evidence (i.e. counsellor, doctor, solicitor etc.). Letters from family, friends, fellow students, or tutors are not acceptable
- The evidence must give details of the circumstances, their duration and their impact upon the student
- The evidence must be original; photocopies will not be accepted except for officially certified copies of Death Certificates. If you need to keep your original document, the college will photocopy your documents and return the originals to you
- Electronic evidence such as emails will not be accepted

Evidence must be provided in English. Evidence in a different language must be accompanied by an official translation. A translation shall be deemed to be an official translation if it is a sworn translation produced by a sworn translator or notary (in countries where sworn translators exist). In the case of translations produced in a country where sworn translations do not exist, any translation shall need to be produced by a qualified translator who is a member of that country's professional association (in the UK, for example, a member of the Chartered Institute of Linguists or the Institute of Translation and Interpreting). Any translation that is not produced by an official sworn translator shall include a note from the translator setting out that translator's qualifications and memberships, and contain a statement along the following lines:

"I [Name] of [address] hereby certify that this is a true, complete and accurate translation of the attached document"

A copy of the original document to be translated should be affixed to the translation.

8.7 REASON FOR MITIGATING CIRCUMSTANCES

- Illness/Injury/Hospitalisation
- Illness of a dependent/relative
- Bereavement
- Personal/emotional problems and trauma
- Victim of crime
- Court attendance
- Financial problems
- Religious observance
- College computer problems
- Severe and unexpected transport problems
- Other serious circumstances

8.8 DATA PROTECTION

By submitting an MC Form you are agreeing to the College holding this personal data for the purposes of processing your claim. The College holds this data in accordance with its notification under the 1998 Data Protection Act.

9.0 STUDY & SUPPORT

9.1 REFERENCING

Your course is an academic degree, and it is therefore essential that you reference your work correctly. The college uses Harvard referencing and it is essential that you use this system effectively in all assignments. Introductory sessions on referencing are included in the first term and you will be given a guide, which you should refer to throughout the course. It is essential that all research sources, including images, are credited correctly to evidence good academic practice and avoid plagiarism. Your results and grades may be affected adversely if you do not use correct referencing for your assignments.

The college policy on plagiarism can be found in the Policy Section on VCF Global. Please also see the Academic Writing section on VCF London for detailed guidance about Harvard Referencing, the use of AI and how to credit collaborative work'.

9.2 PREVENTIONS – KEY CONSIDERATIONS

Many modules include assessed presentations, so it is essential to develop formal verbal communication skills during the course. Key considerations for all presentations, whether for formal assessments or informal classwork, include:

- Follow the project brief or task instructions closely
- Always use appropriate visual aids
- Keep to the allocated time – significantly under and a pass is unlikely, significantly over and the presentation will be stopped
- Avoid reading from a script – we suggest using cards with bullet points
- Speak clearly and at an appropriate pace
- Practice before hand – ask college colleagues act as the audience and critique the effectiveness of the presentation
- Check the technology is all working properly beforehand
- Be prepared to answer questions and remember that (remove your) responses will form part of the assessment

Further information on giving presentations will be discussed in relevant workshops.

9.3 TUTORIALS:

During each term / module a selection of tutorial appointments will be made available. These will either be scheduled appointments or opportunities to sign-up for 1-2-1 support. If you cannot attend a booked tutorial, it is essential that you notify the tutor in advance – please be aware that if you cancel a tutorial appointment it may not always be possible to arrange an alternative time. Tutorials last either 15, 20 or 30 minutes depending on the module and requirements. If you are late then this time is reduced. Most tutorials take place online and may be scheduled on your self-study days.

You are expected to prepare for tutorials in advance by considering the key points you would like to cover. Key points discussed during your tutorial will be recorded by your tutor and they may then email these to you as a record. It is also advisable that you write your own notes in addition, so you can keep your own record of the feedback and discussion.

Please bring all the work that you have completed so far to your tutorials. It is much easier for tutors to support you if they have something to see and discuss. Work does not have to be complete or fully formed, but it is essential that you bring something to the table to get the best support possible. Tutorials are an essential part of the formative assessment process; they help tutors to see your progress and provide tutors with evidence that work submitted is a student's own. Tutors want to see your work in development, not just the final work - please do not skip tutorials even when fully confident with project work.

During your final two terms on the course, you will have a personal supervisor who will be your tutor for both the Independent Research Project and Independent Final project. You are allocated 8-10 x 30-minute supervision sessions that will take place across terms 7 & 8 of the course. These can take place in person, via Zoom or via email. Please factor in the time it will take your supervisor to look at and read your work - this forms part of the allocated time of your supervision. So, for example, if you send work for your supervisor to review and they then respond to you via email - this may constitute one of your half-hour supervision sessions. Similarly, if you send work that the supervisor reads prior to the tutorial and they prepare comments and then feedback these to you face-to-face via Zoom or Teams, the online session might only be 10 or 15 minutes to account for the time it took for your supervisor to read your work and prepare for the meeting with you.

9.4 SUPPORT FOR LEARNING DIFFICULTIES

Many successful professionals in fashion and the creative industries have an identified learning difficulty such as Dyslexia. If you have any kind of formally diagnosed learning difficulty it is important that you inform the Registrar as soon as possible and provide evidence and details of your diagnosis. This allows us to plan suitable learning support and make any required reasonable adjustments to assist you.

9.5 EXTRA COSTS

The course fee covers all provision associated with the course, including all visits to exhibitions. The costs for fashion shoots that are part of a module on your course, will be covered by the College. This will include models, hair and makeup and photographers as relevant to the situation. There are only a few extra costs to be considered:

- **Laptop computer:** You will need a laptop for your studies. Specification details are below:
 - **Hardware:** Processor: Minimum 2GHz Intel® 6th Gen or newer CPU
 - Operating system: macOS v10.15(Catalina) or later
 - RAM: 16GB | GPU: 4 GB of GPU VRAM
 - Hard disk space: Minimum 250GB SSD Hard Drive
 - Monitor resolution: 1920 x 1080 or greater
 - _ Our recommended laptop for this course is one of the MacBook Pro 2019 models or newer.
 - **Software:** As part of your course, you will be given access to Office.com, which includes a suite of desktop and online apps (Word, PowerPoint, Excel, Outlook and

Teams).

- **Adobe Creative Cloud** - You will be learning and using multiple Adobe Creative Cloud packages for your projects during your course. Once you are enrolled as a student you will be entitled to a discounted student rate. The cost is approximately £16.24/month for your first year. Adobe may charge a slighter higher fee thereafter.
- **Showcasing Your Work** - There may be costs associated with showcasing some of your work at the end of your course. These might relate to printing images of your work, producing printed and bound documents, or copies of a magazine if that constitutes your final project. Other things you may need to consider would be booking models, hair and makeup or photographers for fashion shoots, if this is the direction you choose for final work. (*Although many students support each other to provide these services, and we encourage you to keep your costs down to a minimum.*) Also think about any props or garments you may need for your photoshoots or film projects. We recommend reserving between £100 - £300 for producing materials for any exhibiting purposes but these costs may vary. Should there be a need to produce items for any showcase activities, the staff team will work with you individually to support you in keeping any costs as low as possible.
- **New York Trip** - There is an opportunity to join the College trip to New York. The actual price for this will depend on the final number of students who choose to go, and the market price for travel at the time. We estimate that this will be in the region of £1400 - £1700. This covers flights, accommodation and insurance, College organised trips to Condé Nast HQ, and other activities. The elements not included are the cost of food, transport around New York City and transport to the airport in the UK. There are optional exhibition visits at an additional cost.

10.0 INDUSTRY PRACTICE & CAREERS

Industry practice is embedded with the BA(Hons) Fashion Communication & Industry Practice course. It is at the heart of all that we do at Vogue College of Fashion. Lectures, seminars and workshops relating to industry practice are included within the teaching. For example, in the Introduction to Media module in term 1, you will learn about job roles and the skills required in the media industry. In the Fashion Retail Environments module, in term 2, you will learn about the role of the Visual Merchandiser and the skills required to work within this area of retail and digital fashion. In the Fashion Marketing & Promotion module, also in term 2, you will learn about the role and function of marketers, and in the Fashion Branding & Creative Communication module, term 3, you will learn about branding and brand management job roles and professional skills. Similarly for other modules, key learning about the industry and the jobs within it will be covered within the curriculum.

There are also specific modules relating to employability education in year 1 and year 2.

In term 3, the Professional Development Portfolio module will support you in:

- Skills profiling
- Writing your CV
- Writing Cover Letters for placement and job applications
- Email etiquette and writing suitable emails when applying for placements and work positions
- Creating a portfolio of your best work to show potential employers

- Scheduled 1-2-1 careers tutorials which are fully confidential and impartial
- The module includes further support in securing a work placement

In term 4, the Fashion Industry Placement module will support you with:

- Looking for and securing your work placement
- Further support with your CV and applications
- Workplace etiquette
- Networking skills
- Confidence and self-management skills
- Scheduled 1-2-1 careers tutorials which are fully confidential and impartial
- The college posts regular announcements about internships and entry-level job vacancies and these will be sent to your cohort at the appropriate times. Please be aware that you are expected to make a significant effort to secure a placement for term 4 – the college will provide significant support but will not directly arrange placements.

In term 8, the Professional Practice Portfolio module will support you in:

- Updating your CV
- Networking skills
- Creating a final portfolio of work
- Learning from College alumni and other professionals in the industry
- Learning from recruitment specialists and industry companies about what they are looking for from college graduates.
- Scheduled 1-2-1 careers tutorials which are fully confidential and impartial
- 1-2-1 portfolio tutorials
- Dedicated Careers Day
- Alumni Panel

Throughout the course you will learn from academic tutors and industry practitioners, and from special guest industry speakers for the Vogue Education Presents talks.

10.1 INDUSTRY SOFTWARE

learn industry standard software programmes. These include Adobe Photoshop, Illustrator and InDesign. These are used continuously during your course and students that do not already have the software installed on their computers are advised to sign up to the Adobe Creative Cloud for the duration of their course. Other programmes that may be used are Adobe Premiere Pro and / or Adobe Premiere Rush for video editing; Sketchup for visualising store windows and in-store or event space design; Adobe XD or Figma for User Experience (UX) wireframing; WIX for website design, and non-code platforms such as ReadyMag. Instructional classes, additional instructional videos and the College Design Hub are available to support you in learning and applying these programmes.

10.2 WORK PLACEMENT SUPPORT

Vogue College of Fashion defines a work placement as, a role within an organisation or business, undertaken by a student, for an agreed period. It is an approved period of assessed learning that is conducted in the professional workplace and forms a compulsory part of your course.

The main aim of you undertaking a work placement is to help bridge the gap between your academic study and highly important real-world experience, by giving you the opportunity to apply much of the theory and skills learned during your course, to a period of professional work.

It's your responsibility to find a work placement, however, there will be help, guidance and advice available to you from the college, to avail of this you should:

- Attend the FIP module and work placement briefing session
- Attend the PDP and FIP module career focused workshops and preparation sessions offered
- Attend scheduled and bookable one-to-one tutorials offered
- Research the industry to ensure you understand the roles and types of businesses that you are interested in working for
- Utilise all the resources and any contacts provided to you by the college

From time to time, work placement opportunities are offered to students via the college. These opportunities are advertised via the 'Announcements' section on Canvas in the BA Course Page. These opportunities are advertised to all students and students will need to apply directly to the company / organisation.

Please note: Should a company request the college to recommend students for a job opportunity, the shortlisting will be made by the Director or Programme / Course Leader and Head of Careers based on the following criteria:

- Academic success on the course
- Attendance record
- Work produced during the course and the relevance of this in relation to the position

The college also provides an alternative project for any students who for agreed reasons are unable to undertake Work Placement. The project is designed to enable such students to achieve the module learning outcomes.

11.0 ASSESSMENT / EXAMINATIONS

(Note: References in these regulations to examination papers shall also include, where appropriate any other form of assessment.)

Tests, Examinations & Assessed Presentations: Candidates are responsible for ascertaining what tests, examinations or assessed presentations they must attend, and for presenting themselves at the time and place specified.

Examination by Assessed Coursework, Term Papers and Projects: In any report or essay constituting assessed work there must be disclosed full particulars:

- a) Of all sources of information consulted (which must be distinguished as either primary or secondary)
- b) Of all money paid in respect of its preparation.

In the research for and preparation of assessed work a student must not receive any assistance other than in either or both of:

- a) The typing of the student's own manuscript
- b) The obtaining of access to a source of information, including obtaining the opportunity to question a person orally or in writing.

Any student in breach of this regulation will be deemed to be guilty of unfair practice and will be subject to disciplinary proceedings under the procedure for Academic Misconduct.

11.1 EXAMINATION & RE-EXAMINATION

To pass a module all assessments within that module must be graded at 30% or above and the aggregate grade for the complete module must be 40% or over.

Where a student achieves a cumulative grade of 40% or above but does not achieve 30% or over for all assessments, the student will resit any assessment elements they did not pass*. The module grade will be capped at the original mark.

Where the student did not achieve 40% for the complete module but did pass one or more assessments within it, only the failed assessments are resits. The module grade will be capped at 40%.

If grades for any resit assessments are less than 40% the student must retake the module. A student who fails a module at the first examination will be required to resit that module at the next available opportunity. If following a resit opportunity, a student has still not satisfied the module requirements they will be required to re-attend the module. The mark for a module with resit components or which has been re-attended will be capped at 40% or at the original mark whichever is the higher.

Where a student is required to be re-examined or re-assessed in a module after initial failure, any re-examination or re-assessment shall be at the next available opportunity unless otherwise directed by the examiners. A candidate who does not avail themselves of this further opportunity will lose any further right to a resit examination.

Candidates will not be allowed to resit papers passed at the first attempt. Exceptionally, where the circumstances under which a candidate sat an examination are deemed to have been seriously disadvantageous, and subject to Regulations relating to mitigating circumstances having been adhered to, the Board of Examiners may recommend that the candidate be permitted one further attempt at the examination and be credited with the actual mark obtained.

11.2 ILLEGIBLE SCRIPTS

For all typed assignments and examinations, please ensure you use a legible typeface that can be read easily by assessors and examiners. All essays and examinations should be typed in black text on white. For creative assignments, you may choose to use coloured typeface and background in certain places - please consider this carefully to ensure proper

legibility of your submissions for assessment. Candidates whose scripts are found by the examiners to be illegible risk failing the assignment.

12.0 ACADEMIC PROGRESSION

A student will normally be required to pass modules with a minimum total value of 30 units in any stage (i.e. obtain at least 30 credits on first examination in each stage of examinations) to proceed to the next stage of studies. (Each stage relates to two terms.)

Stage 1 = Terms 1 & 2

Stage 2 = Terms 3 & 4

Stage 3 = Terms 5 & 6

Stage 4 = Terms 7 & 8

A student carrying failures may be permitted to proceed to the next stage of studies carrying those failures (with the requirement to resit or re-attend at the next available opportunity) at the discretion of the Board of Examiners.

Progression to Stage 2: After the examinations at the end of Stage 1, a student who has failed any modules will be given an opportunity to resit any failed elements of the assessment by the end of Stage 2.

Progression to Stage 3: After the examinations at the end of Stage 2, a student who has failed any Stage 2 modules will be given an opportunity to resit any failed elements of the assessment by the end of Stage 3.

A student with failed modules from Stage 1 who has still not satisfied the module requirements will be required to re-attend the modules in Stage 3. When carrying more than one module per term a student will be required to take the year out to complete those modules before progressing.

Progression to Stage 4: After the examinations at the end of Stage 3, a student who has failed any Stage 3 modules will be given an opportunity to resit any failed elements of the assessment by the end of Stage 4.

A student with failed modules from Stage 2 who has still not satisfied the module requirements will be required to re-attend the modules in Stage 4. When carrying more than two modules a student will be required to take the year out to complete those modules before progressing.

A student still with failed modules from Stage 1 which have been re-attended will be given an opportunity to resit any failed elements of the assessment by the end of Stage 4

End of Stage 4: A student who has failed modules will be given the opportunity to resit or re-attend any failed elements of the assessment, unless the student qualifies for an award in which case re-sitting or re-attending the assessment will not be permitted.

Students will receive a progression letter detailing their results 4 weeks after the Examination Board has taken place.

Restart Candidates: A candidate who is unsuccessful in Stage 1 or the subsequent diet of Examinations may be permitted to restart the programme, subject to approval by the

Programme Director. Candidates permitted to restart a Degree Programme from the start of Stage 3 shall be subject to the resit regulations (see above). Candidates permitted to restart from Stage 1 or Stage 2 shall be treated as if they were attempting the module for the first time as far as resit regulations are concerned.

12.1 CONDONATION

When a student reaches the end of the programme, after resit/retake attempts, the Board of Examiners may, at its discretion, condone a fail and award credits (described as credits by condonation) in a module or modules with a total value of not more than 30 credits where:

- a) The student obtains a mark of 35-39 in the module or modules concerned
- b) The weighted mean of the marks awarded in all modules in the degree (including the module in which it is proposed to award credits by condonation) is 45 or above. In exercising its discretion, the Board of Examiners may have regard to strength

shown in the marks in other modules, and to such other matters as the Board may consider relevant.

12.2 AWARD & CLASSIFICATION

In order to be eligible for the award of an honours degree, a student must have taken and passed assessment for modules with a total value of 360 credits.

To be eligible for the award of a pass degree (non-honours), a student must have taken modules with a total value of 360 credits, of which 300 credits must have been passed.

No candidate who has gained sufficient credit and the requisite FHEQ levels for the award of a degree shall be permitted to enhance the classification of their degree by re-sitting examinations after having completed in full the programme of study prescribed for the degree.

Classification Criteria For the purposes of calculating the final weighted mean, rounding to the nearest integer must apply. In cases where the mean falls exactly between two integers (0.50) the weighted mean must be rounded up.

A student will be awarded a given class if one of the following criteria are met:

- a) The weighted mean of the level 5 and level 6 modules (by unit value) is in the given class indicated below:

First Class	70-100%
2:1	60- 69%
2:2	50- 59%
Third	40- 49%
Fail	0- 39%

- b) At least half of the level 5 and level 6 modules by unit value fall within or above the given class; and the weighted mean of the level 5 and level 6 modules (by unit value) reaches the level specified below:

First Class	69%
2:1	59%
2:2	49%
Third	39%

12.3 EXAMINATION RESULTS

Publication of results of examinations are released by email to the student's email account following ratification by the University of Buckingham Senate. Marks in individual papers are not published.

Final examination results are also sent to students as a hard copy letter confirming the classification of the degree. These will be sent to their home address as held by Registry. Academic transcripts, showing classification, subjects and grades will also be released.

It is the responsibility of the student to ensure that our Registry holds the correct address to which all results shall be sent.

13.0 ACADEMIC MISCONDUCT

Academic misconduct is any action that produces an improper advantage for the student in relation to their assessment or deliberately and unnecessarily disadvantages other students. It can be committed intentionally or accidentally. Plagiarism, cheating in an examination, collusion, impersonation, falsification or fabrication, duplication or self-plagiarism, ghosting and disruption are non-exhaustive types of academic misconduct. Further information on these types of academic misconduct is available at the end of this section of the handbook.

Academic misconduct is different from poor academic practice, which can be dealt with within the assessment criteria. Where poor academic practice has been identified markers will use the ordinary marking procedures to provide the student with an appropriate mark for their performance. They should also provide feedback on how to improve academic practice and where relevant inform the student if there is a concern that their academic practice might result in a charge of academic misconduct in the future.

13.1 INVESTIGATION OF CASES OF SUSPECTED ACADEMIC MISCONDUCT

The college actively pursues all cases of suspected academic misconduct. This safeguards the integrity of its awards as well as the interests of most students who work hard for their award through their own efforts. Decisions on the severity and extent of misconduct are matters of academic judgement.

13.2 COLLEGE PROCEDURES RELATING TO SUSPECTED CASE OF ACADEMIC MISCONDUCT

A member of staff who suspects academic misconduct has been committed will firstly consult an academic colleague responsible for the module in question. If they also believe that misconduct has taken place, the Module Leader and / or Programme Director will arrange a meeting with the student concerned to discuss the situation and potential ways forward. After discussion with the student the Programme Director will feedback to the Director of Operations UK & Spain, Registrar, and a decision will be made. If the case is not resolved at this stage, including if the student disputes the charge, it should be referred to an Academic Misconduct Panel which consists of the Module Leader and Programme Director.

13.3 ACADEMIC MISCONDUCT PANEL

The student will be invited to the meeting and may choose to be accompanied. Evidence will be provided to the panel and the student in advance of the meeting. The student may provide a written response to the evidence provided. If the student chooses not to attend or fails to attend without submitting in writing valid reasons for a postponement, the panel may meet in the student's absence. The Panel will consider the case, and witnesses may be called by the student or by those bringing the allegation. The student will have an opportunity to present any mitigating circumstances prior to the outcome of the hearing being finalised. If the allegations are not substantiated, no further action will be taken. If the case relates to academic misconduct and the allegations are substantiated, options available to the Panel are:

- A fail for the assessment component or Module with the right to resit removed
- Exclusion - This can include selective restriction of:
 - a) Attendance at or access to the college
 - b) Exercise of functions or duties of offices or committees of the college.
 - c) Contact with named person(s)
 - d) Privileges associated with the college, for example those associated with the library
- Suspension, either total or qualified (e.g. providing permission to attend for the purpose of an assessment)
- Expulsion from the college
- Retrospective withdrawal of any college awards

Sanctions can be combined as appropriate and reasonable. The Panel should also consider the period for which a sanction will remain effective, if relevant, and whether a review of a sanction should be undertaken at any point. The last four actions would only take place in consultation with the Programme Director and Director of Operations UK & Spain, Registrar.

13.4 TYPES OF ACADEMIC MISCONDUCT

Plagiarism: passing off the ideas or words of someone else as though they were your own. It applies equally to the work of other students as to published sources and can include:

- Submitting, as one's own, an assignment that another person has completed
- Downloading information, text, artwork, graphics or other material from the internet and presenting it as one's own without acknowledgment
- Quoting or paraphrasing material from a source without acknowledgment
- Copying from other members while working in a group
- Contributing less, little or nothing to a group assignment and then claiming an equal share of the marks

Collusion: students working together to create and submit a similar or identical assignment or assessment, without authority from their tutor or college.

This does not include those times when students are asked to undertake group-work and in situations in which students may legitimately work together. However, any group-work task should be clear in explaining how and to what extent students may work together. If students work together beyond the group work arrangements, that might constitute collusion

- Impersonation: where a person assumes the identity of another person with the intention of gaining unfair advantage for that person.
- Falsification or fabrication: inventing or altering data or references.
- Duplication or self-plagiarism: Preparing a correctly cited and referenced assignment from individual research and then handing part or all that work in twice for separate subjects/marks, without acknowledging the first assignment correctly.
- Ghosting: Submitting as your own work that has been done in whole or in part by another person on your behalf, or deliberately making or seeking to make available material to another student for it to be used by the other student. Investigating the possibility of using another person's work can also be counted as academic misconduct.

Disruption: preventing an assessment from being conducted in an orderly and appropriate manner.

The college uses both Plagiarism and AI detection when assessing your work. Please see the Academic Writing section on VCF London for detailed guidance about Harvard Referencing, the use of AI and how to credit collaborative work'.

The following practices are intended to ensure the avoidance and/or detection of any academic malpractice:

- A digital copy of all work is required, allowing staff members responsible for assessment the opportunity to check work using suitable plagiarism software and Internet searches.

- Students are required to show and discuss the development of their work during project tutorials and workshops, allowing supervising staff to confirm that the student has carried out project work.
- Teaching of referencing skills and provision of a referencing guide.
- Varied assessment methods for projects that encourage students to take a uniquely personal approach to their work. This is reinforced in workshops and tutorials.
- Use of research portfolios and presentations that require each student to explain their creative process and outline how their project was developed.
- Staff development to ensure that those responsible for assessment are vigilant regarding academic malpractice.

14.0 APPEALS & COMPLAINT

14.1 STUDENT APPEALS

Appeals by students will be managed in accordance with the College's Student Appeal Policy.

General: The college defines an appeal as a request from a student for a review of a decision made by an Examination Board regarding their assessment, progression or award. Appeal claims can be made after an Examination Board. A student who submits an appeal claim against one decision may submit an appeal claim against another decision later, if the appeal is submitted within the appropriate timescales.

Consideration of Appeals: Student appeals are different from student complaints, which should be dealt with via the Student Complaints Policy.

The college aims to deal with appeals fairly, transparently, confidentially and in a timely manner. A student will not suffer any detriment if they appeal in good faith. However, a student should be aware that if an appeal is pursued inappropriately, disciplinary action may be taken against them.

A student should submit an appeal claim or review request to the Director of Operations UK & Spain, Registrar. Students should note that appropriate evidence must also be provided. The initial scrutiny stages will determine whether sufficient evidence has been provided to merit consideration. Whilst the claim made and the evidence provided for each case will be considered individually, the following provides some indications of the types of claims that will be more likely to merit consideration:

Material Error: Examples of situations where material error might occur include:

- Where the assessment process was not managed in accordance with the College's rules and regulations
- Where it can be demonstrated that the Examination Board was biased when reaching its decision
- Where the lecturers responsible for marking the work did not apply the assessment criteria correctly

Mitigating circumstances not made known for a demonstrated, valid and overriding reason: A student must prove that there was a demonstrated, valid and overriding reason why they did not submit the mitigating circumstances claim within the initial deadline

before the circumstances can even be considered:

- Demonstrated: verified evidence is provided to explain why the initial deadline could not be met
- Valid: the reason stated for the deadline not being met is logical and well-grounded in fact
- Overriding: given the circumstances, it would be unreasonable to have expected the student to have met the initial deadline

If mitigating circumstances exist, students should submit them prior to the meeting of the Examination Board.

Attendance at Panel Hearings: A student is invited to attend College appeal panel hearings. If they choose to be accompanied, they must provide information about that person to the Director of Operations at least seven days in advance. The information will include the person's relationship to the student and the reason for the person's attendance. A student should note that they may only be represented in their absence in exceptional circumstances. Any request for this requires the agreement of the Director of Operations.

14.2 STUDENT COMPLAINTS

General: Complaints by students will be managed in accordance with the College's Student Complaints Policy. The following is an extract from the Student Complaints Policy.

Vogue College of Fashion is committed to providing an environment that is conducive to study and provides academic and support services to facilitate the achievement of your target award. However, we recognise that from time-to-time students may wish to raise issues regarding the academic, administrative, support or other services provided by the college. Vogue College of Fashion is committed to managing complaints in a way that:

- Is timely and efficient, to facilitate a speedy resolution
- Is fair and transparent to all parties
- Promotes informal conciliation such as mediation, where appropriate
- Promotes feedback and best practice to inform staff and enhance the student experience

Consideration of Complaints: The college takes student complaints extremely seriously and will do its best to resolve matters that are brought to its attention. It encourages an informal resolution where possible and positive engagement with those who complain. The college aims to deal with complaints transparently, and confidentially, following the principles of natural justice and in a timely manner. A student will not suffer any detriment if they make a complaint in good faith.

Complaints that are submitted anonymously will not normally be considered and complaints that are found to be unsubstantiated will be dismissed. A student should also be aware that if a complaint is pursued inappropriately, disciplinary action may be taken against them.

Staff and students are expected to take every opportunity to resolve a complaint before escalating the matter to the next stage of the process. Each stage of the process should be exhausted before the next stage is used. Making a complaint is different from appealing against the decision made by an Examination Board on a student's assessment, progression or award. The timescales of the two are also different. If a student has a concern, they must ensure that they choose the most appropriate route for pursuing that concern depending on its nature. Concerns should, where possible, be raised at the time.

Stage 1 – Local Resolution

- Students are expected to try and resolve any complaints locally with the relevant staff member in the first instance.
- All complaints should normally be made within 21 days of the alleged incident, matter or concern. Staff can be contacted in writing or by email and should normally respond to your complaint within 21 days or, where this is not possible, advise you of the anticipated timescale.
- Students should keep a record of their action taken to resolve the complaint and keep copies of any relevant correspondence.
- If you are unsure of who you need to contact regarding your complaint, then the Director of Operations UK & Spain, Registrar will be able to advise you.
- If it is not possible to resolve your complaint locally then you can submit your complaint under Stage 2 of the Student Complaints procedure.

Stage 2 – Formal Resolution

- Where the complaint has not been resolved or satisfactorily dealt with locally, then a student can submit a formal complaint. Students will be expected to provide details of their attempt to resolve the matter locally.
- All formal complaints should be made to the Director of Operations UK & Spain, Registrar within 21 days of the last verifiable attempt at local resolution. Where it is not appropriate for a complaint to be submitted for local resolution, a formal complaint should normally be made within 21 days of the alleged incident, matter or concern.
- If a complaint is submitted outside the advertised deadlines, then the complaint will be deemed out of time and the college reserves the right not to progress the complaint.
- Students should complete a complaint form and provide appropriate evidence to support any allegations they made [evidence may include signed witness statements, letters, emails and any other relevant information]. Where a student fails to provide reasonable evidence to substantiate their allegations, the college reserves the right not to progress the complaint further.
- Students are required to specify the remedy they seek and/or the desired outcome to their complaint.
- A letter of complaint and relevant evidence should be submitted to the Director of Operations
- Students will receive a formal acknowledgement within 5 working days of submitting a complaint to the Director of Operations UK & Spain, Registrar.

There are several ways in which the complaint may be progressed at this stage, depending upon the nature of the complaint. Students will be notified of this in writing. Such action may include:

- A meeting to clarify matters of procedure
- Forwarding the complaint to a named person in the college who will investigate the matter locally and provide a written response to the complaint
- Mediation facilitated by an adviser[s]

- Where the complaint is complex and/or contains serious allegations against staff or students, the Director of Operations UK & Spain, Registrar will either: appoint an independent Investigating Officer to investigate the circumstances of the complaint; or arrange a Formal Hearing of the complaint.
- Wherever possible the college will seek to facilitate an early resolution of the complaint. The college aims to provide a response within 30 working days of submission of the complaint. Should this not be the case, the student will be kept informed of any likely delay and the reasons for the delay, at the earliest opportunity.
- Students will receive written notification of the outcome of their complaint from the Director of Operations UK & Spain, Registrar. This will include whether the complaint is upheld or not and any further action to be taken.

Stage 3 – Appeals:

Where a student believes that the student complaint procedures have not been followed correctly or their complaint has not been appropriately addressed or the decision regarding the outcome of their complaint is unreasonable, they have the right to appeal to the College Director within twenty-one (21) days of the date of the notification letter.

- The grounds for the appeal should be clearly stated in writing and sent with full supporting evidence, in the first instance
- The papers will be forwarded to the College Director (or nominee)
- The appeal will not consider new evidence
- The decision of the College Director is final
- The student will be formally notified in writing of the decision, a normally within 30 days
- Students, who are dissatisfied with the outcome of the appeal and believe that the College has failed to follow this procedure correctly, may take their case to the University of Buckingham; the Director of Operations UK & Spain, Registrar can provide further details if required.

14.3 OFFICE OF THE INDEPENDENT ADJUDICATOR (OIA)

When the college's internal procedures in relation to student appeals, student complaints or student disciplinary cases (including cases of academic misconduct) have been concluded, a student will be issued with a Completion of Procedures (CoP) letter. Following this, a student who is dissatisfied with the final decision on their case may be able to apply to the Office of the Independent Adjudicator for Higher Education (OIA). The OIA is a national body operating an independent scheme for the review of student complaints, which is free to students. The college is expected to comply with the formal decision and any recommendations of an OIA Reviewer, but OIA decisions are not binding on students.

15.0 COMMUNICATING WITH STAFF & WHO TO CONTACT

5.1 COMMUNICATING WITH STAFF

You should communicate with staff via your college email only (staff will not accept emails from your personal accounts). When emailing please remember that academic staff do much more than teach your group, so they may not necessarily be free when you are. They will respond to emails as soon as possible. Full-time members of college staff / academic faculty will endeavour to respond within two working days, but please

remember they may have other professional commitments as part of their role. Part-time staff and academics only work certain days for the college and will not be able to respond to you on days when they are not engaged to work or teach.

You are encouraged to raise any queries in class with your regular lecturers, as this is the quickest and most effective way that we can assist you.

We have many Visiting Lecturers (VLs) who will teach you during your time studying with us. There are some Visiting Lecturers who will be core to a module and may also be the Module Leader. Core VLS will have a college email address. Biographies and information about these lecturers will be available to you on Canvas within relevant Module Handbooks. Please always email your Module Leader with queries about a specific module.

15.2 THE COURSE AND COLLEGE TEAM

Dione Hyland: Director of Operations UK & Spain, Registrar dhyland@voguecollege.com	<ul style="list-style-type: none"> ● Personal circumstances impacting on coursework and performance ● Notification of learning support needs ● Student feedback & Steering group ● Pastoral care
Harriet Posner: Director of Undergraduate Programme; Learning, Teaching and Enhancement hposner@voguecollege.com	<ul style="list-style-type: none"> ● BA course queries ● Year 2 support ● Overall course progress
Hannah Shakir: Senior Lecturer / Course Leader Diploma & Certificate Courses / BA Year 1 Tutor hshakir@voguecollege.com	<ul style="list-style-type: none"> ● Year 1 support ● Diploma & Certificate queries
Katie Pope: UG Programme Coordinator & Registry Officer kpope@voguecollege.com	<ul style="list-style-type: none"> ● General queries ● Requests for letters of recommendation ● Booking tutorials ● Queries about timetabling/groups
Zoe Souter: Head of Careers zsouter@voguecollege.com	<ul style="list-style-type: none"> ● Zoe will be supporting you when it comes to terms 3 & 4 and securing your work placement. Please email Sophia Rasab who will be coordinating this.
Sophia Rasab: Careers and Student Coordinator srasab@voguecollege.com	<ul style="list-style-type: none"> ● Booking careers tutorials ● Requests for letters for Council Tax remission ● Fashion Industry Placement Admin
IT & Submissions Support support-lon@voguecollege.com	<ul style="list-style-type: none"> ● For technical issues with Canvas ● Technical issues to do with submission of work.
Absence and Late Attendance attendance@voguecollege.com	<ul style="list-style-type: none"> ● Please email to alert College staff that you will be absent or late to class.
Admissions admissions@voguecollege.com	<ul style="list-style-type: none"> ● Any issue to do with fees or enrolment.

Additionally, you can visit reception at any time during the college day and they will help you with your query or direct you to the appropriate member of staff

15.3 THE WIDER COLLEGE

In the previous table, is a list of the key college members of staff whom you are likely to engage with and contact. Below is information with the names of other Directors at the college.

Ana Garcia-Siñeriz: Vogue College of Fashion Director
Johannes Reponen: Global Academic Director
Sara Hassan: Creative Director, Head of Styling & Module Leader for Collaborative Industry Project / Styling Option.