



(Roversi P)

BA (Hons) Fashion Promotion & Communication

2018 - 2019

Full time Three years Enrolment date September 2018

Welcome

On behalf of the staff here we would like to welcome you to The University of Northampton and to the BA (Hons) Fashion Promotion and Communication programme.

The full range facilities of The University of Northampton (both academic and social) are available to all students and we hope that you can make the best use of them in your time with us. The programme of study will be challenging for you in many ways, but you will find it rewarding, stimulating and enjoyable.

This guide contains important information about the programme and its various academic components. It includes an introduction to the University Modular Framework (UMF) within which the programme operates, the resources and the staff. It will be supplemented by the University's Undergraduate Student Handbook as well as separate module guides which will be made accessible to you through NILE (Northampton Integrated Learning Environment).

This BA Fashion Promotion & Communication handbook will also be available to provide you with key information concerning the programme: it's aims, outcomes, assessment, structure and organisation, which will enable you to understand and plan your studies. It will help you to shape your experience with us so that by the end of the programme you can make well-informed decisions about your future. We hope that you will have an enjoyable and rewarding experience on this programme.

Thank you

Caroline Lloyd (Programme Leader)

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BA (Hons) Fashion Promotion and Communication

As a team we will look forward to welcoming you in to the BA (Hons) Fashion Promotion and Communication degree. We are delighted that you have chosen to study here at Northampton. Our fantastic links with industry and exciting programme of guest speakers will enhance your professional knowledge. Specialised workshop activities with designated staff in studio areas will develop and support you in to your chosen career. Ultimately this will prepare you to work in a creative, dynamic and rapidly evolving industry.

Description of student profile key skills and characteristics

This innovative programme is especially designed for students who are driven to forge successful creative careers in ‘promotion and communication’ within the fashion and related industry sectors of:

- **Fashion**
- **Footwear and accessories**
- **Beauty**
- **Lifestyle**

Students will gain strategic skills to work in the fashion and related industries to create and style photo shoots and produce written communication to promote products. They will also learn how to showcase the designer narratives behind the well-known labels and create online content for websites in the form of images and promotional blogs. Similarly, whilst not directly studying business management or finance, they will be aware of the impact of budgets and cost implications on projects.

The programme offers a diverse range of professional skills to meet the rapidly changing environment of ‘Fashion Promotion and Communication’. It been developed to be multi-disciplined in combining the four key areas:

- **Fashion**
- **Journalism**
- **Photography**
- **CAD**

Students will be equipped to strategically negotiate a career path in ‘newer’ emerging creative roles within the fashion and related industries. This is a creative, dynamic and rapidly evolving environment to work in, therefore, the diversity of career opportunities (particularly digital visual communication) which have arisen in recent years, require individual who are capable of responding to change and diversity, whilst continuously evolving with it.

The USP of this programme is the multi-faceted and innovative combination of modules, which are delivered in a variety of locations, which represent professional environments:

- **Photographic studios**
- **Journalism studios**
- **Digital CAD environments**
- **Fashion related university sites**

This facilitates the development of creative skills, technical proficiency and a strategic view of how these profession skills are used to interact in industry.

On completion of the programme the graduate will be strategically equipped to liaise both with product designers and business managers to produce professional and innovative solutions to a variety of commercial requirements. The inclusion of work-related learning and projects with industry ensure academic outcomes have a professional basis of practical and theoretical knowledge.

Indicative career destinations now embrace the increasingly hybrid nature of emerging career roles, and could involve the use of fashion, photography and journalism and CAD skills:

Digital Content creator/Visual Stylist Merchandiser

Multi media promotion (involving written, photographic and creative digital content across multi media platforms)

Trend researcher/ trend promoter

Lifestyle / Product styling for retail, shows, events and exhibitions Magazine and journalism roles

Photographic assistant

Devising promotional product campaigns

Online Blogger/'Vlogger'

Indicative module outcomes:

Photography – Portfolio of photographic work

Journalism – Digital Magazines

Fashion - Creating promotional concepts for specific industry clients, Digital

Self-Promotional professional website including social media Contextual

Studies - Design/research blogs, self-promotional creative catalogues

What we need the portfolio to demonstrate

The BA (Hons) Fashion Promotion & Communication Programme

While studying with us, you will not only develop the skills necessary for finding work in this exciting and burgeoning side of the fashion industry, but you will also gain the confidence and contacts to help you to be noticed in the industry and develop your career. You will have the opportunity to meet with professionals in all areas of the fashion industry, from designers and journalists to photographers, stylists and bloggers. These experienced practitioners, will share their knowledge on how to make a name for yourself in fashion and also related industries.

By the end of the programme, you will have produced and set up your own fashion blog, styled a variety of fashion shoots and media, and created a number of digital brand experiences. You will have a strong portfolio to take with you for future interviews and showcase your work for a variety of career opportunities.

As an undergraduate student you have access to all the general and specialist facilities, libraries, studios and resources at The University of Northampton (both Park and Avenue campus), and then at the new Waterside Campus from Autumn 2018. There is an excellent selection of relevant texts, journals and online materials in all libraries, and, in addition, you are able to book out available studios for photo shoots and other activities. Academics, and industry professionals will teach you, from a range of digital and more traditional creative and fashion disciplines, and your teachers are experienced, knowledgeable and enthusiastic, giving you the chance to challenge yourselves and experiment creatively with their support and guidance.

Key Contacts

The Programme Team

Programme Leader for Fashion Promotion & Communication: Caroline Lloyd

Modules: Fashion (FSH)

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Catherine Wise – Associate Lecturer

Modules: CAD

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Emma Rigby – Lecturer

Modules: Contextual Studies (FSH)

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Dr Julie King – Head of Fashion Subject Area

Modules: Fashion (FSH)

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Richard Whitehead – Programme Leader in Photography

Modules: Photography (PHO)

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Hilary Scott – Programme Leader in Journalism

Modules: Journalism (JOU)

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The **Module Leaders** will be able to help you with specific queries about the modules on which you are enrolled. All modules you study will have a Module Leader who delivers or oversees the delivery of the module. You will meet them initially in the classroom but they will set aside time to see you individually if you require this. This is the person to consult if you have specific study difficulties with the module, for example, you might not fully understand the assessment requirements for the module, or you might have problems meeting and assignment deadline, or you might have difficulties obtaining reading material.

PAT (Personal Academic tutors) will be provided at each level of study and involves individual tutorial support across pastoral, academic and professional development with the student. The students are encouraged to attend one-to-one meetings with their allocated PAT tutor for personal and academic support. PAT tutors may share their feedback with programme

leaders to ensure that the student comments are communicated in a consistent manner across all academic levels of study. This can be effective in identifying a level 4 student, (who may need additional support), and sharing the information with colleagues teaching at that level, but also to colleagues who may be tutoring the student at the next level of study.

Programme Structure

In order to complete the BA (Hons) in Fashion Promotion & Communication, you must successfully complete each of the modules/credits of study listed below... More information about each module is provided on NILE (Northampton Integrated Learning Environment) via www.northampton.ac.uk/students.

You will rely on **NILE** for information, which is essential for you to complete your modules. For example, NILE contains the learning materials for each module including details of the **compulsory** assessments for each module, which must be completed by the deadlines set in order for you to complete the programme.

Modules and Programme Award Map

LEVEL 4		
<i>Compulsory</i>	FSH1101 Contextual Studies	Credits 20
<i>Compulsory</i>	FSH1115 Digital Fashion & Styling	Credits 60
<i>Compulsory</i>	PHO1011 Photography for Fashion	Credits 20
<i>Compulsory</i>	JOU1015 Storytelling: Writing Skills for Journalists	Credits 10
	JOU1016 Storytelling for Specialisms	Credits 10
LEVEL 5		
<i>Compulsory</i>	FSH3105 Design Context Communication	Credits 40
<i>Compulsory</i>	FSH3106 Creative Fashion Futures	Credits 60
	Client Conceptual Experience	40

<i>Compulsory</i>	PHO2002 Photography in a Design Context	Credits 40
<i>Compulsory</i>	JOU2018 Design Skills for Journalists	Credits 20
LEVEL 6		
<i>Compulsory</i>	JOU3002 Journalism Practical Project	Credits 20



Live Fashion Show staged by The University of Northampton



Styling for University of Northampton student collection on stage at Graduate Fashion Week London



Student concept development still life photography



Behind the scenes at photo shoot of work for Graduate Fashion Week

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Welcome Week Timetable: 24th-28th September 2018

Time	Monday 24/09/2018	Tuesday 25/09/2018	Wednesday 26/09/2018	Thursday 27/09/2018	Friday 28/09/2018
10.00am – 11.30am	University Expectations Session 11.00am – 11.30am With Student Admin and PAT Room: Morley Room (SN101)	<p>Welcome to Fashion Welcome to the Subject Area of Fashion with Subject Leader Programme Leader & Subject Team</p> <p>Room: CH201</p> <p>To include –</p> <ul style="list-style-type: none"> • Welcome by Subject Leader • Scholarships presentation • An overview of Welcome Week • Tour of Fashion studios/ workshops with Personal Academic Tutor <p>10.00am – 11.00am</p>	<p>Social Belonging and Team Building Activity With PAT/ Programme leader</p> <p>London Study Trip</p> <p>The Design Museum:</p> <p>Azzedine Alaia</p>	<p>Welcome Week Wrap Up (Review/ Evaluation/ Q&A) 10.00am – 11.30am Project Briefing –Term 1</p> <p>Timetable & plan for Academic Year with Personal Academic Tutor/ Programme Leader Room: CH211</p> <p>Tutorials</p> <p>1- to – 1 tutorials with PAT</p>	<p>Self Directed Study Opportunity for enrolment and following up any outstanding information</p>
11.30am – 12.30pm	<p>Student Union Activities At the Market Square</p>	<p style="text-align: center;">Break</p> <p>Subject Orientation Questions and Answer session</p> <p>11.30am – 12.00pm CH201</p>		<p style="text-align: center;">Break</p> <p>11.30am – 12.00pm</p>	
12.30pm – 1.30pm		Lunch		<p style="text-align: center;">Break</p> <p>11.30am – 12.00pm</p>	
1.30pm – 3.00pm		<p>Welcome to Your Programme with PAT/ Programme Leader Room: CH201</p> <ul style="list-style-type: none"> • Ice Breaker Activity with PAT/ PL • Information about trip to London • Meet Hilary from Journalism <p>1.00pm – 3.00pm</p>		<p>Academic Skills Session With LLS, Changemaker and PAT Room: LH126</p> <p>12.00pm – 3.00pm From 3pm onwards (Photography) Daylight Studios – Images from Summer Project, Work on view. Drinks Reception.</p>	