MA Fashion Branding & Creative Communication

Award Document 2018/19

Course Map - MA Fashion Branding & Creative Communication

Stage 1

Study Block 1	Study Block 2	Study Block 3
AD720 **Research Practice** Compulsory (20 credits)	**AD740** **Creative Futures** Compulsory (20 credits)	**AD750** **Independent Major Project** Compulsory (60 credits)
FAB710 **Image and Identity** Compulsory (40 credits)	**FAB730** **Communication, Event and Experience** Compulsory (40 credits)	

General Course Information

Status	Approved
Qualification (course type)	Postgraduate Course
Course Title	MA Fashion Branding & Creative Communication
Intermediate Qualification(s)	PG Dip, PG Cert
Awarding Institution	
Location of Delivery	OFF CAMPUS (DISTANCE OR BLENDED LEARNING)
Duration of course	1 years
Professional, Statutory and Regulatory Body Accreditation	
Accreditation Renewal Date	
UCAS Code	
Relevant External Benchmarking	- Art & Design (2017) - QAA - Master's Degree Characteristics Statement (2015) - QAA - Enterprise and entrepreneurship education: Guidance for UK Higher Education providers (2012) - QAA

Course Aims

Entry Requirements:

For entry onto our Master's programmes at CSVPA we recognise a wide variety of qualifications and/or relevant experience. We encourage applications from people of all ages, backgrounds and cultures, with demonstrable experience and interest in their subject whom we believe will benefit from study at postgraduate level.

The minimum entry qualifications for our MA programmes are:

- A good BA (Hons) degree or equivalent qualification in art or design or a closely related subject.

- A portfolio demonstrating appropriate skills, research and prior experience of the subject.

- A Personal Statement that tells us about you, your approach to practice, and your ambitions and aspirations for the future.

All portfolios and applications will be approved by the Head of Department or relevant Course Leader. Where possible, we will invite you to meet us through an informal interview online or in person.

Applications without the qualifications or disciplinary background identified above but who demonstrate relevant experience, necessary skills and intellectual achievement needed to succeed on the course will be considered on an individual basis. Equivalent experience should be evidenced with a professional CV. In some cases students may be required to complete a Graduate Diploma or Pre-Master's before progressing onto MA programmes.

The minimum level of attainment required for admission onto a programme in the Postgraduate regulations is a score of 6.5 overall with a minimum of 5.5 in each component of the British Council IELTS Academic English Test, or equivalent.

Please follow the links below for additional information on our entry requirements along with the specific requirements of the course as well as information on fees and funding.

http://www.csvpa.com/art-and-design/ma-art-design/course-details/entry-requirements.htm#menu

http://www.csvpa.com/art-and-design/ma-art-design/course-details/about.htm#menu

http://www.csvpa.com/art-and-design/ma-art-design/course-details/fees.htm#menu

http://www.csvpa.com/art-and-design/ma-art-design/course-details/student-finance.htm#menu

Distinctive features:

MA Fashion: Branding & Creative Communication at CSVPA is a contemporary, flexible and student-centred programme designed to develop the skills, innovation and creative vision necessary for the fast-moving world of visual branding and fashion communications. The Fashion School at CSVPA aims to produce versatile, creative individuals, with a strong sense of personal identity and a considered, contemporary aesthetic who are ready to operate within both the commercial and conceptual realms of fashion.

Throughout the 12-month programme based in our central Cambridge studios, you will identify and refine a specialist knowledge of your chosen field of fashion communication, applying your theoretical and practical knowledge of visual branding to creative promotional projects that communicate with a variety of fashion audiences in different spaces and contemporary platforms.

You will find new sources of inspiration and explore exciting new directions for your image-making practice, with opportunities to experiment across illustration and graphic media, art direction, editorial (print and digital), styling, photography and moving image to develop your unique style and approach to the contemporary branding of fashion. Lectures and case studies will build a theoretical knowledge of key principles and contemporary strategies of visual branding, media and promotion, and you will be supported to develop your own style and voice in both visual and written communication. You will go on to apply this specialist knowledge to a variety of projects, live events and/or digital and experiential platforms to build a cutting-edge and dynamic body of work.

Set and self-initiated projects will help refine essential design and image production skills, develop practical tools and informed awareness of the current technologies, platforms and spaces through which fashion is communicated and experienced today. Individual and collaborative projects will engage you with real-world situations, events, clients, users and communities.

You will develop the research skills at the heart of innovative visual communication practices, and be introduced to current thinking in critical design to help you develop your own voice and locate your own practice within relevant theoretical, ethical, technological and global contexts.

Practical knowledge is enriched through lectures and seminars that address the changing spaces and platforms of fashion media and communication, and introduce historical and theoretical debates that frame the fashion image and its importance in digital and post-digital culture.

Opportunities for internships and mentoring with partners including the fashion media and communications leader Hearst Magazines UK help you make industry contacts, build your CV, and prepare you for future work by giving you experience of working within a professional creative environment. Workshops and talks from Visiting Lecturers from industry provide professional insight and career advice. Support for professional practice will give you the confidence to network, build your personal brand and presence online, identify opportunities for collaboration and freelance work, and refine an impressive and distinctive portfolio.

In the past students specialising in fashion promotion and communication have worked on diverse projects including fashion animation and film; fashion photography; interactive digital design; digital experience; fashion editorial and magazines. Previous Visiting Lecturers have included industry professionals working in the fashion and media industries, including fashion illustration, high street fashion branding, fashion media and magazines. Workshops and live briefs have included a branding and communication brief set by contemporary online fashion brand Sosandar; fashion editorial brief set by Anne-Marie Curtis, Editor-in-Chief of *ELLE* magazine.

Our inter-disciplinary staff team are available to support all students across our postgraduate programmes, giving you the flexibility to work across the field of fashion communications—essential for success in this particular multi-disciplinary field. You will be helped to develop new technical, practical and digital skills and build a professional portfolio that demonstrates both core abilities and creative flair. As well as refining your knowledge and awareness of current practices, platforms and media technologies, our staff can support you to develop additional skills in animation and moving image, illustration or photography to realise a variety of final outcomes and ambitions.

Resources:

All students on our MA programmes have access to a wide range of resources to support the hybrid nature of contemporary practice across art and design. Resources include wood and metal 3D workshops; wet dark room and digital suites; drawing studio; live performance studio; studio facilities for product, fashion and portrait photography; industrial sewing machines and Gerber technology; industry-standard software including Adobe Creative Suite and Maxon Cinema 4D.

In addition to facilities and expertise offered at CSVPA, students have been supported to collaborate with experts and engineers from the local creative technology industry and University of Cambridge and gain access to leading-edge technology and equipment through Cambridge Makespace.

Local-Global

We celebrate the 'local', encouraging our students to engage with Cambridge's historic surroundings, home to one of the most dynamic student communities in the world. Located in one of the UK's top ten hotspots for technology and creative entrepreneurship, our students take advantage of opportunities offered by expertise in the city's universities and the region's Silicon Fen, forging collaborations that link creative arts practice to the design and technology industries on their doorstep—as evidenced in previous MA projects in interactive digital design and holographic experience, education, and fashion technology and materials.

At the same time we are an international community with staff and students from all over the world: we work together to develop both our home and international students as the informed and responsible graduates that will be tomorrow's global citizens. Induction activities and cross-disciplinary collaborative projects embed our shared values, professional responsibilities and ethical behaviours from the start. Throughout our postgraduate programmes we work together to build the foundations of a solid and supportive community of practice, actively sharing the diversity of our experience and knowledge while building lasting international networks for the future.

Course Structure

MA Fashion: Branding & Creative Communication is delivered over one calendar year for full-time students. You will study for three Study Blocks. Each block consists of 12 teaching weeks plus 3-4 assessment weeks.

Study Block 1 invites you to build your skills, knowledge and understanding for effective visual branding of fashion. After a diagnostic and exploratory induction, **Image + Identity** provides targeted projects that help you refine skills, try out new methods and materials both traditional and digital, and explore a variety of aspects of fashion image-making— including fashion styling, photography, moving image, fashion graphics and media—alongside theoretical and practical explorations of brand identity and production. You will deepen your understanding of the contemporary influences on fashion and its visual communication, and seminars and study visits will help you make connections to theoretical and historical debates on the production and consumption of the fashion image in the digital and post-digital world. This enquiry is supported by **Research Practice,** in which you will develop the advanced research skills necessary for postgraduate study, and apply them in practical projects that help you to build a critical framework in which to locate yourself and your developing communications practice.

Study Block 2 looks ahead, and is designed to prepare you for a future in professional practice. In the module **Communication, Event & Experience** you will respond to industry briefs to sharpen a professional approach and gain public exposure for your work. These will help you to propose and deliver your own independent self-initiated projects: you will be supported to collaborate and identify appropriate external partners in industry, technology or the commercial world of fashion to create innovative proposals for campaigns that might include pop-up events, live shows, exhibitions or digital experiences.

Your position as a future-thinking practitioner will be strengthened through **Creative Futures**, in which you will work with other MA students to explore the critical, technological, environmental, geo-political and ethical issues that impact on contemporary creative practice—and the ways in which artists and designers are responding to the challenges we face today, while speculating about what tomorrow may bring.

Key to learning on MA Fashion: Branding & Creative Communication are the work placement opportunities embedded in the course. You will have the opportunity to apply for an internship, including exciting opportunities in fashion media offered by our partner Hearst Magazines UK. The opportunities to gain insight into the contemporary communication of fashion design, culture, and identity via its digital and print platforms will provide an invaluable opportunity for students on this course.

Alternatively, you will identify and approach an industry mentor, or design and develop a professional or industry-facing project around your own emerging practice.

By building on your engagement with the contemporary professional practice of your discipline and the exploratory projects you have completed, you will have the confidence to design and develop a proposal for your final **Independent Major Project**, to be realised in Study Block 3.

Over the summer term you will focus on an independent research-based project that gives you the freedom to take your practice in your own individual direction. You will lead the project—but you will be guided and supported every step of the journey, with regular group seminars, 1:1 tutorials and technical support to deliver your final outcome. You will continue to chart your progress in your ongoing Critical Reflection Journal, and your final project will be supported by an analytical and critical report that puts it into relevant critical context. You will also be supported in perfecting a professional portfolio or showreel. The MA culminates in a group show where you will consider the professional and public presentation of your **Independent Major Project**, working together to design and promote an event that celebrates the end of your studies— and marks the next step into an exciting creative future.

Educational Aims:

MA Fashion: Branding & Creative Communication is a contemporary programme in a supportive and encouraging learning environment that empowers our graduates to fulfil their individual potential as creative, ethical and innovative individuals with the skills, knowledge and confidence to take the next steps into creative careers or further study.

All postgraduate programmes at CSVPA share the following common aims:

- To encourage our graduates to recognise their individual strengths by building confidence in their ability to communicate their own creative thinking, originality and vision.

- To enable students to master the subject specific, technical and digital skills necessary for careers in the creative industries.

- To advance research and enquiry as a driver for creative practice.

- To engage students with opportunities for collaboration that models the 'real life' cross-cultural and multi-disciplinary nature of the creative industries worldwide.

- To provide students with the opportunity to complete an informed and intelligent research project that joins up theory and practice, reflects their originality and ambition, and is built upon independent research, critical thinking, technical competence, and advanced scholarship.

- To develop our graduates as responsible future professionals with an informed understanding of the critical, ethical, technological and professional contexts of global creative practice.

- To build professional behaviours and approaches through industry projects and live briefs, work placements and professionally oriented projects and exhibitions.

- To develop students as reflective practitioners engaged with lifelong learning and continuing professional development in the world of work or ongoing postgraduate study.

Course specific employability skills

Career Management Skills

Reflective practice is encouraged throughout the programme, preparing students as reflective practitioners engaged with continuing professional development in life after education.

The module *Creative Futures* undertaken by all students on CSVPA's MA programmes invites students to look forward, to identify current and possible future careers in their chosen field, and develop enterprise and entrepreneurial thinking. Opportunities for work placements and internships or negotiated independent projects are embedded in the module and represent a unique attraction of the MA course. By identifying, negotiating and undertaking a work placement or industry-related projects, students build career and self-management skills including time and workload management, team-working, and professional presentation. The module is assessed through a series of written professional documents, including proposal/proposition, industry-appropriate CV, reflective report, and professional practice log that encourage reflective approach to work and develop written communication skills.

Careers advice is embedded throughout the programme through talks and professional practice workshops from visiting practitioners from a variety of disciplines. The core curriculum is supported by input from practitioners active within the creative industries.

Our partnerships with Hearst Magazines UK and other commercial organisations are intended to support the development of career management skills through exposure to industry practices, diverse roles in art and design in the contemporary creative industries, feedback and mentoring, and insight into the professional applications of art and design in the media and communication industries.

Professional Standards

From the start students are expected to approach our MA programmes with professional standards and adhere to a code of practice which reflects the college's expectations around timekeeping, attendance and absences.

As a minimum we expect:

- Regular (recorded) attendance (minimum of 85%)
- Punctuality
- Respect for all learners regardless of background or culture
- Professional standards of behaviour in the MA studio and workshops
- Appropriate communication in person and in digital forms
- Independent time and workload management

Activities during induction week and the first weeks of the programme are designed to build cohort identity and a community of practice, embedding professional values of respect, consideration and cultural awareness and sensitivity pertinent to international working, and are designed to develop our graduates as global citizens.

Our partnerships with Heart Magazines UK and other commercial organisations involve visits to their business HQs, and exposes students to daily life within professional workplaces, introducing and embedding relevant behaviours form the start of the programme.

Global and ethical issues pertinent to the practice of art and design in the creative industries worldwide are central to teaching and learning throughout the programme, particularly in the curriculum and assessment of *Creative Futures*.

Live projects with industry expose students to real world briefs and accompanying demands around timekeeping, deadlines, presentation and client/audience expectations.

The public nature of some collaborative exhibitions require students to act professionally in project management and through commercial negotiations and transactions where appropriate.

Career/future study opportunities

The course provides students with the experience and expertise to pursue career possibilities in the expanding field of fashion communications, events, art direction, media and editorial, graphic communication, branding and promotion.

Career advice is embedded throughout the programme. Teaching and Learning is provided by a team of experienced HE staff and supported by Visiting Lecturers in practice and/or industry, working in the fields of graphic design, fashion design, promotion and retail, promotional branding and media, illustration, animation, and design research.

Industry-set briefs give students experience of responding to live briefs, and have included briefs set by a digital design/branding agency, and a motion graphics/tv company, fashion magazine and media organisation, and contemporary digital fashion brand.

1:1s provide students with advice on preparing for careers, while visiting speakers share their own career histories and advice on getting into relevant industries. Workshops enable students to develop professional skills necessary for their chosen careers. Visiting Lecturers have included Fashion Director and Creative Director from *ELLE* magazine; interactive media and digital app designer; digital illustrator; digital content producer; fashion designers and brand consultants.

Our embedded work placements encourage students to research and identify a variety of opportunities in the fashion industry.

The programme's emphasis on self-directed learning, research-informed practice, and the development of advanced research skills and methodologies prepares students for the pursuit of further study and research degrees at postgraduate level.

Structure of Course Delivery

Course Assessment Strategy

Our MA programmes at CSVPA use both formative assessment and summative assessment to support students' success.

Formative assessment (assessment for learning) provides opportunities for students to identify their strengths and weakness, and focus on areas to work on. Formative assessment is carried out throughout the programme, and is an integral part of weekly seminars, tutorials and review of portfolio and reflective journals. Formative feedback and developmental 'feedforward' is delivered through regular peer review, group crits and 1:1s, as well as more formally at the end of projects. Key skills of self-reflection, communication and interpersonal abilities are developed through these sessions that are both tutor and progressively student-led. All students are required to present, listen and feed back to their peers. Formative assessment within each module provides guidance, direction and support as individual approaches to project work are developed towards the submission for summative assessment at the completion of each module. Feedback provided is designed to guide deep understanding of student's individual progress against the aims of each module—and the course in general. All students are required to keep an ongoing log of all feedback as part of the reflective journals, and submit this in support of project work at assessment points.

Summative assessment is carried out at the end of each module and is based on the extent to which the student has met the module Learning Outcomes; comments, indicative grades mapped against assessment criteria and developmental feedback is provided alongside the numerical grade. Summative assessment is intended to identify what has been learned (assessment of learning) and therefore assessed marks count toward the module grade awarded. The assessment strategy and criteria are clearly described in every written brief and mapped appropriately to the module Learning Outcomes. Assessment criteria are additionally communicated at each project briefing and mid-point review.

Assessment for the MA takes many forms. For all modules, a portfolio of assessment is required, that may consist of a number of different elements that record and measure student engagement with teaching and learning activities. Portfolio assessments are designed to be holistic in order to encourage deep learning and in recognition of the independent learning necessary at MA-level.

Portfolio of assessments. A portfolio of assessment is a body of work created in response to the learning activities undertaken throughout a module, and demonstrates engagement with, and fulfilment of module and course Learning Outcomes. As a body of work it records and reflects a wide variety of skills, tasks and abilities that present a holistic view of student engagement, offering a developmental record of learning, and a platform for further study.

A portfolio of assessment may include:

- Practical creative project outputs and visual summaries
- Evidence of exhibitions or presentations
- Proposals for future research
- Evidence of primary and secondary research
- Concept, mood and research boards
- Technical dossiers
- Reflective journals
- Design development work
- Sketchbooks
- Written context or project reports

- Oral presentations
- Critical essays

Legacy TPA table

Module Code	Level	Module Name	Credit	Semester 1/2/3	Compulsory (C) Option (O)	Assessment methods*	Contributing towards the Learning Outcomes (Taught (T), Practised (P) and/or Assessed (A))						
							1	2	3	4	5	6	7
FAB710	7	Image + Identity	40	1	C	PO	TPA	TPA	TP	TPA	TP	TP	TP
AD720	7	Research Practice	20	1	C	PO, ES	TPA		TPA	TP	TPA	TP	TP
FAB730	7	Communication, Event & Experience	40	2	C	PO	TPA	TPA	TP	TPA	TP	TPA	
AD740	7	Creative Futures	20	2	C	PO, RE	TPA		TPA	TPA	TPA		TPA
AD750	7	Independent Major Project	60	3	C	PO, ES	TPA	TPA	TPA	TPA	TPA	TPA	TPA

Assessment Criteria

Learning Outcome	Assessment Criteria	Distinction 70-100%	Pass 50-69%	Fail – below 50%
1. Conduct independent research and apply critical methodologies and scholarship to advance your practice	*Depth and breadth of research generated and applied through appropriate critical methodology.*	Outcomes result from in-depth and focused original research produced through dynamic inter-disciplinary methodologies.	Outcomes are supported by independent exploratory research and application of productive critical methodologies.	Research is shallow or indiscriminate, with weak or inappropriate methodology. Outcomes do not demonstrate appropriate scholarship.
2. Master and deploy the necessary specialist and technical skills to realise and present outputs in an appropriate format and to professional standards.	*Level of skill demonstrated in the production and presentation of outputs (visual/material/written).*	Outcome displays technical mastery of specialist skills approaching professional, commercial or publishable standards.	Outcome displays competent application of subject-specific skills and methods appropriate to its aims.	Subject-specific skills and processes are under-developed, resulting in outcomes that lack resolution, care or skilled application.
3. Develop a critical framework for your creative activity informed by current issues and debates shaping the practice of art and design.	*Strength, clarity and currency of critical framework.*	Creative activity produced within a rigorous critical, conceptual and theoretical framework generated in response to research-informed practice.	Creative activity clearly supported by a critical structure informed by current scholarship.	Lacks sufficient critical scaffold to support creative activity. Activity lacks purpose or relevance within contemporary disciplinary contexts.
4. Critically appraise information, methods, practices or arguments as the basis for innovative approaches to complex problem-solving and speculative and/or real world problem-setting.	*Evidence of critical judgement as driver for development of creative solutions.*	Demonstrates clear and sustained application of critical judgement to drive development of innovative solutions.	Demonstrates good attempt to evaluate relevant sources and apply judgement in the development of creative solutions.	Judgement is weak or sporadic, with no clear evidence of a relationship between critical evaluation and creative process.
5. Communicate complex information, persuasive argument and clear intention in appropriate visual, material, oral and written forms.	*Ability to communicate complex ideas, argument or intention in appropriate form.*	Communication is persuasive, succinct and delivered with purpose. Displays sophisticated mastery of conventions and style appropriate to the audience.	Communication is clear, organised and tailored to the output or task. Displays competent execution and delivery.	Communication is confused or lacking focus. Intended meaning or purpose is unclear.
6. Articulate a high level of individual ambition, originality and entrepreneurial vision within your	*Level of ambition, originality, and informed vision.*	Highly ambitious and original vision argued with purpose, and deliberately positioned in critical	Describes and communicates individual ambition informed by disciplinary debates	Little evidence of autonomous approach. May show awareness of disciplinary conventions, but

		dialogue with contemporary debates.	and current issues in art and design.	lack of risk-taking and creative ambition results in lifeless or imitative practice.
own pathway and in dialogue with wider contexts.				
7. Locate yourself and your practice within appropriate critical, historical, global, ethical, industry and/or professional contexts.	*Evidence of reflective practice and ability to locate practice within appropriate contexts*	Demonstrates clear evolution of practice through reflective self-evaluation in dynamic dialogue with relevant contexts.	Shows evidence of reflective practice as a driver for creative development by interpreting practice within relevant contexts.	Lacks ability to reflect on project outcomes as part of a holistic practice. Work appears discontinuous and disconnected from wider contexts.