

DEFINITIVE COURSE RECORD

Course Title	FdA Fashion Communication and Promotion
Awarding Bodies	University of Suffolk
Level of Award ¹	FHEQ Level 5
Professional, Statutory and Regulatory Bodies Recognition	None
Credit Structure ²	240 Credits Level 4: 120 Credits Level 5: 120 Credits
Mode of Attendance	Full-time
Standard Length of Course ³	2 years full-time
Intended Award	FdA Fashion Communication and Promotion
Named Exit Awards	None
Entry Requirements ⁴	Typical offer: 80 UCAS tariff points (or above), BB (A-Level), DM (BTEC) and normally GCSE English at Grade C or equivalent
Delivering Institution	Suffolk New College
UCAS Code	W231

This definitive record sets out the essential features and characteristics of the FdA Fashion Communication and Promotion course. The information provided is accurate for students entering level 4 in the 2019-20 academic year.⁵

Course Summary

This foundation degree is an exciting and innovative course taught by experienced professionals that offers a multi-disciplinary pathway into fashion related industries such as fashion marketer, strategist, stylist, promoter or entrepreneur. The course builds a foundation for long-term career prospects in this flourishing industry by interlinking the cultural, creative, business, technology sectors and commercial aspects of fashion.

The first year of the course will enable you to develop confident conceptual, visual and written communication skills. The course will explore the theories and techniques in branding, design, marketing, photography, digital media, journalism and visual merchandising that shape the world of fashion today. The second year of the course focuses on professional practice, trend forecasting and research methodologies leading to an individual major project which uses all of these skills

¹ For an explanation of the levels of higher education study, see the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

² All academic credit awarded as a result of study at the University adheres to the [Higher education credit framework for England](#).

³ Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the [Framework and Regulations for Undergraduate Awards](#).

⁴ Details of standard entry requirements can be found in the [Admissions Policy](#)

⁵ The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the [Admissions Policy](#).

DEFINITIVE COURSE RECORD

Work experience including live briefings, collaborative projects and industry competitions will develop skills to enhance professional practice and teamwork. Students have access to a dedicated HE Studio, HE common room as well as a range of specialist workshops including fashion, 3D, 4D, photography and digital skills using the most up to date creative software. One to one module and personal tutorials support students throughout the course and students also have the opportunity to visit galleries, exhibitions and trade shows.

Upon graduation students could progress onto a level 6 BA (Hons) top-up course in related disciplines or work in a variety of exciting professions across the fashion related industries.

Course Aims

- To offer an integrated approach to understanding key aspects of Fashion Communication and Promotion through a coherent and integrated programme of study
- To encourage critical engagement with contextual and critical theories in parallel with theoretical understanding and analysis of current practice, in ways which inform and underpin creative practice and production
- To provide a range of beneficial work related learning opportunities to collaborate with a network of industry practitioners and access to industry standard facilities
- To develop conceptual understanding that enables students to develop individual theoretical, critical, practical and creative work relevant to industry futures or further study
- To provide the opportunity for students to develop a range of subject-specific and transferable skills to facilitate the continuing growth of professional and personal development. This to be consistent with the requirements for an 'industry ready' graduate and to support the capacity for a sustainable career
- To provide students with a valuable and positive learning experience in their academic studies

Course Learning Outcomes

The following statements define what students graduating from the FdA Fashion Communication and Promotion course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 5 awards as set out by the UK Quality Assurance Agency (QAA)⁶.

At the end of level 5 students will be able to:

1. Resolve design problems relating to fashion industry through research, critical evaluation and analysis and present their findings professionally
2. Articulate a critical understanding of current professional practice in a range of subject specific and specialist areas to enable informed work placement in industry
3. Investigate, collect, analyse and interpret a range of in depth research and data from a variety of sources to apply a theoretical framework to your practice

⁶ As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

DEFINITIVE COURSE RECORD

4. Generate ideas, informed concepts and effective outcomes both independently and/or collaboratively in response to set assignments and live industry briefs
5. Integrate reflective practice to develop skills of sustained independent enquiry that underpin professional development and life-long learning

Course Design

The design of this course has been guided by the following QAA Benchmark:

- Art & Design (2016)

Course Structure

The FdA Fashion Communication and Promotion comprises modules at levels 4 and 5.

Module Specifications for each of these modules are included within the course handbook, available to students on-line at the beginning of each academic year.

	Module	Credits	Module Type ⁷
Level 4			
	Contextual Studies & Concepts	20	M
	Fashion Styling	20	M
	Branding, Marketing & the Consumer	40	M
	Design & Production of Fashion Retail Displays	20	M
	Fashion Journalism	20	M
Level 5			
	Professional Practice	20	M
	Trend Forecasting & Concept Development	20	M
	Image & Identity	40	M
	Research Methods	20	M
	Fashion Communication & Promotion	20	M

Awards

On successful completion of the course, students will be awarded an FdA Fashion Communication and Promotion.

Course Delivery

The course is delivered at Suffolk New College. Students studying full-time on FdA Fashion Communication and Promotion are likely to have approximately 12 contact hours for level 4 and 11 contact hours for level 5. The contact hours will be a mix of lecture, seminar, practical activity, group tutorials. Students are encouraged undertake work experience and will be expected to find their own placement. Students will normally be expected to undertake 25 hours of independent study in an average week, but should be prepared for this to vary based on assignment deadlines and class exercises.

⁷ Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the Framework and Regulations for Undergraduate Awards

DEFINITIVE COURSE RECORD

Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall will be 100% coursework including essays, reports, practical portfolios, presentations, group work, reflective learning journals and research projects.

Course Team

The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

Course Costs

Students undertaking FdA Fashion Communication and Promotion will be charged tuition fees as detailed below:

Student Group	Tuition Fees
Full-time UK/EU	£8,220 per year
Part-time UK/EU	Not applicable
Full-time International	£11,790 per year
Part-time International	Not applicable

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Students may be required to pay additional costs for trips amounting to a maximum of £300 payable at a later date.

Students are likely to incur other costs for equipment, materials, optional international trips, exhibitions amounting to approximately £1,500 per year.

Academic Framework and Regulations

This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the [website](#).