BA (Hons) Fashion Communication and Image

Course Specification

Academic Year 2025-26

Contents

1. Course Overview

Full course/award title(s)	BA (Hons) Fashion Communication and Image
Course Code	UBAA_0082_FI
Location of study	Istituto Marangoni Paris
Off campus elements / locations	Normally not applicable unless a student chooses to undertake a Sandwich Year programme.
Fees	EU students Enrolment fee € 4000 Per year Tuition fee € 19.400 Per year International students Enrolment fee € 4000 Per year Tuition fee € 23.500 Per year Sandwich year to pay only single fee € 8750
Additional costs	Refer to the Programme Additional Cost Doc
Awarding institution	Regent's University London
Date of original validation / revalidation	March 2025
Validated until	September 2029
Framework for Higher Education Qualification level of final award	Level 6 (BA Hons)
Number of credits in award	360 Credits
HECoS Code	100443 – 50% 100444 – 50%
Relevant QAA subject benchmark statements	Art and Design Subject Benchmark Statement
Other external and internal references	Regent's University London Academic Regulations Regent's Learning Outcomes (RLOs) (2021)

	Regent's Assessment Framework (2022) Regent's Learning Design Framework: RADAR (2020) Regent's Course Design Process (2023) OfS Conditions of Registration, advice and guidance QAA: Frameworks for Higher Education Qualifications (FHEQ) AdvanceHE: Principles of Inclusive Curriculum Design Istituto Marangoni Paris Learning and Teaching Strategy
Professional, statutory or regulatory body recognition/ accreditation	N/A
Language of study	English
Date of production / revision of this course specification	June 2025

Course intakes, modes of study, UCAS codes, expected and maximum duration of course

Mode of Study	Intake Month	Level of entry	UCAS Code	Expected Duration in Months	Maximum duration in months*
Full Time	October	Level 4		36/48	48/60
Full Time	February	Level 4		32/44	44/56

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

The Fashion Communication and Image programme encompasses the inspirational, and experimentational 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 exploring the intersection between fashion, communication and innovation. Through enabling your projects, we seek to drive meaningful change in the discipline through informed, researched and detailed proposals, which is then combined with an intuitive vision, solid communication and design skills 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 production, set management, 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 importance of storytelling in fashion is further established through a variety of formats from still to moving image, including the execution and direction of sets and propped environments and aimed to create well established narratives.

The form of editorial content and image is also enforced to a professional standard.

Not only does this course look at editorial image development, and imaging, it enhances the overall creative journey and investigation of trends, using makeup, hair, beauty and beyond to inform decisions and outcomes.

You will progress by undertaking a series of creative and commercial projects, which will contribute to the execution of a professional portfolio and production of a website, which represents your individual creative style. Graphic skills and visual and oral presentation will highlight your communication from a visual lens.

The development of the course leads you to learning how to manage self-initiated creative briefs, delivered and pursued from both a practical and academic discipline.

The course allows for an opportunity for you to look into the future of the fashion industry, both online and offline, interrogating and challenging the status quo. Giving you the unique opportunity to navigate, and experiment with emerging digital media and technologies, using a variety of platforms, and considering mixed reality elements.

The course will provide you with an insight into the nature of entrepreneurship and innovation in both theory and practice, with specific attention to contemporary and upcoming digital outcomes and markets.

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

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.

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 your practice is crucial.

Through teaching, specialist research, and collaborative work, we encourage thinking differently. By using the fashion industry as a lens to examine the history and work towards building a more sustainable and ethical environment in the future.

This course is also available as a BA (Hons) four-year course (including Sandwich Year placement).

The course is suitable for creative and practical students.
You must have an interest in Fashion communication, image development and art direction, as well as fashion writing and journalism

Employment opportunities

The aim of the undergraduate course 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:

- Image Maker
- Fashion stylist- editorial, advertorial, personal
- Fashion writing/journalism
- Creative director
- Art Director
- Image consultant

- Creative consultant
- Wardrobe consultant
- Personal shopper
- Set designer
- Trend forecaster
- Visual merchandiser
- Display designer
- Set designer for retail, advertorial, editorial
- Retail designer
- Fashion business entrepreneur
- Content creator
- Producer

3. Course structure

This is a guide to the overall structure of your course, mandatory elements, modules (including terms when delivered) and periods of assessment.

The academic year for the Programme follows the regular School's undergraduate calendar

October intake
Term 1: December
Term 2: April
Term 3: June

February intake:
Term 1: April
Term 2: June
Term 3: August

Class times: Monday – Friday. 08.30-20.00
Lesson duration: 2.5 hours

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 MarangoniParis.

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 Paris, students are expected to study 120 credit per level (or year), with no more than 60 credits per term.

There are no content warnings attached to any of the units on this course.

Course Units	
LEVEL 4 TERM 1 **(Core unit)**	**CREDITS**
ISM4033 Fashion Image	30
Total core unit credits	**30**
LEVEL 4 TERM 2 **(Core unit)**	**CREDITS**
ISM4034 New Media Environment	30
Total core unit credits	**30**
LEVEL 4 TERM 3 **(Core unit)**	**CREDITS**
ISM4035 Professional Fashion Panorama	30
Total core unit credits	**30**
LEVEL 4 TERMS 1-3 **(Core unit)**	**CREDITS**
ISM4030 History of Art and Fashion	30
Total core unit credits	**30**
Total Core module credits for Level 4	**120**
Total Credits for Level 4	**120**
Exit awards (if appropriate)	
Certificate of Higher Education (CertHE) Fashion Communication and Image	
LEVEL 5 TERM 1 **(Core unit)**	**CREDITS**
ISM5058 Fashion Branding	30

Total core unit credits	30
LEVEL 5 TERM 2 **(Core unit)**	**CREDITS**
ISM5059 Fashion Magazine	30
Total core unit credits	**30**
LEVEL 5 TERM 3 **(Core unit)**	**CREDITS**
ISM5060 Fashion Editorial	30
Total core unit credits	**30**
LEVEL 5 TERMS 1-3 **(Core unit)**	**CREDITS**
ISM5047 Fashion Art and Cultural Context	30
Total core unit credits	**30**
Total Core module credits for Level 5	**120**
Total Credits for Level 5	**120**
Exit awards (if appropriate)	
Diploma of Higher Education (DipHE) Fashion Communication and Image	
SANDWICH YEAR **(Core unit if chosen a 4-year programme)**	**CREDITS**
ISM5045 Placement	120
Total Core module credits	**120**
Total Credits for Level 5	**120**
Exit awards (if appropriate)	
Diploma of Higher Education (DipHE) Fashion Communication and Image **Note:** 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 Sandwich Year, which is credit bearing, upon completion of their degree or when leaving with an exit award.	
LEVEL 6 TERM 1 **(Core unit)**	**CREDITS**
ISM6045 Fashion Campaign	30
Total core unit credits	**30**
LEVEL 6 TERMS 2-3 **(Core unit)**	**CREDITS**
ISM6046 Final Major Project Fashion Communication and Image	60
Total core unit credits	**60**
LEVEL 6 TERMS 1-3 **(Core unit)**	**CREDITS**
ISM6035 Final Dissertation	30
Total core unit credits	**30**
Total Core module credits	**120**
Total Credits for Level 6	**120**
Exit awards (if appropriate)	
BA (Hons) Fashion Communication and Image.	

4. Indicative course structure diagram

Level 4- October and February Intake

Term One	Term Two	Term Three
ISM4033 Fashion Image (30 credits)	ISM4034 New Media Environment (30 credits)	ISM4035 Professional Fashion Panorama (30 credits)
ISM4030 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
ISM5058 Fashion Branding (30 credits)	ISM5059 Fashion Magazine (30 credits)	ISM5060 Fashion Editorial (30 credits)
ISM5047 Fashion, Art and Cultural Context (30 credits)		

Placement Year (Sandwich only; optional)

Term One	Term Two	Term Three
	ISM5045 Placement (120 credits)	

Level 6

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
ISM6045 Fashion Campaign (30 credits)	ISM6046 Final Major Project Fashion Communication and Image (60 credits)	
ISM6035 Final Dissertation (30 credits		

5. Exit awards

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:
- Certificate of Higher Education (120 credits Level 4)
- Diploma of Higher Education (240 credits – Level 4/Level 5)
- Non-Honours Degree (Ordinary Degree) (240 credits Level 4/Level 5 and 60 credits Level 6)

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 award is possible (see Academic Regulations) this will be calculated as follows:
- Completion of 360 credits (120 at Level 4/120 at Level 5/120 at Level 6) as set out in the Academic Regulations based on Level 5 and Level 6 marks only.

or
- For Level 5 entry, completion of 240 credits (120 at Level 5/120 at Level 6) as set out in the Academic Regulations based on Level 5 and Level 6 marks only.

or
- For Level 6 entry, completion of 120 credits at Level 6 as set out in the Academic Regulations based on Level 6 marks only.

6. 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.

Learning Outcomes will tell you what we expect you to know and/or be able to do once you have completed a learning process (e.g., a unit, a level or the entire course) (QAA, 2018). Teaching and assessments are designed accordingly to enable you to demonstrate that you have adequately met these outcomes.

The learning outcomes that you will be expected to demonstrate at the completion of each level of your studies are listed below. Each level that you will study has nine distinctive Level Learning Outcomes (LLOs), which have been mapped against the Unit Learning Outcomes (ULOs). We have ensured that at each level all the compulsory elements of your Programme assess in totality all nine learning outcomes (see Section 17).

Programme Learning Outcomes:
PLO1: 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.
PLO2: Independently analyse, reflect and evaluate critically, across different contexts and environments within Fashion Communication and Image industries; involving the different methods and principles employed within professional practice.
PLO3: Autonomously engage creatively in the generation, and realisation of concepts and solutions to Fashion Communication and Image briefs, relevant to context and audience; utilising innovation and informing professional outcomes.
PLO4: Demonstrate advanced application of current and emerging processes, tools, materials, digital mediums and technologies employed within Fashion Communication and Image Industries; enabling Independent selection and use of appropriate tools, to create professional standard outcomes and solutions.
PLO5: 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.
PLO6: 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 Communication and Image and related Fashion Industries.
PLO7: 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.
PLO8: 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image 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 Communication and Image and wider Fashion industries and markets.

7. 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 as listed in Section 2 and the intended learning outcomes in Section 6. 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 Paris 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 Communication and Image studies and their areas of specialisation, which are also applicable to the wider skills required in the workplace.

At Istituto Marangoni Paris 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 consisting 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
- 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 insights, 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/Assessment 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, assessment approaches, 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 how the unit will be assessed (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 undertake internships/work placements in the industry in alongside 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 may be 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.

Completing the 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 are a key focal point. We aim to have you develop a great cultural awareness, and skills and attributes which make you a highly desirable contender in the global labour market.
Further to this, our school being in the heart of central Paris, 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	Guided/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. Assessment is used 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 unit, and what you should concentrate on to do as well as possible in future units.

Please note that IMP 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
Fashion Magazine	5	Assignment	Term 2, weeks 9/10
Fashion Editorial	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 Campaign	6	Assignment	Term 1, weeks 9/10
Final Major Project Fashion Communication and Image	6	Assignment	Term 3, weeks 9/10
Final Dissertation	6	Assignment	Term 2, weeks 9/10 Term 3, weeks 9/10

Alternative forms of assessment

Our aim is to design and deliver innovative, authentic and inclusive assessments throughout our curriculum. Students with a Personal Learning Plan (PLP) may be offered alternative forms of assessment, as an agreed reasonable adjustment. Where this is necessary, the Student and Academic Services Team will work with the relevant Programme Team and Registry staff on a case-by-case basis to secure appropriate alternatives.

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.

8. Relationship to other courses and awards

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 ISM4030 History of Art and Fashion
Level 5 ISM5047 Fashion Art & Cultural Context
Level 6 ISM6035 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 Communication and Image courses and their subsequent pathways for:

- BA (Hons) Fashion Communication and Image
- 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 Communication and Image, 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 Communication and Image, Fashion Design and Fashion Business students is encouraged, aimed to foster the typical contemporary Industry partnerships in a simulated scenario.

9. Student support

Istituto Marangoni Paris 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 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 through Simplicity, a placement online platform where students can apply for selected job and internship offers.
● SEN support: the School aims to provide equal opportunities for all its students. Tutor support is intended to remove any barriers that may prevent students from fulfilling their potential and the School is always ready to respond positively to their needs. Any students

identified for learning support have their needs addressed by Academic and Student Services jointly with the Programme Leaders team who assist them in areas such as time management, identifying and dealing with learning difficulties and helping to prepare their personal Learning Plan. The arrangements are being kept under review on an annual basis.

10. Learning support facilities

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

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

School Wardrobe: 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 organised on a regular basis to support the learning activities.

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.
Research dedicated themes are integrated within the curriculum as:
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
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.

11. 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:

The School aims to provide equal opportunities for all its students. Tutor support is intended to remove any barriers that may prevent students from fulfilling their potential and the School is always ready to respond positively to their needs. Any students identified for learning support have their needs addressed by Academic and Student Services jointly with the Programme Leaders team who assists them in areas such as time management, identifying and dealing with learning difficulties and helping to prepare their personal Learning Plan. The arrangements are being kept under review on an annual basis.

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.

12. Admissions criteria

Entry requirements

- Copy of a high-school diploma or school certificates

- Completion of an entry test

- Non-native English speakers are required to provide an acceptable roof 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 Paris will have guaranteed progression to BA (Hons) Fashion Communication and Image, provided they have the required L4 English entry requirement.

Details of current entry requirements can be found in the School's website:
https://www.istitutomarangoni.com/en/admission/entry-requirements-paris

13. Visas and immigration

Students holding a visa to study in France should familiarise themselves with the conditions and details of their visa.

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 admission office directly using an email address included in the Student Handbook.

In addition, after obtaining the first visa, the school librarian is supporting existing students in any further needed information, visa prolongation and renewal and communication with the local visa offices.

14. 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 Paris.

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

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

15. 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 Communication and Image award.

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

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16. 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
● PgCert

Istituto Marangoni Paris also financially supports, partly or fully, academic costs to attend conferences and 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. 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 several times during the academic year and specific support on assessment activities.

Continuous monitoring and evaluation of programmes is an essential part of Istituto Marangoni Paris'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.

● 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 BA (Hons) Fashion Styling & Creative Direction 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, industry engagement, monthly events, Student Representative meetings and formal Committees and academic related activities.

17. Curriculum map

LEVEL 4

UNIT	LEARNING OUTCOMES								
	LLO1	LLO2	LLO3	LLO4	LLO5	LLO6	LLO7	LLO8	LLO9
ISM4033 Fashion Image	X	X	X	X					
ISM4034 New Media Environment	X		X	X	X	X	X	X	X
ISM4035 Professional Fashion Panorama	X	X	X	X	X	X			X
ISM4030 History of Art and Fashion	X	X	X		X		X		

LEVEL 5

UNIT	LEARNING OUTCOMES								
	LLO1	LLO2	LLO3	LLO4	LLO5	LLO6	LLO7	LLO8	LLO9
ISM5058 Fashion Branding	X	X	X	X	X	X	X		
ISM5059 Fashion Magazine	X	X	X	X		X	X	X	X
ISM5060 Fashion Editorial	X	X	X	X	X	X	X	X	X
ISM5047 Fashion, Art & Cultural Context	X	X	X				X		

SANDWICH YEAR

UNIT	LEARNING OUTCOMES								
	LLO1	LLO2	LLO3	LLO4	LLO5	LLO6	LLO7	LLO8	LLO9

Unit	LLO1	LLO2	LLO3	LLO4	LLO5	LLO6	LLO7	LLO8	LLO9
ISM5045 Placement		X				X	X	X	X

LEVEL 6

UNIT	LEARNING OUTCOMES								
	LLO1	LLO2	LLO3	LLO4	LLO5	LLO6	LLO7	LLO8	LLO9
ISM6045 Fashion Campaign	X	X	X	X	X	X	X	X	X
ISM6046 Final Major Project Fashion Communication and Image	X	X	X	X	X	X	X	X	X
ISM6035 Final Dissertation	X	X	X		X		X		X