PROGRAMME SPECIFICATION
FOR TAUGHT PROGRAMMES AT ALL LEVELS

THE UNIVERSITY OF BUCKINGHAM

Name of Programme:	MA Content Creation & Production		
Final Award:	MA	**Programme Code(s):**	
Awarding Institution/Body:	University of Buckingham	**Teaching Institution:**	Vogue College of Fashion
School of Study:	School of Humanities	**Parent Department:**	Faculty of Business, Humanities and Social Sciences
Programme Length:	Full-Time: 12 month, 3 semesters Part-Time: 24 months, 6 semesters	**Location:**	In-person- London
Professional Body Accreditation:	n/a	**Relevant Subject Benchmark Statement (SBS):**	Communication, Media, Film and Cultural studies (2024)
Admission Criteria:	2:2 (Hons) degree or equivalent. IELTS 6.5	**Applicable Cohort(s):**	September 2026
FHEQ Level:	7	**UCAS Code:**	

Summary of Programme

The MA Content Creation & Production at Vogue College of Fashion is a practice-led, research-informed programme that prepares students to become innovative practitioners within contemporary fashion, media, and digital industries. It combines technical skills, conceptual understanding, and critical reflection, enabling students to produce original, multi-platform content that reflects a distinctive creative voice.

Students engage with contemporary theories of media, communication, and culture, exploring identity, representation, and narrative across diverse platforms. The programme emphasises experimentation with emerging technologies, including AI-assisted workflows, immersive media (AR/VR), interactive storytelling, and hybrid physical-digital production, while ensuring ethically informed and culturally sensitive content creation.

Through live industry briefs, collaborative projects, and independent research, students develop transferable professional skills such as project management, creative leadership, teamwork, and entrepreneurship. By the end of the programme, graduates will have a portfolio of forward-facing, concept-driven content, fully aligned with contemporary industry standards, and are equipped for careers in content creation for fashion, brand communication, immersive experiences, or further research in creative and cultural industries.

The MA in Content Creation & Production equips students with the skills to develop engaging, impactful content across a variety of media platforms. While exploring areas such as fashion and culture, students are encouraged to create work that both reflects and actively shapes broader cultural narratives, engaging critically and creatively with music, art, sport, performance, social movements, and contemporary lifestyle trends across global contexts. The programme emphasises storytelling, creative strategy, and production techniques, preparing graduates to produce content that resonates with diverse audiences while contributing meaningfully to cultural conversations beyond commercial trends.

Semester 1

- Develop core skills in narrative design, creative direction and multimedia content production with a focus on fashion. Explore cultural and ethical dimensions of storytelling while experimenting with emerging technologies such as AI and immersive media. Combine theory and practice through analytical work and creative projects to establish a distinctive voice and media literacy.

- **Semester 2**
  Work as creative consultants on real-world briefs, researching brand identity and audience needs to design integrated campaigns and multi-sensory brand activations. Gain expertise in strategic research, visual storytelling and cross-platform production while applying professional standards and cultural awareness across physical and digital contexts.

- **Semester 3**
  Undertake an independent, practice-led project addressing a real-world creative or strategic challenge. Combine rigorous research with applied production, supported by career planning and professional skills development, culminating in a substantial, industry-relevant output.

Educational Aims of the Programme

The MA Content Creation & Production programme aims to:

1. Develop students' capacity for independent research and critical analysis of contemporary and historical practices in fashion, media, content creation, and brand communication, enabling the production of informed, innovative, and audience-aware multi-platform creative work.
2. Cultivate advanced critical and theoretical understanding of communication, media, and cultural frameworks, supporting students in applying these perspectives to the production, circulation, and reception of narrative-driven fashion content.
3. Enable students to produce original, concept-led, and multi-modal creative outputs that demonstrate a distinctive creative identity, technical proficiency, and confident experimentation with emerging and evolving media technologies, including AI-assisted workflows, AR/VR, immersive media, and hybrid physical–digital production.
4. Foster deep contextual and cultural awareness by encouraging critical evaluation of the social, cultural, technological, and industry forces shaping contemporary content creation, brand storytelling, and audience engagement.
5. Promote professional, ethical, and inclusive creative practice by embedding principles of social responsibility, collaboration, and audience awareness throughout the development and production of fashion and media content.
6. Develop students' professional communication skills, enabling clear and persuasive articulation of research, ideas, and creative outcomes to academic, industry, and public audiences through written, verbal, and visual modes.
7. Equip students with advanced project and time management capabilities, supporting effective planning, organisation, and delivery of creative and academic work both independently and within collaborative environments.
8. Foster critical self-reflection and reflective practice to support continuous professional development, informed decision-making, and the identification of future creative, academic, and entrepreneurial pathways.
9. Enhance students' industry awareness and entrepreneurial capacity by encouraging strategic, adaptable, and opportunity-focused approaches to professional practice within evolving creative industries.
10. Promote effective collaboration and leadership by developing students' abilities to work productively in teams, negotiate ideas, and apply collaborative problem-solving strategies in creative and professional contexts.

Programme Outcomes		
Intended Learning Outcomes		***Teaching and Learning Strategy***

On successful completion of the MA Content Creation & Production programme, students should be able to: **LO1: Research & Analysis** Conduct independent research and critically analyse contemporary and historical trends in fashion, content creation, media, and brand communication, integrating audience, cultural, and technological insights to inform innovative, multi-platform creative projects. **LO2: Critical & Theoretical Understanding** Demonstrate advanced knowledge and critical awareness of communication, media, and cultural theories, and apply these to the production, circulation, and reception of narrative-driven fashion content across diverse platforms. **LO3: Creative Practice** Develop original, concept-led, multi-modal content that reflects a distinctive creative identity, demonstrating technical proficiency, creative experimentation, and integration of emerging technologies such as AI-assisted workflows, AR/VR, immersive media, and hybrid physical-digital production. **LO4: Contextual & Cultural Awareness** Analyse and evaluate the social, cultural, technological, and industry contexts that shape content creation, brand storytelling, and audience engagement, ensuring outputs are culturally informed, inclusive, and socially responsible. **LO5: Professional, Ethical & Inclusive Practice** Demonstrate awareness of ethical and professional responsibilities in content creation, visual storytelling, and collaborative work, producing inclusive, socially responsible, and audience-focused outputs.	>	**Lectures & Seminars (LO1, LO2, LO4, LO5)** • Introduce research methodologies, theoretical frameworks, cultural influences, and ethical standards in fashion media and content creation **Workshops & Studio Practice (LO2, LO3, LO5)** • Apply theory to practice through hands-on exercises in narrative construction, multimedia production, and inclusive creative workflows **Project-Based & Experiential Learning (LO3, LO5)** • Develop multi-platform content and live briefs, integrating professional, ethical, and strategic considerations into creative outputs **Independent & Guided Study (LO1, LO2, LO4)** • Conduct self-directed research, engage with scholarly literature, and explore cultural and technological trends to inform creative practice **Industry Case Studies & Guest Lectures (LO1, LO4, LO5)** • Analyse real-world campaigns, brand strategies, and socially responsible practices to model professional standards **Peer Review & Reflective Seminars (LO1, LO2, LO4, LO5)** • Critically evaluate research approaches, creative outputs, and ethical decision-making through collaborative critique and reflection
	>	***Assessment Strategy*** **Summative Assessment** Summative assessment measures the cumulative achievement of programme learning outcomes, demonstrating students' creative, technical, theoretical, and professional competencies. Summative tasks are progressive across semesters to capture development from foundational skills to final mastery. **Individual Projects (LO1, LO3, LO5)** • Narrative-driven or practice-led outputs demonstrating originality, technical skill and integration of research, theory, and ethical practice **Group Projects (LO3, LO4, LO5)** • Collaborative production of multi-platform campaigns and experiential activations, applying cultural awareness and professional standards **Written Reports / Case Studies / Reflective Submissions (LO1, LO2, LO4, LO5)** • Critical evaluation of trends, audience insights, theoretical frameworks and ethical considerations; includes reflective documentation of creative and professional development **Portfolio Submission (LO3, LO4, LO5)** • Compilation of multi-platform work evidencing

		technical mastery, creative identity and socially responsible outcomes **Presentations / Pitches / Viva (LO2, LO3, LO5)** • Professional communication of concepts, production rationale and strategic decision-making to academic and/or industry audiences
Transferable, Employability and Entrepreneurial Skills On successful completion of the programme, students should be able to: **LO6: Professional Communication:** Communicate ideas, research findings, and creative work clearly and persuasively to academic, industry, and public audiences, using appropriate written, verbal, and visual forms. **LO7: Project & Time Management:** Demonstrate effective planning, organisation, and management of projects, resources, and time to achieve creative and academic goals independently and collaboratively. **LO8: Critical Reflection & Professional Development:** Reflect critically on personal practice, decision-making, and outcomes to inform continuous professional growth, skill development, and entrepreneurial opportunities. **LO9: Industry Awareness & Entrepreneurship:** Identify and respond to professional, commercial, and technological opportunities within creative industries, demonstrating entrepreneurial thinking, adaptability, and strategic problem-solving. **LO10: Collaboration & Leadership:** Engage effectively in team-based projects, demonstrating leadership, negotiation, and collaborative problem-solving skills in creative and professional contexts.		***Teaching and Learning Strategies*** **Lectures, Seminars & Workshops (LO6, LO9)** • Introduce professional communication strategies, industry structures, trends and entrepreneurial approaches **Project-Based & Experiential Learning (LO6, LO7, LO8, LO10)** • Opportunities to present creative work, pitch ideas, manage live briefs and collaborate on team-based projects simulating professional workflows **Independent & Guided Study (LO7, LO8, LO9)** • Encourages structured research, reflective documentation and strategic thinking to support project planning and professional development **Tutorials & Guided Project Development (LO7)** • Individual support for planning, scheduling, milestone setting and prioritisation of creative and professional tasks **Peer Review & Critique Sessions (LO6, LO8, LO10)** • Develop persuasive communication, evaluative skills and collaborative accountability through structured feedback **Industry Engagement & Professional Development (LO6, LO8, LO9)** • Guest lectures, masterclasses, and networking sessions provide insight into professional communication, adaptability and entrepreneurial thinking **Technology Integration (LO7, LO10)** • Use of digital tools and collaborative platforms (e.g., Miro, Canvas, Zoom) for project management, teamwork and remote coordination ***Assessment Strategy*** The MA Content Creation & Production programme at Vogue College of Fashion adopts a student-centred, practice-led, and research-informed assessment strategy, designed to develop students' creative, technical, professional, and entrepreneurial skills. Assessment methods combine formative and summative approaches, providing opportunities to demonstrate transferable skills and professional readiness. **Summative Assessment:** • **Presentations / Pitches:** Assess professional communication, persuasion, and client engagement (LO6, LO10). • **Group and Individual Project Delivery:** Evaluate project planning, time management, leadership, and collaborative problem-solving

		(LO7, LO10). • **Reflective Submission / Personal & Professional Development Plan:** Assess critical reflection, professional growth, and entrepreneurial readiness (LO8, LO9). • **Portfolio Submission:** Demonstrate leadership, collaboration, strategic problem-solving, and professional communication across outputs (LO6, LO7, LO9, LO10). • **Final Master's Project / Viva:** Integration of transferable, professional, and entrepreneurial skills in a capstone project context (LO6–LO10).

External Reference Points

The programme has been designed using one QAA subject benchmark statements:

Subject Benchmark Statement: Communication, Media, Film and Cultural studies (2024)

https://www.qaa.ac.uk/docs/qaa/sbs/sbs-communication-media-film-and-cultural-studies-24.pdf?sfvrsn=c401b481_4

In addition, the following reference points have informed the design of the programme:

Questions to Inform a Toolkit for Enhancing Quality in a Digital Environment (2020) by QAA
https://www.qaa.ac.uk/docs/qaa/guidance/questions-to-inform-a-toolkit-for-enhancing-quality-in-a-digital-environment.pdf

Master's Degree Characteristics Statement (2020) by QAA
https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf?sfvrsn=6ca2f981_10

Framework for Higher Education Qualifications (2024) by QAA
https://www.qaa.ac.uk/docs/qaa/quality-code/the-frameworks-for-higher-education-qualifications-of-uk-degree-awarding-bodies-2024.pdf?sfvrsn=3562b281_11

Voice of the Online Learner (2024) by Risepoint
https://risepoint.com/wp-content/uploads/2024/09/VOL-2024.pdf

Please note: This specification provides a concise summary of the main features of the programme 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 course unit/module 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:	December 2025
Date approved by Validation Panel:	
Date approved by University Learning and Teaching Committee:	
Date of Annual Review:	

PROGRAMME STRUCTURES

Full-Time *(12 months)*

Semester 1	**Fashion Narratives** (30 credits)	**Media and the Message** (30 credits)
	Progression board	
Semester 2	**The Campaign Consultant** (30 credits)	**Immersive Experiences** (30 credits)
	Progression board	
Semester 3	**Final Master's Project** (60 credits)	
	Award Board	

Part-Time *(24 months)*

Semester 1	**Fashion Narratives** (30 credits)
	Progression board
Semester 2	**Immersive Experiences** (30 credits)
	Progression board
Semester 3	**Final Master's Project (Part 1)**
	Progression Board
Semester 4	**Media and the Message** (30 credits)
	Progression Board
Semester 5	**The Campaign Consultant** (30 credits)
	Progression Board
Semester 6	**Final Master's Project (Part 2)** (60 credits)
	Award Board