VOGUE COLLEGE OF FASHION

BA (Hons) Fashion Communication & Industry Practice (3 Years)

Programme & Module Specifications 2026-2029

Date: Aug26

VOGUE COLLEGE OF FASHION

PROGRAMME & MODULE SPECIFICATIONS

BA Fashion Communication & Industry Practice

This document provides you with an overview of the BA (Hons) Fashion Communication & Industry Practice academic programme and the modules taught over its three-year duration.

Disclaimer: *The information is correct at time of publication. The College reviews the programme and all modules annually, and minor module modifications may be proposed in the future to ensure course relevance and the maintenance of academic quality. Any changes made that have been approved by the validating university would be communicated clearly to all students participating in the course in advance of them taking effect.*

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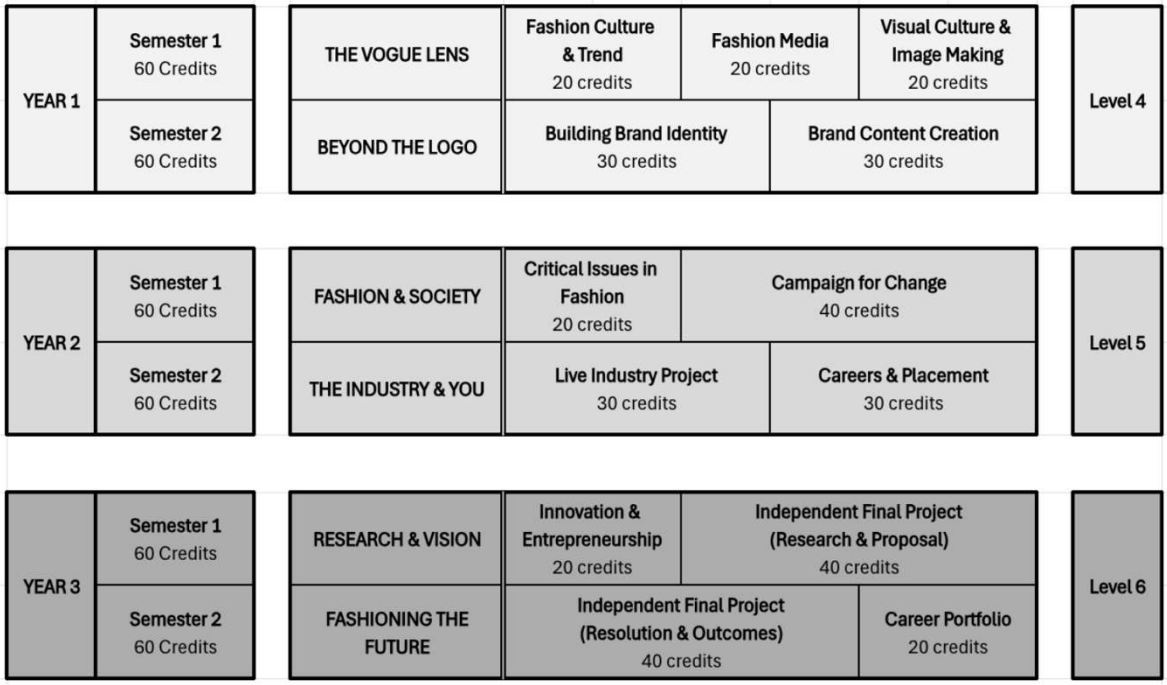
VOGUE COLLEGE OF FASHION

BA (HONS) FASHION COMMUNICATION & INDUSTRY PRACTICE PROGRAMME MAP



VOGUE COLLEGE OF FASHION

PROGRAMME SPECIFICATION

THE UNIVERSITY OF BUCKINGHAM

Programme and Modules Overview Document

Programme Name:	**BA (Hons) Fashion Communication & Industry Practice (3-year programme)**
Module Name(s):	1. Fashion Culture & Trends 2. Fashion Media 3. Visual Culture & Image Making 4. Building Brand Identity 5. Brand Content Creation 6. Critical Issues in Fashion 7. Campaign for Change 8. Live Industry Brief 9. Careers & Placement 10. Innovation & Entrepreneurship 11a. Independent Final Project: Research & Proposal 11b. Independent Final Project: Resolution & Outcomes 12. Career Portfolio

Programme/Module Details:
Type of award, FHEQ level, type of programme/module, length of programme, mode of delivery, structure, arrangements for online delivery, practical sessions etc.

BA (Hons) Fashion Communication & Industry Practice. Levels 4-6

Duration: 3 Years

Delivery: The aim is to design a diverse set of in class 'learning experiences' that are augmented with online materials and resources accessed via the College Canvas VLE. Almost all teaching is in person, with 1-2-1 tutorials conducted online. The programme will use a varied array of delivery modes including:

- Lectures
- Seminars
- Small group discussions and tutorials
- Interactive workshops and studio practice sessions
- Individual tutorials
- Group class tasks
- Group presentations
- In class or online quizzes
- Reflective reviews and feedback sessions
- External visits – Museums, exhibitions & galleries
- External visits – Industry partners, offsite learning experiences
- College and class debates and symposia

Lectures are taught to the entire cohort, whereas hands-on studio and workshop sessions take place with students split into smaller groups. We make use of co-teaching where possible.

Breadth of Topics:
The USP of this programme remains the broadness of the curriculum – this is commented upon by current applicants as a key reason why they want to study with us on the BA (Hons) Fashion Communication & Industry Practice. Other HEI generally offer more specialised BA subjects, for example, Fashion Communication: Journalism, Fashion Photography, or Fashion Marketing. The new BA course is ideal for those who are not yet sure on their area of focus, or for students who wish to take a multi-disciplinary and holistic approach to the subject. Students will be supported to follow their own unique path through the course. The concept is that while all undertake the same degree, there is enough opportunity for optionality, and for students to express their individuality – we do this by offering certain choices within module assignments – encouraging students to experiment and develop their distinctive personal/professional style.

Pedagogical Approach
The course covers essential theory and practice, offering direct exposure to, and interaction with, industry professionals. Students have an opportunity to explore both the strategic and the creative facets of the fashion and media industries, investigating how the two work in tandem. The aim is to accommodate those who prefer hands-on creative subjects such as styling, art direction, or image-making; as well as those who prefer taking a more strategic or business-minded approach, plus of course, those who want to look at fashion from both perspectives. The College adopts a student-centred learning environment grounded in constructivist principles, where learners actively participate in shaping their own understanding. Teaching focuses on creating interactive and experiential learning experiences that move away from transmission-based teaching (lecturer as sole knowledge source) toward facilitation (lecturer as guide and co-learner). This approach promotes dialogue, collaboration and reflection – and recognises that knowledge is constructed through experience, interaction and enquiry.
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 into the development of students' learning experiences. Students will be encouraged to consider diverse attitudes and cultural viewpoints, recognising fashion's role and significance in cultural, economic, global, local, and community contexts.

Industry Engagement
This industry-focused degree programme offers a unique opportunity for students to learn about the fashion and media industries from within *Vogue*, and its parent company, Condé Nast. Modules are led by academic / industry practitioners, with many sessions taught by (or contributed to by) industry professionals. This connection to the industry is so essential in ensuring that we keep track of developments within the industry and can support our students to be future-facing in their thinking.

Structure:
The full course consists of 12 modules spread over three years with two semesters per year.

Supporting Information on the Programme/Modules:
Any special arrangements such as industry placements, specialised equipment, teaching arrangements.

The course includes an Industry Placement or undertaking an industry set-project.
The Careers & Placement Module This module is designed to support students to prepare for and undertake their industry placement or an equivalent industry-focused project. Students will produce a CV, write targeted cover letters, develop their personal branding and professional profile, and create a

professional portfolio that evidences their talents and competencies. The module supports reflective practice by encouraging students to evaluate the knowledge and skills gained throughout their course and to research potential career paths and internship opportunities.
Students should complete a minimum 140 hours of work-based learning. There is some flexibility how this can be achieved – students can choose to do an industry placement full-time over 4 weeks or part-time for eight weeks – or choose to undertake an industry set project.
The aim is:

- To provide students with the opportunity to reflect on and to review knowledge and skills and consider their own practice within an industry context.
- Enable students to prepare and apply for an industry work-based placement or industry set project.
- Support students to develop their CV, write tailored cover letters, curate their portfolio of work, and establish their professional digital profile.
- Support students to experience, reflect and report on a professional industry placement or project undertaken within the fashion, media or lifestyle sector.

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PROGRAMME LEARNING OUTCOMES

	Description of Intended Learning Outcomes
ILO1	KNOWLEDGE & CONTEXT: Demonstrate historical, theoretical, and cultural understanding of fashion, lifestyle, and media industries within a global context.
ILO2	CONTEXTUAL RESEARCH & ANALYSIS: Analyse the impact of macro-environmental factors and contemporary issues – including ethics, inclusivity and sustainability – as relevant to the course and module subjects
ILO3	UNDERSTANDING & APPLICATION: Understand and apply principles of fashion communication, marketing, branding, promotion and media theory and practice as appropriate to the course, modules or discipline.
ILO4	RESEARCH & EVIDENCE BASED PRACTICE: Conduct and critically evaluate primary and secondary research to inform creative, strategic approaches to course work and assignments.
ILO5	CRITICAL THINKING & SYNTHESIS OF IDEAS: Demonstrate critical thinking and synthesis of ideas from diverse sources to develop informed arguments and creative solutions.
ILO6	IDEATION & CONCEPTUALISATION: Generate and develop clear and original ideas, concepts or creative outputs, justifying and validating them with relevant evidence (academic or practice-based) and informed decision-making.
ILO7	TECHNICAL SKILLS & PRACTICAL EXPERIMENTATION: Evidence the acquisition and application of technical and practical skills through creative practice, experimentation, and iterative development.
ILO8	ACADEMIC INTEGRITY & PROFESSIONAL ETHICS: Apply academic conventions and ethical principles in research and practice, including accurate referencing, attribution, and recognition of intellectual property.

	Description of Transferable, Employability and Entrepreneurial Skills
TEES1	COMMUNICATION & PRESENTATION OF WORK: Present and organise information and ideas clearly in written and visual formats.
TEES2	PRESENTATION & PITCHING TO AN AUDIENCE: Communicate and present research, ideas, and proposals effectively through confident verbal delivery and integrated visuals, tailored to diverse audiences and contexts.
TEES3	ORGANISATION & PROJECT MANAGEMENT: Demonstrate effective planning, organisation, and time management skills to manage projects and meet deadlines.
TEES4	COLLABORATION & INTERPERSONAL SKILLS: Work creatively and flexibly with others as part of a team to achieve shared goals and respond to briefs.
TEES5	CREATIVE & STRATEGIC PROBLEM SOLVING: Identify and analyse complex problems and develop innovative, evidence-based solutions within fashion, media, and lifestyle industries.
TEES6	CRITICAL REFLECTION & PROFESSIONAL DEVELOPMENT: Engage in reflective practice and continuous professional development, demonstrating autonomy and adaptability in learning and work.
TEES7	PROFESSIONAL AWARENESS & INDUSTRY INNOVATION: Develop a comprehensive understanding of professional roles, standards, and ethical expectations within fashion and media communication, demonstrating awareness of evolving industry practices, emerging career opportunities, and innovative approaches shaping the future of the sector.

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PROGRAMME LEARNING OUTCOMES - MAP

			Programme:																		
					Programme Outcomes																
			BA (Hons) Fashion Communication & Industry Practice (3 Year)	Credits	Intended Learning Outcomes								Transferable, Employability and Entrepreneurial Skills							Number of LOs
			Module		ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7	ILO8	TEES1	TEES2	TEES3	TEES4	TEES5	TEES6	TEES7	
Level 4	S1	The Vogue Lens	Fashion Culture & Trends	20	◆	◆						◆	◆							4
			Fashion Media	20	◆					◆						◆		◆		4
			Visual Culture & Image Making	20	◆		◆				◆				◆					4
	S2	Beyond the Logo	Building Brand Identity	30			◆	◆		◆			◆	◆						5
			Brand Content Creation	30						◆	◆				◆				◆	4
Level 5	S1	Fashion & Society	Critical Issues in Fashion	20		◆						◆				◆	◆			4
			Campaign for Change	40				◆	◆		◆						◆	◆		5
	S2	The Industry & You	Live Industry Brief	30			◆		◆		◆			◆			◆			5
			Careers & Placement	30		◆							◆					◆	◆	5
Level 6	S1	Research & Vision	Innovation & Entrepreneurship	20					◆	◆		◆	◆	◆						5
			Independent Final Project: Research & Proposal	40				◆	◆						◆			◆	◆	5
	S2	Fashioning the Future	Independent Final Project: Resolution & Outcomes	40						◆	◆				◆			◆	◆	5
			Career Portfolio	20									◆					◆	◆	3
				360	3	3	3	3	4	5	5	3	5	3	4	2	3	6	5	58

VOGUE COLLEGE OF FASHION

MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Fashion Culture & Trends			**Module Code:**	BAY1S1 / **M1FCT**
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	None
FHEQ Level:	4	**Unit or ECTS Value:**	20	**Module Coordinator:**	TBC
Semesters Taught:	Year 1 Semester 1			**Applicable From:**	September 2026

Educational Aims of the Module

The module aims to:

1. Introduce students to fashion theory, history and cultural analysis by using Vogue as a lens to critically examine how fashion, culture, identity and trends are shaped and represented.
2. Support students in exploring how PESTEL factors and broader societal shifts influence fashion, culture, and trend development,
3. Develop essential study skills for higher education. Understand and apply the basics of primary and secondary research methods, learning how to reference using Harvard referencing correctly.
4. Communicate research findings and trend concepts. Develop the ability to articulate research insights and fashion trend ideas clearly using appropriate academic and industry conventions.

Module Outline/Syllabus

This module employs *Vogue* as a critical lens through which students explore and analyse the mechanisms by which fashion both reflects and shapes cultural narratives and individual identities. The module examines the cultural and historical forces that shape fashion, exploring how significant moments, movements, and trends from the past intersect with contemporary culture, art, style, and subcultures. Students will investigate how these influences contribute to the evolution of fashion and consider how understanding these connections can inform ideas about future directions.

Students are introduced to PESTEL Analysis as a key tool used to underpin research and to examine the factors that impact fashion and cultural trends. Through critical analysis, they will learn to identify patterns and cultural shifts, viewing trend formation as a dynamic process rooted in both historical context and present-day cultural landscapes.

The module supports the development of essential academic skills, including primary and secondary research, analysis of research information, and appropriate citation and referencing practices.

The curriculum will cover the following elements:

Context:

- The global world of Vogue as a lens for fashion and culture
- An overview of fashion history and fashion sub-cultures
- The trend forecasting industry and careers
- How trends develop and spread - bubble up, trickle down, trickle across theory
- Barthes, Veblen, Simmel and the origins of fashion theory

Practice, Transferrable Skills, Employability:

- Studying at UG level – academic study skills
- Conducting a PESTEL analysis
- Types of research, how to research and why it is important
- Undertaking and utilising primary and secondary research
- Referencing research correctly
- Visiting museums, archives and galleries
- Library induction / using the library
- Cool hunting & trend analysis
- Creating trend boards

Student Engagement Hours				
Semester	***Type***	***Number***	***Duration of each***	***Total Time***
Year 1: Semester 1	Module Briefing & Seminar	1	2.5hr	2.5hr
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	11	2.5hr	27.5 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	12	2.5hr	30 hours
			Total Guided/Independent Learning Hours:	100
			Total Contact Hours:	60
			Independent Work on Assignment Hours	40
			Total Engagement Hours:	**200**

Assessment Method Summary				
Type	***Number Required***	***Word Limit / Duration***	***Weighting***	***Timing / Submission Deadline***
Portfolio of Coursework: *Comprising a minimum of 4*	1	N/A	100%	Week 6

elements *as specified in the Module Handbook.*				

Formative Feedback / Feedforward:
Small group tutorials, sessions in class and online discussion forums. Students can share their responses to study visits and discuss concepts and ideas with their peers and receive support from tutors. In class individual and group activities and tasks also provide students with feedback / feedforward from tutors.

Module Outcomes		
Intended Learning Outcomes		***Teaching/Learning Strategy***
On successful completion of the module, students should be able to: **LO1: KNOWLEDGE & CONTEXT** (ILO1). Demonstrate understanding of key developments in fashion and culture (past, present & future). **LO2: CONTEXTUAL RESEARCH & ANALYSIS** (ILO2). Recognise relevant key macro factors (PESTEL Analysis) and contemporary issues, analysing their impact and implications for fashion and media as relevant. **LO3: ACADEMIC INTEGRITY** (ILO8). Evidence in academic practice through active engagement with basic referencing using the College Harvard Referencing system.	>	The module will be taught using mixed method learning experiences as relevant that include: - Library Induction - Lectures covering topics including PESTEL factors & analysis, fashion history, fashion theorists, subcultures, trend forecasting, how trends form and are disseminated. - Primary research visits to museums, galleries, exhibitions - Primary research – cool hunting / trend scouting - Small group work progress tutorial - Academic study workshops - Class-based tasks (individual & group) - Talks from industry professionals
	>	***Assessment Strategy*** LO1 / LO2: Portfolio of Coursework
Transferable, Employability and Entrepreneurial Skills **LO4: COMMUNICATION & PRESENTATION OF WORK** (TEES1). Communicate information, research findings and ideas clearly using structured written and visual formats appropriate to the brief.	>	***Teaching/Learning Strategy*** The module will be taught using mixed method learning experiences as relevant that include: - Academic study workshops - Workshops – communicating findings - Workshops – creating trend boards
	>	***Assessment Strategy*** LO3 / LO4: Portfolio of Coursework

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Assessment Grid

Learning Outcomes	**Assignment 1** Portfolio of Coursework (100%)
LO1: Demonstrate understanding of key developments in fashion and culture (past, present & future).	•
LO2: Recognise relevant key macro factors (PESTEL Analysis) and contemporary issues, **analysing** their impact and implications for fashion and media as relevant.	•
LO3: Evidence in academic practice through active engagement with basic referencing using the College Harvard Referencing system.	•
LO4: Communicate information, research findings and ideas clearly using structured written and visual formats appropriate to the brief.	•

Key Texts and/or other learning materials
Reading lists should be added separately on Canvas. These will be revised yearly to reflect the curriculum.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

Date of Production:	November 2025
Date approved by Validation Panel:	9th December 2025
Date approved by University Learning and Teaching Committee:	January 2026

VOGUE COLLEGE OF FASHION

MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Fashion Media			**Module Code:**	BAY1S1 / **M2FM**
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	None
FHEQ Level:	4	**Unit or ECTS Value:**	20	**Module Coordinator:**	TBC
Semesters Taught:	Year 1 Semester 1			**Applicable From:**	September 2026

Educational Aims of the Module

The module aims to:

5. Enable students to use Vogue as a lens to investigate the role, reach and impact of fashion media.
6. Support students in examining and understanding the fashion media industry, with an emphasis on key principles and industry working practices.
7. Enable students to research, propose and present editorial content for print and digital fashion media.
8. Provide students with an opportunity to practice presenting and pitching ideas with confidence and clarity.
9. Introduce students to the concept of reflective practice and enable them to reflect on their contribution and learning throughout the module.

Module Outline/Syllabus

This module enables students to work collaboratively as part of an editorial team to research, conceptualise, and pitch both print and digital content for a contemporary fashion media title. Using *Vogue* as a case study, students will critically examine developments in fashion media, explore ethical considerations in content creation and representation, and gain insight into the professional roles and practices that underpin the operations of a global media brand.

Students will also learn about reflective practice, using this to reflect upon how they worked as a member of a team throughout the project, and how the team managed the collaborative process.

The curriculum will cover the following elements:

Context:

- Vogue as a global media brand
- Historical and contemporary developments in media
- Understanding of a target readership/audience
- Ethical issues connected to the fashion media industry including use of AI

Practice, Transferrable Skills, Employability:

- 'The Masthead' - the structure of, and roles within an editorial team
- Researching and pitching ideas for media content
- Working in a team and to a specified role
- Introduction to reflective practice using recognised models such as Gibbs Reflective Cycle or Kolb's Reflective Model.

Student Engagement Hours				
Semester	***Type***	***Number***	***Duration of each***	***Total Time***
Year 1: Semester 1	Module Briefing & Seminar	1	2.5hrs	2.5hrs
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	9	2.5hrs	22.5 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	10	2.5hrs	25 hours
			Total Guided/Independent Learning Hours:	110
			Total Contact Hours:	50
			Independent Assignment Hours	40
			Total Engagement Hours:	**200**

Assessment Method Summary				
Type	***Number Required***	***Word Limit / Duration***	***Weighting***	***Timing / Submission Deadline***
Assignment 1: Individual Research & Reflective Account: Using a recognised reflective model	1	1200 - 1500 Words	50%	Week 11
Assignment 2: Group Practical Project: Content Proposal for a specified media brand.	1	10 pages	50%	Week 11
Formative Feedback / Feedforward:				

Small group tutorials for the mid-module review support students to gauge their progress and receive formative feedback and feedforward. Group workshops provide continuous feedback on group interactions and project development.

Module Outcomes		
Intended Learning Outcomes		***Teaching/Learning Strategy***
On successful completion of the module, students should be able to: **LO1: KNOWLEDGE & CONTEXT** (ILO1). Demonstrate an understanding of key factors influencing fashion media production and dissemination. **LO2: IDEATION & CONCEPTUALISATION** (ILO6). Generate appropriate ideas for content suitable for a specified media brand.	>	The module will be taught using mixed method learning experiences as relevant that include: - Lectures - Seminars / discussion forums - Small group tutorials - Technical workshops - Class-based tasks (individual & group) - Talks from industry professionals - Understanding the Masthead Vogue / CN session
	>	***Assessment Strategy*** LO1 Assignment 1: Individual Research & Reflective Account LO2: Assignment 2: Group Practical Project
Transferable, Employability and Entrepreneurial Skills **LO3: COLLABORATION & INTERPERSONAL SKILLS** (TEES4). Contribute to the development and completion of a group project by taking on a role/s within an editorial team.	>	***Teaching/Learning Strategy*** The module will be taught using mixed method learning experiences as relevant that include: - Lectures - Seminars - Small group tutorials - Class-based tasks (individual & group)
LO4: CRITICAL REFLECTION & PROFESSIONAL DEVELOPMENT (TEES6). Evidence engagement with individual reflective practice.	>	***Assessment Strategy*** LO3: Assignment 2: Group Practical Project LO4: Assignment 1: Individual Research & Reflective Account

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Assessment Grid

Learning Outcomes	**Assignment 1** Individual Research & Reflective Account (50%)	**Assignment 2** Group Practical Project (50%)
LO1: Demonstrate an understanding of key factors influencing fashion media production and dissemination.	•	
LO2: Generate appropriate content ideas for a specified media brand.		•
LO3: Contribute to the development and completion of a group project by taking on a role/s within an editorial team.		•
LO4: Evidence engagement with individual reflective practice.	•	

Key Texts and/or other learning materials
Reading lists should be added separately on Canvas. These will be revised yearly to reflect the curriculum.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

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VOGUE COLLEGE OF FASHION

MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Visual Culture & Image Making			**Module Code:**	BAY1S1 / **M3VCIM**
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	None
FHEQ Level:	4	**Unit or ECTS Value:**	20	**Module Coordinator:**	TBC
Semesters Taught:	Year 1 Semester 1			**Applicable From:**	September 2026

Educational Aims of the Module

The module aims to:

10. Explore the role of image and visual culture in communication
11. Introduce students to a range of practical image-making techniques
12. Encourage students to engage in creative research and experimentation to inform understanding of the creative process

Module Outline/Syllabus

This module introduces students to visual culture and image-making within fashion and the creative industries. It enables students to consider why images matter socially and culturally, and how they communicate ideas beyond aesthetics. Students develop foundational knowledge of visual language and communication theory and explore how image can shape and reflect cultural values, beliefs, and identities. Using Vogue as a key resource, students will trace the evolution of fashion imagery from early pioneers to contemporary innovators and digital creators. Visual research and creative experimentation underpin the module, with practical workshops in both digital and analogue techniques encouraging an iterative approach to image-making.

The module also addresses the responsibilities of the image-maker, including ethical considerations around creation, ownership, and dissemination of visual content. This includes emerging issues such as the use of artificial intelligence (AI) in image production and the implications of digital manipulation and authorship.

The curriculum will cover the following elements:

Context & Theory:

- The evolution of fashion image through illustration, photography and film
- Current innovators in the fields of fashion illustration, photography and film
- The use of image within fashion and media for communication and promotion (Editorial, advertising, social media)
- Introduction to semiotics & decoding fashion image

Practice, Transferrable Skills, Employability:

- Introduction to the photography studio & equipment
- Working in a creative team undertaking a photoshoot
- Image making techniques - collage, mark making, illustration
- Introduction to photography and moving image creation, and basic post-editing
- Introduction to relevant technical platforms for image making and editing
- Responsibilities of an image maker - ethical issues connected the creation, ownership and dissemination of image – including use of AI
- Career paths for image makers
- Correct attribution and referencing of images / moving image.

Student Engagement Hours				
Semester	***Type***	***Number***	***Duration of each***	***Total Time***
Year 1: Semester 1	Module Briefing & Seminar	1	2.5hrs	2.5hrs
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	9	2.5hrs	22.5 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	10	2.5hrs	25 hours
			Total Guided/Independent Learning Hours:	110
			Total Contact Hours:	50
			Independent Assignment Hours	40
			Total Engagement Hours:	**200**

Assessment Method Summary				
Type	***Number Required***	***Word Limit / Duration***	***Weighting***	***Timing / Submission Deadline***
Portfolio of Coursework: *Comprising a minimum of* ***5 elements*** *as specified in the Module Handbook.*	1	N/A	100%	Week 12
Formative Feedback / Feedforward:				

Small group tutorials for the mid-module review supports students to gauge their progress and receive formative feedback and feedforward. Workshops and studio sessions provide continuous feedback on task and project development and outputs.

Module Outcomes		
Intended Learning Outcomes		***Teaching/Learning Strategy***
On successful completion of the module, students should be able to: **LO1: KNOWLEDGE & CONTEXT** (ILO1). Understand how images convey meaning and narrative within cultural and creative contexts. **LO2: UNDERSTANDING & APPLICATION** (ILO3). Apply basic theory and principles of image making, photography, and video production to creative practice.	>	The module will be taught using mixed method learning experiences as relevant that include: - Lectures - Seminars / discussion forums - Small group tutorials - Image making workshops and class-based tasks - Technical software workshops - Photography studio workshops / photoshoots - Visits to exhibitions and galleries - Talks from industry professionals
LO3: TECHNICAL SKILLS & PRACTICAL EXPERIMENTATION (ILO7). Evidence the use of relevant tools and techniques for image making, showing experimentation and iteration in the development of work.	>	***Assessment Strategy*** LO1 / LO2: Assignment 1: A portfolio of research, development and coursework
Transferable, Employability and Entrepreneurial Skills **LO4: ORGANISATION & PROJECT MANAGEMENT** (TEES3). Work effectively to complete class-based and assignment tasks, successfully submitting all elements correctly and on time.	>	***Teaching/Learning Strategy*** The module will be taught using mixed method learning experiences as relevant that include: - Group Tutorials & Progress Reviews - Image Referencing Check-in - Project Planning & Time Management Workshop
	>	***Assessment Strategy*** LO3 / LO4: Assignment 1: A portfolio of research, development and coursework

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Assessment Grid

Learning Outcomes	**Assignment 1** A portfolio of research, development and coursework (100%)
LO1: Understand how images convey meaning and narrative within cultural and creative contexts.	•
LO2: Apply basic theory and principles of image making, photography, and video production to creative practice.	•
LO3: Evidence the use of relevant tools and techniques for image making, showing experimentation and iteration in the development of work.	•
LO4: Work effectively to complete class-based and assignment tasks, successfully submitting all elements correctly and on time.	•

Key Texts and/or other learning materials
Reading lists should be added separately on Canvas. These will be revised yearly to reflect the curriculum.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

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VOGUE COLLEGE OF FASHION

MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Building Brand Identity			**Module Code:**	BAY1S2 / **M4BBI**
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	
FHEQ Level:	4	**Unit or ECTS Value:**	30	**Module Coordinator:**	TBC
Semesters Taught:	Year 1 Semester 2			**Applicable From:**	January 2027

Educational Aims of the Module

The module aims to:

1. Introduce students to key theories and analytical tools used in fashion branding, marketing and promotion.
2. Equip students with effective brand and marketing research methods.
3. Enable students to examine the brand/user relationship - how brands can resonate with and communicate to their audiences
4. Support students to explore how creative and strategic approaches work together in brand promotion and communication.

Module Outline/Syllabus

This module introduces students to the principles and practices of fashion branding, marketing, promotion, and brand communication. Students will explore how fashion and beauty brands establish their identity, communicate values, and engage audiences through strategic marketing, social media, and promotional campaigns.

Students are introduced to key theories and analytical tools relevant to brand analysis and marketing research. Students learn how to research and write a report that includes a market sector overview and a brand case study, helping the to develop their understanding of a brand's approach to brand-building, marketing, communication and promotion.

The curriculum will cover the following elements:

Context & Theory:

- Marketing and promotion for fashion and beauty brands
- Core branding, marketing and promotion theory
    - Brand Identity / Brand Values / Brand Recognition / Consideration Set
    - Brand identity mapping
    - Brand Touchpoints
    - Marketing Mix
    - Brand Communication / Promotional Mix
    - Segmentation, Targeting and Positioning (STP Strategy)
    - Researching audiences / customer personas
    - Customer journey mapping (AIDA / RACE)
    - Added value / market advantage
    - Global communication
    - PR theory and contemporary practice
- Fundamentals of fashion Retailing
    - In-store retail / Visual Merchandising
    - Digital – e-tail / Direct to Consumer
- Distribution channels
- Social media
- Paid, owned, earned, organic media

Practice, Transferrable Skills, Employability:

- Undertaking brand-based marketing research (primary and secondary)
- Using SWOT and PESTEL analysis frameworks
- Analysing marketing research information
- Undertaking a comp shop and compiling a price comparison chart/pricing pyramid
- Creating a positioning map
- Report and case study writing skills

Student Engagement Hours				
Semester	***Type***	***Number***	***Duration of each***	***Total Time***
Year 1: Semester 2	Module Briefing & Seminar	1	2.5hrs	2.5hr
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	14	2.5hrs	35 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	15	2.5hrs	37.5 hours
			Total Guided/Independent Learning Hours:	165
			Total Contact Hours:	75
			Independent Assignment Hours	60

Total Engagement Hours:	**300**

Assessment Method Summary				
Type	*Number Required*	*Word Limit / Duration*	*Weighting*	*Timing / Submission Deadline*
Assignment 1: A Written & Visual Marketing Report	1	2500 words	60%	Week 8
Assignment 2: Brand Activation Proposal - Recorded Presentation	1	10 minutes	40%	Week 8
Formative Feedback & Feedforward: Small group tutorials for the mid-module review in week 4, supports students to gauge their progress and receive formative feedback and feedforward. Workshops and studio sessions provide continuous feedback on tasks, project development and outputs.				

Module Outcomes		
Intended Learning Outcomes		***Teaching/Learning Strategy***
On successful completion of the module, students should be able to: **LO1: UNDERSTANDING & APPLICATION** (ILO3). Demonstrate an understanding of key branding, marketing, and promotional principles and strategies through their application within fashion and beauty contexts.	>	The module will be taught using mixed method learning experiences as relevant that include: - Lectures - Seminars / discussion forums - Small group tutorials - Workshops - External visits - Talks from industry professionals
LO2: RESEARCH & EVIDENCE BASED PRACTICE (ILO4). Evidence the use of appropriate primary and secondary marketing research methods to gather relevant data. **LO3: IDEATION & CONCEPTUALISATION** (ILO6). Generate an idea for a brand activation, providing justification for choices based on analysis of research material.	>	***Assessment Strategy*** LO1 / LO2: Assignment 1: A Written & Visual Marketing Report LO3: Assignment 2: Brand Activation Proposal – Recorded Presentation.

Transferable, Employability and Entrepreneurial Skills **LO4: COMMUNICATION & PRESENTATION OF WORK** (TEES1). Communicate information and ideas clearly, using appropriate structured written and visual formats following academic and industry conventions.	>	***Teaching/Learning Strategy*** The module will be taught using mixed method learning experiences as relevant that include: - Small group tutorials - Workshops on writing reports - Workshops on presenting and pitching a brand concept - Pitching practice workshops
LO5: PRESENTATION & PITCHING TO AN AUDIENCE (TEES2). Present an idea for a brand activation concept through confident verbal delivery and integrated visuals.	>	***Assessment Strategy*** LO4: Assignment 1: A Written & Visual Marketing Report LO5: Brand Activation Proposal - Recorded Presentation

Assessment Grid

Learning Outcomes	**Assignment 1** Written & Visual Marketing Report (60%)	**Assignment 2** Brand Activation Proposal (40%)
LO1: Demonstrate an understanding of key branding, marketing, and promotional principles and strategies through their application within fashion and beauty contexts.	•	
LO2: Evidence the use of appropriate primary and secondary marketing research methods to gather relevant data.	•	
LO3: Generate an idea for a brand activation, providing justification for choices based on analysis of research material.		•
LO4: Communicate information and ideas clearly, using appropriate structured written and visual formats following academic and industry conventions.	•	
LO5: Present an idea for a brand activation concept through confident verbal delivery and integrated visuals.		•

Key Texts and/or other learning materials
Reading lists should be added separately on Canvas. These will be revised yearly to reflect the curriculum.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if

he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

Date of Production:	November 2025
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MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Brand Content Creation			**Module Code:**	BAY1S2 / M5BCC
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	Module 3: Visual Culture & Image Making
FHEQ Level:	4	**Unit or ECTS Value:**	30	**Module Coordinator:**	TBC
Semesters Taught:	Year 1 Semester 2			**Applicable From:**	January 2027

Educational Aims of the Module

The module aims to:

13. Enable students to conceptualise and produce branded creative assets and promotional items that communicate brand identity and values visually and through writing.
14. Support students to develop a range of practical skills and a critical understanding of the creative processes, roles, and techniques involved in producing visual and written brand artefacts and content.
15. Provide students with an opportunity to consider the ethical dimensions of brand communication, content creation and collaborative work.

Module Outline/Syllabus

This practical, studio-based module supports students to translate theoretical learning relating to branding, marketing and promotion into practice. Through hands-on workshops and collaborative tasks, students will produce a portfolio of creative work that includes written and visual promotional content for fashion and/or beauty brands. The module builds on the practice-based learning from *Module 3: Fashion Culture & Image Making* – extending creative learning with activities such as brand identity design, further techniques in image-making, fashion styling, and writing for a range of communication and promotional contexts. Students will be encouraged to explore creative approaches and develop their understanding of brand identity and communication through experimentation and visual storytelling.

This module allows for some optionality – For certain workshops and tasks, students can focus their outputs on Brand identity design, styling, illustration and image making, or writing.

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The curriculum will cover the following elements:

Context:

- Creating brand communications and promotional content
- Aligning theory with practice – knowing the target audience / translating brand identity and values / strategic purpose of a brand asset
- Brand Identity Design:
    - Branding & visual communication
    - Logo design and its role in communication
    - Brand identity design and brand guidelines
- Fashion Styling:
    - Fashion styling in context
    - Creative direction
    - Shoot production
- Fashion Illustration & Image Making
    - Fashion illustration in context
    - The history of fashion illustration
    - Fashion illustration - contemporary practice
- Fashion Writing & Journalism:
    - Genres of writing (copywriting, blogging, podcasts, news/ reporting, long-form journalism, interviews/profiles, trend reporting, magazine articles, media content, editorial).
    - Tone-of-voice / Point-of-View

Practice, Transferrable Skills, Employability:

- Tailoring outputs to suit a specific brand and purpose
- Inspiration and ideas generation
- Designing brand logos
- Producing brand guidelines
- Visualising and rendering brand assets
- Copywriting
- Journalism
- Styling for commercial contexts
- Building and briefing a team
- Communicating vision and direction to a team
- Project management, planning and organisation
- Professional practice and collaboration
- Careers and Freelancing
- Ethics, health & safety and sustainable practice

Student Engagement Hours				
Semester	*Type*	*Number*	*Duration of each*	*Total Time*
Year 1: Semester 2	Module Briefing & Seminar	1	2.5hs	2.5hrs
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	14	2.5hrs	35 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	15	2.5hrs	37.5 hours
			Total Guided/Independent Learning Hours:	165
			Total Contact Hours:	75
			Independent Assignment Hours	60
			Total Engagement Hours:	**300**

Assessment Method Summary				
Type	*Number Required*	*Word Limit / Duration*	*Weighting*	*Timing / Submission Deadline*
Assignment 1: Module Workbook *To include, Research & Development Work, Project Management & Final Creative Outcomes – full details specified in Module Handbook.*	1	N/A	100%	Week 14
Formative Feedback & Feedforward: Small group tutorials for the mid-module review supports students to gauge their progress and receive formative feedback and feedforward. Workshops and studio sessions provide continuous feedback on tasks, project development and outputs				

Module Outcomes		
Intended Learning Outcomes		***Teaching/Learning Strategy***
On successful completion of the module, students should be able to: **LO1: IDEATION & CONCEPTUALISATION** (ILO6). Conceptualise outcomes that evidence an understanding of brand aesthetics, values and style - as well as the intended end-use of the content.	>	The module will be taught using mixed method learning experiences. The focus will be mainly practice-based studio learning, although there may be some use of lectures to communicate core learning. - Lectures - Small group workshop tasks and critique sessions - Small group tutorials

LO2: TECHNICAL SKILLS & PRACTICAL EXPERIMENTATION (ILO7). Demonstrate the use of appropriate creative techniques, processes and tools in producing brand identity design, and brand content for communication or promotion.		- Workshops / photoshoots / moving image making / illustration / styling / fashion writing / copywriting - External visits - Masterclasses from industry professionals - Instructional videos as extra learning via VLE.
	>	***Assessment Strategy*** LO1 / LO2: Assignment 1: Module Workbook
Transferable, Employability and Entrepreneurial Skills **LO3: ORGANISATION & PROJECT MANAGEMENT** (TEES3). Demonstrate engagement with project management practices. **LO4: INDUSTRY AWARENESS & PROFESSIONAL STANDARDS** (TEES7). Evidence awareness of professional standards, roles, and expectations when working in a creative studio and as an individual or as a member of a creative team.	>	***Teaching/Learning Strategy*** The module will be taught using mixed method learning experiences as relevant that include: - Lectures - Workshops - Small group peer critiques - Small group tutorials - Practical Workshops - External visits - Masterclasses from industry professionals
	>	***Assessment Strategy*** LO3 / LO4: Assignment 1: Module Workbook

Assessment Grid

Learning Outcomes	**Assignment 1** Module Workbook (100%)
LO1: Demonstrate the use of appropriate creative techniques, processes and tools in producing brand identity design, and brand content for communication or promotion.	•
LO2: Conceptualise outcomes that evidence an understanding of brand aesthetics, values and style - as well as the intended end-use of the content.	•
LO3: Demonstrate engagement with project management practices.	•
LO4: Evidence awareness of professional standards, roles, and expectations when working in a creative studio and as an individual or as a member of a creative team.	•

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Key Texts and/or other learning materials
Reading lists should be added separately on Canvas. These will be revised yearly to reflect the curriculum.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

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VOGUE COLLEGE OF FASHION

MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Critical Issues in Fashion			**Module Code:**	BAY2S1 / M6CIF
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA (Hons) Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	
FHEQ Level:	5	**Unit or ECTS Value:**	20	**Module Coordinator:**	TBC
Terms Taught:	Year 2: Semester 1			**Applicable From:**	September 2027

Educational Aims of the Module

The module aims to:

1. Enable students to critically examine fashion and media's role within society, culture, and global systems with consideration of ethical, sustainable and inclusive practices.
2. Develop students' ability to evaluate fashion and media's impact on global contemporary issues and to propose innovative, responsible solutions that address societal and planetary challenges, promoting positive change.
3. Foster independent thinking and research skills, encouraging students to articulate informed perspectives on the future of fashion and media.

Module Outline/Syllabus

This module enables students to critically engage with the complex and evolving relationship between fashion, media, and society. It explores fashion's role in shaping cultural narratives, responding to global challenges, and driving ethical and sustainable innovation.

Students will examine key societal issues such as inclusivity, diversity, and representation, alongside the environmental and ethical implications of fashion production, representation and consumption. The module encourages debate and facilitates a critical and questioning approach to the current fashion system, fostering independent thinking and the development of research and analytical skills.

The curriculum will cover the following elements:

Fashion, Society, Ethics, Sustainability and Planetary Concerns:

- Fashion's impact on culture, identity, and representation
- The fashion system and fashion cycle

- Fashion Week in global and local contexts
- Ethical and sustainable practices in fashion and media
- Inclusivity and diversity in fashion and media
- Corporate social responsibility, transparency, and traceability

Economic, Legislative & Technological Change:

- Emerging economic models: de-growth, carbonomics, donut economics
- Circular economies and sustainable business innovation
- Product passports, Blockchain and digital technologies
- Digital fashion and virtual environments
- Fashion and media legislation changes

Research & Academic Practice:

- Conducting secondary research using appropriate academic and industry sources
- Substantiating ideas with evidence and critical analysis
- Synthesising information into a coherent argument / POV
- Applying correct attribution to sources

Collaborative Learning & Debate:

- Discussion style activities: teamwork, discussion, and public speaking
- Developing critical perspectives through debate and peer engagement

Presentation & Technical Skills:

- Creating outputs as relevant to the project

Student Engagement Hours				
Term	*Type*	*Number per term*	*Duration of each*	*Total Time*
Year 2 Semester 1	Module Briefing	1	2.5hrs	2.5hrs
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	9	2.5hrs	22.5 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	8	2.5hrs	20 hours
	Small Group Tutorials	2	30mins	1hr
			Guided/Independent Learning Hours:	114
			Total Contact Hours:	46
			Independent Work on Assignment Hours	40
			Total Engagement Hours:	**200**

Assessment Method Summary				
Type	*Number Required*	*Word Limit / Duration*	*Weighting*	*Timing / Submission Deadline*
Assignment 1: Group Project: Proposal & Creative Outcome. Shortform Video – *Full details specified in Module Handbook*	1	6 – 8 mins	50%	Week 8
Assignment 2: Individual Written Project: Illustrated Report or Illustrated Opinion Piece - *Full details specified in Module Handbook*	1	2000 words	50%	Week 10
Formative Feedback and Feedforward: Small group tutorials, round table discussions and critiques with formative assessment week 4, will provide students with an opportunity to gain peer and tutor feedback on their research, and to encourage them to debate the issues and possible solutions. Formative comments and feedforward are provided continuously throughout workshop, brainstorm and group sessions.				

Module Outcomes		
Intended Learning Outcomes *On successful completion of the module, students should be able to:* **LO1: CONTEXTUAL RESEARCH & ANALYSIS** (ILO2) Independently conduct and critically analyse research information into industry practices and ethical considerations, to formulate a coherent illustrated report or opinion piece with a distinctive/clear point-of-view. **LO2: ACADEMIC INTEGRITY & PROFESSIONAL ETHICS** (ILO8). Demonstrate academic integrity and professional ethics by utilising credible sources, applying consistent referencing and attribution to the work of others.	>	***Teaching/Learning Strategy*** A variety of learning and teaching methods will be used including: - Lectures from academic team and industry experts across the topics on the curriculum - Case study examples and investigations - Group discussions, debates and seminars - Research, critical analysis & referencing workshops - Writing workshop and support sessions ***Assessment Strategy*** LO1 & LO2 - Assignment 1: Individual Written Project
Transferable, employability and entrepreneurial skills	>	***Teaching/Learning Strategy*** - Facilitated peer sharing and learning sessions - Group discussions, debates and seminars

LO3: CREATIVE & STRATEGIC PROBLEM SOLVING (TEES5). Collaboratively review and critically discuss individual research findings to evaluate industry practices and co-develop informed ideas / proposal for addressing societal and planetary issues within global fashion and media contexts. **LO4: COLLABORATION & INTERPERSONAL SKILLS** (TEES4). Work effectively with others to explore ideas, engage in informed discussion and debate		- Group workshops to develop group outputs - Team building sessions
	>	***Assessment Strategy*** LO3 / LO4 – Assignment 2: Group Project

Learning Outcomes	**Assignment 1: Individual Project** Written Assignment (50%)	**Assignment 2: Group Project** Group Proposal & Creative Outcome (50%)
LO1: Independently conduct and critically analyse research information into industry practices and ethical considerations, to formulate a coherent illustrated report or opinion piece with a distinctive/clear	•	
LO2: Demonstrate academic integrity and professional ethics by utilising credible sources, applying consistent referencing and attribution to the work of others.	•	
LO3: Collaboratively review and critically discuss individual research findings to evaluate industry practices and co-develop informed ideas / proposal for addressing societal and planetary issues within global fashion and media contexts.		•
LO4: Work effectively with others to explore ideas, engage in informed discussion and debate.		•

Key Texts and/or other learning materials
Specific core reading will be listed in the Module Handbook on Canvas.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

VOGUE COLLEGE OF FASHION

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MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Campaign for Change			**Module Code:**	BAY2S1 / M7CFC
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA (Hons) Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	
FHEQ Level:	5	**Unit or ECTS Value:**	40	**Module Coordinator:**	TBC
Terms Taught:	Year 2: Semester 1			**Applicable From:**	September 2027

Educational Aims of the Module

The module aims to:

1. Enable students to apply critical research and analysis to the development of strategic communication campaigns within fashion, media, and lifestyle contexts.
2. Develop students' understanding of values-driven storytelling and the role of interactive digital media in shaping narratives and engaging audiences.
3. Equip students with practical skills in campaign planning, digital asset creation, and the use of emerging technologies.
4. Support students in developing transferable skills relevant to professional practice and employability in creative industries.

Module Outline/Syllabus

This module is designed to run alongside *Critical Issues in Fashion*, enabling students to apply their learning, research and critical analysis to the development of a strategic communication campaign that responds to contemporary challenges within the fashion, media, and lifestyle sectors.

Students will explore values-driven storytelling and the use of interactive digital media as tools to shift narratives, inspire action, and engage diverse audiences. The module supports students in developing an understanding of how fashion marketing and communication can be employed to influence public discourse, shape consumer behaviour, and promote ethical, inclusive, and sustainable change within industry contexts.

The curriculum will cover the following elements:

Campaign & Digital Strategy:

- Strategic management for fashion marketing and communication
- Multimedia vs interactive media
- Audience engagement strategies
- Campaign objectives, metrics and analytics: KPIs/SEO/PPC/Google analytics
- The role of the agency, job roles and careers
- Innovation and the use of VR/AR/AI
- Data, interactive media and ethics

Customer/Consumer Behaviour & Insight:

- Gathering customer/consumer insight
- Consumer behaviour models / the decision-making process
- Understanding your audience / User Experience (UX) /User Interface Design (UI)

Practice, Transferrable Skills, Employability:

- Values driven storytelling
- Choosing the right technologies, platforms and social media channels
- Design thinking, user centred design and accessibility
- Producing digital assets
- Wireframing
- Working with complexity, systems thinking
- Understanding workflow
- Reflection & review of process and outcomes

Student Engagement Hours				
Term	*Type*	*Number per term*	*Duration of each*	*Total Time*
Year 2 Semester 1	Module Briefing & Seminar	1	2.5hrs	2.5hrs
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	16	2.5hrs	40 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	17	2.5hrs	42.5 hours
			Total Guided/Independent Learning Hours:	238
			Total Contact Hours:	85
			Independent Work on Assignment Hours	80
			Total Engagement Hours:	**400**

Assessment Method Summary				
Type	*Number Required*	*Word Limit / Duration*	*Weighting*	*Timing / Submission Deadline*
Assignment 1- Written Assignment: Illustrated Interactive Campaign Strategy	1	2400 - 2500 words	40%	11

Assignment 2 – Creative Assignment: Digital Design Research, Development & Final Working Assets	1	N/A	60%	12
Formative Feedback & Feedforward: Continuous developmental feedforward given within taught sessions. Either based on general direction of the cohort, or for individuals, pairs or groups. • Week 5, round table review • Small group progress tutorials				

Module Outcomes		
Intended Learning Outcomes		***Teaching/Learning Strategy***
LO1: RESEARCH & EVIDENCE BASED PRACTICE (ILO4). Conduct and analyse audience research to produce evidence-based insights that inform the development of an audience engagement strategy and production of digital assets. **LO2: CRITICAL THINKING & SYNTHESIS OF IDEAS** (ILO5). Demonstrate critical thinking and synthesis of ideas from diverse sources to develop informed arguments and creative solutions. **LO3: TECHNICAL SKILLS & PRACTICAL EXPERIMENTATION** (ILO7). Develop and produce interactive digital assets through iterative experimentation, using relevant tools and professional practices to create functional, accessible outputs aligned with campaign objectives.	>	Lectures, small group discussions, progress reviews and workshops that cover: - Review of research and learning from Critical Issues in Fashion module will support students in how to take this information forward to underpin their campaign strategy. - Discussions on the contemporary issues that could be addressed through interactive media and audience engagement, will help students with their understanding. - Sessions relating to consumer behaviour, consumer research and UX design, will help students to understand their intended audience and develop a strategic approach. - Sessions in strategic campaign planning and KPIs, will help students to think about the overall concept, its objectives, intended outcomes and how success could be measured. - Sessions relating to user experience and accessibility design will help students to consider diverse audiences and support user engagement. - Technical sessions will help students to develop skills and understand what different technologies can help them to achieve.
	>	***Assessment Strategy***

		LO1 – **Assignment 1:** Interactive Campaign Strategy + **Assignment 2:** Portfolio of Digital Design Development & Final Assets LO2 - **Assignment 1:** Interactive Campaign Strategy LO3: **Assignment 2:** Portfolio of Digital Design Development & Final Assets
Transferable, employability and entrepreneurial skills **LO4: CREATIVE & STRATEGIC PROBLEM SOLVING** (TEES5). Identify and analyse a complex communication problem or challenge and design an innovative strategic campaign and digital assets that promote audience/consumer engagement with an ethical product or service, brand or cause. **LO5: CRITICAL REFLECTION & PROFESSIONAL DEVELOPMENT** (TEES6) Critically reflect on and evaluate the tools and processes used to produce your interactive digital outputs, assessing the strengths and limitations of the outcomes produced.	>	***Teaching/Learning Strategy*** Some lectures, but mostly technical workshops and small group progress reviews will be the main approach for these LOs: - Technical workshops will enable students to gain core skills and use relevant technical platforms and tools. - Lectures will explain the concepts behind UX and techniques such as Wireframing. - Review sessions will enable students to 'stand back' and view the bigger picture, to support them with aligning their technical outputs with their overall strategy. - Simulations and use live digital data gathering will support students to gain audience engagement information - Reflective practice sessions and small group tutorials will support students to reflect on why they are making decisions and evaluating the results.
	>	***Assessment Strategy*** LO4 – **Assignment 1:** Interactive Campaign Strategy + **Assignment 2:** Portfolio of Digital Design Development & Final Assets LO5 – **Assignment 2:** Portfolio of Digital Design Development & Final Assets

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Learning Outcomes	**Assignment 1:** Interactive Campaign Strategy (40%)	**Assignment 2:** Portfolio of Digital Design Development & Final Assets (60%)
LO1: Conduct and analyse audience research to produce evidence-based insights that inform the development of an audience engagement strategy and production of digital assets.	•	•
LO2: Demonstrate critical thinking and synthesis of ideas from diverse sources to develop informed arguments and creative solutions.	•	
LO3: Develop and produce interactive digital assets through iterative experimentation, using relevant tools and professional practices to create functional, accessible outputs aligned with campaign objectives.		•
LO4: Identify and analyse a complex communication problem or challenge and design an innovative strategic campaign and digital assets that promote audience/consumer engagement with an ethical product or service, brand or cause.	•	•
LO5: Critically reflect on and evaluate the tools and processes used to produce your interactive digital outputs, assessing the strengths and limitations of the outcomes produced.		•

Key Texts and/or other learning materials
Specific core reading will be listed in the Module Handbook on Canvas.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

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VOGUE COLLEGE OF FASHION

MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Live Industry Project			**Module Code:**	BAY2S2 / **M8LIP**
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA (Hons) Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	
FHEQ Level:	5	**Unit or ECTS Value:**	30	**Module Coordinator:**	TBC
Terms Taught:	Year 2: Semester 2			**Applicable From:**	January 2028

Educational Aims of the Module

The module aims to:

1. Enable students to work on a live industry project brief set by a fashion, beauty or lifestyle brand.
2. Support students to consider the strategic aims and commercial constraints when working on a client brief.
3. Provide students with an opportunity to develop their professional skills and behaviour when communicating with brand and industry representatives.

Module Outline/Syllabus

This module provides students with the opportunity to engage with a live industry brief developed in collaboration with fashion, beauty, or lifestyle brands. Students typically select from two distinct project briefs, allowing them to pursue a direction that aligns with their interests. Each brief offers insight into different brand identities, business models, and commercial contexts, supporting a professionally relevant and diverse learning experience.

Students work in smaller project groups according to their chosen brief, receiving targeted teaching that supports the development of creative and strategic responses. The syllabus is designed to be flexible and may be adapted in consultation with industry partners to reflect the specific objectives, brand positioning, and commercial constraints of each brief. This approach enables students to apply their skills to real-world challenges while developing professional behaviours and communication practices through direct engagement with brand representatives.

The curriculum will cover the following elements:

Practice, Transferrable Skills, Employability:

- Working to and answering a client brief
- Creative thinking and idea generation
- Innovation and working to commercial constraints
- Situational analysis
- Market research and analysis
- Feasibility / Return on investment
- Visualising, rendering and producing the creative assets to fulfil a client brief
- Producing a final proposal to present strategic and creative concepts to a client
- Presenting and pitching ideas to a client

Student Engagement Hours				
Term	*Type*	*Number per term*	*Duration of each*	*Total Time*
Year 2 Semester 2	Module Briefing & Seminar	1	2.5hrs	2.5hrs
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	14	2.5hrs	35 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	15	2.5hrs	37.5 hours
	Individual Tutorials	2	15 mins	0.5 hours
			Total Guided/Independent Learning Hours:	164.5
			Total Contact Hours:	75.5
			Independent Work on Assignment Hours	60
			Total Engagement Hours:	**300**

Assessment Method Summary				
Type	*Number Required*	*Word Limit / Duration*	*Weighting*	*Timing / Submission Deadline*
Assignment 1: Client Proposal with Research, Concept and Outcomes.	1	2500 words	80%	Week 10
Assignment 2: Presentation / Client Pitch	1	10 minutes	20%	Week 11

Formative feedback / feedforward:
Small group round tables and critiques provide students with an opportunity to gain peer and tutor feedback on the development of their concept and project work, with feedforward suggestions for next steps and further development.
Individual tutorials allow for students to talk about their project in more depth with tutors and mid-module check in with tutors and the client, help students to track their progress and receive support.

<table>
<tr><th colspan="3">Module Outcomes</th></tr>
<tr><td><u>Intended Learning Outcomes</u>

On successful completion of the module, students should be able to:

LO1: UNDERSTANDING & APPLICATION (ILO3). Produce a coherent and professionally presented proposal that aligns with the brand identity and communicates a viable solution to the client brief.

LO2: CRITICAL THINKING & SYNTHESIS OF IDEAS (ILO5). Conduct, critically analyse, and communicate market and consumer research relevant to the specified market sector, using insights gained to inform the strategic and creative direction of the project.

LO3: TECHNICAL SKILLS & PRACTICAL EXPERIMENTATION (ILO7). Effectively utilise creative design, studio production and digital technology skills to produce brand communication outcomes suitable to answer the client brief.</td><td></td><td><u>Teaching/Learning Strategy</u>

Students are taught by academic staff, visiting lecturers and industry professionals. The learning and teaching approach includes:

- Lectures to provide core information about the module, its content and learning to the whole cohort.
- Small group sessions and workshops to support students with specific learning relating to the relevant client brand / brief.
- Small group round table progress sessions and critiques (peer and tutor).
- Mid-module check-in with client.
- Study visits
- Technical workshops to support students in developing their project outcomes.
- Project workshops – sessions where students can work in the studio with tutor support, or in the classroom to progress their projects
- Discussions with and presentations to the client brand.
- Individual & small group tutorials.

<u>Assessment Strategy</u>

LO1 / LO2 / LO3 – Assignment 1: Client Proposal with Research, Concept and Outcomes.</td></tr>
<tr><td><u>Transferable, employability and entrepreneurial skills</u>

LO4: PRESENTATION & PITCHING TO AN AUDIENCE (TEES2). Engage professionally with industry client when pitching; demonstrating verbal and visual clarity and alignment with brand values and client expectations.

LO5: CREATIVE & STRATEGIC PROBLEM SOLVING (TEES5). Demonstrate the ability to respond to a live industry brief by applying creative thinking and</td><td>></td><td><u>Teaching/Learning Strategy</u>

Students are taught by academic staff, visiting lecturers and industry professionals. The learning and teaching approach includes:

- Small group sessions and workshops to support students with specific learning relating to the relevant client brand / brief.
- Small group round table progress sessions and critiques (peer and tutor).
- Mid-module check-in with client.
- Project workshops – sessions where students can work in the studio with</td></tr>
</table>

problem-solving skills informed by client needs, target audience, brand values, and project constraints.		tutor support, or in the classroom to progress their projects - Discussions with and presentations to the client brand - Pitching workshops. - Individual & small group tutorials.
	>	***Assessment Strategy*** LO4 – Assignment 1: Client Proposal with Research, Concept and Outcomes. LO5 – Assignment 2: Presentation / Client Pitch

Learning Outcomes	**Assignment 1:** Client Proposal with Research2, Concept and Outcomes (80%)	**Assignment 2:** Presentation / Client Pitch (20%)
LO1: Produce a coherent and professionally presented proposal that aligns with the brand identity and communicates a viable solution to the client brief.	•	
LO2: Conduct, critically analyse, and communicate market and consumer research relevant to the specified market sector, using insights gained to inform the strategic and creative direction of the project.	•	
LO3: Effectively utilise creative design, studio production and digital technology skills to produce brand communication outcomes suitable to answer the client brief.	•	
LO4: Engage professionally with industry client when presenting and pitching; demonstrating verbal and visual clarity and alignment with brand values and client expectations.		•
LO5: Demonstrate the ability to respond to a live industry brief by applying creative thinking and problem-solving skills informed by client needs, target audience, brand values, and project constraints.	•	

VOGUE COLLEGE OF FASHION

Key Texts and/or other learning materials
Specific core reading will be listed in the Module Handbook on Canvas.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

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VOGUE COLLEGE OF FASHION

MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Careers & Placement			**Module Code:**	BAY2S2 / **M9CP**
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA (Hons) Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	
FHEQ Level:	5	**Unit or ECTS Value:**	30	**Module Coordinator:**	TBC
Terms Taught:	Year 2: Semester 1 & 2			**Applicable From:**	January 2028

Educational Aims of the Module

The module aims to:

- To provide students with the opportunity to reflect on and to review knowledge and skills and consider their own practice within an industry context.
- Enable students to prepare and apply for an industry work-based placement or industry set project.
- Support students to develop their CV, write tailored cover letters, curate their portfolio of work, and establish their professional digital profile.
- Support students to experience, reflect and report on a professional industry placement or project undertaken within the fashion, media or lifestyle sector.

Module Outline/Syllabus

This module is designed to support students to prepare for and undertake their industry placement or an equivalent industry-focused project. Students will produce a CV, write targeted cover letters, develop their personal branding and professional profile, and create a professional portfolio that evidences their talents and competencies. The module supports reflective practice by encouraging students to evaluate the knowledge and skills gained throughout their course and to research potential career paths and internship opportunities.

Students should complete a minimum 140 hours of work-based learning. There is some flexibility how this can be achieved – students can choose to do an industry placement full-time over 4 weeks or part-time for eight weeks – or choose to undertake an industry set project.

The curriculum will cover the following elements:

Industry & Business Context:

- Types of business, workplace culture & values, organisational structure & management

Professional Practice, Transferrable Skills, Employability:

- Identifying skills & strengths
- Developing personal branding and a professional identity
- Editing and curating a portfolio that aligns with career direction
- Understanding the job market & conducting job searches
- Writing a CV and cover letters
- Email etiquette and sending speculative emails
- Networking
- Professional conduct in the workplace
- Teamwork and leadership

Student Engagement Hours				
Term	***Type***	***Number per term***	***Duration of each***	***Total Time***
Year 2 Semester 1 & 2	Module Briefing & Seminar	1	2.5hrs	2.5hrs
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	7	2.5hrs	17.5 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	8	2.5hrs	20 hours
	Individual Tutorials	3	30mins	1.5hr
			Total Guided/Independent Learning Hours:	58.5
			Total Contact Hours:	41.5
			Placement Hours	140
			Independent Work on Assignment Hours	60
			Total Module Engagement Hours:	**300**

Assessment Method Summary				
Type	***Number Required***	***Word Limit / Duration***	***Weighting***	***Timing / Submission Deadline***
Assignment 1: Career Planning Portfolio *contents as specified in Module Handbook.*	1	N/A	40%	Week 8 *NB: The module launches week 8 Semester 1.*
Assignment 2: Illustrated Industry Report	1	2500 words.	40%	End of Placement
Assignment 3: Activity Log & Critical Reflection Video Recording.	1	8 – 10 minutes	20%	End of Placement

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Formative Feedback & Feedforward:

Individual CV, cover letter and career / placement direction tutorials will take place throughout the semester. These will help students prepare and apply for their placement or consider an industry project option.
CV formative feedback sessions will take place in Week 3 semester 2. The module launches in week 8 of Semester 1, to give students time to work on their CVs and personal branding.
The Skills Tracker will be used regularly throughout this module, to support students in reflecting on and reviewing their skills. This is also used as a formative tool for feedback and support.

Module Outcomes		
Intended Learning Outcomes **LO1: CONTEXTUAL RESEARCH & ANALYSIS** (ILO2). Research and evaluate work-based learning opportunities aligned with personal skills, creative practice, and aspirations.	>	***Teaching/Learning Strategy*** - Lectures and workshops support students with core learning, CV writing and reflective practice. - Portfolio review sessions enable students to reflect on and curate their portfolio of work. - Skills review sessions and use of The Skills Tracker support students to understand their strengths and potential direction for career and placement. - Individual tutorials enable students to discuss their aspirations in depth. - Small group round tables and progress checks, allow students to review their work and that of their peers. - Teamwork tasks, allow students to reflect on how they engage within a team context. - Talks from industry HE / Careers departments / recruitment specialists enable students to consider what recruiters are looking for.
	>	***Assessment Strategy*** **LO1 –** Assignment 1: Career Planning Portfolio.
Transferable, employability and entrepreneurial skills **LO2: COMMUNICATION & PRESENTATION OF WORK** (TEES1). Produce a professional career planning portfolio including CV, cover letters and curated creative	>	***Teaching/Learning Strategy*** - Lectures and workshops support students with core learning, CV writing and reflective practice. - Small group round tables and seminars allow students to discuss and debate relevant industry issues.

work, evidencing readiness for industry engagement. **LO3: CRITICAL REFLECTION & PROFESSIONAL DEVELOPMENT.** (TEES6). Critically reflect on the acquisition, development and application of professional and transferable skills as related to experience in the workplace or through an industry set project. **LO4: INDUSTRY AWARENESS & PROFESSIONAL STANDARDS** (TEES7). Research current and emerging industry trends and professional practice analysing implications for future career pathways. **LO5: INDUSTRY AWARENESS & PROFESSIONAL STANDARDS** (TEES7). Critically evaluate the organisational structure, roles and responsibilities of a relevant professional industry company, department or team.	>	- Talks from industry professionals enable students to learn about industry structure, issues and initiatives. ***Assessment Strategy*** **LO2 –** Assignment 1: Career Planning Portfolio. **LO3** – Assignment 3: Activity Log & Critical Reflection **LO4/LO5** – Assignment 2: Illustrated Industry Report

Learning Outcomes	**Assignment 1:** Career Planning Portfolio (40%)	**Assignment 2:** Illustrated Industry Report (40%)	**Assignment 3:** Activity Log & Critical Reflection (20%)
LO1: Research and evaluate work-based learning opportunities aligned with personal skills, creative practice, and aspirations.	•		
LO2: Produce a professional career planning portfolio including CV, cover letters and curated creative work, evidencing readiness for industry engagement.	•		
LO3: Critically reflect on the acquisition, development and application of professional and transferable skills as related to experience in the workplace or through an industry set project.			•
LO4: Research current and emerging industry trends and professional practice analysing implications for future career pathways.		•	
LO5: Critically evaluate the organisational structure, roles and responsibilities of a relevant professional industry company, department or team.		•	

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Key Texts and/or other learning materials
Specific core reading will be listed in the Module Handbook on Canvas.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

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VOGUE COLLEGE OF FASHION

MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Innovation & Entrepreneurship			**Module Code:**	BAY3S1 / **M10IE**
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA (Hons) Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	None
FHEQ Level:	6	**Unit or ECTS Value:**	20	**Module Coordinator:**	TBC
Terms Taught:	Year 3: Semester 1			**Applicable From:**	September 2028

Educational Aims of the Module

The module aims to:

1. Provide students with a foundation in the basic theories of innovation, entrepreneurship and new business development.
2. Support students to build on prior learning, using and extending their knowledge of branding marketing, promotion and communication.
3. Provide students with the skills to research, plan and write a business plan, including conducting primary market research, visualising concepts and producing a financial forecast.
4. Enable students to create a video pitch presentation that promotes their business concept and business plan to a target audience such as investors, potential partners or customers.

Module Outline/Syllabus

This business-oriented module introduces students to the core principles involved in launching a fashion, beauty, media or lifestyle enterprise. Students will explore key areas including business planning, financial management, and market positioning, with an emphasis on developing innovative and commercially viable concepts.

The module encourages students to think innovatively about the nature and potential of new fashion and lifestyle ventures. Students will learn how to articulate and pitch their ideas effectively, supported by research and strategic planning. Optionality is embedded within the module, allowing students to tailor their concept towards a fashion or beauty product collection, a media or magazine proposal, or a hospitality/lifestyle business.

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The curriculum will cover the following elements:

Business Development:

- Types of businesses & business models
- Value proposition and revenue streams
- Financial planning / forecasting / profit & loss
- Costing and pricing products and services
- Supply and demand - the supply chain
- Running a business and building a team
- Innovation and future developments in fashion, media and the creative industries

Research:

- Business research
- Gap analysis and researching the market
- Consumer behaviour, audience insight and analysis

Transferable, employability and entrepreneurial skills:

- Innovation and entrepreneurship
- Entrepreneurial traits and the role of an entrepreneur
- Social entrepreneurship
- Investment and funding a business
- Writing a business plan
- Presenting and pitching a business concept
- Creating a pitch video presentation

Student Engagement Hours				
Term	*Type*	*Number per term*	*Duration of each*	*Total Time*
Year 3 Semester 1	Module Briefing	1	2.5hrs	2.5hrs
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	7	2.5hrs	17.5 hrs
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	8	2.5hrs	20 hrs
	Individual Tutorials	2	15 min	0.5 hours
			Total Guided/Independent Learning Hours:	119.5
			Total Contact Hours:	40.5
			Independent Work on Assignment Hours	40
			Total Engagement Hours:	**200**

Assessment Method Summary				
Type	*Number Required*	*Word Limit / Duration*	*Weighting*	*Timing / Submission Deadline*
Assignment 1: Written/Visual Assignment: Business Concept & Business Plan with Financials	1	1500 words with visuals & design work & financial forecasts	60%	Week 10
Assignment 2: Recorded Pitch Presentation	1	4 minutes	40%	Week 10

Formative Feedback / Feedforward:

- Small group discussions & critiques enable students to present ideas and receive peer and tutor feedback/feedforward.
- Informal pitch presentations and discussions provide students with an opportunity to practise pitching and gain formative feedback / feedforward.
- Opportunities to meet business owners / entrepreneurs allow students to talk through business ideas and gain insight and feedback.
- Individual tutorials allow for specific individual support

Module Outcomes	
Intended Learning Outcomes	***Teaching/Learning Strategy***
On successful completion of the module, students should be able to: **LO1: CRITICAL THINKING & SYNTHESIS OF IDEAS** (ILO5) Critically evaluate research, market data and assumptions to make informed judgements and justify a business approach that demonstrates innovation and strategic foresight. **LO2: IDEATION & CONCEPTUALISATION** (ILO6). Conceptualise a business idea and produce a valid business plan that evidence entrepreneurship principles, business and marketing models, revenue strategies, and financial planning. **LO3: ACADEMIC INTEGRITY & PROFESSIONAL ETHICS** (ILO8). Demonstrate academic integrity and professional ethics by utilising credible sources,	Students are taught by academic staff and visiting lecturers / industry professional who are business owners / entrepreneurs across a variety of business areas. The learning and teaching approach includes: - Lectures that cover core module information and learning. - Workshops where students determine a suitable business module, map out their business idea using the Business Model Canvas, and work on their business costs and financial planning. - Small group discussions & critiques enable students to present ideas and receive peer and tutor feedback/feedforward. - Workshops and case study sessions where students learn about pitching a business and watch videoed business pitches. - Small group sessions where students can practice pitching. - Meet & pitch to entrepreneurs /

applying consistent referencing and attribution to the work of others.		entrepreneur's panel - Talks and workshops from industry professionals - External visits as relevant
	>	***Assessment Strategy*** LO1 / LO2 – **Assignment 1:** Business Concept & Business Plan LO3 – **Assignment 1:** Business Concept & Business Plan + **Assignment 2:** Pitch Presentation
Transferable, employability and entrepreneurial skills **LO4: COMMUNICATION & PRESENTATION OF WORK** (TEES1). Communicate complex information in a coherent format, recognising that there could be aspects of uncertainty and the need to highlight assumptions when developing a financial plan for a new business. **LO5: PRESENTATION & PITCHING TO AN AUDIENCE** (TEES2). Create a pitch that explains and sells the business concept, investment funding and financials to investors / stakeholders.	>	***Teaching/Learning Strategy*** - Small group discussions & critiques enable students to present and evaluate research, discuss assumptions and form reasoned justifications for business ideas. - Skill review sessions support students to recognise their prior learning, acquisition of transferrable skills, and increasing levels of autonomy. - Individual tutorials support students in the development of their assignments and encourage them in taking increased personal responsibility for their learning and progress.
	>	***Assessment Strategy*** LO4 – **Assignment 1:** Business Concept & Business Plan + **Assignment 2:** Pitch Presentation LO5 – **Assignment 2:** Pitch Presentation

VOGUE COLLEGE OF FASHION

Learning Outcomes	**Assignment 1** Business Concept & Business Plan (60%)	**Assignment 2** Pitch Presentation (40%)
LO1: Critically evaluate research, market data and assumptions to make informed judgements and justify a business approach that demonstrates innovation and strategic foresight.	•	
LO2: Conceptualise a business idea and produce a valid business plan that evidence application of prior learning augmented with extended learning relating to entrepreneurship principles, business models, revenue strategies, and financial planning.	•	
LO3: Demonstrate academic integrity and professional ethics by utilising credible sources, applying consistent referencing and attribution to the work of others.	•	•
LO4: Communicate complex information in a coherent format, recognising that there could be aspects of uncertainty and the need to highlight assumptions when developing a financial plan for a new business.	•	•
LO5: Create a pitch deck presentation video suitable to explain and sell the business concept and financials to investors / stakeholders.		•

Key Texts and/or other learning materials
Reading lists will be added separately on Canvas.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

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VOGUE COLLEGE OF FASHION

MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Independent Final Project: Research & Proposal			**Module Code:**	BAY3S1 / **M11aRP**
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA (Hons) Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	None
FHEQ Level:	6	**Unit or ECTS Value:**	40	**Module Coordinator:**	TBC
Terms Taught:	Year 3: Semester 1			**Applicable From:**	September 2028

Educational Aims of the Module

The module aims to:

5. Enable students to plan and undertake research for their Independent Final Project, fostering autonomy in critical thinking, project management, and professional communication.
6. Provide opportunities to critically explore and evaluate current and emerging practices within their field, identifying innovative directions that inform their creative or strategic approach.
7. Support the development and refinement of knowledge, methods, and skills to establish a robust foundation for the Independent Final Project.
8. Guide students in critically analysing research to propose a valid and innovative project direction with a clear rationale and objectives.

Module Outline/Syllabus

This module provides students with the opportunity to undertake an independent research project focused on a self-defined topic within the field of fashion communication or industry practice. It enables students to explore an area of personal or professional interest in depth, supporting the development of more advanced research, analytical, and critical thinking skills.

Students will be allocated an individual supervisor who will guide them through the process of formulating their research approach, designing appropriate research methods, and undertaking their academic, industry and practice-based investigations. Students complete this module with a proposal for their *Independent Final Project* that explains their rationale, defines what they intend to produce, and provides information on the relevance and potential contribution of the final project.

The module is designed to foster students' autonomy and independence, thus enabling them to move forward into the final semester and complete their programme of study with the resolution and production of their *Independent Final Project.*

The curriculum will cover the following elements:

Academic Research:

- Furthering knowledge of specific theories, histories and concepts as relevant to individual chosen discipline
- Defining research objectives
- Making use of appropriate secondary research materials
- Designing and undertaking primary research – underpinned by relevant frameworks or theories
- Critically evaluating research information to form well-founded conclusions
- Research ethics / use of AI

Creative Research & Practice:

- Reflective practice
- Iterative process, experimentation, recording processes and project development
- Maintaining a research, development and processes journal
- Visual communication / software skills development
- Studio practice as relevant to the individual chosen discipline

Transferable, employability and entrepreneurial skills:

- Project management techniques
- Time management
- Critical reflection, understanding bias, working with ambiguity and incomplete data
- Collaboration, building a team, working with or leading a team
- Communicating research information, results and conclusions

Student Engagement Hours				
Term	***Type***	***Number per term***	***Duration of each***	***Total Time***
Year 3 Semester 1	Module Briefing	1	2.5hrs	2.5hrs
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	13	2.5hrs	32.5 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	12	2.5hrs	30 hours
	Individual supervision tutorials	6	30 min	3 hours
			Total Guided/Independent Learning Hours:	252
			Total Contact Hours:	68
			Independent Work on Assignment Hours	80
			Total Engagement Hours:	**400**

Assessment Method Summary				
Type	*Number Required*	*Word Limit / Duration*	*Weighting*	*Timing / Submission Deadline*
Assignment 1: Research & Development Journal A body of academic, industry, and practice-based research with creative process exploration and concept development.	1	4000 words	80%	Week 11
Assignment 2: Independent Final Project Proposal Presentation.	1	6-8 minutes	20%	Week 12
Formative Feedback / Feedforward: - Small group discussions & critiques enable students to present ideas and receive peer and tutor feedback/feedforward. - Round table presentation – work in progress – week 5 - Individual tutorials with an allocated supervisor will take place regularly throughout the module.				

Module Outcomes		
Intended Learning Outcomes		***Teaching/Learning Strategy***
On successful completion of the module, students should be able to: **LO1: RESEARCH & EVIDENCE BASED PRACTICE** (ILO4). Conduct effective primary and secondary research (academic, industry, and practice-based) to develop advanced insight and critical understanding of current and emerging practice within a specified area of Fashion Communication. **LO2: CRITICAL THINKING & SYNTHESIS OF IDEAS** (ILO5). Propose a valid and innovative concept for the Independent Final Project, clearly justifying its rationale and intended outcomes through evidence and relevant conclusions drawn from prior research.	>	Students are taught by academic staff and visiting lecturers / professional industry practitioners: The learning and teaching approach includes: - Lectures that cover core module information and learning. - Research workshops and small group seminars help students to design a relevant research approach and critically analyse results. - Small group discussions & critiques to enable students to present ideas and receive peer and tutor feedback/feedforward. - Workshops and masterclasses with industry practitioners support the development of practice-based enquiry. - External visits as relevant
	>	***Assessment Strategy*** LO1 – **Assignment 1:** Research & Development Journal LO2 – **Assignment 2:** Final Independent Project Proposal Presentation
	>	***Teaching/Learning Strategy***

Transferable, employability and entrepreneurial skills

LO3: ORGANISATION & PROJECT MANAGEMENT (TEES3). Demonstrate the ability to work independently to plan, undertake, and present research effectively in both written and visual formats, ensuring clear communication throughout the documentation.

LO4: CRITICAL REFLECTION & PROFESSIONAL DEVELOPMENT (TEES6). Demonstrate the use of reflective practice to support an iterative approach to the research and creative practice-based enquiry.

LO5: INNOVATION & INDUSTRY RELEVANCE (TEES7). Identify potential new approaches to industry practice that demonstrate awareness of innovation and industry relevance.

- Small group discussions and critiques enable students to present and evaluate their research, discuss industry relevance and gain peer and tutor feedback.
- Individual supervisory tutorials support students to take ownership of their project, deepen their research, engage in reflective practice and manage their time effectively.
- Research workshops aid critical thinking and the ability to interrogate, or challenge established knowledge or paradigms.
- Workshops and masterclasses with industry practitioners support the development of practice-based enquiry and an iterative approach.

Assessment Strategy

LO3 / LO4 / LO5 – Research, Development & Process Journal.

Learning Outcomes	**Assignment 1** Research, Development & Process Journal (80%)	**Assignment 2** Final Independent Project Proposal Presentation (20%)
LO1: Conduct effective primary and secondary research (academic, industry, and practice-based) to develop advanced insight and critical understanding of current and emerging practice within a specified area of Fashion Communication.	•	
LO2: Propose a valid concept for the *Independent Final Project*, justifying the rationale and intended outcomes based on the research project's results and supported by relevant conclusions.		•
LO3: Demonstrate the ability to work independently to plan, undertake, and present research effectively in both written and visual formats, ensuring clear communication and navigation through the documentation.	•	
LO4: Demonstrate the use of reflective practice to support an iterative approach to the research and creative practice-based enquiry.	•	
LO5: Identify potential new approaches to industry practice that demonstrate awareness of innovation and industry relevance.	•	

VOGUE COLLEGE OF FASHION

Key Texts and/or other learning materials
Suggested reading lists will be added separately on Canvas. Students will develop their own reading list dependent on the direction of their own enquiries.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

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VOGUE COLLEGE OF FASHION

MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Independent Final Project: Resolution & Outcomes			**Module Code:**	BAY3S2 / **M11bRO**
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA (Hons) Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	None
FHEQ Level:	6	**Unit or ECTS Value:**	40	**Module Coordinator:**	TBC
Terms Taught:	Year 3: Semester 2			**Applicable From:**	January 2029

Educational Aims of the Module

The module aims to:

9. Enable students to critically evaluate and synthesise research, creative experimentation, and feedback to produce a resolved final body of work that demonstrates innovation, ethical awareness, and industry relevance.
10. Provide an opportunity for students to consolidate and extend learning from across the programme, enabling them to bring a sustained independent project to conclusion, managing a project from initial ideas investigated in semester 1 through to resolution and completion.
11. Foster students' autonomy and self-direction in the planning, management, and delivery of a substantial creative or strategic project.
12. Support students in preparation for potential employment or further study after graduation.

Module Outline/Syllabus

Building on the research, strategic thinking, and creative development undertaken in Semester 1, this module enables students to realise a self-directed final project that synthesises research insights, creative experimentation, and iterative development. Students will refine and articulate a future-facing fashion communication concept, culminating in a resolved body of work that demonstrates originality, ethical awareness, industry relevance, and potential for positive impact.

The module supports students in consolidating their learning, applying advanced knowledge and skills, and demonstrating autonomy, critical reflection, and professional competence in preparation for graduate-level opportunities.

The curriculum will cover the following elements:

The focus will be on individual supervisory tutorials and small group critiques that respond directly to the needs of the students and their individual projects. Each student will continue working with their allocated project supervisor, with the potential of extra masterclasses from relevant industry practitioners.

Creative Practice:

- Resolving individual projects and producing outcomes
- Production and editing
- Studio practice as relevant to the individual chosen discipline
- Further skills development

Transferable, employability and entrepreneurial skills:

- Project management and resolving issues as they arise
- Time management
- Collaboration, working with and/or leading a team
- Critical reflection, assessing the outcomes the project against intended objectives

Student Engagement Hours				
Term	***Type***	***Number per term***	***Duration of each***	***Total Time***
Year 3 Semester 2	Module Briefing	1	2.5hrs	2.5hrs
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	12	2.5hrs	30 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	11	2.5hrs	25 hours
	Individual supervision tutorials	6	30 min	3 hours
	Final Presentations Session	1	2.5hrs	2.5 hours
			Total Guided/Independent Learning Hours:	257
			Total Contact Hours:	63
			Independent Work on Assignment Hours	80
			Total Engagement Hours:	**400**

Assessment Method Summary				
Type	*Number Required*	*Word Limit / Duration*	*Weighting*	*Timing / Submission Deadline*
Assignment 1: Body of final work *To be agreed with individual tutor and aligned with specific details within the Module Handbook.*	1	N/A	60%	Week 13
Assignment 2: Presentation and critical evaluation of final outcomes	1	10 minutes	40%	Week 14

Formative Feedback / Feedforward:

- Small group discussions & critiques enable students to present project development and receive peer and tutor feedback/feedforward.
- Round table presentation – work in progress – week 5
- Individual tutorials with an allocated supervisor will take place regularly throughout the module.

Module Outcomes	
Intended Learning Outcomes	***Teaching/Learning Strategy***
On successful completion of the module, students should be able to: **LO1: IDEATION & CONCEPTUALISATION** (ILO6). Produce a significant body work to that has clarity of purpose and industry relevance. **LO2: TECHNICAL SKILLS & PRACTICAL EXPERIMENTATION** (ILO7). Execute a unified project to a professional standard, employing appropriate methods, techniques and skills.	Students are taught by academic staff and visiting lecturers / professional industry practitioners: The learning and teaching approach includes: - Taught sessions and workshops encourage students to consider the ethics of their approach, potential for innovation and the contribution that their project could make within the industry. - Small group round table critiques enable students to present and discuss work in progress - gaining peer and tutor feedback. - Individual supervisory tutorials support students to take ownership of their project, use previous research to underpin the project development, reflect on progress and manage their time effectively. - Workshops and masterclasses with industry practitioners support the development of practice-based work and acquisition of more advance skills.

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	>	***Assessment Strategy*** LO1 / LO2 – **Assignment 1:** Body of final work
Transferable, employability and entrepreneurial skills **LO3: ORGANISATION & PROJECT MANAGEMENT** (TEES3). Organise, manage and deliver the project autonomously - following a professional code of conduct and ethical working practices. **LO4: CRITICAL REFLECTION & PROFESSIONAL DEVELOPMENT** (TEES6). Critically reflect and evaluate the final outcomes and management of the project, identifying the challenges, successes and potential for further development. **LO5: INDUSTRY AWARENESS & PROFESSIONAL STANDARDS** (TEES7). Articulate the potential contribution of the final project within a professional context, demonstrating an understanding of its relevance to current industry practices and alignment with personal career aspirations.	>	***Teaching/Learning Strategy*** - Taught sessions and workshops encourage students to consider the ethics of their approach, potential for innovation and the contribution that their project could make within the industry. - Small group round table critiques enable students to present and discuss work in progress - gaining peer and tutor feedback. - Individual supervisory tutorials support students to take ownership of their project, use previous research to underpin the project development, reflect on progress and manage their time effectively. - Workshops and masterclasses with industry practitioners support the development of practice-based work and acquisition of more advance skills.
	>	***Assessment Strategy*** LO3 – **Assignment 1:** Body of final work LO4 / LO5 – **Assignment 2:** Presentation and critical evaluation

Learning Outcomes	**Assignment 1** Body of final work (60%)	**Assignment 2** Presentation and critical evaluation of final outcomes (40%)
LO1: Produce a significant body work to that has clarity of purpose and industry relevance.	•	
LO2: Execute a unified project to a professional standard, employing appropriate methods, techniques and skills.	•	
LO3: Organise, manage and deliver the project autonomously - following a professional code of conduct and ethical working practices.	•	
LO4: Critically reflect and evaluate the final outcomes and management of the project, identifying the challenges, successes and potential for further development.		•

LO5: Articulate the potential contribution of the final project within a professional context, demonstrating an understanding of its relevance to current industry practices and alignment with personal career aspirations.		•

Key Texts and/or other learning materials
Reading lists will be added separately on Canvas.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

Date of Production:	November 2025
Date approved by Validation Panel:	9th December 2025
Date approved by University Learning and Teaching Committee:	January 2026

VOGUE COLLEGE OF FASHION

MODULE SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Module:	Career Portfolio			**Module Code:**	BAY3S2 / **M12CP**
Partner Name:	Vogue College of Fashion				
Programme(s) where module is offered:	BA (Hons) Fashion Communication & Industry Practice				
Status:	Compulsory			**Pre-Requisite Modules or Qualifications:**	None
FHEQ Level:	6	**Unit or ECTS Value:**	20	**Module Coordinator:**	TBC
Terms Taught:	Year 3: Semester 2			**Applicable From:**	January 2029

Educational Aims of the Module

The module aims to:

1. Enable students to engage in their professional development planning, through researching the future of work the fashion, media and creative industries.
2. Support students to prepare for their next steps by identifying potential career and industry opportunities (or further study).
3. Enable students to review past work produced throughout the programme, encouraging a process of selection and refinement, to curate and produce a professional career portfolio.
4. Support students to prepare their CV and relevant website /social media to articulate their individual professional / creative identity and encourage professional self-promotion.

Module Outline/Syllabus

This module provides students with the opportunity to critically review, and curate work produced throughout the programme. They will produce a professional *Career Portfolio* that reflects their individual professional / creative identity, skills, and readiness for industry. Through a process of selection, refinement, and presentation, students will articulate their personal and professional narrative, aligning their portfolio with intended career pathways and industry expectations.

Students will be supported in their preparation for industry engagement through activities such as mock interviews, networking session, careers events and self-promotion. The module supports students in

synthesising their learning and positioning themselves confidently for employment, freelance practice, or further study.

Transferable, employability and entrepreneurial skills

- Preparing to graduate
- Fashion / careers futures: careers and professional opportunities
- Identifying current and future job opportunities
- Reflecting on sought-after skill sets and alignment with own strengths and skills
- Interview skills and practice
- Building a professional portfolio of work
- Developing a personal brand / professional identity that is communicated effectively
- Updating CV, website and professional social media

Student Engagement Hours				
Term	***Type***	***Number per term***	***Duration of each***	***Total Time***
Year 3 Semester 2	Module Briefing	1	2.5hrs	2.5hrs
	Peer-led collaborative learning via mixed method learning experiences as relevant to the module.	8	2.5hrs	20 hours
	Tutor-led collaborative learning via mixed method learning experiences as relevant to the module.	7	2.5hrs	17.5 hours
	Individual supervision tutorials	2	15 min	30 mins
			Total Guided/Independent Learning Hours:	119.5
			Total Contact Hours:	40.5
			Independent Work on Assignment Hours	40
			Total Engagement Hours:	**200**

Assessment Method Summary				
Type	***Number Required***	***Word Limit / Duration***	***Weighting***	***Timing / Submission Deadline***
Assignment 1: Career & Creative Practice Portfolio. *Specific contents detailed in Module Handbook*	1	N/A	100%	Week 12
Formative Feedback / Feedforward: Individual tutorials, round table presentations and critiques provide students with feedback and supportive feed forward. Mock interviews provide an opportunity for students to gain feedback from industry professionals and grow in confidence in preparation for graduation and progression into a career or further study.				

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Module Outcomes		
Intended Learning Outcomes aligned with transferable, employability and entrepreneurial skills. *On successful completion of the module, students should be able to:* **LO1: COMMUNICATION & PRESENTATION OF WORK** (TEES1). Curate and present a professional portfolio that communicates a clear creative identity, showcases skills and knowledge, and supports progression into employment or further study. **LO2: CRITICAL REFLECTION & PROFESSIONAL DEVELOPMENT** (TEES6). Critically evaluate personal strengths, skills, and professional development – use this analysis to produce a personal statement and realistic and strategic 5-year career plan. **LO3: PROFESSIONAL AWARENESS & INDUSTRY INNOVATION** (TEES7). Evidence understanding of professional roles, standards, and ethical expectations within fashion and related media or lifestyle industries by researching and critically analysing evolving industry practices and future career opportunities.	>	***Teaching/Learning Strategy*** Students are taught by academic staff and visiting lecturers / professional industry practitioners: The learning and teaching approach includes: - Lectures, talks and alumni panels help prepare students for graduation. - Portfolio workshops support students to review, refine and curate their past work. - Small group peer round table presentations enable students to review their own and others' portfolio work. - Industry professional review of portfolios, support students to gain a wider perspective on industry expectations. - Workshops and masterclasses with industry professionals, mentors and career coaches support students with knowledge and confidence. - Mock interviews - Career events - External visits as relevant ***Assessment Strategy*** LO1 / LO2 / LO3 – **Assignment 1:** Career & Creative Practice Portfolio

Learning Outcomes	**Assignment 1** Career & Creative Practice Portfolio (100%)
LO1: Curate and present a professional portfolio that communicates a clear creative identity, showcases skills and knowledge, and supports progression into employment or further study.	•
LO2: Critically evaluate personal strengths, skills, and professional development – use this analysis to produce a personal statement and realistic and strategic 5-year career plan.	•
LO3: Evidence understanding of professional roles, standards, and ethical expectations within fashion and related media or lifestyle industries by researching and critically analysing evolving industry practices and future career opportunities.	•

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Key Texts and/or other learning materials
Reading lists will be added separately on Canvas.
Please note: This specification provides a concise summary of the main features of the module and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module and programme can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

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PROGRAMME ASSESSMENT MAP

			PROGRAMME NAME: BA (Hons) Fashion Communication & Industry Practice			Method of Assessment										
			List of Modules	Level	Credits	Portfolio of Coursework	Individual Research & Critical Reflection	Group Project	Individual Illustrated Report	Individual Presentation (Recorded)	Individual Campaign Strategy Document	Individual Creative Outputs	Individual Presentation in Person	Career Planning Portfolio	Individual Business Plan	Research & Development Documentation
Level 4	S1	The Vogue Lens	Fashion Culture & Trends	4	20	♦										
			Fashion Media	4	20		♦	♦								
			Visual Culture & Image Making	4	20	♦										
	S2	Beyond the Logo	Building Brand Identity	4	30				♦	♦						
			Brand Content Creation	4	30	♦										
Level 5	S1	Fashion & Society	Critical Issues in Fashion	5	20			♦	♦							
			Campaign for Change	5	40						♦	♦				
	S2	The Industry & You	Live Industry Brief	5	30						♦		♦			
			Careers & Placement	5	30		♦		♦					♦		
Level 6	S1	Research & Vision	Innovation & Entrepreneurship	6	20					♦					♦	
			Independent Final Project: Research & Proposal	6	40					♦						♦
	S2	Fashioning the Future	Independent Final Project: Resolution & Outcomes	6	40							♦	♦			
			Career Portfolio	6	20									♦		