

**PROGRAMME SPECIFICATION**

The Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes.

**SECTION A: DETAILS OF THE PROGRAMME AND AWARD**

<b>Programme Title</b>	<b>BA (Hons) Fashion Promotion and Communication BA (Hons) Fashion Promotion and Communication with Foundation Year</b>
<b>Awarding Body</b>	<b>Buckinghamshire New University</b>
<b>Teaching Institution / Programme Location</b>	<b>Buckinghamshire New University, High Wycombe</b>
<b>School</b>	<b>Art, Design and Performance</b>
<b>Name of Final Award</b>	<b>Bachelor of Arts with Honours, BA (Hons)</b>
<b>NQF/FHEQ Level of Qualification</b>	<b>Level 6: Bachelor's degree with honours</b>
<b>QAA Subject Benchmark Statement(s)</b>	<b>Art &amp; Design 2017</b>
<b>UCAS Code</b>	<b>FPC1</b>
<b>Course Code(s)</b>	<b>BV1FPC1 BV1FPC4</b>
<b>Mode of Delivery</b>	<b>Full Time</b>
<b>Length of Study</b>	<b>3 Years or 4 Years (including Foundation Year)</b>
<b>Number of Intakes</b>	<b>1: September</b>
<b>Regime of Delivery</b>	<b>Campus Based</b>
<b>Language of Study</b>	<b>English</b>
<b>Programme Accreditation</b>	<b>N.A.</b>
<b>Month and Year valid from</b>	<b>01 September 2018</b>
<b>Publication &amp; Revision Dates</b>	<b>01 September 2018, August 2019</b>

**Programme Introduction**

Creativity, multi-disciplinary practice and innovation are at the core of the BA (Hons) Fashion Promotion and Communication course. The course recognises that today in the fashion industry, roles are no longer focused solely around the designer. The industry requires content in the form of images, events and words. This course is aimed at students who are highly passionate about fashion but who do not want to follow the design route.

In Fashion Promotion and Communication, students will be introduced to and explore how fashion is promoted and communicated creatively through different media. The course content includes photography, styling, illustration, film, the use of digital platforms, trend analysis, marketing, branding and P.R. The course fuses theory with creative practice, allowing the student to develop intellectual, technical and professional skills and knowledge to succeed professionally upon graduation. Year one will deliver the core fundamentals for the development of the student's ideas, skills and knowledge through technical workshops, masterclasses, seminars, encouraging them to research and develop

individual approaches to fashion promotion and communication. Year two will continue to develop the student seeing them experiment and explore more individual creative responses to a series of industry-led projects. Year three will see the student initiate and develop their final degree project, identifying areas of strengths and exploiting both traditional and digital media, to help the students graduate with a portfolio of creative innovative work.

The Fashion Promotion and Communication course will encourage personal and intellectual development, producing confident, innovative, informed, skilled graduates ready to pursue careers in the industry or further study.

### **Distinguishing Features and Key Characteristics of the Programme**

This award will provide students with a varied and exciting educational experience that prepares them to pursue a range of career options upon graduation. The programme is designed so that students gain all the necessary creative and technical, research, design and presentation skills needed to work within commercial practice. As well as having the opportunity to become fashion image makers, the course enables students to progress to a range of careers such as fashion journalist, fashion buyer, social and digital media content creator, visual merchandiser and fashion show producer, for example. Projects engage with industry briefs and students will have first-hand experience of marketing and promoting fashion.

Distinguishing features of the course include:

- Teaching team with fashion, advertising and marketing industry experience
- Essential promotion and communication skills taught are tailored to the fashion industry
- Contemporary digital marketing strategies, concepts and techniques are utilised
- Live projects and briefs offer extensive contact with industry and clear insight into practices
- The course sits within a creative community and draws from close collaborations with the Fashion Design course, to encourage an awareness and an experience of working in the industry
- Key historical, social, cultural ideas, concepts and issues relevant to the contemporary fashion industry are embedded into the curriculum

### **Admission Requirements**

The BA (Hons) Fashion Promotion and Communication course is aimed at creative individuals who are keen to develop a PR or marketing career related to the fashion industry. Students should consider this course if they want to work in the fashion industry, have a keen interest in fashion image-making, styling, digital media and communication strategies, are open to experimentation and are keen to explore their creative potential in the promotion and communication of fashion products. We are looking for highly motivated individuals with a passion for the breadth of opportunities that Fashion Promotion and Communication has to offer.

The course welcomes applications from students with a variety of backgrounds detailed below. We are looking for engaged, ambitious, inquiring and articulate applicants, who through the interview process can demonstrate their passion for the subject.

Applicants are invited to attend an interview and they will have normally progressed through one of the following routes:

- Relevant A Levels for applicants straight from school, for example, in arts-based or media-related subjects, marketing or business
- National Diploma: General Art and Design, Media, Marketing or Business
- Prior experiential learning which demonstrates an aptitude to succeed on the course

- Access to Art and Design
- A Diploma in Foundation Art and Design
- FDA Degrees
- Transfer from other UG courses
- Mature students wishing to place their experiences and knowledge within a formal educational framework

The minimum entry requirements for the programme are as follows:

- A UCAS Tariff score of 80-96 is normally required to enter the course.
- Students should have a strong GCSE profile, normally to include five GCSEs including English at Grade C or above.
- International students may be interviewed by Skype. All international students should have English language to IELTS Level 6.

### **Recognition of Prior Learning**

#### *Entry with advance standing*

Students may be admitted to any level of the programme which is considered suitable, after interview through the APL process.

Applicants with HND in a relevant subject may also be admitted directly onto Level 6, following an interview.

### **For BA (Hons) Fashion Promotion and Communication with Foundation Year (4 year)**

Applicants who do not meet the minimum requirements for the 3-year programme, or those who do not feel fully prepared for a Level 4 course, will be considered for the 4-year programme including a Foundation Year.

It is expected that applicants to the 4-year programme will likely possess a lower UCAS Tariff score than that required to join Level 4 of the 3-year BA (Hons) Degree programme, but will normally have achieved 90 credits from a Level 3 qualification. Mature Students with no recent or advanced level qualifications, will be assessed for entry based on their work experience and may be subject to interview. International students should hold an IELTS of 5.5 (minimum of 5.5 in all areas). And international students with IELTS 6 or below will have to undertake an enhanced curriculum in addition to the advertised programme. Applicants will normally be interviewed, particularly where reassurance is required with regards to their motivations, ambitions and abilities, and in order to establish their potential to be a successful student at this level.

### **Employability Statement / Career Prospects**

Employability is key to the programme, which is designed so that the students are introduced to relevant areas of the fashion industry. Each of the modules at every level of study on the programme will enable the student to engage with the fashion industry, reflecting upon the knowledge and skills learnt so they can graduate with a portfolio of work tailored to the relevant sector of the fashion industry suited to them. This is achieved through live briefs, workshops, talks with industry practitioners, competitions, external events and working in our studios and workshops.

In addition to undertaking postgraduate study in art and design subjects, students may also study PGCE courses upon completion of this award.

Possible career pathways include:

- Fashion stylist
- Fashion photographers
- Creative/Art Director
- Fashion-show producer
- Fashion film maker
- Fashion marketing
- Journalist

- Curator
- PR
- Buying assistant
- Visual merchandiser
- Fashion trends and forecasting
- Social media and e-commerce

The Fashion Promotion course embeds skills required for employability in Level 5 and 6 modules such as Collaboration, Campaign, Exhibition & Promotion, and Professional Practice, which allow students the opportunity to develop the knowledge, skills and understanding required to make the transition from University into industry well before they actually graduate. Students are also well-supported by the University Career Service, which runs timetabled 'Career Start' sessions during the first week for all new level 4 students which includes access to 'My Bucks Career', the University's online platform for careers employability information. Students can access support around career choice and job search from trained careers practitioners, who maintain their knowledge via membership of AGCAS and regular employer contact. The service provides a range of interactive career advice including CV and covering letter builders, videos and reports from industry professionals as well as information, advice and signposting to help all students move beyond university positively and encourage employers the University works with to take a positive approach to Bucks applicants.

The careers platform includes targeted support for students interested in exploring business start-up. There is dedicated office space available for students and alumni requiring quiet working areas, and board room style accommodation for meeting potential investors or customers.

A drop-in service is available any day of the week for quick queries and sessions up to 20 minutes, longer appointments are available by appointment.

#### **Professional Statutory and Regulatory Body Accreditation**

N.A.

### **SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS**

#### **Programme Aims**

The main educational aims of the programme are to:

- Develop intellectual and practical skills in the concept, principles, development and realisation of Fashion Promotion and Communication.
- Underpin an understanding of the industry through knowledge of the communication and design process within a historical, social, ethical and cultural context.
- Develop technical proficiency over a range of platforms such as photography, video, CAD, and social media, equipping them with necessary skills to communicate concepts effectively through visual, written and oral forms.
- Prepare students professionally for their future careers and employability prospects, providing opportunities for them to experience, network, develop, exhibit and publish.
- Provide a coherent learning experience that promotes pro-active engagement and develops individual creativity in Fashion Promotion and Communication.

#### **Table 1: Programme Learning Outcomes and Mapping to Modules**

**On successful completion of Level 6 BA (Hons) Fashion Promotion and Communication, a graduate, will be able to:**

<b>Programme Learning Outcomes</b>				
<b>K</b>	<b>Knowledge and Understanding</b>	<b>Core Modules (Code) Level 4</b>	<b>Core Modules (Code) Level 5</b>	<b>Core Modules (Code) Level 6</b>
<b>K1</b>	Demonstrate a systematic understanding of key theories and current and future developments that underpin fashion promotion and communication.	<b>FP401 FP402 AD401</b>	<b>FP501 FP502 FP503 AD501</b>	<b>FP601 AD601 AD603</b>
<b>K2</b>	Evidence a thorough understanding of the historical development of fashion promotion including the impact of globalisation and introduction of new technologies, as well as the ethical responsibilities of fashion media.	<b>FP401 FP402 AD401</b>	<b>FP501 FP502 FP503 AD501</b>	<b>FP601 AD601</b>
<b>K3</b>	Demonstrate an ability to deploy communication techniques over multiple media channels.	<b>FP401 FP402</b>	<b>FP501 FP502 FP503</b>	<b>FP601</b>
<b>K4</b>	Demonstrate knowledge of the diverse roles and responsibilities within the fashion promotion industry.	<b>FP401 FP402</b>	<b>FP501 FP502 FP503</b>	<b>FP601 AD603</b>
<b>K5</b>	Interpret, analyse and critically evaluate approaches to creative practice.	<b>FP401 AD401</b>	<b>FP501 FP502 FP503 AD501</b>	<b>FP601 AD601 AD603</b>
<b>C</b>	<b>Intellectual/Cognitive Skills</b>			
<b>C1</b>	Identify appropriate research methodologies and multimedia materials that will inform the effective development of promotional strategies.	<b>FP401 FP402</b>	<b>FP501 FP502 FP503</b>	<b>FP601 AD603</b>
<b>C2</b>	Apply fashion promotion and communication theory and principles in order to devise innovative concepts and solutions.	<b>FP401 FP402</b>	<b>FP501 FP502 FP503</b>	<b>FP601</b>
<b>C3</b>	Utilise research and apply analysis and evaluation to empirical research findings in order to derive valid conclusions and make sound judgments.	<b>FP401 FP402 AD401</b>	<b>FP501 AD501</b>	<b>FP601 AD601</b>
<b>C4</b>	Develop a self-reflexive and critical approach in order to maintain ongoing academic and professional development.	<b>FP401 AD401</b>	<b>FP501 FP502 FP503 AD501</b>	<b>FP601 AD601 AD603</b>
<b>P</b>	<b>Practical Skills</b>			

<b>P1</b>	Devise creative and innovative promotional and communication concepts based on the requirements of a specific brief, client or audience.	<b>FP401</b>	<b>FP501 FP502 FP503</b>	<b>FP601 AD603</b>
<b>P2</b>	Utilise a range of digital media channels to develop cross-platform promotional solutions, drawing from a technical proficiency in CAD, visual tools and techniques, and emerging technologies.	<b>FP401 FP402</b>	<b>FP501 FP502 FP503</b>	<b>FP601 AD601 AD603</b>
<b>P3</b>	Work collaboratively with external and internal partners to devise marketing strategies and promotional campaigns.	<b>FP401 FP402</b>	<b>FP501 FP502 FP503</b>	<b>FP601</b>
<b>P4</b>	Utilise a range of research methods, undertake analysis of primary and secondary research, evaluate and contextualise their practice in relation to key theoretical ideas informing their subject.	<b>FP401 FP402 AD401</b>	<b>FP501 FP502 FP503 AD501</b>	<b>FP601 AD601 AD603</b>
<b>P5</b>	Acknowledge professional standards relevant to promotional practices (e.g. in the production of materials) for the fashion industry	<b>FP401 FP402</b>	<b>FP501 FP502 FP503</b>	<b>FP601 AD601 AD603</b>
<b>T</b>	<b>Key/Transferable Skills</b>			
<b>T1</b>	Devise creative solutions for fashion promotion and communication, using a range of digital media tools and platforms.	<b>FP401 FP402</b>	<b>FP501 FP502 FP503</b>	<b>FP601 AD603</b>
<b>T2</b>	Communicate concepts effectively, persuasively, creatively and professionally, employing visual and written communications and presentation techniques.	<b>FP401 FP402 AD401</b>	<b>FP501 FP502 FP503 AD501</b>	<b>FP601 AD601 AD603</b>
<b>T3</b>	Develop critically reflective practice to inform personal and professional development.	<b>FP401 FP402 AD401</b>	<b>FP501 FP502 FP503 AD501</b>	<b>FP601 AD601 AD603</b>
<b>T4</b>	Demonstrate the ability to work independently or as part of a team, evidencing appropriate standards of time and project management, and organisation.	<b>FP401 FP402 AD401</b>	<b>FP501 FP502 FP503 AD501</b>	<b>FP601 AD601 AD603</b>

**On successful completion of a Level 6 Ordinary degree, a graduate will be able to demonstrate achievement of the following learning outcomes:**

- Develop a self-generated concept to form a fully realised outcome for fashion promotion and communication.
- Apply fashion promotion and communication theory and principles in order to devise innovative concepts and solutions.
- Identify, select and use a variety of relevant media, techniques and formats creatively as a tool for fashion communication and promotion.
- Demonstrate professional visual presentation skills which clearly communicate research, design and final outputs/products.
- Demonstrate an effective use of creativity, style, communication and promotion for an appropriate target audience.
- Work collaboratively with external and internal partners to devise marketing strategies and promotional campaigns.
- Plan, self-direct and evaluate learning to effectively realise self-initiated concepts.

The above learning outcomes will be demonstrated by the achievement of a combined total of 300 credits comprising 120 credits at Level 4, 120 credits at Level 5 and 60 credits at Level 6 from the following modules (excluding the dissertation or equivalent):

- **FP601 Final Major Project**

**On successful completion of Level 5 DipHE, a graduate, will be able to demonstrate achievement of the following learning outcomes:**

- Identify and implement a range of research sources and methodologies
- Apply fashion promotion ideas and concepts within a market context to an average level of complexity.
- Formulate appropriate responses to fashion promotion related problems through a knowledge of trend direction and colour forecasting
- Identify professional standards and practices within the fashion industry.
- Demonstrate an ability to critically analyse theoretical texts relating to the contextual study of fashion and communication
- Understand the construction of identity through dress and style.
- Select, justify and apply appropriate methods of presentation or layout
- Demonstrate proficiency in visual, graphic, editorial and curatorial solutions to produce outcomes to an accomplished standard
- Demonstrate an ability to apply practical skills to creative problem solving
- Illustrate an ability to analyse, evaluate and select a variety of promotional solutions to abstract problems
- Apply imaginative, innovative and creative solutions to a range of communication problems.
- Communicate effectively using visual, written and verbal methods.
- Formulate responses to resolve unfamiliar problems.
- Demonstrate an ability to work independently, through effective time and project management

The above learning outcomes will be demonstrated by the achievement of a combined total of 240 credits comprising 120 credits at Level 4 and 120 credits at level 5 for this programme.

**On successful completion of Level 4 Cert HE, a graduate will be able to demonstrate achievement of the following learning outcomes:**

- Define and describe a basic promotional structure
- Conceptualise a creative response to a design brief.
- Recognise a range of research sources, including primary and secondary research
- Understand and deploy the key tools of and channels for marketing and communications
- Apply communication and technical skills required to present fashion promotion concepts.
- Have an understanding of the PR & Media industry
- Appreciate, understand and apply market research and consumer insight

- Demonstrate basic knowledge of relevant CAD software and apply them in project solutions
- Illustrate basic knowledge of digital photography and video and their application
- Demonstrate the ability to select appropriate materials for specific work
- Illustrate a basic knowledge of visual merchandising
- Collate and evaluate information.
- Observe, record and provide a basic account of current marketing practices utilised by fashion retailers
- Demonstrate creativity in relation to practical problems
- Demonstrate the ability to work independently or as part of a group.
- Demonstrate effective time management skills.
- Utilise visual, verbal and written methods of communication.

The above learning outcomes will be demonstrated by the achievement of 120 credits listed at Level 4 for this programme.

### **Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes**

#### **How students will learn:**

- 1-1 and Group Tutorials
- Studio-based lectures (staff and student led)
- Group seminars (staff and student led)
- Technical or practical workshops
- Demonstrations
- Visits to and from industry professionals and practitioners
- Live projects and competitions
- E-Learning (BlackBoard) and Resource based learning
- Self-directed study

#### **How will students be assessed**

- Formative, summative and diagnostic assessments
- Self-evaluation and peer evaluation as part of the formative assessment and on occasion as part of the formal summative assessment
- Assessment criteria accommodate the speculative enquiry common to most disciplines in art and design and provide fair and accurate assessment of team work and individual contributions to the overall outcome of collaborative projects.
- Feedback on assessed work is an important feature of students' learning. Art and design has a strong tradition of providing students with comprehensive oral feedback through tutorials and critiques, but written feedback has increasingly supplemented this predominantly oral tradition, reflecting the art and design community's awareness of good practice in teaching, learning and assessment.
- Support systems at institutional and discipline levels identify student needs and provide relevant help and advice for both academic and pastoral matters. The university has a Learning Development Unit and Student Services who are experienced in enabling support for individual needs.

#### **Work-Based / Placement Learning**

Although work placements are not essential to completion of the course, they are recommended for the summer period following the completion of level 5 of the course. Additionally, students are very much encouraged to engage with work-based learning opportunities at Level 6 of the course, which will contribute to their development on Professional Practice. Whilst individual initiative is encouraged,



students will be given support on locating a suitable position and on making a professional application.

## SECTION C: PROGRAMME STRUCTURE(S) AND HOURS

Table 1: Programme Structure Table

Programme Title		BA (Hons) Fashion Promotion and Communication								
Course Code		BV1FPC1								
Mode of Study		Full-time								
Credit Value		UK	360			ECTS	180			
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ( <i>[Core / Optional]</i> )	Credit Value	Assessment Regime			Semester Taught *	
						Written Exam %	Coursework %	Practical %		
<b>Level 4</b>										
FP401	Image-Making	4	1	C	60		100			SB
FP402	Marketing and Communications	4	1	C	30		70	30		SB
AD401	Contextual Studies 1	4	1	C	30		50	50		SB
<b>Level 5</b>										
FP501	Campaign	5	2	C	30		100			S1
FP502	Collaboration	5	2	C	30			100		S2
FP503	Visual Merchandising	5	2	C	30		100			SB
AD501	Contextual Studies 2	5	2	C	30		100			SB
<b>Level 6</b>										
FP601	Final Major Project	6	3	C	60		100			SB
AD601	Contextual Report	6	3	C	30		100			SB
AD603	Professional Practice	6	3	C	30		80	20		SB

<b>Programme Title</b>		BA (Hons) Fashion Promotion & Communication with Foundation Year							
<b>Course Code</b>		BV1FPC 14							
<b>Mode of Study</b>		Full Time							
<b>Credit Value</b>		UK		360		ECTS		180	
<b>Module Code</b>	<b>Module Title</b>	<b>QC/FHEQ Level</b>		<b>Status in Award (Core / Optional)</b>	<b>Credit Value</b>	<b>Assessment Regime</b>			<b>Semester Taught *</b>
						<b>Written Exam %</b>	<b>Coursework %</b>	<b>Practical %</b>	
FY026	Preparing for Success Knowledge and Creativity	0	1	C	n/a		100%		S1/S2
FY027	Preparing for Success Self-development and Responsibility	0	1	C	n/a		60%	40%	S1/S2
FY028	Inquiry and Research Skills	0	1	C	n/a		100%		S1/S2
FY029	Introduction to Fashion Promotion and Communication	0	1	C	n/a		100%		S1/S2
<b>Level 4</b>									
FP401	Image-Making	4	2	C	60		100		SB
FP402	Marketing and Communications	4	2	C	30		70	30	SB
AD401	Contextual Studies 1	4	2	C	30		75	25	SB
<b>Level 5</b>									
FP501	Campaign	5	3	C	30		100		S1
FP502	Collaboration	5	3	C	30			100	S2
FP503	Visual Merchandising	5	3	C	30		100		SB
AD501	Contextual Studies 2	5	3	C	30		75	25	SB
<b>Level 6</b>									
FP601	Final Major Project	6	4	C	60		100		SB
AD601	Contextual Report	6	4	C	30		100		SB
AD603	Professional Practice	6	4	C	30		80	20	SB

**Table 3: Breakdown of Contact Hours**

*Note: Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will normally study 120 credits in an academic year which is therefore equated to 1200 notional hours. A full time postgraduate student will normally study 180 credits in an academic year which equates to 1800 hours. Module Descriptors provide detailed breakdowns of the categories given below.*

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	350	850	0	<b>1200</b>
Year Two	355	845	0	<b>1200</b>
Year Three	297	903	0	<b>1200</b>
<b>Total</b>	<b>1025</b>	<b>2575</b>	<b>0</b>	<b>3600</b>

\*These hours should be calculated based on the hours stated in the module descriptors.

Students who study this programme with a Foundation Year will complete an additional 1200 hours during that year.

#### **SECTION D: ASSESSMENT REGULATIONS**

This programme complies with the approved *University Academic Framework and Assessment Regulations* and procedures as detailed on the University website.

The following modules will be non-compensable:

- FP601

The calculation of this award will be based on level 6 work only  
Students being considered for an Ordinary degree must pass FP601.

#### **Referral Opportunities**

Standard University referral opportunities and timeframes apply.

#### **Exit Awards Available**

Exit Award Type	Award Title	Credits Achieved
Certificate of Higher Education	<b>Certificate of Higher Education (CertHE) in Fashion Promotion and Communication</b>	120 Credits
Diploma of Higher Education	<b>Diploma of Higher Education (DipHE) in Fashion Promotion and Communication</b>	240 Credits
Ordinary degree	<b>BA in Fashion Promotion and Communication</b>	300 Credits

No exit award is available for students who withdraw at the end of the Foundation Year.

## SECTION E: FURTHER INFORMATION

### Reference Points

The following reference points were used when designing the programme: **(Amend as appropriate)**

- University Strategy 2016-2021
- Buckinghamshire New University Approval of Academic Provision policy and procedure
- QAA Subject Benchmark Statement for Art and Design (2017)
- QAA Framework for Higher Education Qualifications (2014)
- Work-based and Placement Learning Policy
- University Academic Qualifications Framework
- Recommendation and feedback from external subject academic and industry professional

### Ethics

The following ethics sub-committee will be responsible for ensuring good research practice and student awareness of ethical concerns and risks: Art and Design Ethics sub-committee

### Annual Review and Monitoring

This programme will be monitored annually through the University's Annual Monitoring Process, which is a continual cycle of review and enhancement. This process is supported by both the periodic review of departments and the periodic re-approval process for individual programmes. All processes are completed in consultation with students via the Students' Union or student representatives.

The re-approval of this programme is scheduled for academic year: **2023/2024**

### SKILLS MATRIX

Module Code	Information Acquisition	Critical thinking, analysis and synthesis	Self-reflection	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
FP401	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FP402	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AD401	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FP501	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FP502	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Module Code</b>	<b>Information Acquisition</b>	<b>Critical thinking, analysis and synthesis</b>	<b>Self-reflection</b>	<b>Communication Skills: Oral</b>	<b>Communication Skills: Written</b>	<b>Information &amp; Communications Technology (ICT)</b>	<b>Numeracy &amp; Quantitative Skills</b>	<b>Problem Solving &amp; Decision Making</b>	<b>Independent &amp; Self-managed Learning</b>	<b>Working with Others</b>
FP503	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AD501	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FP601	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AD603	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AD601	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**SUBJECT BENCHMARK MAPPING**

QAA Subject Benchmark Standard	Programme Outcome(s)	Module Code(s)			
		Level 4	Level 5	Level 6	Level 7
Subject knowledge, understanding and abilities					
Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively as self-initiated activity and/or in response to set briefs	K1, K5, C1, C2	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601 AD603	
Show judgement and self-critique in the development of ideas through to outcomes, for example images, artefacts, environments, products, systems and processes, or texts	K2, K3, K5, C3	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601 AD603	
Manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination	K5, C4	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601	
Demonstrate knowledge and understanding of the broad critical and contextual dimensions of the subject	K2, K3, K4, C2, C4	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601	
Subject-specific skills					
Select, experiment with and make appropriate use of materials, processes, technologies and environments showing understanding of quality standards and attention to detail	P1, P5, T1	FP401	FP501 FP502 FP503	FP601 AD603	
Develop ideas through to outcomes that confirm the student's ability to select and use materials, processes and environments	P2	FP401	FP501 FP502 FP503	FP601	
Evidence understanding of the creative practitioner's relationship with audiences, clients, markets, environments, users, consumers, and/or participants	P3, T3	FP401 FP402	FP501 FP502 FP503	FP601 AD601 AD603	
Demonstrate awareness of and proficiency in major developments in current and emerging media and technologies relevant to their subject	P5, T4	FP401 AD401	FP501 FP502 FP503 AD501	FP601 AD601 AD603	
Show understanding of the role and impact of intellectual property	P4, T2	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601 AD603	
Generic and graduate skills					
Study independently, set goals, manage workloads and meet deadlines	P1, P5, T4	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601 AD603	

Undertake research and navigate, retrieve, and manage information from a variety of sources	P1, T1	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601 AD603	
Present ideas and work to a range of audiences.	P3, T2	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601 AD603	
Articulate and communicate ideas and information comprehensibly in visual, oral and written forms	P2, P4, T2	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601 AD603	
Accommodate change and uncertainty	P4, T3, T4	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601 AD603	
Benefit from the critical judgements of others and recognise their personal strengths and needs.	P3, T3	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601 AD603	
Demonstrate the ability to identify IP issues, prevent infringements of other's IPRs, and take the appropriate steps to safeguard the innovation and commercialisation processes.	P5	FP401 FP402 AD401	FP501 FP502 FP503 AD501	FP601 AD601 AD603	

## EMPLOYABILITY MAPPING

The employability approach should be mapped to each Module Descriptor so that it can be seen clearly how each module will contribute to students' employability.

Amend headings according to your specific subject needs and agreed definitions and parameters. If further guidance is required please contact Academic Registry.

Module Code	CD Career Development Learning			E Experience			DS Degree Subject Knowledge Understanding & Skills			GS General Skills			EI Emotional Intelligence			RE Reflection & Evaluation			S Self-esteem, Self-confidence & Self-efficacy		
	Taught	Practised	Assessed	Taught	Practised	Assessed	Taught	Practised	Assessed	Taught	Practised	Assessed	Taught	Practised	Assessed	Taught	Practised	Assessed	Taught	Practised	Assessed
FP401	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FP402	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AD401	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Module Code	CD Career Development Learning			E Experience			DS Degree Subject Knowledge Understanding & Skills			GS General Skills			EI Emotional Intelligence			RE Reflection & Evaluation			S Self-esteem, Self-confidence & Self-efficacy		
	Taught	Practised	Assessed	Taught	Practised	Assessed	Taught	Practised	Assessed	Taught	Practised	Assessed	Taught	Practised	Assessed	Taught	Practised	Assessed	Taught	Practised	Assessed
FP501	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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FP601	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AD603	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AD601	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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