

**PROGRAMME SPECIFICATION AND CURRICULUM MAP  
FOR MASTER OF ARTS IN  
FASHION BRAND COMMUNICATION & STYLING**



**Middlesex  
University  
London**

<b>1. Programme title</b>	Fashion Brand Communication & Styling
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	AKTO Art and Design (Athens)
<b>4. Details of accreditation by professional/statutory/regulatory body</b>	
<b>5. Final qualification</b>	MA Degree
<b>6. Year of validation</b>	2018
<b>Year of amendment</b>	2024
<b>7. Language of study</b>	Greek
<b>8. Mode of study</b>	Full-time & Part-time
<b>9. Criteria for admission to the programme</b>	
<p>One can enroll in the course, via a special AKTO form, if they are already holders of a degree, (at least BA or equivalent, 1<sup>st</sup> or 2.1). Graduates of degrees of a lower level may be considered, should they prove that they possess the ability to correspond to the requirements of the programme, via a personal interview. In special circumstances, an applicant who is not a graduate may be accepted, should he have extensive professional experience supported by credible evidence. Applicants from the last two categories, may be required to commence with a lower level course. All applicants should submit a statement of purpose about the area of their research, a portfolio of selected works and undergo a personal interview. As the programme is taught in Greek, Greek language requirements for applicants who are not native speakers are of a B2 level. There is no maximum age limit for enrolment to the course.</p>	
<b>10. Aims of the programme</b>	
<p>This postgraduate course aims to provide you with a learning environment in which you can combine creative and strategic knowledge and skills in Fashion Brand Communication &amp; Styling and exhibit a solid understanding of the Fashion industry. It aims to enable you to draw on your own experience, to demonstrate a global understanding of the relevant dynamics affecting Styling and the implications of branding, visual merchandising, communication and the various media, so that you are able to deal with fashion brands, develop your professional identity and apply strategic measures in creating a communication strategy for a fashion brand.</p> <p>Its main goal is to train Styling and Communication professionals who can work closely with designers, video-makers, photographers and artists, capable of applying appropriate branding and marketing principles to their work, creating attractive and coherent proposals and communicating them appropriately. Its philosophy and content will allow you to extend your boundaries through critical analysis, experimentation, research, technological and creative exploration and develop the skills required to produce specialized Fashion Brand Communication and Styling outcomes.</p> <p>A range of transferable skills is incorporated into the programme, so as to assist you in achieving a successful career and constantly develop as creators and professionals. Independence of thought, originality of ideas and professionalism, at a higher level of achievement, are the key parameters that are enhanced through both the curriculum and the organized complementary activities that form the educational experience within the programme.</p>	

<b>11. Programme outcomes - the programme offers opportunities for students to achieve and demonstrate the following learning outcomes.</b>	
<p><b>A. Knowledge and understanding</b> On completion of this programme the successful students will be able to:</p> <ol style="list-style-type: none"> <li>1. Assess the limitations and specificities of research, the introduction of new criteria and formulate new research targets.</li> <li>2. Analyze Styling in a historical and cultural context and appraise the language of aesthetics through a range of concepts.</li> <li>3. Demonstrate expertise in developing an appropriate fashion style and in creating the fashion image.</li> <li>4. Synthesize principles and methodologies to develop an effective Branding and communication strategy for fashion creations.</li> <li>5. Appraise a brand's identity, create and appropriately communicate a compelling visual language for a brand.</li> </ol>	<p><b>Teaching/learning methods</b> Students gain knowledge and understanding through reading, listening and practice.</p> <p><b>Assessment Method</b> Students' knowledge and understanding is assessed by coursework, classroom feedback as well as exams and research work.</p>
<p><b>B. Cognitive (thinking) skills</b> On completion of this programme the successful students will be able to:</p> <ol style="list-style-type: none"> <li>1. Critically combine innovative approaches, in undertaking research, evaluating data, rationalizing conclusions, and presenting results.</li> <li>2. Appraise and synthesize theoretical concepts, principles and models to Fashion Styling.</li> <li>3. Demonstrate expertise in formulating a Brand strategy plan and justify its effectiveness.</li> <li>4. Justify the use of appropriate media, methods and technology to communicate a fashion brand.</li> <li>5. Novel original wisdom, adopt a stance in relation to established systems of activity and synthesize strategies in an innovative manner.</li> </ol>	<p><b>Teaching/learning methods</b> Students learn cognitive skills through their research, the undertaking of creative projects and the participation in discussions and peer critiques</p> <p><b>Assessment Method</b> Students' cognitive skills are assessed through feedback from discussions/critiques between student and tutor in the context of course and research work.</p>
<p><b>C. Practical skills</b> On completion of the programme the successful students will be able to:</p> <ol style="list-style-type: none"> <li>1. Defend their creative and research practice effectively by employing advanced verbal and/or other presentation skills and critically justifying their choices.</li> <li>2. Select and combine the appropriate means and technological approaches to assist the materialization of a Fashion Styling topic.</li> <li>3. Select, combine and implement communication strategies, branding approaches and media technologies with professional capacity.</li> <li>4. Demonstrate expertise in interpreting and building on the findings of research, in combination with practical, professional and academic skills.</li> <li>5. Synthesize knowledge, employ advanced teamwork and collaborative practice skills and benefit from different backgrounds of peers.</li> </ol>	<p><b>Teaching/learning methods</b> Students learn practical skills through studio practice, the undertaking of coursework-related projects, critique and assessment by other students in the classroom.</p> <p><b>Assessment Method</b> Students' practical skills are assessed through coursework, practical tests, exercises, written essays and projects.</p>

<b>12. Programme structure (levels, modules, credits and progression requirements)</b>	
<b>12.1 Overall structure of the programme</b>	
<p>The course is studied over one year (full-time) or two years (part-time). It is arranged in 3 semesters (if studied full-time) and 5 (if studied part-time). There are 13 study weeks per semester. Most of the course is based on individual study and research, where 10 hrs of College-based lectures per credit point and 10 hours of individual meetings between each student with their supervisor are allocated to the programme, throughout the year. The course is divided into study units called modules. Each of the first four modules has a credit value of 20 credits/10 ECTS, where the "Research Project" has a credit value of 40 credits/20 ECTS and the "Main Project" has a credit value of 60 credits/30 ECTS. The programme totals 180 credits/90 ECTS. Details of each module can be found further below.</p>	
<b>12.2 Levels and modules</b>	
<b>COMPULSORY</b>	<b>PROGRESSION REQUIREMENTS</b>
<p>Students must take all of the following:</p> <p>Semester I:  - MCS111: Contextualising Contemporary Styling  - MCS121: Innovative Styling  - MCS131: Communication Strategy &amp; Branding</p> <p>Semester II:  - MCS112: Communicating Fashion Brands  - MCS122: Research Project &amp; Ethics</p> <p>Semester III:  - MCS113: Main Project</p>	<p>Following assessment and upon completion of the academic year, 180 credits/90 ECTS are required in order for students to graduate.</p>
<b>12.3 Non-compensatable modules</b>	
Compensation is not permitted in any module	
<b>13. A curriculum map relating learning outcomes to modules</b>	
See Curriculum Map attached.	
<b>14. Information about assessment regulations</b>	
Detailed information about assessment regulations that apply to the programme can be found in the handbook (Also see Middlesex University Regulations at <a href="http://www.mdx.ac.uk/regulations">www.mdx.ac.uk/regulations</a> ). Students must pass all components of each module, in order to complete the module successfully	
<b>15. Placement opportunities, requirements and support</b>	
Not applicable	
<b>16. Future careers</b>	
<p>The Careers Office looks after the professional provision of AKTO graduates. Various companies who have job vacancies contact it. By advising the student records and academic staff, it promotes, in line of priority, the most capable students. It also deals with graduate requests for employment and holds several reference material and information on professional requirements and employment opportunities. The programme also provides students with numerous opportunities for real life projects from the industry as well as a series of alumni benefits once they complete their studies (see section on "Alumni Benefits"). Graduates of this course are expected to work as Fashion Stylists, Fashion Communicators, Visual Merchandisers, enter managerial roles within the Fashion Design industry or seek for a successful career as entrepreneurs. They can also pursue an academic career or continue further their studies.</p>	
<b>17. Particular support for learning</b>	
<p>The course is housed in the Athens Campus, with access to the Library of the college, the Green room, the Auditorium and the College Gallery. The students use design and drawing studios in the building, with adequate space and of course computer rooms which are equipped with all the relevant software and peripherals. The studios are at the student's disposal many hours during the week in order to practice and prepare their projects and there are always technicians and assistants to support them. The college is equipped with a variety of projection facilities which are used at lessons and seminars. Students may also loan equipment (e.g. laptops) for use in class. Availability and booking arrangements are done through the administration.</p>	

The library is equipped with computers, photocopying machines, internet stations and video room. The Librarians also provide information on other libraries that the students can use and there is a database of relevant web-sites.

The course operates within the multidisciplinary setting of AKTO, offering students the opportunity to come into contact with students from other Art & Design programmes, attend common activities and explore the common ground and applications of their disciplines and their fellows'. The college has an outstanding tradition in establishing links with the market and the broader communities, thus students have the opportunity to work on projects assigned by the industry while they study.

AKTO provides support for students with disabilities and anyone who require counselling. Any disability which might affect your study should be disclosed to your Programme Leader and the MA Coordinator through the Administration services on commencement of your course. Students requiring counselling support should contact the Administration office to acquire information on public support services or visit Public Disability Support Services directly at: <https://www.minedu.gov.gr/eidiki-agwgi-2/keddy-eidiki-ekpaideusi-4/16873-22-12-15>

Lab support gives you supervised access to all workshops, computer labs, and studios, while personal tutorials are available to you when required and can be arranged through the Administration. For more information see section "Support services at AKTO".

Please also refer to sections "library" and "student support" of this Handbook, as well as "Fees and Scholarships" at <http://aktocollege.com/fees-and-scholarships/> for more information on learning support.

**18. JACS code (or other relevant coding system)**

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**19. Relevant QAA subject benchmark group(s)**

Art & Design

**20. Reference points**

The following reference points were used in designing the programme:

1. Subject Benchmark Statements for Art and Design programmes as issued by the QAA (2018)
2. Benchmark Statements for Masters programmes as issued by the QAA (2015)
3. Descriptors of the National Qualifications framework for MA in Design level (2010)
4. Middlesex University regulations (2018-2019)
5. AKTO College mission statement (2013)
6. The framework for higher education qualifications [FHEQ] (2008)

**21. Other information**

**Students also benefit from:**

-Qualifications and expertise of teaching staff: Most members of the programme team have completed university studies and/or postgraduate studies. All of them are practicing professionals with notable experience in the field and are all holders of the certification of the teaching qualifications of trainers for adults (Greek Dep. of Education).

-Educational experience of the teaching staff: all members of staff have substantial educational experience since they have been teaching in advanced levels of undergraduate programmes for a number of years.

-History and experience of the college: AKTO, which is the largest provider in the field of Art & Design education in Greece, has been running successfully a number of undergraduate programmes in the field, validated by Middlesex University since 1992 and the first postgraduate course at Master's level since 2003. The college has a long-standing good reputation for the quality of its provision.

-The validation by Middlesex University ensures implementation of all quality factors and procedures officially referring to academic programmes of such standards.

- Educational excursions and visits to areas of interest, so as to enrich the students experience.

**The programme is evaluated and improved in the following ways:**

- Student feedback in surveys (end of first semester) and board of studies (once per semester).

-External Examiner arrangements: Future reports on the operation and standards of the MA Level will assist in the evaluation and improvement of the Programme.

-Feedback from the employment market, whereby there is a demand for AKTO graduates by employers, is very positive, and the very good reputation of AKTO graduates in the industry.

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

## Curriculum map for MA in Fashion Brand Communication & Styling

This map shows the main measurable learning outcomes of the programme and the modules in which they are assessed.

Module	Code	Programme outcomes														
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5
Contextualising Contemporary Styling	MCS 111	x	x				x	x								
Innovative Styling	MCS 121			x								x	x			x
Communication Strategy & Branding	MCS 131				x				x			x		x		
Communicating Fashion Brands	MCS 112					x				x		x		x		
Research Project & Ethics	MCS 122	x	x				x				x	x			x	
Main Project	MCS 113			x	x	x		x	x	x	x	x	x	x	x	x

### Programme learning outcomes

A. Knowledge and understanding	
1	Assess the limitations and specificities of research, the introduction of new criteria and formulate new research targets.
2	Analyze Styling in a historical and cultural context and appraise the language of aesthetics through a range of concepts.
3	Demonstrate expertise in developing an appropriate fashion style and in creating the fashion image.
4	Synthesize principles and methodologies to develop an effective Branding and communication strategy for fashion creations.
5	Appraise a brand's identity, create and appropriately communicate a compelling visual language for a brand.
B. Cognitive skills	
1	Critically combine innovative approaches, in undertaking research, evaluating data, rationalizing conclusions, and presenting results.
2	Appraise and synthesize theoretical concepts, principles and models to Fashion Styling.
3	Demonstrate expertise in formulating a Brand strategy plan and justify its effectiveness.
4	Justify the use of appropriate media, methods and technology to communicate a fashion brand.
5	Novel original wisdom, adopt a stance in relation to established systems of activity and synthesize strategies in an innovative manner.
C. Practical skills	
1	Defend their creative and research practice effectively by employing advanced verbal and/or other presentation skills and critically justifying their choices.
2	Select and combine the appropriate means and technological approaches to assist the materialization of a Fashion Styling topic.
3	Select, combine and implement communication strategies, branding approaches and media technologies with professional capacity.
4	Demonstrate expertise in interpreting and building on the findings of research, in combination with practical, professional and academic skills.
5	Synthesize knowledge, employ advanced teamwork and collaborative practice skills and benefit from different backgrounds of peers.