

Programme Specification 2025-26

1.	Programme title	BA Hons Fashion Communication and Styling
2.	Awarding institution	Middlesex University
3a	Teaching institution	Middlesex University London
3b	Language of study	English

4a	Valid intake dates and mode of study
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Mode of Study	Cohort	Delivery Location	Duration
Full-time (FT)	Semester 1	Hendon	3 Years
Full-time (FT)	Semester 1	Hendon	4 Years
Part-time (PT)	Semester 1	Hendon	6 Years

4c	Delivery method	On Campus/Blended Learning
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5. Professional/Statutory/Regulatory body (if applicable)
N/A

6.	Apprenticeship Standard (if applicable)	N/A
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7. Final qualification(s) available
Target Award Title(s)
BA Hons Fashion Communication and Styling
Exit Award Title(s)
DipHE Fashion Communication and Styling
CertHE Fashion Communication and Styling

8. Academic year effective from	2025-26
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9. Criteria for admission to the programme
<p>At Middlesex, we are proud of how we recognise potential in future students like you and how we can support you to succeed in the future. We accept applications from students with a wide range of qualifications, including combinations of qualifications.</p> <p>The requirements for our most common entry qualifications can be found below:</p> <ul style="list-style-type: none"> - 112 UCAS Points - BTEC DMM - Access requirements – Overall pass: must include 45 credits at level 3, of which all 45 must be a Merit or higher.

- Combinations – A combination of A-level, BTEC and other accepted qualifications that total 112 UCAS Points.

We will consider all applications on their individual merit; successful applicants should demonstrate suitability, dedication, and fitness for their chosen programme of study. All candidates are asked to submit evidence of previous production and creative practice, normally presented as a portfolio.

Where prior qualifications are not available applicants with appropriate experience will be assessed on the evidence of their commitment and the quality of their portfolio.

If you are unable to meet the entry requirements for this course, you may still be eligible for our Foundation Year programme. This is an extra year of study to prepare you for degree programmes.

You will be asked to upload a digital portfolio for this course, this should include 10-20 pieces of work that represent your art and design skills and experience, together with your evidence of research – this may be scans of your favourite sketchbook. We may invite applicants to an interview to find out more about you, to better understand your aspirations and interests, and to explore why you want to study with us. We have more tips and advice to help you prepare and do your best on the day.

Students are strongly recommended to attend an open day at our campus. This will offer you the opportunity to view the fashion studios, see our facilities and meet appropriate staff and students and have the chance to see the standard of work produced by our students.

10. Aims of the programme

The programme aims to:

- Equip graduates with industry-relevant skills and knowledge whilst fostering their agility to operate with integrity and a strong sense of personal identity within the global fashion community.
- Encourage a fashion communication approach which fosters equality. UN SDG 10.2
- (Target 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.)
- Cultivate confidence in creative and independent thinking.
- Create understanding of the benefits of working collaboratively.
- Equip students with technological agility.

11. Programme learning outcomes

Programme - Knowledge and Understanding

On completion of this programme the successful student will have a knowledge and understanding of:

1. Their own personal creative identity, preferences and competences as a designer with responsible practices as a communicator.
2. The fashion system and fashion communication concepts.
3. Innovative and experimental research methods for concept development.
4. A holistic collaborative practice and interdisciplinarity within chosen field of fashion communication and styling.

5. A developed understanding of both traditional and digital methods in Fashion Communication.
6. Fashion as a decentred, global phenomenon which co-exists in multiple cultural perspectives.
7. Exploring contemporary audience and roles of industry and fashion communicators in shaping social identities globally.
Programme - Skills On completion of this programme the successful student will be able to:
8. Select and articulate relevant research material from a variety of sources;
9. Critically analyse, organise and evaluate research material;
10. Communicate to academic and professional audiences, both verbally and visually, using a variety of appropriate media;
11. Utilise specialist techniques and media appropriate to fashion communication - styling, photography, film and art direction;
12. Frame appropriate questions to identify a range of responsible, collaborative design solutions to make the fashion and textiles industries more sustainable and inclusive.
13. Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
14. Identify personal areas of strength and areas for development to undertake appropriate further training and professional development.

12. Teaching/learning methods
<p>Students gain knowledge and understanding through workshops, seminars, individual research, critical essays and practical coursework assignments, demonstrations by tutors, visiting lecturers and guest lectures and technical staff. In addition, project briefs will support students to explore a variety of research methods relating to differing social and cultural perspectives and seeks to foster originality allowing the learner to form personal design methodologies.</p> <p>Students develop skills through a range of multi-disciplinary learning approaches. This includes inclusive interactive workshop/practice-led sessions.</p> <p>Opportunity to apply learning through co-leadership, collaborative projects and work-based learning are key approaches of the programme.</p> <p>Both guided and independent study are supported with academic advising as well as group seminars and tutorials.</p> <p>Industry guest speakers provide global employer perspective's and give students experience if working on live industry briefs.</p>

13. Employability
13a Placement and work experience opportunities (if applicable)
<p>Students have the opportunity to include self-nominated short industry internships or assisting work in their Level 5 portfolio for the module Industry and Audience, this is supported by a range of C.V. building and networking workshops and hubs alongside mock interviews. All Middlesex Fashion students then have the opportunity to take an optional industry placement year between years 2 and 3.</p>

Placements are supported by MDX Works.

13b Future careers / progression

The programme equips students with transferable skills allowing them to expand on creative networks and ensure a critical awareness and understanding to continue their own personal research in Fashion Communication and social and environmental changes. Additionally, staying updated on industry trends and technological advancements is essential for long-term success in the ever-evolving field of fashion communication. Graduates from this programme will be well placed to enter the fashion and textiles industries in the UK and Globally. Graduates will be employable in a range of distinct roles including:

- Fashion Photographer/Videographer
- Creative Director
- Fashion Consultant/Stylist
- Artistic Director
- Fashion Blogger/Influencer
- Fashion Event Coordinator
- Set Design/Prop Stylist
- Brand Strategist
- Social Media Manager
- Fashion Editor/Writer
- Fashion Marketing Manager
- Fashion Public Relations Specialist

14. Assessment methods

Students' knowledge and understanding is assessed by practical and written coursework assignments, group presentations to tutors and peers, portfolio presentations and one-to-one assessment tutorials.

Students' skills are assessed by continual formative feedback and authentic assessment.

- Coursework
- Presentations verbal and digital
- Pitch deck reviews
- Reflective journals and statements
- Exhibitions and presentation platforms

15. Programme Structure (level of study, modules, credits and progression requirements)

Structure is indicative for Part-time routes.

Students must take all of the compulsory modules and choose following programme requirements from the optional modules.

Non-compensatable modules are noted below.

Full Time

Year 1

Code	Type	Module Title	Credits at FHEQ Level
FSH1004	Compulsory	Communication Skills 2025-26	30 at Level 4
FSH1005	Compulsory	Creative Workshops 2025-26	30 at Level 4
FSH1904	Compulsory	Fashion History and Social Identity 2025-26	30 at Level 4
FSH1006	Compulsory	Innovative Projects 2025-26	30 at Level 4

Year 2

Code	Type	Module Title	Credits at FHEQ Level
FSH2620	Compulsory	Fashion Communication Practice 2026-27	30 at Level 5
FSH2904	Compulsory	Fashion Cultures and Social Responsibility 2026-27	30 at Level 5
FSH2906	Compulsory	Fashion Specialism 2026-27	30 at Level 5
FSH2905	Compulsory	Industry and Audience 2026-27	30 at Level 5

Optional Sandwich Year

Code	Type	Module Title	Credits at FHEQ Level
FSH3901	Optional	Industry Placement Year 2027-28	120 at Level 6

Year 3

Code	Type	Module Title	Credits at FHEQ Level
FSH3912	Compulsory	Fashion Communication Portfolio 2027-28	30 at Level 6
FSH3911	Compulsory	Production and Development 2027-28	30 at Level 6
FSH3910	Compulsory	Research & Concepts 2027-28	30 at Level 6
FSH3904	Compulsory	Visual Cultures Research Project 2027-28	30 at Level 6

Part Time**Year 1**

Code	Type	Module Title	Credits at FHEQ Level
FSH1004	Compulsory	Communication Skills 2025-26	30 at Level 4
FSH1904	Compulsory	Fashion History and Social Identity 2025-26	30 at Level 4

Year 2

Code	Type	Module Title	Credits at FHEQ Level
FSH1005	Compulsory	Creative Workshops 2026-27	30 at Level 4
FSH1006	Compulsory	Innovative Projects 2026-27	30 at Level 4

Year 3

Code	Type	Module Title	Credits at FHEQ Level
FSH2904	Compulsory	Fashion Cultures and Social Responsibility 2027-28	30 at Level 5
FSH2906	Compulsory	Fashion Specialism 2027-28	30 at Level 5

Year 4

Code	Type	Module Title	Credits at FHEQ Level
FSH2620	Compulsory	Fashion Communication Practice 2028-29	30 at Level 5
FSH2905	Compulsory	Industry and Audience 2028-29	30 at Level 5

Year 5

Code	Type	Module Title	Credits at FHEQ Level
FSH3911	Compulsory	Production and Development 2029-30	30 at Level 6
FSH3910	Compulsory	Research & Concepts 2029-30	30 at Level 6

Year 6

Code	Type	Module Title	Credits at FHEQ Level
FSH3912	Compulsory	Fashion Communication Portfolio 2030-31	30 at Level 6
FSH3904	Compulsory	Visual Cultures Research Project 2030-31	30 at Level 6

16. Programme-specific support for learning

- Programme Induction workshops for all students within first induction week
- All academics including programme leaders, provide office hours on a weekly basis which students can make use of without making an appointment.
- Availability of guidance from Library staff including dedicated Fashion subject librarians
- LSS (Library support services).
- Guidance is available on academic writing and language, and study skills.
- Email access to academics and support services
- Comprehensive information in programme and module handbooks
- Facilities and equipment available to assist students with disabilities
- Access to careers information and an Employability service (MDXWorks / CES) staffed with careers advisers with extensive knowledge of career options in Fashion.
- My Learning/ Moodle provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided, including key-concept videos.
- UniHelp the university's central service through which students can access a range of support for any concerns that may arise throughout their study.
- Counselling and Mental Health Team – provide mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study.
- Disability and Dyslexia Service – Supporting an inclusive teaching and learning environment which caters for all students.
- Student Welfare Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students.
- ACI Progression and Support Team – providing ongoing student support to ensure students' progress on their programme can be accessed on ACIprogression@mdx.ac.uk
- Academic advising, both group and individual support sessions to support students with all aspects of their study and professional development.
- Monthly Fashion Directorate Networking Hubs – open to all ACI students.

17. HECos code(s)

100054: Fashion

18. Relevant QAA subject benchmark

Art and Design (2019)

19. University Regulations

This programme will run in line with general University Regulations: [Policies | Middlesex University](#)

20. Reference points

The Frameworks for Higher Education Qualifications of UK Degree Awarding Bodies
<https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf>

Education for Sustainable Development

<https://www.qaa.ac.uk/the-quality-code/education-for-sustainable-development>

Middlesex Curriculum Design Policy

https://www.mdx.ac.uk/_data/assets/pdf_file/0038/676658/aps18-curriculum-design-policy_update_ltc_ca_15-11-2022.pdf

Art and Design <https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf>

Student, Staff, External Examiners and Graduate feedback comments.

21. Other information (if applicable)

None

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if they take full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

21. Curriculum map for BA Fashion Communication & Styling

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding

A1	Their own personal creative identity, preferences and competences as a designer with responsible practices as a communicator
A2	Fashion system and fashion communication concepts
A3	Innovative and experimental research methods for concept development
A4	A holistic collaborative practice and interdisciplinarity within chosen field of fashion communication and styling
A5	A developed understanding of both traditional and digital methods in fashion communication
A6	Fashion as a decentred, global phenomenon which co-exists in multiple cultural perspectives
A7	Exploring contemporary audience and roles of industry and fashion communicators in shaping cultural identities globally

Skills

B1	Selection and articulation of relevant research material from a variety of sources
B2	Critically analyse, organise and evaluate research material
B3	Communication to academic and professional audiences, both verbally and visually, using a variety of appropriate media
B4	Utilise specialist techniques and media appropriate to fashion communication - styling, photography, film and art direction
B5	Frame appropriate questions to identify a range of responsible, collaborative design solutions to make the fashion and textiles industries more sustainable and inclusive.
B6	Communicate information, ideas, problems and solutions to both specialists and non-specialists' audiences.
B7	Identify personal areas of strength and areas for development to undertake appropriate further training and professional development.

Programme outcomes

A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B7
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Highest level achieved by all graduates

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Module Title	Module Code by Level	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7
Communication Skills	FSH1004	X	X	x		x	x	X	x	x		x		x	x
Creative Workshops	FSH1005			X		X	X			X		x	X		X
Fashion History & Social Identity	FSH1904		X	X			X	X	X	X	X		X	X	X
Innovative Projects	FSH1006		X	X		X		X			X	X	X		
Fashion Communication Practice	FSH2620	X	X		X	X	X		X	X		X			
Fashion Cultures & Social Responsibility	FSH2904	X	X	X		X	X	X	X	X	X	X	X	X	X
Fashion Specialism	FSH2906	X		X		X		X	X	X	X	X	X	X	X
Fashion Industry & Audience	FSH2905		x		X	X			X		X	X			X
Fashion Industry Placement - OPTIONAL	FSH3901		x	X	X	X	X		X	X	X	X	X		X
Visual Cultures Research Project	FSH3904	X	X	X		X	X		X	X	X		X	X	X
Research and Concepts	FSH3910	X	X		X		X	X	X	X		X	X	X	X
Production and Development	FSH3911	X		X		X	X	X	X	X		X	X		X
Fashion Communication Portfolio	FSH3912	X		X	X		X				X	X	X	x	X