

Fashion Communication BA (Hons)

Based in Newcastle 3 Years Full Time

Fashion Communication at Northumbria enables creative individuals to flourish in the media and cultural industries that deal with the promotion and communication of fashion, covering areas such as product launches, store events, event management, public relations, exhibitions, museum valorisation and TV and print journalism.

Interdisciplinary by nature, this course includes experiential design projects, the acquisition of traditional visualisation techniques, the knowledge of production techniques and operative training in professional software. Alongside this through a series of lectures and seminars you will gain a thorough understanding of the philosophical, psychological, sociological and economic factors that shape the fashion industry.

At the end of the three years of hard work and dedication you will deliver a major communication project of your choice; a new experiential event for a brand, product or service, a creative strategy for organising fashion product in museums and galleries, a contemporary magazine, an innovative catwalk show... the opportunities are endless.

UCAS Code: WP29 BA/FC

Your course in brief

Year 1

Learning Skills for Fashion Communication
Brand & Design
The Fashion Trends & Promotional System
Creative Presentations
Information Technology
Theory & Practice
Contemporary Design Influences



Year 2

Fashion Promotion & Events
Brand Experience
Creative Concepts
Creative Presentations
Information Technology
Theory & Practice
Contemporary Design Influences

Year 3

Fashion Enterprise
Fashion Communication
Project Research
Portfolio
Concept Realisation and Promotion

Who would this course suit?

This course is not suitable for students that want to design and make product. It has been designed to help talented and self-motivated students become visually literate, excellent communicators with the creativity to design experiences that build and sustain brands by addressing the visual, practical, intellectual and cultural demands of an ever-changing society and fashion audience. It includes practical components that help demonstrate visual communication of store visual merchandising, promotion, product launches and museum valorisation in the form of small set models and photographic illustrative techniques.

Where our graduates work

As Fashion Communication is a new course, our students have yet to graduate. However, we feel that the following summarises what our graduates will go on to achieve.

This course offers incredible breadth and depth. The skills you acquire mean that you will have your pick of careers. From fashion journalism to trend analysis, public relations to advertising, marketing to style consultancy and event management to publishing and broadcasting – the choice is yours. More than that, these skills are extremely transferable. This means you can pursue a wide range of career opportunities across a number of sectors including project management and brand management.

NB. Students do not need to produce a portfolio for this course, but will be asked to present a visual CV at interview. Go to www.northumbria.ac.uk/designhowtoapply for more information.

