

Faculty of

CULTURE AND THE CREATIVE INDUSTRIES FASHION



BA (HONS) FASHION PROMOTION

UCAS: WJ2K (BA) / M467 (FE)

2016 TIMES HIGHER EDUCATION AWARD WINNER FOR EXCELLENCE AND INNOVATION IN THE ARTS.

UCLAN IS ONE OF THE MOST SUCCESSFUL UK UNIVERSITIES AT GRADUATE FASHION WEEK. IN 2017 A FASHION PROMOTION STUDENT WON THE BONMARCHÉ FASHION FOR ALL AWARD AT THE PRESTIGIOUS ANNUAL EVENT.

OUR EXTREMELY CLOSE RELATIONSHIPS WITH OVER 150 GLOBAL FASHION BRANDS MEANS WE ARE ABLE TO HELP STUDENTS SECURE PLACEMENT OPPORTUNITIES AT COMPANIES LIKE LEVIS, BURBERRY, COAST, REEBOK, OASIS AND M&S.

We attract driven, motivated and passionate students who want to tap into our 50 years' worth of experience as a centre of excellence for Fashion education. Our strong industry links and the opportunity to spend a year in industry gives this course a competitive edge and ensures that future employers will sit up and take notice of our students. The Fashion Promotion arena is filled with opportunity and this course allows students to tailor their degree to fit into their own interests, strengths and ambitions. Our focus is about what students would like to do in the future, allowing us to direct and advise. This provides a framework for our students to create a personal, diverse and exciting portfolio.

During the course students will engage with a broad range of fashion promotion projects and creative activities: including styling, communication, branding, marketing, trend, social media, e-commerce, film and photography, strategic planning, visual merchandising and PR. Students will be taught by our specialist academic team of fashion professionals along with an array of guest lecturers through a series of creative projects and live client-led briefs for fashion brands like River Island, Boohoo, Adidas, Next, Umbro and Missguided, gaining important experience and feedback from industry professionals. To assist with learning, we run trips locally, nationally and internationally to see fashion shows and exhibitions - we've visited Paris, Milan, Barcelona and Berlin and regularly go to New York.

In third year, there will be a chance to spend a minimum of 48 weeks putting theory into practice, working full-time on placement. Dedicated staff will work with students to secure the placement as well as monitor experience. This includes specific preparation for industry modules that are embedded into the course where interview techniques, job roles and CV writing will be covered as well as working on self-promotion and branding and how to develop a portfolio.

COURSE CONTENT

Year 1

Introduction to Fashion Promotion
Digital Imaging for Fashion
Introduction to Trend
Introduction to Fashion
Communication
Creative Computer Aided Design

Year 2

Promotional Campaigns
Development of Fashion
Communication
Preparation for Industry
Fashion Enterprise
CAD Publication Module
The Fashion Image
Referencing for Styling
Promotional Campaigns

Year 3

Creative and Critical thinking
Fashion Show Production
Fashion Portfolio
Marketing report
Promotion final campaign
Styling Final project
Critical and Cultural Studies: Fashion,
Textiles, Culture and Identity

FACILITIES

This course is based in Victoria Building, which is a modern, bright building with purpose-built studios and workshops. The facilities provide students with in-house access to the knit studios and production rooms with supervision and support from the specialist technicians. We also have Mac computer suites with the latest industry software including Adobe Creative Suite.

Anna Grundy - Fashion Promotion Graduate

"The course is perfect due to its vast variation, allowing students to find their niche within the fashion industry, giving you invaluable insight and experience into promoting products in the chosen fields."

EMPLOYABILITY

Our courses place a strong emphasis on employability and we encourage students to find work experience opportunities to boost their portfolio.

Graduates work across the creative industries, in fashion, social media, PR, advertising, buying departments, magazines and newspapers. Because the course is thoroughly commercial and grounded in the reality of the industry, graduates are highly sought after and go on to work in areas like brand management, marketing consultancy, trend forecasting, graphic design, styling, visual merchandising and public relations. Recent graduates have gone on to work for some amazing companies, including trend forecasters The Future Laboratory, respected advertising agency Mother London and fashion brands Superdry and Levis.

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