

## COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Fashion Journalism
Intermediate Awards Available	Cert HE, Dip HE
Teaching Institution	UEL
Alternative Teaching Institutions	N/A
UEL Academic School	Arts & Creative Industries
UCAS Code	SN0983
Professional Body Accreditation	n/a
Relevant QAA Benchmark Statements	Communication, Media, Film and Cultural Studies
Additional Versions of this Course	N/A
Date Specification Last Updated	03/03/2021

### Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

Operate as a trainee journalist at the cutting edge of global fashion, creating editorial content for a range of publications and outward-facing projects based in East London. This will further enable you to:

1. Become a job-ready professional
2. Gain a careers passport to show you are fully prepared for employment in today's fashion journalism industry
3. Understand the media landscape, past and present, in which fashion journalism has developed
4. Acquire self-confidence, intellectual depth, and specialist knowledge and expertise
5. Inquire into the future of fashion journalism
6. Develop new editorial formats designed to address emerging consumer trends and industry innovations.

What you will learn:

#### Knowledge

- The contested history of fashion journalism
- Current controversies surrounding journalism
- Strategies for the future of journalism

#### Thinking skills

- Critical reflection and evaluation
- Contextualisation
- Argumentation

#### Subject-Based Practical skills

- Techniques for the production of fashion journalism in a variety of formats across different platforms

Strategic use of social media for the dissemination, integration and promotion of editorial content

- \* Pitching and commissioning ideas and projects
- \* Editing, publishing and promoting your own work

#### Skills for life and work (general skills)

- Networking
- \* Working on brief and to deadline.
- Collaboration and professional competition.
- Inquisitive attitude
- Entrepreneurial approach

## Learning and Teaching

Knowledge is developed through:

- Editorial meetings
- Seminars
- Lectures
- Tutorial
- Guided reading and face to face discussion
- Online discussion and activities

Thinking skills are developed through:

- Interactive lectures and seminars
- Tutorials
- Student presentations
- Student-staff editorial meetings

Practical skills are developed through:

- IT activities with feedback
- Technical demonstrations of software packages
- Copy clinics
- Workshops including peer review of editorial assignments
- Research skills-based activities with feedback
- Students operating as reporters, editors and commissioners

Skills for life and work (general skills) are developed through

- Project work (individual and collaborative)
- External commissions/work placements
- Students operating as journalists

## Assessment

Knowledge is assessed by

- Timed exercises
- Viva
- Presentation
- Report
- Essay
- Project

Thinking skills are assessed by

- Critical reflection
- Essay
- Debate
- Viva

Practical skills are assessed by:

- Digital Journal
- Portfolios: editorial; entrepreneurial; research.

Skills for life and work (general skills) are assessed by:

- Project work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

## Work or Study Placements

Students undertake a work placement as part of their Level 5 module, Employment and Enterprise. In addition, as part of their course students are commissioned to work as fashion journalists for our own publications such as *Rising East*, and also for external commissioners on a range of outward-facing projects. Staff are on hand to guide and support students in obtaining external commissions and undertaking work placements, but ultimately *you* have to be able to sell yourself to potential employers.

## Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.

- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules each of which is credit weighted.  
The modular structure of this course is as follows:

Level	Module Code	Module Title	Credit Weight	Core/Option	Available by Distance Learning?
4	MS4015	Essential Journalism	20	Core	N
4	MS4024	Photo, Audio and Video	20	Core	N
4	MS4021	Media Law, Ethics and Regulation	20	Core	N
4	MS4025	Production Journalism	20	Core	N
4	MS4028	Broadcast Journalism	20	Core	N
4	MS4022	Mental Wealth: Professional Life 1 (Rising East)	20	Core	N
5	MS5014	Mental Wealth: Professional Life 2 (Rising East 2)	20	Core	N
5	MS5010	Employment and Enterprise (Journalism)	20	Core	N
5	MS5013	Features (1): Interviews	20	Core	N
5	MS5011	Brands and the Magazines Business	20	Core	N
5	MS5019	Documentary: Publications (1)	20	Core	N
5	MS5012	Fashion Writing and Trend Forecasting	20	Core	N
6	MS6013	Mental Wealth: Professional Life 3 (Rising East 3)	20	Core	N
6	MS6018	Final Project: Development	20	Core	N
6	MS6012	Final Project: Completion	20	Core	N
6	MS6010	Aesthetics and Technologies: Publications (2)	20	Core	N
6	MS6011	Features (2): Data and Visualisation	20	Core	N
6	MS6017	Visualising Fashion: Photo and Video Storytelling	20	Core	N

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

## Course Specific Regulations

n/a

## Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of this course is three years full-time or six years part-time.

A student cannot normally continue study on a course after four years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is seven years from first enrolment.

## Further Information

More information about this course is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages
- Examples of student journalism are available at *Rising East* <http://risingeast.co.uk> and at *Proof: reading journalism and society* [www.proof-reading.org](http://www.proof-reading.org)

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

Students will incur travel costs during the course of their duties as journalists. You will be expected to cover these costs yourself.

## Alternative Locations of Delivery

N/A