

# **BA (Hons) Fashion Styling & Visual Merchandising**

## **Programme specification**

Academic Year 2023-24

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<b>1. Course Overview</b>	
<b>Full course/award title(s)</b>	BA (Hons) Fashion Styling and Visual Merchandising
<b>Programme Code</b>	TBC
<b>Fees</b>	£12,500 (UK) (per year, subject to annual increase) £21,300 (international)  £8,750 (Sandwich Year)
<b>Location of study</b>	Istituto Marangoni London
<b>Off campus elements / locations</b>	Normally not applicable unless a student chooses to undertake a Sandwich Year programme
<b>Awarding institution</b>	Regent's University London
<b>Course entry points</b>	October February
<b>Date of original validation / revalidation</b>	September 2022
<b>Validated until</b>	September 2028
<b>Framework for Higher Education Qualification level of final award</b>	Level 6
<b>Number of credits in award</b>	360 credits
<b>UCAS codes</b>	W23Q W23R (Sandwich)
<b>HECoS Code</b>	100443 – 50% 100444 – 50%
<b>Relevant QAA subject benchmark statements</b>	<a href="#">Art and Design Subject Benchmark Statement</a>
<b>Other external and internal references</b>	Regent's University London Academic Regulations IM Learning & Teaching Strategy

<b>Professional, statutory or regulatory body recognition/accreditation</b>	N/A
<b>Mode of study (Full Time / Part Time)</b>	Full Time
<b>Language of study</b>	English
<b>Minimum / Maximum duration of course for each mode of study</b>	3 Years 4 Years (Sandwich Year)
<b>Date of production / revision of this course specification</b>	September 2022

## 2. Why study this course, including course aims and objectives

This course is part of the Fashion Styling study pathways; with fashion visual merchandising as the core subject, you will specialise in the chosen area of interest (visual merchandising) completing the course with a distinct professional profile.

Your course experience begins with the Fashion Styling and Creative Direction programme, which encompasses the inspirational, and experimental elements of the fashion creative industries and beyond. With a focus on enhancing and curating individual styles, and polished yet contemporary creative outcomes via multiple media.

We focus on challenging the intersection between fashion, communication and innovation. With your projects seeking to drive meaningful change in the discipline through informed, researched and detailed proposals combined with an intuitive vision, solid communication design embedded in a creative strategy.

Through an in-depth immersion into industry practice, both in terms of simulated scenarios and real projects, you can expect to gain practical skills in an environment where you will have the opportunity to plan and organise fashion-based content, as well as explore the fashion network on a global scale.

When considering the industry today, practical skills, and the links to elements such as sustainability are reflected upon heavily. We introduce you to the journey of an informed circular economy, and ethical practices with regards to design, production, printing and more.

Fashion Creatives are also often immersed in the environment as freelance entrepreneurs, and we heavily enforce and inform best practices on being a part of the vibrant creative industry and its realm.

The creative outputs gained from this course, will be generated using both analogue and digital formats.

An extensive research methodology for each output will also be supported by rationale.

The pathway of Fashion Styling and Visual Merchandising starts in Level 5 Term 2, enabling you to combine both creative skills with business acumen, applied to a variety of industry inspired innovative fashion concepts and outcomes.

Investigation will progress learning from exterior communication strategies found in windows, to physical in store displays. The basics of display dynamics will be taught, understanding how to present a fashion product, working on principles of styling and outfit building /creating core looks, in order to engage the fashion consumer and generate sales.

You will consider the methods and techniques used in visual merchandising to strengthen a brand's image and engage an audience, including store layout, lighting, fixtures, window presentations, graphic design, in-store displays, and overall store environment.

The industrial elements of how retailers apply these methods and techniques to different platforms such as store interiors, 2D print, and internet presence will also be delivered.

You will discover the functions of in store layout, with topics such as planning spatial hierarchies, product adjacencies, focal points and sightlines, informing exercises such as space planning and creation of floor plans.

You will gain knowledge of how a fashion product is displayed in both functional and creative ways, from looking at fixtures and fitting styles and types, to the use of mannequins and forms. Display installations and use of set building and propping techniques will provide insight into more interactive consumer engagement as well as creating in store focal points and features.

When developing retail environments, you will have the opportunity to create phygital spaces, as well as consider an omnichannel approach.

We will also encourage you to extend and broaden your horizons by researching and interpreting new trends in the industry.

Alongside this, graphics and digital design skills will be taught to enhance visual concepts and their delivery. In particular when gaining insight into business strategies and proposing concepts professionally.

In conclusion, you will gain an insight in retail business strategies, and include exploration into the role of the buyer, fashion communication and branding.

You will progress to analyse new retail concepts, consumer behaviour and current retail models through Omni channels.

A self-directed approach informs the research, development, and realisation of a final major concept, presented in a digital portfolio format.

The programme allows for an opportunity for you to look into the future of the fashion industry, both offline and online, interrogating and challenging the status quo.

You will navigate, and experiment by developing digital media outcomes, using a variety of platforms, and considering mixed reality elements.

In addition, you will develop skills and knowledge to become effective practitioners, able to work within an ethical and socially responsible framework.

It will provide you with the opportunity to investigate and experience the processes involved in creativity, and generation of innovative entrepreneurial ideas in both theory and practice.

You will also be significantly engaged with experienced professionals and practitioners.

The course encourages you to examine the past and challenge the present, to have inventive, assertive ideas that question contemporary agendas, giving you the skills, opportunities, and above all the freedom, to put those ideas into practice

Through teaching, specialist research, and collaborative work, we encourage thinking differently.

By using the fashion industry as a lens to examine its history and work towards building a more sustainable and ethical environment in the future.

As part of this course, you will explore diversity, social responsibility, and sustainability. An emphasis on how you may apply this critical thinking across these important themes to their practice is crucial.

Ultimately, you will be able to develop and perfect the skills required to create immersive consumer experiences, reflecting the contemporary increasingly interactive and visual panorama.

The unique perspective delivered on this programme brings together the worlds of creativity and business strategy, allowing you to stand out from the crowd, and meet strategic business goals.

The course is suitable for creative and practical students with business and design acumen.

You must have an interest in fashion styling, visual merchandising, and retail design.

### **Entry requirements**

- Copy of a high-school diploma or school certificates
- UCAS points equal to 80 tariff points
- Completion of an entry test
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g. IELTS Academic with 6.0 overall, no less than 5.5 for each element)
- Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni London will have guaranteed progression to BA (Hons) Fashion Styling and Creative Direction, provided they have the required L4 English entry requirement.

### **Employment opportunities**

The aim of the undergraduate courses is to enable you to gain employability, professional and skills enhancement, as well as offering you opportunities for progression onto postgraduate degrees. In response to the constantly evolving and expanding fashion industry, market research has shown that industry requires professionals who are ready to meet their demands.

The uptake of careers post-qualification is on a global scale, adding to the already international network of alumni. Istituto Marangoni works closely with employers and academic staff to promote and support work placement opportunities and communicate job vacancies for Istituto Marangoni students through recruitment days organised at the school.

### **Prospective careers:**

- Visual Merchandiser
- Display Designer
- Fashion Stylist
- Creative team: Retail
- Creative team: Digital
- Creative Director
- Art director
- Set designer for retail, advertorial, editorial
- Fashion entrepreneur

### 3. Course structure

This is a guide to the overall structure of your course, mandatory elements, modules (noting the terms that they are completed), and periods of assessment.

#### Level 4- October Intake

Term One	Term Two	Term Three
Fashion Image (30 credits)	New Media Environment (30 credits)	Professional Fashion Panorama (30 credits)
History of Art and Fashion (30 credits)		

#### Level 4- February Intake

Term One	Term Two	Term Three
Fashion Image (30 credits)	New Media Environment (30 credits)	Professional Fashion Panorama (30 credits)
History of Art and Fashion (30 credits)		

NB: Students enrolling on the February intake of undergraduate degrees complete their first year in a shortened period (Three 8-week terms with reduced breaks between them) in order to enrol on Level 5 in October of the same year, joining the October intake cohort.

#### Level 5

Term One	Term Two	Term Three
Fashion Branding (30 credits)	Visual Display Strategies (30 credits)	Retail Environment (30 credits)
Fashion, Art, and Cultural Context (30 credits)		

#### Placement Year (Sandwich Year; optional):

Term One	Term Two	Term Three
Placement (120 credits)		

#### Level 6

Term One	Term Two	Term Three
Fashion Retail Strategies (30 credits)	Final Major Project Fashion Styling and Visual Merchandising (60 credits)	
Final Dissertation (30 credits)		



### Class times

Monday - Friday. 08.30-20.00

Lesson time: 2.5 hours

### **Assessment periods:**

#### October intake

Term 1: December

Term 2: March/April

Term 3: June

#### February intake:

Term 1: April

Term 2: June

Term 3: August

### **Sandwich year (optional)**

The Sandwich Year is a period of work placement experience in the fashion industry that students will undertake during the third year of their studies. A work placement constitutes an invaluable opportunity to learn and gain insights into how the industry is structured and how it operates, to put into practice the theories and knowledge acquired during your studies and to further enhance the practical skills learned during the first two years at Istituto Marangoni London.

Under the close supervision and guidance of the School as well as of the company where students will be undertaking the placement, during the Sandwich Year they are required to complete a 36-week industry placement relevant to the learning outcomes of their programme and relatable to their career objectives and professional development.

The skills learned will give students practical knowledge of the nature of the business, its functions, and operations. Students will also acquire and/or strengthen those transferable skills that have become a fundamental requisite for boosting their employability and enhancing your professionalism.

The School ensures that students have access to all academic / regulatory information that students should familiarise with at the start of each academic year. Those include (but not limited to):

- Yearly re-enrolment and payment of enrolment fee
- Active academic engagement (at least 80% attendance (termly))
- Timely notification of absences

The Sandwich year will be graded as a Pass/Fail and students who complete the 120 credits for the Sandwich year will receive a Certificate of Completion for the Placement, which is credit bearing, upon completion of their degree or when leaving with an exit award.

## Units

The course is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree.

One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then students would expect to spend 100 hours studying. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this course is indicated in Section 6.

On an undergraduate degree course provided by Istituto Marangoni London, students are expected to study 120 credit per level (or year), with no more than 60 credits per term.

### Course Units

<b>LEVEL 4 TERM 1 (Core unit)</b>	<b>CREDITS</b>
Unit Code TBC Fashion Image	30
<b>Total core unit credits</b>	<b>30</b>
<b>LEVEL 4 TERM 2 (Core unit)</b>	<b>CREDITS</b>
Unit Code TBC New Media Environment	30
<b>Total core unit credits</b>	<b>30</b>
<b>LEVEL 4 TERM 3 (Core unit)</b>	<b>CREDITS</b>
Unit Code TBC Professional Fashion Panorama	30
<b>Total core unit credits</b>	<b>30</b>
<b>LEVEL 4 TERMS 1-3 (Core unit)</b>	<b>CREDITS</b>
Unit Code TBC History Of Art & Fashion	30
<b>Total core unit credits</b>	<b>30</b>
<b>LEVEL 5 TERM 1 (Core unit)</b>	<b>CREDITS</b>

Unit Code TBC Fashion Branding	30
<b>Total core unit credits</b>	<b>30</b>
<b>LEVEL 5 TERM 2 (Core unit)</b>	<b>CREDITS</b>
Unit Code TBC Visual Display strategies.	30
<b>Total core unit credits</b>	<b>30</b>
<b>LEVEL 5 TERM 3 (Core unit)</b>	<b>CREDITS</b>
Unit Code TBC Retail Environment.	30
<b>Total core unit credits</b>	<b>30</b>
<b>LEVEL 5 TERMS 1-3 (Core unit)</b>	<b>CREDITS</b>
Unit Code TBC Fashion Art & Cultural Context	30
<b>Total core unit credits</b>	<b>30</b>
<b>SANDWICH YEAR (Core unit if chosen the Sandwich Year option)</b>	<b>CREDITS</b>
Unit Code TBC Placement	120
<b>LEVEL 6 TERM 1 (Core unit)</b>	<b>CREDITS</b>
Unit Code TBC Fashion Retail Strategies	30
<b>Total core unit credits</b>	<b>30</b>
<b>LEVEL 6 TERMS 2-3 (Core unit)</b>	<b>CREDITS</b>
Unit Code TBC Final Major Project Fashion Styling and Visual Merchandising	60
<b>Total core unit credits</b>	<b>60</b>
<b>LEVEL 6 TERMS 1-3</b>	<b>CREDITS</b>

<b>(Core unit)</b>	
Unit Code TBC Final Dissertation	30
<b>Total core unit credits</b>	<b>30</b>
<b>4. Exit awards</b>	
<ul style="list-style-type: none"> <li>On successful completion of Level 4 – interim exit award: CertHE Fashion Styling and Visual Merchandising</li> <li>On successful completion of Levels 4 &amp; 5 – interim exit award: DipHE Fashion Styling and Visual Merchandising</li> <li>On successful completion of Level 6 – Final exit award: BA (Hons) Fashion Styling and Visual Merchandising, Fashion Styling and Visual Merchandising (Sandwich)</li> </ul>	
<b>5. Learning outcomes</b>	
This is a guide to the more specific knowledge and skills you will gain if you take full advantage of the learning opportunities available to you.	
<b>Programme Learning outcomes</b>	
<b>PLO1:</b> Independently source, navigate, analyse, communicate, and apply extensive research material from a variety of sources to the development of responses to written and creative briefs.	
<b>PLO2:</b> Independently analyse, reflect, and evaluate critically, across different contexts and environments within Fashion Styling and Visual Merchandising industries; involving the different methods and principles employed within professional practice.	
<b>PLO3:</b> Autonomously engage creatively in the generation, and realisation of concepts and solutions to Fashion Styling and Creative Direction briefs, relevant to context and audience; utilising innovation and informing professional outcomes.	
<b>PLO4:</b> Demonstrate advanced application of current and emerging processes, tools, materials, digital mediums, and technologies employed within Fashion Styling and Visual Merchandising Industries; enabling independent selection and use of appropriate tools, to create professional standard outcomes and solutions.	
<b>PLO5:</b> Communicate professionally in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.	
<b>PLO6:</b> Apply entrepreneurial skill, innovation, and enterprise to positioning your own work and operating effectively within the context of the professional practice and environment of Fashion Styling, Visual Merchandising and related Fashion Industries.	
<b>PLO7:</b> Independently manage yourself constructively, efficiently, and ethically addressing sustainability, in order to produce coherent, relevant, and critical visual and written work, which conforms to specific conventions of referencing.	
<b>PLO8:</b> Work effectively with others, through collaboration, collective endeavour, and negotiation to achieve the shared objectives.	

**PLO9:** Employ complex knowledge and critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political, and environmental contexts and frameworks, pertaining to current and emerging Fashion styling, Visual Merchandising and wider Fashion industries and markets.

**LEVEL 4 OUTCOMES**

**LLO1:** Source, navigate, analyse, communicate, and apply research material from a variety of sources to the development of responses to creative and written briefs with tutor guidance.

**LLO2:** Analyse, reflect and evaluate critically, with tutor guidance, in different contexts and environments within Fashion Styling and Visual Merchandising industries; including the different methods and principles employed within professional practice.

**LLO3:** Engage creatively in the generation, and realisation of concepts and solutions to Fashion Styling and Visual Merchandising briefs, relevant to context and audience; utilising innovation informing competent outcomes, with tutor guidance.

**LLO4:** Understand the application of current and emerging processes, tools, materials, digital mediums, and technologies employed within Fashion Styling and Visual Merchandising Industries; enabling tutor guided selection and supported use of appropriate tools, to create competent outcomes and solutions.

**LLO5:** Communicate clearly in presenting research, ideas, reasoned arguments, and design work, in visual, oral, and written forms, employing relevant IT skills where appropriate.

**LLO6:** Demonstrate a proactive attitude to developing knowledge and experience of the contemporary context of professional practice and environment of Fashion Styling, Visual Merchandising, and related Fashion Industries and of entrepreneurial skills.

**LLO7:** Begin to manage yourself constructively, efficiently, and ethically addressing sustainability, in order to produce coherent, relevant, and critical visual and written work, which conforms to specific conventions of referencing.

**LLO8:** Work constructively with others, through collaboration, collective endeavour, and negotiation to achieve the shared objectives.

**LLO9:** Employ a formative knowledge and basic critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political, and environmental contexts and frameworks, pertaining to current and emerging Fashion styling, Visual Merchandising and wider Fashion industries and markets.

**LEVEL 5 OUTCOMES**

**LLO1:** Source, navigate, analyse, communicate, and apply extensive research material from a range of significant sources to the development of responses to written and creative briefs with increasing independence

**LLO2:** Analyse, reflect and evaluate critically, with increasing independence, in different contexts and environments within Fashion Styling and Visual Merchandising industries; involving the different methods and principles employed within professional practice.

**LLO3:** Engage creatively in the generation, and realisation of concepts and solutions to Fashion Styling and Visual Merchandising briefs, relevant to context and audience; utilising innovation informing well executed outcomes and employing increasing self-reliance.

**LLO4:** Demonstrate intermediate application of current and emerging processes, tools, materials, digital

mediums, and technologies employed within Fashion Styling and Visual Merchandising Industries; enabling increasing independent selection and use of appropriate tools, to create well executed outcomes and solutions.

**LLO5:** Communicate confidently in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.

**LLO6:** Apply increasingly entrepreneurial approaches including innovation and enterprise to positioning your own work and operating effectively within the context of the professional practice and environment of Fashion Styling, Visual Merchandising, and related Fashion Industries.

**LLO7:** Manage yourself in an increasingly constructive, efficient, and ethically sustainable manner, in order to produce coherent, relevant, and critical visual and written work, which conforms to specific conventions of referencing.

**LLO8:** Work productively with others, through collaboration, collective endeavour, and negotiation to achieve the shared objectives.

**LLO9:** Employ substantial knowledge and critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political, and environmental contexts and frameworks, pertaining to current and emerging Fashion styling, Visual Merchandising and wider Fashion industries and markets.

### **SANDWICH YEAR OUTCOMES**

**LLO1:** Source, navigate, analyse, communicate, and apply extensive research material from a range of significant sources to the development of responses to written and creative briefs with increasing independence

**LLO2:** Analyse, reflect and evaluate critically, with increasing independence, in different contexts and environments within Fashion Styling and Visual Merchandising industries; involving the different methods and principles employed within professional practice.

**LLO3:** Engage creatively in the generation, and realisation of concepts and solutions to Fashion Styling and Visual Merchandising briefs, relevant to context and audience; utilising innovation informing well executed outcomes and employing increasing self-reliance.

**LLO4:** Demonstrate intermediate application of current and emerging processes, tools, materials, digital mediums, and technologies employed within Fashion Styling and Visual Merchandising Industries; enabling increasing independent selection and use of appropriate tools, to create well executed outcomes and solutions.

**LLO5:** Communicate confidently in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.

**LLO6:** Apply increasingly entrepreneurial approaches including innovation and enterprise to positioning your own work and operating effectively within the context of the professional practice and environment of Fashion Styling, Visual Merchandising, and related Fashion Industries.

**LLO7:** Manage yourself in an increasingly constructive, efficient, and ethically sustainable manner, in order to produce coherent, relevant, and critical visual and written work, which conforms to specific conventions of referencing.

**LLO8:** Work productively with others, through collaboration, collective endeavour, and negotiation to achieve the shared objectives

**LLO9:** Employ substantial knowledge and critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political, and environmental contexts and frameworks, pertaining to current and emerging Fashion styling, Visual Merchandising and wider Fashion industries and markets.

### **LEVEL 6 OUTCOMES**

**LLO1:** Independently source, navigate, analyse, communicate, and apply extensive research material from a variety of sources to the development of responses to written and creative briefs.

**LLO2:** Independently analyse, reflect, and evaluate critically, across different contexts and environments within Fashion Styling and Visual Merchandising industries; involving the different methods and principles employed within professional practice.

**LLO3:** Autonomously engage creatively in the generation, and realisation of concepts and solutions to Fashion Styling and Creative Direction briefs, relevant to context and audience; utilising innovation and informing professional outcomes.

**LLO4:** Demonstrate advanced application of current and emerging processes, tools, materials, digital mediums, and technologies employed within Fashion Styling and Visual Merchandising Industries; enabling independent selection and use of appropriate tools, to create professional standard outcomes and solutions.

**LLO5:** Communicate professionally in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.

**LLO6:** Apply entrepreneurial skill, innovation, and enterprise to positioning your own work and operating effectively within the context of the professional practice and environment of Fashion Styling, Visual Merchandising, and related Fashion Industries.

**LLO7:** Independently manage yourself constructively, efficiently, and ethically addressing sustainability, in order to produce coherent, relevant, and critical visual and written work, which conforms to specific conventions of referencing.

**LLO8:** Work effectively with others, through collaboration, collective endeavour, and negotiation to achieve the shared objectives.

**LLO9:** Employ complex knowledge and critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political, and environmental contexts and frameworks, pertaining to current and emerging Fashion styling, Visual Merchandising and wider Fashion industries and markets.

### **6. Learning and teaching strategy/ assessment methods (non-regulatory)**

This is a guide to the academic opportunities available to help you achieve the overall aims and objectives of the course and the intended learning outcomes in Section 5. It is also a guide to the assessment methods used to test your achievement of the intended learning outcomes. In order to meet the full intended learning outcomes of the course, you will be expected to study independently, participate in class discussions, ask for support in academic skills if required and engage with your personal tutors.

The Teaching and Learning Strategy is central to the overall objectives of the programme.

The emphasis is placed on achieving an appropriate balance between deepening your academic knowledge and business acumen and building creative, practical, and transferable skills.

This Strategy places the “you” at the centre of the teaching and learning environment.

Through interactive, experiential teaching and learning activities, we aim to support you to develop into a self-directed, autonomous learner who has responsibility for your own learning process.

Istituto Marangoni London Teaching and Learning Strategy is designed to reflect the changing skills required within the fashion industry with a philosophy of being interdisciplinary. The aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Fashion Styling and Visual Merchandising studies and their areas of specialization, which are also applicable to the wider skills required in the workplace.

At Istituto Marangoni we aim to deliver a personalised student experience. With over 100 nationalities within the classroom, our classes have a cultural edge which offers a global perspective within every session.

The programmes are predominantly created with an industrial spin, simulating a real-life experience curated by our team, which includes top of the line industry professionals.

Our classes are delivered across 2.5-hour sessions comprising of a diversity of lectures, seminars, labs, and tutorials; which are tailor made by our tutors in order to integrate both theoretical and practical deliverables. Each student has 15 hours of delivered sessions per week. At the halfway mark of each term, we provide formative feedback to every student giving them personalised suggestions, and critical support in order to develop their work further.

- Lectures are used to communicate key theories and practices of the subject
- Seminar groups are used to discuss current affairs and industrial issues, often via case studies.
- Labs are used for core development of physical and digital work wherein you will be either engaged in practical activities or using digital software.

At Marangoni we pride ourselves on inclusive and interactive teaching. All classrooms hold no more than 25 students, in order to offer more one-to-one contact time between you and your tutors.

This allows for us to cater to SEN students, and each class's unique needs. It also allows for an interactive classroom, encouraging you to share your opinions, and develop peer to peer learning skills.

The course is designed so that you will study under direction of your lecturers at the beginning of your degree and gradually move towards greater independence as you progress through the terms towards your final projects.

Fashion has traditionally been taught in studio environments, while theory-based degrees have been taught through formal lectures.

Your programme combines the best of both traditions, giving you a good combination of lecture-based teaching with tutorial support, and studio-based teaching with individual and group critiques and activities. It also combines the best in terms of the forms that your work will take, spanning project-based learning, essays, fashion journalism articles, presentations, and hands-on experiential learning such as physical (shoots) and digital (XR, CGI,) still/moving image productions.

When considering the digital learning environment, you not only have access to cutting edge resources such as XR and CAD software but a versatile library of equipment.

All teaching resources and materials are available for use via the virtual learning environment.



Live projects, work experience, tutors who are practising professionals and guest lecturers give you valuable links with industry and ensure that your learning is very up to date with regard to industry knowledge.

At the beginning of each Unit, you will be given a Unit Handbook and other materials (such as Project Briefs) by your lecturer(s). These set out everything you need to know about your learning on that module, for example: what form learning and teaching will take, the module content, the aims and learning outcomes for the module, and the ways in which you will be assessed, deadlines for submission of work and how the module will be scheduled in terms of how much time you will spend in different kinds of activities each week (for example: studio-based work, lectures, digital workshops, shoots, visits). It will also contain information about what kind of work you are asked to submit for assessment (for instance projects, essays, presentations, reflective self-evaluations, research journals, trend research and shoots) and it will tell you the weightings of those assessments (for instance: 70% for a Research Journal and, 30% for an Oral Presentation).

We highly recommend that you complete internships/work placements in the industry in addition to your studies. Work placements enable you to enrich your understanding of the industry, consolidate what you have learned and make valuable contacts in the industry. Some students are offered jobs once they graduate with the companies that they have worked with on work placements. Work placements may be as short as a few hours and as long as several months during the summer break.

Industry Work Placement (Sandwich Year) – gives you the opportunity to develop the appropriate skill sets for the workplace relevant to your course and to enhance your prospects of future employment in the sector. You are supported by the Career Services Manager and an allocated Academic tutor during this period. You are required to keep a reflective journal, which forms part of the assessment, once on placement.

The practical skills you gain across the course is a key focus point. We aim to have you develop a great cultural awareness, and skills and attributes which make you a great contender in the global labour market.

Further to this, our school being in the heart of central London, a true fashion capital, offers a plethora of field visits and trips that are offered to our classes.

**Breakdown of teaching methods by percentage per level**

Teaching and learning delivery	Level	Taught	Self-Study	Placement/sandwich
	4	50%	50%	0%
	5	50%	50%	0%
	6	50%	50%	0%
	Sandwich	0%	0%	100%
Assessment Methods	Level	Assignment	Examinations	
	4	100%	0%	
	5	100%	0%	
	6	100%	0%	
	Sandwich	100%	0%	

**Course management and teaching staff**

The Course is run by a Programme Leader, supported by Unit Leaders, teaching is delivered by specialist tutors and overseen by a Director of Education.

All of our academics are continuously involved in research and other scholarly activity and practical activities, as well as being heavily involved within the industry in their selected areas of expertise. The course truly relies on our team, being quite active in the environment they teach and deliver in, to create a greater more current experience for the students.

The team's areas of academic and professional interest and experience, directly coincide and support our programme. As such there is a direct correlation that the curriculum is informed by this and updated accordingly.

Some members of the team facilitate upholding and furthering academic standards, through their active contribution and position of external examiners.

Visiting Lecturers and Guest Speakers are an integral part of the course and are used to curate and deliver Units across the programme and make individual interventions on specific parts of its delivery. All VLs on the course have participated in the LTA accreditation as a minimum to comply with HE regulations and provide contemporary and educational insights combined with practical ones from the industry. They deliver on a level of contemporary information and content that is directly applicable to both the programme deliverables and careers.

**Assessment strategy and methods**

Assessment is important to your learning. It is a positive element of your education. We use assessment to encourage you to do as well as you can, and you can use it for the same purpose.

While each unit on your programme has learning outcomes, assessment is used to test that you have achieved those learning outcomes. This means that assessment tasks are appropriate for the unit in question. Assessment on your programme is both practical and theoretical, to ensure that you become a reflective practitioner of your art, requiring you both to create fashion outcomes and to consider their role and function in society, and their relationship to the individual.

You will be expected to complete assessments by yourself and as part of group work. You will be asked to document your work and to write self-evaluations. When you are involved in group work you will be asked to keep a log and to evaluate your peers.

You will have at least one formative assessment within the first six weeks of the start of each unit and this helps support you with your studies and highlights any further support that may be needed from the student support officer or the unit leader. It does not contribute to the award mark.

Summative assessment measures the student's achievement against the course Learning Outcomes and provides an evaluation of your progress and learning during an entire unit, generating a unit mark and constructive feedback. It also confirms the conditions for referral and retake where applicable. Examples of summative assessment include written assignments (essays, reports, case studies), practical coursework (Photoshoots, Video, Editorial Layouts in different formats) and oral and visual presentations using a variety of media, both physical and digital.

You are strongly encouraged to seek as much feedback as possible about your progress on your units from your lecturers. Your lecturers will write about your performance and progress on your units (feedback), and they will also write about what you are advised to do in the future (feed-forward). This information is very valuable as it will support you in understanding how well you did in one module, and what you should concentrate on to do as well as possible in future modules.

Please note that IML may need to keep your work for various reasons, including audits, validations and for External Examiners to review. You are advised to keep copies of your work wherever possible and to contact the Course Leader for information about collecting work.

Unit	level	Assignment Type	Assessment period
Fashion Image	4	Assignment	Term 1, weeks 9/10
New Media Environment	4	Assignment	Term 2, weeks 9/10
Professional Fashion Panorama	4	Assignment	Term 3, weeks 9/10
History of Art and Fashion	4	Assignment	Term 2, weeks 9/10 Term 3, weeks 9/10
Fashion Branding	5	Assignment	Term 1, weeks 9/10

Visual Display Strategies	5	Assignment	Term 2, weeks 9/10
Retail Environment	5	Assignment	Term 3, weeks 9/10
Fashion Art and Cultural Context	5	Assignment	Term 2, weeks 9/10 Term 3, weeks 9/10
Placement/ Sandwich Year	5	Assignment	Once a placement is complete
Fashion Retail Strategies	6	Assignment	Term 1, weeks 9/10
Final Major Project Fashion Styling and Visual Merchandising	6	Assignment	Term 3, weeks 9/10
Final Dissertation	6	Assignment	Term 2, weeks 9/10 Term 3, weeks 9/10

### Ethical approval of research

In accordance with the Istituto Marangoni Research Ethics Policy, all students are required to submit their application for ethical approval at the same time as they submit their initial research proposal, using the School's Research Ethical Approval Form. The application will first be reviewed by their research supervisor in accordance with the ethical approval framework who will either approve it (low risk) and send it to the Research Ethical Committee for final approval or refer it to the Research Ethics Committee for their review and approval (medium/high risk). Proposals requiring ethical review and approval by the Research Ethics Committee include but are not limited to those involving human participants or vulnerable groups, those involving highly sensitive topics and sensitive or restrictive data or materials. Students are advised to refer to the School's Research Ethics Handbook as they develop their research proposals to ensure that they address all potential ethical implications that may arise from their research by putting appropriate measures in place.

### 7. Relationship to other courses

Some courses share modules or have other connections to other courses. This is a guide to whether this is applicable for your course.

The cross disciplinary approach of the Course is reflected in the long units:

Level 4 History of Art and Fashion

Level 5 Fashion Art & Cultural Context

Level 6 Final Dissertation

The long units support the core subjects' units taught, enabling you to gain knowledge about Fashion, Art, and Culture.

These units are underpinned by academic methods of teaching and assessment outcomes; from research methodologies to essay writing and at level 6, the research proposal and writing of a final dissertation.

These units are taught across all Fashion Styling and Design courses and their subsequent pathways for

- BA (Hons) Fashion Styling and Creative Direction
- BA (Hons) Fashion Styling and Visual Merchandising
- BA (Hons) Fashion Design
- BA (Hons) Fashion Design and Womenswear
- BA (Hons) Fashion Design and Menswear
- BA (Hons) Fashion Design and Marketing
- BA (Hons) Fashion Design and Accessories

In addition to this, the first Unit of Level 5 (Fashion Branding) contains an Interdisciplinary Project involving a collaboration between Fashion Styling and Creative Direction, Fashion Business, and Fashion Design students, aimed to foster cross disciplinary partnerships on an Industry simulated scenario.

Furthermore, and due to the specific nature of the delivered knowledge, a collaborative atmosphere between Fashion Styling, Fashion Design and Fashion Business students is encouraged, aimed to foster the typical contemporary Industry partnerships in a simulated scenario.

## 8. Student support

Istituto Marangoni London provides a range of student support mechanisms which include (but not limited to):

- **Admissions:** the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- **Academic and Student Services:** the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- **Library:** the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the school.
- **Careers Service:** the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.
- **SEN support:** it is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. It devises Personal Learning Plan, monitors students' progress, and formalises reasonable adjustments.
- **Coaching and Mentoring service:** it offers 1-2-1 appointments with a professional coach/mentor. The service provides advise, guidance and encroachment, equips students with problem solving skills/tools, improves self-confidence, encourages reflections, and enhances individual performance.
- **Counselling service:** the aim of the service is for students to receive immediate professional support as well as set up a safe and healthy path for student journey in a longer term. The service

can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.

## 9. Learning support

Istituto Marangoni London offers a variety of different facilities and technologies to support your studies. These include lecture rooms, seminar rooms, the library, IT labs and specialist software.

Photography/filming Studios: Support and allow practical application of the taught knowledge, together with the production of final outcomes.

New Media Labs: Support and allow practical application of the taught knowledge, together with the production of final outcomes.

Computer Labs: Support and allow practical application of the taught knowledge, together with the production of final outcomes.

Software: Support and allow practical application of the taught knowledge, together with the production of final outcomes.

Library: In addition to the normal Library duties, one to one tutorials and workshops are organized on a regular basis to support the learning activities, covering a wide range of topics such as:

Research workshop:

### 1. How to research the library resources

- Library's catalogue and locating books in the library
- The different online resources available at the library

### 2. Research methodology

- Finding keywords
- Formulating research questions
- conducting preliminary research
- What are primary and secondary sources? How to find them?

### 3. Harvard Referencing Workshop

- What is referencing?
- What is plagiarism?
- How to cite and reference?

### 4. Academic writing workshop

- Understanding the brief
- Collecting resources and putting them together
- Essay or Dissertations components

## 5. Evaluating the information workshop

- Defining Fake News
- Identifying Fake News
- Tips for evaluating

E-Resources: Searchable online learning materials covering many topics, from traditional Library service to improving research, writing and study practices to working collaboratively and more.

VLE: Supports the physical learning environment and allows online delivery when needed. It contains all information students need to successfully attend and progress.

IM App: Supports the physical learning environment with practical guidelines and useful information.

## 10. Opportunities for personal development planning

When accessing professional development within their programme, students are delivered an array of content pointing them in the direction of reflecting upon their personal practice.

This is delivered through both PPD and PDP.

PPD - Personal and Professional Development is about creating and planning a career trajectory whereas, PDP - Personal Development Planning allows students the opportunity to be reflective, during planning and evaluating processes towards their goals.

They learn the understanding and application of critical reflection during and after all learning processes and activities.

Through the use of a variety of models, students are able to gather evidence and underpin key components to their learning practice encouraged through storytelling, and multimedia forms of expression.

In addition to the above, cross departmental support is available to the students, such as:

### **SEN support:**

It is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. It devises Personal Learning Plan, monitors students' progress, and formalises reasonable adjustments.

### **Coaching and Mentoring service:**

It offers 1-2-1 appointments with a professional coach / mentor. The service provides advise, guidance and encouragement, equips students with problem solving skills / tools, improves self-confidence, encourages reflections, and enhances individual performance.

### **Counselling service:**

The aim of the service is for students to receive immediate professional support as well as set up a safe and healthy path for student journey in a longer term. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.

### **Career support:**

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance, and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations

## 11. Admissions Information

### Entry requirements

- Copy of a high-school diploma or school certificates
- UCAS points equal to 80 tariff points
- Completion of an entry test
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g., IELTS Academic with 6.0 overall, no less than 5.5 for each element)
- Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni London will have guaranteed progression to BA (Hons) Fashion Styling and Visual Merchandising, provided they have the required L4 English entry requirement.

## 12. Visas and immigration

Students holding a visa to study in the UK should familiarise themselves with the conditions and details of their visa. Key expectations for visa holders include:

- Ensuring the School retains an up-to-date copy of a student's passport and visa documents.
- Updating the School with any changes to your address, personal email address and personal phone number.

Students be aware of the requirements of their visa, including the limitations on your working rights and permitted work. For any further questions, students should contact the Visa Manager directly using an email address included in the Student Handbook.

## 13. Assessment and progression regulations

You will be assessed on how well you are achieving the intended learning outcomes at different stages throughout your time of study at Istituto Marangoni London.

In order to continue with your studies, there are minimum requirements to be met in order to progress to the next level of your course. The current progression regulations are published within the Academic Regulations on our website at the link below. These are subject to review and amendment each year.

We will let you know if there are any major changes to the regulations that may affect you.

[regents.ac.uk/about/governance/academic-governance/academic-regulations](https://regents.ac.uk/about/governance/academic-governance/academic-regulations)

You will be provided with guidelines on what you need to achieve in each assessment to ensure you receive a good mark. A generic description of each grade is available at:



[regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework](https://regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework)

#### 14. Award criteria

To complete the programme, students will need to achieve total of 360 credits for an undergraduate degree, 120 credit per level/ year.

Note: 120 credits for the Sandwich Year does not count towards the 360 credits required to achieve the BA (Hons) Fashion Styling and Visual Merchandising award.

#### 15. Methods for evaluating and improving the quality and standards of teaching and learning

The academic staff is being supported by receiving offers to further develop their skills and acquire academic qualifications as:

- LTA, Learning Teaching Assessment
- FHEA, Fellowship
- SFHEA, Senior Fellowship
- PgCert

Istituto Marangoni London also financially supports, partly or fully, academics costs to attend conferences and trainings that can benefit both the staff and the institution.

The Director of Education, with the support of the QA and HR teams, selects on a yearly basis the academic staff to whom professional development will be offered. This selection is being made based on available budget and development needs in order to progress staff and be able to deliver teaching quality.

Staff members are invited to an array of regular training sessions facilitated by DOE, PL, and ULs, covering tutor induction at the beginning of the Academic Year, and stretching through formal faculty meetings prior to the beginning of every Unit and specific support on assessment activities.

Continuous monitoring and evaluation of programmes is an essential part of Istituto Marangoni London's quality assurance framework enabling discussion and consideration regarding potential enhancement of learning opportunities within specific programmes, resulting in a higher quality student academic experience. The academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement, in response to feedback from students, academic faculty or subject External Examiners, to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.

Below are examples of continuous programme management and quality arrangements:

- **Course validation or revalidation:** the programme approval is based on a process of internal and external peer review and ensures alignment against all relevant UK external reference points as well as internal and external policies and procedures.
- **Periodic reviews:** the programme re-approval process is based on a process of critical reflection of the programme's operation and continued relevance with internal and external peer review and student feedback being integrated to the process. It also ensures continued alignment against all relevant UK external reference points, internal and external regulations etc.
- **Annual programme / unit modifications:** the academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons

such as quality improvement in response to feedback from students, tutors, or subject External Examiners to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.

- **Programme Continuous Improvement Plans:** the process provides an important source of information for programme teams on the operation of the programmes as these documents provide a complete record of enrolment and Assessment Board related information, progress of actions, good practice identified, student and External Examiner feedback, complaints overview etc.
- **Unit performance reports:** the purpose of those reports is to continue and enhance the quality of units and act upon any concerns in a timely manner.
- **Student engagement and feedback:** student participation in quality assurance and enhancement processes helps to improve the educational experience of students, benefiting the wider student body, the Higher Education sector as well as engagement with collaborative partners within industry. Student engagement contributes to quality assurance and enhancement processes by effectively capturing the student voice, acting upon student feedback, student academic engagement as well as their engagement with the School. Students have an opportunity to provide ongoing information and formal feedback as part of their studies. The ways of providing feedback include (but not limited to): student voice and NPS surveys, National Student Survey, industry engagement, monthly events, School forums, Student Representative meetings, formal School Boards and Committees, academic related activities.

## 16. Curriculum map

This table indicates which study units assume responsibility for delivering the learning outcomes detailed in Section 5.

### LEVEL 4

UNIT	LEARNING OUTCOMES								
	LLO1	LLO2	LLO3	LLO4	LLO5	LLO6	LLO7	LLO8	LLO9
Fashion Image	X	X	X	X					
New Media Environment	X		X	X	X	X	X	X	X
Professional Fashion Panorama	X	X	X	X	X	X			X
History of Art and Fashion	X	X	X		X		X		

