Programme Specification

UNIVERSITY OF WESTMINSTER

Course record information

Name and level of final award	• Bachelor of Arts with Honours - Fashion Photography • Bachelor of Arts with Honours - Fashion Photography with International Experience • Bachelor of Arts with Honours - Fashion Photography with Professional Experience The award is Bologna FQ-EHEA first cycle degree or diploma compatible
Name and level of intermediate awards	• Bachelor of Arts (BA) - Fashion Photography • Diploma of Higher Education (Dip HE) - Fashion Photography • Certificate of Higher Education (CertHE) - Fashion Photography
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Harrow
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Subject Benchmark Statement for Art and Design 2020
Professional statutory or regulatory body	
Westminster course title, mode of attendance and standard length	• Fashion Photography, Full-time, September start - 3 years standard length with an optional year abroad or placement • Fashion Photography, Part-time day, September start - 6 years standard length with an optional year abroad or placement
Valid for cohorts	From 2027/8

Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: https://www.westminster.ac.uk/study/undergraduate/how-to-apply

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information:

https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning

Aims of the programme

The BA Fashion Photography aims to address the demand within the photographic, fashion and related creative

industries for well-trained and agile graduates with both deep disciplinary knowledge and a broad range of photographic skills across analogue, digital and emerging media. Through a combination of engagement with photography and digital imaging technologies, expanded photographic practices, critical thinking, inclusive learning and partnerships with industry and employers, the course provides contemporary image makers with a very attractive profile to compete in a fast-growing technological industry fit for the future. The integration of key Fashion modules further strengthens this aim by embedding essential understanding of fashion communication, styling, branding, trend research and digital fashion cultures, enabling students to operate confidently at the intersection of photography and fashion. These modules expand students' awareness of how fashion imagery is conceived, produced and circulated, and equip them with the creative, strategic and collaborative skills necessary for campaign development, content creation and wider fashion media practice.

The course builds upon the University of Westminster's longstanding reputation for excellence in photographic education, while drawing strength from the equally well-established success of its Fashion programmes. Together, these foundations support an updated and innovative curriculum that integrates photographic practice with contemporary fashion communication and emerging digital technologies. This combined legacy enables the course to deliver a future-facing learning experience that reflects current industry realities, preparing students with the confidence, adaptability and interdisciplinary skills needed to build successful careers across the expanded cultural and fashion media industries.

The course allows students to focus their studies on a range of potential career sequels. Alongside the development of critical theoretical knowledge and understanding, both historical and contemporary, and contextualised, students gain expertise and experience of professional working practices, and have a choice of option modules in different specialisms (for example: Digital Content Creation, Emerging Technologies such CGI and and Extended reality or Videography). These allow them to expand their skills and develop their practice in innovative and experimental directions, whilst gaining a breadth of expertise that will support them to develop successful portfolio or freelance careers across a broad range of creative areas.

Core to the course is the development of each student's individual creative voice, supported by critical and contextual understanding and the acquisition of professional photographic skills. As students progress, they refine this voice through a combination of photographic practice and fashion-focused learning that encourages experimentation across styling, digital communication and visual strategy. From early guided briefs that introduce key creative and technical principles, through to advanced self-directed projects and the production of a professional portfolio, students build a distinctive and industry-ready practice that reflects their personal vision within contemporary fashion image-making.

Employability opportunities are integrated within the curriculum, including a core Work-Based Learning module and an optional work placement year between years 2 and 3, which provide students with opportunities to engage professional industries. Working alongside the Careers and Employability services, we aim to develop a growing base of key industry connections to help students develop their professional experience whilst completing their undergraduate studies.

The Professional Futures module in the final year runs alongside the major project and provides students with the opportunity to develop career-focused skills and to directly connect with industry, helping to launch them into the industry as they graduate.

The course enables students to explore widely before refining their career focus, combining academic study with discipline-specific skills to build both technical and critical competence. Spanning historical debates, contemporary fashion contexts and emerging technologies, it offers a holistic approach to image-making while maintaining a strong commitment to core photographic principles.

Taught by experts, students will become confident and skilled in the discipline. They will develop the professional skills to become critical and informed graduates who are able to adopt a collaborative approach in various creative industries.

This course is ideal for students interested in how images shape culture and society, and who aim to build careers across the arts, advertising, fashion, media or technology sectors. It suits those who want to develop a critically informed, individual practice and engage thoughtfully with both the medium and the subjects they represent.

The course aims to produce capable and skilled graduates who possess a strong sense of independence and critical thinking abilities, enabling them to challenge conventional norms in the field of fashion photography. These graduates will also possess a deep understanding of the dynamic and innovative creative industries, as well as being socially engaged, self-assured, and highly motivated professionals who are well-prepared to make a positive impact on the world.

Equality, Diversity and Inclusion

We are proud to teach a diverse community of students across Photography and Fashion at Westminster, and this diversity actively shapes the learning environment. The course encourages students to draw on their lived experiences, cultural perspectives and identities when developing creative work, recognising the importance of representation within fashion imagery and visual culture. Through collaborative projects, critical discussion and engagement with fashion's global contexts, students are supported to question established narratives, challenge exclusionary practices and

contribute to a more equitable and socially aware creative industry.

Community and collaboration

We are actively working to decolonise our curriculum and to include diverse voices, perspectives, and histories in course materials and curricula. We listen to our students and support them in all aspects of the programme to develop their own creative practice and shape their individual journey through the course. Students come to Westminster from many different and varied backgrounds, and this rich cultural heritage enables an exciting atmosphere of mutual support, where students learn about other communities as well as find the space to explore their own. The course design ensures that students can take charge of their projects, based on their own knowledge and cultural interests. Students have the opportunity to collaborate with peers and participate in community-oriented spaces, as we seek to expand education beyond the classroom and to contribute to society in a meaningful way.

Inclusion and equality

Our commitment to inclusivity drives us to address inequality wherever we find it. We welcome applications from students of all backgrounds and needs. We provide a safe and inclusive environment for all, so that everyone feels valued and contributes to our program, and throughout the program we embed diversity and inclusion in all that we do. This goes right from students' first day on the course to well beyond graduation, as the course is designed to enhance career options for everyone.

Career enhancement opportunities for all

We provide career enhancement opportunities that support our diverse community of students to flourish well beyond graduation, whether in fashion communication, publishing, branding, digital content production, campaign development, virtual environments or other creative industries. The course offers practical engagement with industry through work placements, guest talks, mentorship schemes and field trips to fashion and media-related organisations. These experiences familiarise students with current professional practices, build confidence and agency, and strengthen employability. This support is particularly valuable for students who may not have access to established industry networks.

Course Statement around the use of and engagement with Artificial Intelligence within the curriculum and Teaching, Learning and Assessment Processes

The BA Fashion Photography course enthusiastically embraces an ethically responsible approach to generative-AI technologies. Since its invention, the photographic medium has been under constant technological development. From nineteenth-century daguerreotypes to film photography and digital imaging, photography professionals have rapidly adapted to the frequent innovative developments in their field, including fashion photographers, who have actively embraced experimental use of new technologies at critical points in fashion photography's history. As part of the broader creative community within the Westminster School of Arts, we remain critically engaged with the creative possibilities and ethical responsibilities of generative-AI, ensuring that students are supported to navigate this evolving landscape with confidence and integrity.

Our aim is to offer students a contextual understanding of the functioning mechanisms of generative-AI systems; from the building of datasets and the classification of its contents to the development of generative systems and the final creation of AI products through prompt writing and/or primary visual and audio-visual sources. We understand that only once our students are aware of the different steps involved in the creation process of generative-AI content, the multiple actors that intervene in its production and the digital labour needed to run this technology, will they be ready to make a responsible use of generative-AI tools from an informed, critical perspective. In addition, we encourage the incorporation of these new technologies into other forms of photographic practice, fostering creativity, flexibility and a broad range of skills and experience to maximise employment opportunities or further study.

Students are introduced to the creative possibilities of generative-AI technologies early in the course, with opportunities to explore how these tools can support image development, concept generation and post-production workflows. As they progress, students may encounter AI-enabled processes embedded within contemporary editing software and digital fashion communication tools, allowing them to experiment with emerging techniques in a supported and critically informed way. At Level 6, students who wish to do so will be able to incorporate generative-AI methods into their independent research or final major project work, enabling practice-led investigation into the evolving role of AI within fashion image-making.

Regarding our students' contextual and theoretical learning, they are invited to explore generative-AI systems and their ability to offer responses for a range of questions. Our aim, however, is to make sure students understand the potential inconsistencies and inaccuracies that may emerge from these generative processes, and the importance of verifying generated information through alternative, reliable sources.

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

The University of Westminster is committed to cultivating highly employable graduates, by ensuring that career development skills are integrated into our academic programs. In the competitive fields of photography and fashion, a good degree alone is not sufficient to meet the demands of the professional workplace. Hence, we aim to equip our students with the necessary skills and knowledge to excel in the creative industries, fostering highly motivated and proficient graduates with a deep understanding of their field. Our graduates are encouraged to think innovatively, engage with their community, and possess unwavering confidence in their creative vision.

The course develops a wide range of employability skills, through embedded authentic assessments alongside specific work-based learning activities. Authentic assessments require students to use the same competencies, or combinations of knowledge, skills, and attitudes that they need to apply in professional life in their chosen career context.

Through strong relationships across the fashion and creative industries, our London location and an active community of alumni, the course benefits from a rich network of professional contacts who engage directly with our students. This includes guest speakers, portfolio reviews, live briefs, competitions, WeNetwork activities, the Westminster Photography Forum, mentorship, industry panels and opportunities for placements and internships. The course has been shaped with input from a wide range of industry voices to ensure that students develop the skills, knowledge and professional networks needed for successful careers. We also benefit from the breadth of disciplines within the Westminster School of Arts, particularly Fashion Design, creating extensive opportunities for collaboration both within the curriculum and through extra-curricular projects.

Work-based and Placement Learning

In the second year, all students undertake a core 20-credit Work-based and Placement Learning module, in which they can take a work placement outside the university, or engage in other relevant work-based activities, to develop an understanding of the industries that they want to progress into. Emphasis is placed on the development of their professional profile and networks, and they are supported in framing their skills within a professional context, which helps them to understand how they need to further develop.

Optional Year Out - Professional or International Experience

Some students may choose to take an optional year-long paid internship or placement or to Study Abroad between years 2 and 3. They may find these placements themselves, or through opportunities offered through our Engage platform and are supported throughout the process by our employability and work placement teams. The placement may be for the entire year (usually expected to be a minimum of eight months). Students who complete an optional internship / placement year will receive the award of BA (Hons) Fashion Photography with Professional Experience on successful completion of the course.

Or, Students may choose an optional year of Study Abroad for the award of BA (Hons) Fashion Photography with International Experience on successful completion of the course.

Alongside the placement, they are supported by a member of academic staff and they take (pass/fail) modules to provide them with additional credits, but these are not taught and are specifically designed to help them to record and reflect upon their learning during the process. Students return the following year to take the final year modules.

Final Year Study

In the final year of the degree, students complete the core 20-credit Professional Futures module. This module equips them with the skills and knowledge needed to prepare for their post-graduation careers, supporting them in developing a professional portfolio or equivalent industry-standard output that reflects their practice and aligns with career ambitions across the fashion and creative industries.

Graduates from the BA Fashion Photography are equipped to contribute confidently to the fashion and wider creative industries, having developed strong practical, conceptual and contextual skills that enable them to think independently and adapt to diverse professional environments. The fashion industry requires image-makers who can articulate an evolving

creative vision while responding to fast-changing cultural, technological and commercial contexts. The course supports students in developing a critical and innovative approach to fashion image-making that balances artistic ambition with industry expectations. Graduates will be well prepared for careers in commercial, editorial and campaign-based fashion photography, as well as roles across fashion communication, content creation and visual strategy, with a clear understanding of how their practice operates within the broader landscape of contemporary fashion media.

Fashion Photography graduates progress into a wide range of roles across the fashion, commercial and creative industries. Many go on to work as fashion photographers across editorial, commercial, e-commerce and campaign contexts. Others develop careers as creative producers, art directors, stylists, digital content creators, social media strategists, visual researchers, retouchers, studio or set assistants, image editors and brand creatives. Graduates also enter related areas such as publishing, trend analysis, visual merchandising, casting and fashion marketing or communication. Some continue their studies at Master's level, both in the UK and internationally, further expanding their creative and professional opportunities.

We also consider values of equality, diversity, and inclusion, to be fundamental to education and professional life and we prioritise sustainable practices in all our endeavours. These core principles underpin our teaching of professional skills, as we believe our students must comprehend these essential issues within the framework of their practice. Ultimately, we aim to educate our students to be independent critical thinkers, who are well-prepared to engage with their professional careers responsibly and ethically.

What will you be expected to achieve?

Learning outcomes are statements of what successful students have achieved as a result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)
- Cognitive Skills, are learning outcomes that help build a conceptual understanding that is necessary to devise and sustain arguments, and/or to solve problems and comment on research.

Level 4 course learning outcomes: upon completion of Level 4 you will be able to:

- 4.1 Identify and apply key concepts, tools and strategies in promotion, visual merchandising and photographic practice, recognising their role in fashion communication. (KU GA PPP)
- 4.2 2 Research and interpret creative, academic and industry research, textual, visual and photographic, to support marketing and photographic tasks. (KU PPP KTS)
- 4.3 Demonstrate introductory knowledge of photographic principles including lighting, exposure, camera control and digital workflows. (KU)
- 4.4 Use creative and technical methods, including photographic techniques, to develop visual ideas and promotional content for fashion related problems. (KU GA PPP KTS)
- 4.5 Apply compositional and aesthetic techniques to create and present imagery suitable for fashion marketing and visual communication. (KU PPP)
- 4.6 Identify and analyse fashion business environments using data and an awareness of social, cultural and historical influences on fashion. Alignment. (KU GA CS)
- 4.7 Communicate ideas clearly to different audiences using written, visual and verbal formats, demonstrating developing reflective and presentation skills. (PPP KTS)
- 4.8 Work collaboratively with others, showing emerging leadership, inclusive decision-making and the ability to evaluate group contributions. GA, PPP, KTS (GA PPP KTS)
- 4.9 Demonstrate developing independent learning and project management skills, using reflection and portfolio-building to support future professional development. (KU PPP KTS)

Level 5 course learning outcomes: upon completion of Level 5 you will be able to:

- 5.1 Demonstrate applied knowledge of marketing, promotional and photographic processes, integrating PR, branding, visual communication and sustainable approaches to create effective campaigns. (KU GA PPP KTS)

- 5.2 Apply theories of visual merchandising and communication, using creative and digital tools, including photographic technologies, to produce solutions to retail and promotional challenges. KU, GA, PPP (KU GA PPP)
- 5.3 Analyse the technical and professional skills needed in fashion marketing and photography, using industry projects to evaluate personal development and sector expectations. (KU GA PPP KTS)
- 5.4 Work collaboratively to develop new fashion concepts and industry solutions, showing developing leadership, ethical awareness and inclusive team practices.GA, PPP, KTS, CS (GA PPP KTS CS)
- 5.5 Produce a coherent professional portfolio demonstrating growing capability across marketing, promotional and photographic projects within the fashion and creative industries. (KU GA PPP)
- 5.6 Evaluate business practice, ethical and sustainable frameworks, and global cultural influences to identify trends and propose strategic retail opportunities. (KU PPP KTS CS)
- 5.7 Apply creative and technical methods, including photographic and digital tools, to develop new fashion marketing and promotional concepts informed by market structures and omni-channel strategies. (KU GA PPP KTS)
- 5.8 Communicate ideas, research and creative solutions effectively in written, visual, oral and digital formats, following academic and professional standards. (PPP KTS)
- 5.9 Engage with professional practice through placements or collaborative work, developing a reflective photographic and marketing identity within the fashion and creative sectors. (KU PPP KTS)

Level 6 course learning outcomes: upon completion of Level 6 you will be able to:

- 6.1 Critically apply advanced theories from marketing, branding, consumer behaviour and photographic practice to analyse and resolve complex global fashion challenges. (KU GA KTS)
- 6.2 Evaluate environmental, ethical, social and economic forces shaping global fashion communication, synthesising cross-disciplinary insights to support sustainable and responsible professional practice. (KU GA PPP KTS)
- 6.3 Demonstrate advanced reflective practice in assessing personal identity, creative direction, collaboration and professional development, evidencing resilience and self-directed growth. (KU GA PPP KTS)
- 6.4 Provide effective leadership in interdisciplinary teams, applying creative and strategic methods to marketing and photographic challenges while upholding ethical and culturally inclusive practice. (KU GA PPP KTS CS)
- 6.5 Design, execute and critically evaluate a substantial independent research project using creative methodologies, conceptual development and evidence-based analysis. (KU GA PPP KTS CS)
- 6.6 Analyse present and emerging global retail and visual communication landscapes, identifying key trends to inform strategic planning, risk assessment and innovative industry solutions. (KU GA PPP KTS CS)
- 6.7 Communicate complex ideas, research and creative outcomes across written, visual, oral and digital formats, meeting academic, professional and cross-cultural communication standards. (KU PPP KTS CS)
- 6.8 Apply advanced numerical, analytical and evaluative skills to generate strategic, ethical and commercially viable solutions in fashion marketing, imaging and visual communication. (KU PPP KTS CS)
- 6.9 Produce and critically appraise a professional portfolio or campaign demonstrating advanced conceptual, technical and aesthetic competence within global fashion communication and photographic practice. (KU GA PPP CS)

How will you learn?

Learning methods

The course provides an **authentic, inclusive and progressive** learning environment, where students are constantly supported by their tutors and encouraged to think critically about their practice while questioning its position in the rapidly changing visual image and fashion industries.

Students spend significant time undertaking **independent study**, individually or in **collaborative project groups**. They are expected to make use of the extensive photography facilities, libraries and online resources to deepen their learning outside timetabled lessons.

As part of their professional development, this course enables students to identify their strengths, interests and motivations, helping them understand their potential and make informed career decisions post-graduation.

In the **BA Fashion Photography**, students:

- Develop their individual photographic and creative vision through critical, reflective and exploratory approaches that combine technical skill with fashion-specific thinking.
- Engage with a range of creative and commercial concepts, gaining insight into how ideas are shaped, communicated and realised across contemporary fashion contexts.
- Build complementary and cohesive skills that support the production of compelling creative and commercially effective outputs relevant to the global fashion industry.
- Learn to adapt and translate their innovative ideas for application within professional environments, strengthening their readiness for careers across fashion media, communication and visual production.

Neurodiversity and disability

Creative courses often attract a wide range of students and staff members, including those who are neurodiverse. Our course team is experienced in providing the necessary support to meet the unique needs of our students and we are committed to creating course materials and assessments that are accessible to all students, regardless of their learning style or ability. We work closely with the disability team to ensure that our course is structured in a way that is truly inclusive, with sessions and a range of resources that cater for a range of learning styles and needs, and we ensure that our assessments and teaching formats are adapted to fully accommodate our diverse student body. This includes, but is not limited to, ensuring students have access to a range of online and physical learning support resources both in advance of scheduled teaching sessions and afterwards.

Active learning strategies

We use active learning strategies that encourage students to participate in group work, discussions, and collaborative projects. We provide multiple modes of content delivery, including audio-visual and written materials, in both physical and online formats. We encourage student feedback throughout the course to ensure that their needs and concerns are being met. We also offer mentorship and support to students, particularly those from underrepresented groups, to help them succeed in their studies and future careers.

Teaching methods

Teaching in this course is mostly delivered in person during timetabled lessons, as well as through a number of extracurricular activities.

- **Lectures** are delivered to teach a broad range of photographic histories, contexts and contemporary photographic practices appropriate to each module.
- **Seminars** serve students to discuss their learning and contrast individual ideas as a group and in relation to a given topic.
- **Technical demonstrations and workshops** are run at our Harrow facilities and serve to teach a variety of photographic techniques and expanded practices.
- **Group and individual tutorials** are offered regularly to advise students on the progress of their practical and written projects, and their overall learning throughout the module.
- **Group work reviews** are designed for students to present their work in progress, with the aim of obtaining formative feedback from their tutors and peers.

Other teaching activities include professional and artist talks, interdisciplinary collaborative activities, gallery/industry visits, field trips, work-based and placement learning activities, as well as career mentoring sessions.

Assessment methods

- **Formative and summative assessment** is undertaken in every module to evaluate the student's learning throughout the course. Formative assessment methods do not affect the final marks within modules, but provide students with ongoing feedback, to allow them to develop their work for the summative assessments. Module assignments are usually shorter and more directed earlier in the course, with students gaining greater independence in their projects, and producing larger bodies of work as they progress in their studies.
- **Practical projects** serve to assess the student's ability to produce a coherent body of photographic work that is critically informed and presented to a professional standard. Assessment on their projects also evaluates their technical competence and ability to communicate ideas in a visual form. When produced in groups, these projects also assess the students' ability to work collaboratively across a diverse group of creative team members.
- **Written reports, essays, reviews and visual essays** are used to assess the student's understanding of critical and historical photographic and/or fashion industry contexts, as appropriate to each module. These essays also serve to evaluate the student's ability to conduct independent research, articulate ideas, organise them logically, and communicate their arguments in a written and visual format.
- **Individual and group presentations** are used to assess the students' ability to present their practice and research in public. These can take form of work reviews, research talks or interactive sessions as appropriate.
- In their final year, students produce a **Final Major Project** serve to assess the overall learning achieved throughout the course.
- **Authentic assessment** may take the form of Annotated Bibliographies, Articles for different audiences, Blogs, Case studies, Designing learning materials, essays, essay plans, grant applications, media profiles, online discussion boards, oral presentations, portfolios, e-portfolios.

Technology and inclusion; assessment

We support and celebrate diversity as something that contributes to individual and collective creativity. We embrace change and technological developments in order to bring these to students from all backgrounds, promoting social mobility in the photographic industries. We are committed to removing any barriers that prevent students from succeeding. Our assessment methods – including portfolios, presentations, live briefs, group exhibitions, and publications – are designed to contribute to building equality for all. When possible, we include 'authentic' assessment methods that replicate real-world scenarios and tasks that students might encounter in their future careers or professional lives.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	4.1, 4.3, 4.5, 4.6, 4.9, 5.3, 5.5, 5.9, 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.8, 6.9
Literate and effective communicator	4.2, 4.4, 4.5, 4.7, 5.1, 5.3, 5.4, 5.5, 5.8, 6.3, 6.5, 6.7
Entrepreneurial	4.7, 4.8, 4.9, 5.1, 5.4, 5.5, 5.6, 5.7, 5.9, 6.4, 6.6, 6.9
Global in outlook and engaged in communities	4.2, 4.3, 4.4, 4.6, 5.2, 5.4, 5.6, 5.7, 5.9, 6.1, 6.2, 6.4, 6.6, 6.7, 6.9
Socially, ethically and environmentally aware	4.5, 4.6, 4.8, 5.6, 5.7, 6.1, 6.2, 6.4, 6.6, 6.7, 6.8

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated, you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby

adding further value to your degree.

- Additional information may also be included above each level, for example, where you must choose one of two specific modules.

Modules

Level 4

Module Code	Module Title	Status	PT Year (where applicable)	UK credit	ECTS
4IMAG017W	Constructing Photographs	Core	1	40	20
4FADE013W	Fashion Styling and Creative Direction	Core	1	20	10
4FAMN014W	Fashion Fundamentals	Core	2	20	10
4IMAG020W	Fashion Photography and the Street	Core	2	20	10
4FAMK011W	Creativity and Collaboration for Fashion Marketing	Option	Various	20	10
4FADE015W	Digital Fashion Marketing	Option	Various	20	10
4FAMK014W	Promotion & Media	Option	Various	20	10
		Elective		20	10

Level 5

Module Code	Module Title	Status	PT Year (where applicable)	UK credit	ECTS
5IMAG018W	Developing a Photographic Voice	Core	3	40	20
5IMAG019W	Fashion Studio Photography	Core	4	20	10
5CTAD002W	Work Based and Placement Learning	Core	4	20	10
5FADE016W	Digital Content Creation	Option	3	20	10
5FADE011W	Fashion Campaign	Option	3	20	10
5IMAG020W	CGI and Photography	Option	4	20	10
5FAMK015W	Digital Fashion Promotion	Option	4	20	10
5CTAD005W	Videography	Option	4	20	10
		Elective		20	10

Additional Year

Module Code	Module Title	Status	PT Year (where applicable)	UK credit	ECTS
6CTAD002W	Industry Placement Semester 1	Option	Various	60	30
6CTAD003W	Industry Placement Year Semester 2	Option	Various	60	30
5CTAD006W	Study Abroad Semester 1	Option	Various	60	30
5CTAD007W	Study Abroad Semester 2	Option	Various	60	30

Level 6

Module Code	Module Title	Status	PT Year (where applicable)	UK credit	ECTS
6CTAD006W	Campaign Pre-Production	Core	5	20	10
6IMAG014W	Fashion Photography Final Project	Core	Various	40	20
6IMAG004W	Professional Futures	Core	Various	20	10
6MEST013W	Emerging Media	Option	Various	20	10
6FADE012W	Fashion Event Management	Option	Various	20	10
6FAMN014W	Future Trends and Insight	Option	Various	20	10
		Elective		20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

Course management

The BA (Hons) Fashion Photography course is managed by a single Course Leader or as a job share between two joint Course Leaders. The **Course Leader(s)** will work with the **Assistant Heads of School** (Fashion and Arts & Technologies|) to ensure staffing levels are appropriately allocated, budgets are clearly identified and managed and student number planning is in place to ensure the viability of the course is maintained. The Course Leader(s) will identify appropriate student markets and actively recruit applicants, manage selection and devise offer holder engagement activities in liaison with relevant professional service teams, administrative teams and academic management teams. Course Leader(s) will work with University management and compliance teams, technical services and other teams to ensure the learning experience of the students is maintained and the quality and academic coherence is of a high quality. This includes undertaking regular reviews of the course and acting on student feedback provided through student forums and module review forms. Colleagues allocated to teaching on these courses will be directed by the Course Leader(s) and line managed by the relevant Assistant Head of School under the leadership and management of the **Head of School.**

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities and additional support available. You will be provided with a Course Handbook, which provides detailed information about the course. Each course has a course leader or equivalent. All students enrolled on a full-time course and part-time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University utilises a Virtual Learning Environment called Blackboard, where students access their course materials and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard

The Academic Learning Development Centre supports students in developing the skills required for higher education. In addition to online resources in Blackboard, students can also attend Study Skills workshops and schedule one-to-one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes our libraries, each of which holds a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries,

which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services.

Support Services

The University of Westminster's Student and Academic Services department provides a range of advice and guidance. Further information on the advice available to students can be found at https://www.westminster.ac.uk/student-advice

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at https://www.westminster.ac.uk/students-union

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored annually by the College to ensure it is running effectively and that any issues that might affect the student experience have been appropriately addressed. Staff will consider evidence from various sources, including student surveys, student progression and achievement, and reports from external examiners, to evaluate the effectiveness of the course and make necessary changes.

Periodic reviews are also conducted to ensure that the curriculum remains up-to-date and that the skills acquired on the course continue to be relevant to employers. Representative students meet with a panel to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess the course's performance.

How do we act on student feedback?

Student feedback is important to the University, and student views are taken seriously. Student feedback is collected in various ways.

- Through student engagement activities at the course and module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire for each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be improved.
- Final-year undergraduate students will be asked to complete the National Student Survey, which helps inform the national university league tables. Postgraduate students will be asked to complete the Postgraduate Taught Survey (PTES).

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student may reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2025©