REGENT'S
UNIVERSITY LONDON

MA Fashion Styling, Creative Direction and Digital Content

Programme Specification

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1. Course Overview	
Full course/award title(s)	MA Fashion Styling, Creative Direction and Digital Content
Programme Code	PMAA_0022_FI
Fees	https://www.istitutomarangoni.com/en/schools/london-school-of-fashion-and-design/postgraduate-courses
Location of study	Istituto Marangoni
Off campus elements / locations	Work Placement, various locations
Awarding institution	Regent's University London
Course entry points	October, February
Date of original validation / revalidation	September 2023
Validated until	August 2028
Framework for Higher Education Qualification level of final award	Level 7
Number of credits in award	180 credits
UCAS codes	Not applicable for PG courses.
HECoS Code	100063
Relevant QAA subject benchmark statements	Art and Design Subject Benchmark Statement
Other external and internal references	Regent's University London Academic Regulations IM Learning & Teaching Strategy QAA Education for Sustainable Development QAA Characteristics Statement Masters Degree UK Quality Code for Higher Education SEEC Credit Level Descriptors for Higher Education

Professional, statutory or regulatory body recognition/accreditation	N/A
Mode of study (Full Time / Part Time)	Full time
Language of study	English
Minimum / Maximum duration of course for each mode of study	**Full time:** 15 months
Date of production / revision of this course specification	September 2026

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

Istituto Marangoni has more than 80 years experience in training highly skilled future fashion professionals. During this time we have built outstanding international networks within the fashion and design industries and have expanded to comprise 11 schools in 9 prime city locations, across 4 continents. We provide an outstanding, internationally-recognised educational experience that responds to the evolving demands and requirements of tomorrow's industry professionals.

Our ethos as a school embraces the creative synergies that evolve constantly between the refined professionalism of the Italian luxury sector, the rebellious and provocative innovation of the London cultural scene, and the nuanced global perspectives offered by our international student and tutor body.

Contemporary fashion stylists and creative directors understand the importance of the fashion image and digital media to create a compelling story and atmosphere, together with the growing connections between still and moving image to express fashion and luxury. This fifteen-month postgraduate level Fashion Styling, Creative Direction and Digital Content programme supports participants in becoming visual image experts with a holistic skills set in styling, image and film, as well as printed and digital media. Students will develop these skills while working on innovative, forward-looking projects for fashion brands for both physical and digital realms. Through in-depth creative, cultural and contextual research, idea generation and technical experimentation, with recognition of contemporary professional standards and future imperatives, this programme looks at how to reflect the soul, identity and values of a fashion brand while students explore and refine their own unique aesthetic personality as a creative director of the fashion image.

Students will learn about the rapidly evolving landscape of ISM7046 Fashion Styling and creative direction and the exciting ways that the fashion image, film and digital media can enhance storytelling and communication strategies to develop dynamic content for the fashion industry of the future. Focusing on the visual language of communication, participants approach the many different aspects of fashion styling, learning how to persuade, inspire and create an emotional response.

Key themes of the course:

- Fashion styling, visual communication and creative techniques;
- Creative research, traditional and new media, critical perspectives;
- Media and image values, semiotics;
- Storytelling techniques, photography and moving image;
- Visual culture, personal creative identity.

Through a series of multidisciplinary units, students will acquire the technical skills and theoretical knowledge needed to create editorial fashion shoots and commercial creative projects from initial concept, through final delivery – including analysis of current and future trends and the historical and contemporary context of fashion. During the course participants will also apply technical and cultural notions to in-studio projects, learning how to develop and plan in detail every area of the technical and creative process, from lighting to composition, in order to produce the theme of creative proposal developed to answer brand image or assigned client brief.

This programme is designed for students from a styling, fashion, design or a business background, but will consider applicants from other relevant disciplines and prior experiences who are interested in developing a personal visual language, a set of creative skills and body of work that can represent their aesthetic and personal approach to the industry, opening a wide range of professional possibilities. The units and tasks within this programme will require a high degree of critical thinking, analytical and strategic mindsets, initiative and creativity, leading to professionalism and independent working approaches essential to any creative profile suitable for the contemporary market of fashion and design.

This programme will offer students the ability to develop a personal creative identity and reflect on their own skills and approaches to storytelling and communication, through industry briefs and projects designed to experiment with creative techniques and mindsets. Alongside technical and aesthetic aspects of photography and film, that incorporate lighting, composition, editing and special characteristics of films and paper, the course looks at digital strategy and networking, bringing observation and communication abilities together with artistic and creative expression.

Career progression:

- Stylists, Creative directors;
- Art directions and visual curators;
- Visual researcher and Fashion critic;
- Photography, Image making, Traditional and New Media Storytelling;
- Magazine editors;
- Academic progression - PhD, MPhil.

Course aim:
To investigate the role of ISM7046 Fashion Styling and Creative Direction as key practices that define the contemporary fashion and design industry, whilst experimenting with photographic and moving image techniques to develop a personal creative identity and professionalism.

Course objectives:

- Develop a critical awareness of the context of contemporary fashion and design, evaluating the value of image making and storytelling.
- Research and analyse historic and emerging social, cultural and personal paradigms of luxury in relation to fashion and the fashion product.
- Critically evaluate traditional and new media as methods of communication and culture progression.
- Articulate complex ideas creatively, effectively communicating them to specialist and non-specialist audiences in an appropriate format, answering editorial and commercial briefs.
- Work collaboratively and independently across multidisciplinary projects to produce written, verbal, multimedia and physical artefacts.
- Critically reflect upon your own creative practices, and its interconnection of that to other, in process of continual personal and professional development.

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.

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5
ISM7045 Style Research	ISM7046 Fashion Styling & Creative Direction	ISM7047 Creative Direction & Identity	ISM7008 Professional Development	ISM7016 Dissertation
20 credits	25 credits	30 credits	15 credits	40 credits
Personal Research Project	Directing Image & Film in Fashion	Producing Art Identity	Work Placement or Professional Project 3 months	Dissertation
Photography & Film	Directing Image & Film in Fashion	Producing Art Identity		
Digital Communication	Art Direction	Professional Portfolio		
	Creative Digital Strategy	Personal Values & Communication		

ISM7044 Fashion & Culture
15 credits
Mapping Cultures
Sociology of Fashion

ISM7013 Research Methods	
20 credits	
Research Methods Theory	Research Methods Tutorials

ISM7011 Contextual and Cultural Studies
15 credits
Hight – Technology
Alternative Business Models

Units

Your 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 you would expect to spend 100 hours studying this. 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.

Term 1: Provides a conceptual framework that enables students to make strong links between theory and practice. (group and individual)

Unit: ISM7045 Style Research, mandatory, assessed end of Term 1.

Unit: ISM7044 Fashion & Culture, mandatory, assessed end of Term 1.

Terms 1 & 2: Theory, field trips and case studies in term 1, application in Term 2.

Unit: ISM7011 Contextual and Cultural Studies - a unit comprising 3 elective subjects: Alternative Business Models, High Technology, Neocraft. This is a common, interdisciplinary unit across other MA programmes, in Terms 1 and 2, assessed at the end of Term 2.

Term 2: Expands on practical skills answering a creative industry brief (individual).

Unit: ISM7046 Fashion Styling & Creative Direction, mandatory, assessed at end of Term 2.

Terms 2 & 3: Research theory that underpins other units on the MA programme, but most specifically the ISM7016 Dissertation unit.

Unit: ISM7013 Research Methods - a common unit with other MA programmes, mandatory, assessed at the end of Term 3.

Term 3: Research-led personal development and production of a final body of work and portfolio (individual).

Unit: ISM7047 Creative Direction and Identity, mandatory, assessed at the end of Term 3.

Term 4: Testing emerging theory and practice through work-based learning or project-based work. (individual)

Unit: ISM7008 Professional Development, mandatory, assessed at the end of Term 4.

Term 5: Dissertation project (individual).

Unit: ISM7016 Dissertation, mandatory, assessed at the end of Term 5.

The programme will be supported by a range of relevant trips and practical activities, guest speakers and workshops.

- Class times are scheduled between 08.30-20.00, Monday to Friday, normally spread over 3 days during the week. There may be some exceptions to this, when opportunities arise to add value to the student learning experience.
- Assessment periods are normally 2 weeks after the end of each term.
- Placements at IML are normally scheduled to take place in term 3, at IM London School, for the ISM7008 Professional Development unit.
- Dissertations are completed in Term 5.

On a postgraduate degree course, you can usually expect to study 180 credit per level (or year), with no more than 80 credits per term.

Course modules - Level 7

Level 7	**Credits**
LEVEL 7 TERM 1 **(Core unit)**	**CREDITS**
ISM7045 Style Research	20
LEVEL 7 TERM 1 **(Core unit)**	**CREDITS**
ISM7044 Fashion & Culture	15
LEVEL 7 TERM 2 **(Core unit)**	**CREDITS**
ISM7046 Fashion Styling and Creative Direction	25
LEVEL 7 TERMS 1 &2 **(Common unit)**	**CREDITS**
ISM7011Contextual and Cultural Studies	15
LEVEL 7 TERMS 2 & 3 **(Common unit)**	**CREDITS**
ISM7013 Research Methods	20
LEVEL 7 TERM 3 **(Common unit)**	**CREDITS**
ISM7047 Creative Direction and identity	30
LEVEL 7 TERM 4 **(Common unit)**	**CREDITS**
ISM7008 Professional Development	15
LEVEL 7 TERM 5 **(Common unit)**	**CREDITS**
ISM7016 Dissertation	40
Total core unit credits	**180**

4. Exit awards

MA Fashion Styling, Creative Direction and Digital Content (180 credits)
PG Diploma Fashion Styling, Creative Direction and Digital Content (120 credits)
PG Certificate Fashion Styling, Creative Direction and Digital Content (60 credits)

Exit (interim) awards can be conferred where:

a) you withdraw from the University without completing all the credits required for your named award,
and
b) you have successfully completed the volume of credit at the relevant FHEQ level as indicated in Section 3 above,
and
c) subject to the decision of the relevant Progression and Finalist Board.

Available exit awards for this course are:

- Postgraduate Certificate (60 credits at Level 7)
- Postgraduate Diploma (120 credits at Level 7)

Exit awards are not available with classification.

The full criteria for these exit awards can be found in the Assessment and Course Regulations section of Regent's University London Academic Regulations. regents.ac.uk/policies

Where classification of an overall award is possible this will be calculated upon completion of 180 credits at Level 7 as set out in the Academic Regulations.

5. Learning outcomes

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.

LEVEL 7 OUTCOMES
PLO1: Understand the role that fashion image plays, whilst analysing and synthesising historical and contemporary references and cultural contexts and how these inform the discipline.
PLO2: Evaluate key fashion communication channels and theories, generating creative and original strategies for different fashion related audiences, media and markets.
PLO3: Provide evidence of the effective application of own substantial independent and interdisciplinary research.
PLO4: Apply professional standards, including effective time management, originality, self-direction, initiative and problem solving skills to the production of own work.
PLO5: Provide evidence of a substantial piece of independent and interdisciplinary research.
PLO6: Demonstrate creativity in conceptualising forward-looking visual solutions for the fashion industry.

PLO7: Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives.

PLO8: Manage professional development reflecting on progress and taking appropriate action.

PLO9: Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT.

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 learning and teaching strategy adopted for this course relates to the Regent's Hallmark Pedagogy as well as internal IM Learning and Teaching Strategy which comprises the below areas:

- A personalised student experience
- Interactive and inclusive learning
- Assessment for learning
- Focus on student skills and attributes
- Developing cultural agility, flexibility and graduates' ability to compete strongly in the global labour market
- Professional development for staff

The MA Fashion Styling, Creative Direction & Digital Content programme combines theoretical approaches with practical investigations through a constant dialogue between theory and practice as students develop, extend and define their own distinct identities as the stylists and creative directors of the future. Taught by a dynamic team of active industry professionals (including stylists, photographers, art directors, magazine editors and filmmakers) and by experienced senior lecturers, lectures, workshops and practice-focused activities are designed to enhance your capability to build and express their personal creative vision, and a scalable set of transferable skills that are reflective of academic and industry standards. Units are designed to mirror a variety of industry practices as you work on live projects and are supported with input by guest speakers from industry, as well as emerging creative talents.

In Term 1, students will participate in two units that define the theoretical and practical basis of the programme, raising the students' knowledge to industry levels through critical and cultural research in the field of fashion, whilst experimentation through idea development within editorial executions. In ISM7044 Fashion & Culture, lectures and seminars will explore the most thorough aspects of Fashion as a social phenomenon and culture manifestation, across the discussion of ethical, socio-economic, and critical perspectives.
In Style Research, the connection between analysis, theory and creative practice is developed through lectures and skill-focused tutorials aiming at challenging the students on their conceptual thinking, style and creative expression, whilst enhancing their practical skills on photography and video making, knowledge of digital softwares and overall creative direction techniques.

Across Term 1 and 2, students from all MA programmes at IM will also participate in the Contextual and Cultural Studies, a cross-disciplinary unite designed to expand the knowledge of the cohorts through a series of lectures, workshops and tutorials focused on three macro-topics of research, High Technology, Alternative Business Models and Neocraft.

In Term 2, students will build upon the knowledge and skills gained in Term 1, exploring more commercial, industry-based and brief driven projects, raising the complexity of their tasks through the production of a multifaceted creative body of work. In ISM7046 Fashion Styling and Creative Direction, the practices such as creative and art direction, branding, video making, graphic design and communication strategy are dissected through lectures and practice-focused seminars, revolving around the delivery of an assigned industry brief.
They will also study ISM7013 Research Methods in terms 2 and 3, with lectures and seminars on research theory in term 2 and then 1-1 tutorials and group tutorials in term 3 as they develop and refine the research proposals for their dissertation projects (beginning in term 5).

In Term 3, the teaching and learning focus shifts finally to the personal and individual values, style and aesthetic of each student, aiming at developing an industry-ready body of work, reflecting the creative growth developed through the different previous terms. Here, identity, personal artistic directions and preparation about the possible roles each student might embrace in the industry, are explored through individual practical tutorials, lectures, guest talks and visits that can further inspire the cohort to originally develop their personal style and portfolio.

In Term 4, in the Professional Practice unit, students have the option of spending time in industry, where they can gain valuable experience that may confront or shape their evolving ideas about the futures of fashion amidst the realities and challenges of the existing incumbents. They have an alternative option – perhaps of particular value to those with industry experience already – of joining an Istituto Marangoni project to work with tutors and peers on a new or ongoing project.

In term 5, students will work on their Dissertation projects.

Breakdown of teaching methods by percentage per level

The following breakdown is a guide to how much time you will spend doing each teaching and learning method. The exact amount of time spent in taught/practical lessons or self-study will depend on the elective unit that you take.

- 'Taught' learning typically refers to timetabled sessions led by a member of academic staff, such as lectures, seminars and tutorials
- 'Practical' sessions are also timetabled and led by an academic member of staff, but are focused on learning through experience, e.g. role plays, simulations, field trips, studio or laboratory work
- 'Self-Study' is time dedicated to self-directed learning that is guided by your own requirements to further your studies and complete assignments. This could include preparation for class, background reading, research and preparation for assessments, and writing.

Level 7

Taught	10%
Practical	15%
Self-Study	75%

Course management and teaching staff

The course is managed by the Programme Leader for MA Fashion Styling, Creative Direction and Digital Content, supported by Unit Leaders. Tutors are, in general, educated to master's or doctoral level. Exceptions are where particular specialist skills are required and are covered by fractional posts or visiting lecturers. In addition, most of our staff hold a Fellowship of Higher Education Academy (HEA) from Fellow to Principal Fellow. We also encourage our teaching staff to undertake the Postgraduate Certificate in Higher Education.

Many of the tutor team are engaged in cutting edge work in industry and/or research in the subjects that they teach and engage in continuous professional development by attending and participating in conferences, exhibiting work and producing publications.

Guest speakers, including industry practitioners, deliver guest lectures throughout the programme.

Assessment strategy and methods

There is a combination of formative and summative assessments. Formative activities are used for developmental purposes and are designed to help you learn more effectively by giving you feedback on your progress and on how it can be improved and/or maintained. They do not contribute to the award mark.

Summative assessments are used to determine your success in meeting the intended learning outcomes of a unit and do contribute to the award.

Term 1

Unit: Style Research

Assessment:

AC1: Research Book (40%)
Research book including visual research and picture analysis, idea development and process, technical book, mood- and storyboards.
AC2: Portfolio of work (40%)
AC3: Reflective commentary (20%)
A digital portfolio of fashion shootings including photographic pictures and short videos of 1 minute minimum.
An illustrated, critically reflective commentary on the processes and visual techniques used in this unit, culminating in a personal action plan. Minimum of 500 words.

Unit: ISM7044 Fashion & Culture

Assessment

AC1: Individual 2500 words critical essay (100%)
A 2500-word critical essay showing a coherent and comprehensive understanding of a range of sociological and anthropological theories and their application to the analysis of fashion and culture. Students will critically address the next social, cultural, ethical or environmental shift and its impact on the global fashion culture.

Terms 1 & 2

Unit: Contextual & Cultural Studies

Assessment:

AC1: Group presentation (30%)
A group presentation of a proposed research project to gain new perspectives, or deepen understanding of a critical issue in fashion today.
AC2: Group 3000-word report (70%)
A 3000-word group research project report that provides insight into an agreed topic, gained through effective group research activities.

Term 2

Unit: ISM7046 Fashion Styling and Creative Direction

Assessment: AC1: Research book (30%)

A research book that shows a cohesive and creative research process to support the development of the brandzine, editorial and interactive multimedia component.

AC2: Brand-zine (70%)

Students will be asked to research, shoot and plan a fashion communication campaign for a fashion brand, offering original and creative solutions to complex issues, advancing their knowledge and understanding as well as developing new skills to an advanced level. Students will present the images and editorial (brand zine) with a creative and visual research book that includes an overview of the organisation process of the project.

The work should include an interactive multimedia component which should incorporate video, web or audio appropriate to the industry needs.

Terms 2 & 3

Unit: Research Methods

Assessment:

AC1: Research Proposal (100%)

A 3000-word written research proposal, topic to be chosen by students and approved by tutors.

Term 3

Unit: ISM7047 Creative Direction and Identity

Assessment:

AC1: Research book (30%)

Research book including: Visual research and picture analysis, idea development and process, technical book, mood- and storyboards.

AC2: Portfolio of work (70%)

Digital and printed portfolio of a personal body of work including multiple personal fashion visuals (including editorials, advertising, still-lifes, beauty shots etc. each presented series includes short videos of 1 minute minimum).

Term 4

Unit: ISM7008 Professional Development

Assessment:

AC1 1: Reflective Journal based on industry placement/professional project) (100%)

A 2500-word critically reflective review* based on a 12-week industry placement or professional project, which may contain images, drawings and other types of reference materials, incorporating detail on critical incidents, attainments and on the activities carried out during the industry placement. The report should provide a systematic insight into the student's development as a reflective, critical and constructive learner within the context of the placement.

Term 5

Unit: ISM7016 Dissertation

Assessment:

AC1: Dissertation (100%)

The student will be assessed through the submission of an individual dissertation of 8,000 words in length.

An alternative option is available for students to submit a 4,000 word (minimum) practice-based dissertation, to accompany a small professional collection/artefact(s) in recognition, to be negotiated with their tutors.

The nature of the practical component will relate closely to the dissertation itself; it may represent part of the methodology – as a method of enquiry or investigation - and/or an outcome of the research.

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 Ethics 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.

In Research Methods theory in term 2 and in Research Methods tutorials in term 3, tutors work closely with students to familiarise them with ethical issues and to pre-empt these during 1-1 sessions. The Research Proposal requires that ethical concerns are discussed and adequately addressed. In term 5, students present their Research Ethical Approval Form to their Dissertation supervisors to be signed off by them and then to be formally approved by the Research Ethics Committee prior to the commencement of primary research.

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 units ISM7011 Contextual & Cultural Studies, ISM7013 Research Methods, ISM7008 Professional Development and ISM7016 Dissertation are shared with other MA courses.

8. Student support

Istituto Marangoni 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 department**: 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 to 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 a 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 advice, 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 theatres, seminar rooms, the library, IT labs and specialist software.

Istituto Marangoni uses the IM VLE and IM App to support access to information and student learning. The programme includes access to facilities that will support the student's studies and units throughout each term - these include:
-Computer Labs: Labs are equipped with computers available for in-class use or for self-directed studies.
-Digital Softwares: design and creative softwares are available on campus, within each computer lab, and on each student's personal computer account (Adobe Creative Cloud).

-Photo-studio: a fully equipped photography and video studio, available for booking for the development of the assessment body of work.
-Equipment: photography and video equipment, from cameras to lighting, available for all students of the Programme.

The IM library team offers you support by organising one-to-one sessions on academic writing and Harvard referencing. You can come to the librarians to ask for help if you need support in writing techniques for your assignment or organising citations and lists of references.

In addition, the IM Library team organise workshops to help you to achieve your best in your assignments and have created resources and workshops to support your research. For example, helping you to understand how to search the library resources; research methodology; how to evaluate the information that you find online (for example, defining and identifying fake news and tips for evaluating online information).

Research workshops cover how to research from library resources, using the library catalogue and locating books, the various online resources available to you. Research methodology workshops include finding keywords, formulating research questions, conducting preliminary research and the differences between primary and secondary research. Harvard Referencing workshops cover the principles of referencing, what constitutes plagiarism, how to cite and reference.

Academic writing workshops help you to understand a brief, to collect and link resources, and the components and structure of essays, dissertations or reports.

In addition, in practical subjects, specialist support is provided by fashion technicians and the atelier manager, an accessory technician, a design technician and a photography technician.

10. Opportunities for personal development planning

Personal development planning is built into the programme, as students are expected to reflect upon and evaluate their thinking, activities and performance most specifically in terms 1, 2, 3, 4 and 5. In addition:

- An elective option is available within the ISM7011 Contextual and Cultural Studies unit, where three diverse themes/classes are open to choose based on the students' preference, in line with their interests and future research and career intentions
- Career planning workshops and tutorials are offered to each student in preparation to the ISM7008 Professional Development unit, assessing their skills and career aims
- Extra-curricular Content is provided throughout the programme, which can offer guidance to students regarding career opportunities and activities
- Within the ISM7016 Dissertation unit, Tutor Supervision is available to all students, assisting them in the development of their research project and in preparation for the final submission

The SEN tutor and Career Service offer support with personal development and preparation for employment. 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.

Careers support

Career Service works to support students and alumni in enhancing their career, employability and entrepreneurial skills. While working closely with the academic staff and industry partners, Istituto Marangoni provides targeted approaches to career development, starting from year one of students' studies. Recognising the vast importance of this area, the Career Services department has developed a range of informative workshops and annual events to provide advice and guidance for students and alumni. These sessions are organised by the careers team and delivered by internal staff as well as industry guests. Key areas covered include professionalism, industry ready CV and cover letter, interviewing, personal branding, networking and portfolio presentation.

Careers Services staff regularly undertake industry networking initiatives, visits and along with an extensive database provide strong mechanisms for ensuring up-to-date opportunities for placements as well as graduate jobs. Careers Service has introduced an online platform Career Network (SYMPLICITY), ensuring approved placements and jobs are promoted to the existing students and Alumni. Their ability to reach a wide number of students through one digital platform enables them to be a leading School in promoting employability for Istituto Marangoni students, regularly offering competitive opportunities.

11. Admissions Information

Entry requirements:

- Copy of a high-school diploma or school certificates
- A relevant undergraduate qualification (equivalent professional experience may be considered).

- Submission of a portfolio of evidence to support their application.
- 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 6.5 overall, no less than 6 for each element)

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 must 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 leaning outcomes at different stages throughout your time of study at Istituto Marangoni.
Current 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.

https://www.regents.ac.uk/policies

You will be provided with guidelines on what you need to achieve in each assessment to receive a good mark. A generic description of each grade is available at:
regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework

14. Award criteria

To qualify for a master's degree you will be expected to obtain 180 credits at Level 7.

For further details on award requirements, please see the Academic Regulations, available at:
https://www.regents.ac.uk/policies

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

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.

- **Staff Development:** Academic staff are supported in further developing their teaching skills and in acquiring teaching qualifications:
  LTA, Learning Teaching Assessment
  FHEA, Fellowship
  SFHEA, Senior Fellowship
  PgCert

Istituto Marangoni London also financially supports, partly or fully, costs for academics to attend conferences and for training 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.

LTA programme
This programme provides participants with the opportunity to develop their practice through critical reflection and contextual debates informed by relevant theories and perspectives. Participants will consider their own teaching practice in the context of the wider HE landscape from both the teacher and learner perspectives. The assessment strategy for this programme requires an observation of practice, and participants will be expected to demonstrate that they can plan, deliver, evaluate and reflect on learning episodes using this process to inform planning for their CPD.
This programme is designed to offer participants maximum flexibility and the opportunity to personalise their own learning and practise through engagement with online learning resources. These resources will consist of key elements for the unit – e.g. principles of effective session planning, inclusive practice, assessment and curriculum design all linked to relevant learning and teaching theory. The unit focuses on the enhancement of the student experience and the development of critical reflective practice with a particular emphasis on observations of practice.

Throughout the programme participants consider how they can demonstrate the application of:

- underpinning theories and models of teaching and learning and reflective practice;
- methods to ensure inclusive teaching and learning strategies;
- techniques for session planning within constructively aligned teaching learning and assessment;
- models of reflective practice;
- theory applied to practice;
- engagement with the disciplinary and contextual drivers and strategies appropriate to their practice;
- quality measurement and enhancement mechanisms.

16. Curriculum map

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

Unit	Learning outcomes								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
ISM7045 Style Research	X	X	X		X			X	
ISM7044 Fashion & Culture	X	X	X		X	X			
ISM7046 Fashion Styling and Creative Direction		X		X	X				X
ISM7011 Contextual and Cultural Studies	X		X	X		X	X	X	X
ISM7013 Research Methods	X	X	X	X	X	X			X
ISM7047 Creative Direction and identity	X	X	X	X	X		X	X	X
ISM7008 Professional Development				X	X		X		X
ISM7016 Dissertation	X		X	X	X	X		X	X