

VOGUE COLLEGE OF
FASHION

MA Luxury Brand Strategy & Business
Programme Handbook 2024-25

PROGRAMME HANDBOOK

MA Luxury Brand Strategy & Business 2024-25

WELCOME

This Programme Handbook provides an introduction to your Course and the College. It contains the key information to help you navigate your time with us at Vogue College of Fashion, and to support you as you work through the course. Please take the time to read through this information carefully.

If you have any questions about anything included in this document, please contact your Programme Director. We also welcome any comments you may wish to make on the handbook or suggestions for improving the information provided.

Information about the College, covering the topics below can be found on VCF London on Canvas.

DISCLAIMER

The information published herein represents the policies and procedures of Vogue College of Fashion (hereafter referred to as "the College") at the time of publication. The College reserves the right to change without notice any matter contained in this publication. Payment of tuition for or attendance in any classes shall constitute a student's acceptance of the College's policies and procedures as well as the College's right to change the same.

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YOUR COURSE & ACADEMIC MATTERS

MA Luxury Brand Strategy & Business

1.0 COURSE AIMS

The MA Luxury Brand Strategy & Business is a unique industry-focused programme that allows you to learn about luxury business approaches, luxury brand strategy and the future of the luxury industry. Drawing on Vogue's knowledge and expertise, the course delivery is split between taught academic content, practical and technical workshops, independent research as well as masterclasses from leading industry professionals in exploring the creative, commercial and critical dimensions of luxury brand communication, marketing, creative, and experiential luxury business thinking.

The programme is situated within the fashion business portfolio of the college that also includes master's courses in Entrepreneurship: Fashion & Creative Industries and Fashion Communication. Students on all these MA courses will share some taught sessions and projects with the other fashion business master's in order to nurture collaboration and to ensure that students acquire a holistic understanding of a range of disciplines within the fashion industry.

The core aim of this programme is to provide opportunities for you to become an effective practitioner in the luxury and fashion industries, to be able to understand the communication channels used by luxury brands and the ways in which luxury brands can be utilised creatively innovative business thinking effectively.

In line with the QAA's Master's Degree Characteristics Statement, the programme aims to ensure that graduates are given the opportunity to demonstrate critical awareness of current issues and developments in the fashion and communication industries as well as practising the effective application of critical thinking skills. Knowledge and understanding of professional responsibility, integrity and ethics and the ability to reflect on your own progress as a learner / professional practitioner is also of key importance.

The aim is to support you in an effective transition from study to employment, clearly connecting theoretical topics and academic study to contemporary industry practice. You will become familiar with life-long learning approaches that will allow you to continue to advance your knowledge and understanding and develop new skills to a high level after graduation.

Vogue College of Fashion has a strong focus on preparation for industry. The course will explore distinct career opportunities within fashion, luxury, brand communication and business, appealing to a range of students from different backgrounds. In recent years, technological developments have driven new opportunities in the sector and the course will focus on the future of luxury and fashion. The focus of the MA is also relevant to an increasingly broad range of job opportunities driven by growth in the lifestyle, experience, menswear, beauty and related luxury and experience sectors.

1.1 COURSE MAP

| MA Luxury Brand Strategy & Business | | |
|-------------------------------------|--|--|
| Term 1 Autumn Term | Brand Communication & Marketing Strategy 30 credits | Critical Research: Understanding Audiences 30 credits |
| Term 2 Winter Term | The Business of Luxury 30 credits | |

| | | |
|-----------------------|--|-------------------------------------|
| Term 3 Spring Term | Luxury Innovation & Futures - Live Luxury Project 30 credits | Final Masters Project 60 credits |
| Term 4 Summer Term | | |

Timetable

The timetable for each term is set before commencement but is subject to change. This is due to the regular input of industry professionals, who may from time to time have to reschedule sessions because of work commitments. Minor changes to the timetable are a regular occurrence and you must therefore check the timetable on Canvas on a daily basis; it is your responsibility to keep yourself informed of any updates.

This is a full-time course. However, you will usually only be expected to be in on two to three days a week, Mondays, Tuesdays and Wednesdays, to attend lectures, seminars and workshops. Additional activities may on occasion be planned on other days; however, you will be notified about these in advance. At other times, industry guests will speak at the college ('Vogue Education Presents') and these talks are available to all at the college, which you are expected to attend. Your schedule will include a minimum of 10 hours per week taught time. You are expected to use two to three days a week on independent study.

Session times may be different each week, so it's important that you are available on Mondays, Tuesdays and Wednesdays for classes taking place throughout the day. Sometimes there might be gaps in your timetable – these should be used for independent study and project work. There are study areas in the library and in the café areas and you are welcome to utilise any rooms in the building that are not being used for scheduled classes or events; you can check availability at Reception.

1.2 YOUR AWARD

The MA Luxury Brand Strategy & Business course at Vogue College of Fashion is a globally recognised degree qualification awarded by The University of Buckingham. In relation to the UK Qualifications framework it is worth 180 credits at level 7. You will undertake a range of modules, of varying durations and credit values. All modules are 30 credits or 60 credits as indicated in the map.

The degree of the University of Buckingham may be conferred by the authority of the Senate upon such candidates as are reported to the Senate as having:

- a) satisfied the provisions of the Regulations
- b) completed a programme of studies consisting of a prescribed number and range of modules asset out in the Special Regulations and Curriculum of the degree of MA Luxury Brand Strategy & Business
- c) satisfied the Board of Examiners that they have attained the requisite standard in the prescribed assessments for the modules on the degree programme.

The degree of MA Degree may be awarded as pass, merit or distinction.

All modules are aligned with the national Framework for Higher Education Qualifications (FHEQ).

1.3 ATTENDANCE & DURATION

MA degree lasts for one year (full time) or two years (part time). The terms of attendance shall normally be consecutive except where the special regulations for the degree make other provision.

The maximum completion time shall be three years (full time) or five years (part time).

1.4 MINIMUM CREDIT REQUIREMENTS

In order to be eligible for the award, a student must have taken and passed assessment for modules with a total value of 180 credits, as prescribed by the curricula and special regulations for the degree programme.

2.0 TERM 1 MODULES

- **Critical Research: Understanding Audiences - 30 Credits**

The purpose of this module is to provide you with an overview of the range of research methods, approaches and tools that are vital for postgraduate study. The module will cover philosophy of research, ethics, primary and secondary research methods that include quantitative, qualitative and visual research methods, how to analyse, evaluate and even disseminate research findings. The module will consider research in a range of contexts relevant to the media industries and enable you to understand the relationship between theory and practice.

- **Brand Communication & Marketing Strategy - 30 Credits**

This module introduces you to contemporary communication methods adopted within fashion and the creative industries to convey brand attributes, examining successful communication strategies used by brands. You will explore the varied formats, technologies and themes harnessed by brands to produce positive experiences for intended audiences. The module also provides opportunities to develop visual communication and software skills required to create brand communication outputs.

3.0 TERM 2 MODULES

- **Critical Research: Understanding Audiences (*continued from Term 1*)**

- **The Business of Luxury - 30 Credits**

Luxury brands are increasingly needing to think differently about their business models and sometimes need to pivot to meet their fast-changing consumers. This module aims to engage your aptitude for business thinking and industry foresight – you will be asked to investigate a luxury business, analysing and evaluating, as well as questioning what business model they utilise and how they have pivoted, or may need to pivot their business model to adjust evolve in line with global consumer demands.

4.0 TERM 3 MODULES

- **Luxury Innovation & Futures: Live Luxury Project - 30 Credits**

During this module you will develop collaborative skills and ingenuity with the introduction of an industry focused project. This will see you examining and exploring some of the complex issues faced by the luxury industry at any given time. A key element of the learning experience is for you to question their own potential role in the luxury industry and reflect on what and how they can make a positive impact or contribution via their chosen specialist field.

- **Final Masters Project - 60 Credits**

During this module, you will create a practical outcome aligned with your programme specialism and identified career focus. You might approach this as an opportunity to create a portfolio of work, initiate a live or simulated industry project or to take an entrepreneurial approach by creating a project that you might continue to pursue after finishing the degree.

A written thesis will underpin the practical element, allowing you to identify a clear connection between academic theory as well as scholarly research and genuine industry practice. The aim is to consolidate and enhance previous learning on the programme and provides the opportunity to develop an individual research proposal in any area of interest relevant to the programme's content.

This project aims to provide you with an opportunity to conduct live research in a topic of interest to you, developing skills in project management and engaging with professional development planning. You will be encouraged to secure relevant work experience as part of your professional development.

5.0 TERM 4 MODULES

- Final Masters Project - 60 Credits (*continued from Term 3*)

6.0 LEARNING & TEACHING STRATEGY

The strategic vision for learning and teaching at the College can be summarised as follows:

To deliver a unique, industry focused learning experience that introduces and explains the often-opaque world of fashion, providing rich and varied learning opportunities that facilitate the development of transferable professional skills in order to prepare students for the future.

As a student at Vogue College of Fashion you are expected to be an engaged and active participant in your own learning. Teaching methods are varied and will include lectures, Q&A sessions, seminars, workshops and tutorials. The College operates a blended teaching model. This means that some of your sessions will take place online and some will take place at the College.

You are expected to read the recommended texts and research relevant topics independently, sharing your thoughts and opinions in class. The assignments set for each module are also designed to facilitate your learning through active participation in the task, knowledge gained through the research required, the industry-relevant experience provided by completing the project, and reflection on the process and outcome on completion.

The aim of the College is to ensure that all students from the MA Luxury Brand Strategy & Business graduate with skills, knowledge, experience and/or awareness of the following areas:

- Visual, verbal and written communication
- Collaboration and teamwork
- Research and scholarship
- Intellectual autonomy and creative thinking
- Ethical awareness
- Employability and professional development
- Enterprise and entrepreneurship
- Global citizenship
- Industry understanding

We aim to provide a well-rounded educational experience that teaches transferable skills and promotes the importance of working collaboratively in a positive and inclusive environment. You will be encouraged to analyse your own behaviour and productivity and consider how to best utilise your strengths, both during your time at College and when starting your career in fashion. You will also evaluate the meaning of fashion in the 21st Century

and how the industry impacts on and connects with the wider world – rather than simply accepting current norms and practices in the fashion industry you are encouraged to disrupt and seek to improve them.

The course consists of lectures, seminars, workshops and tutorials. Taught sessions alone will not provide all the information you need to navigate the course; in order to understand the topics covered, and to engage with the learning, additional reading and research will be required. Class discussions are an important part of your learning.

6.1 EXHIBITION VISITS

Exhibition visits are a very important aspect of your programme and should be treated as an extension to taught sessions. There will be organised group visits to exhibitions as part of your studies - the College purchases the tickets for you. These visits are included within taught module hours. You may be set tasks associated with these visits, which will relate to the learning for the specific module. On these visits we encourage you to respond and engage with the exhibits in your own way – you will learn from reading the labels/ didactic panels and viewing the objects on display. You will also be encouraged to engage with digital exhibitions and archives.

As part of your course, you will attend a session called “*Vogue Education Presents*” This is where you will learn first-hand from professionals working across the titles and departments of the business. All students are expected to attend this session as this will underpin the course content for your MA programme.

6.2 ASSIGNMENTS & COURSEWORK

Coursework is an essential and integral component of your academic programme and the majority of assessment is project based. It is through assignments, research and enquiry etc. that you will develop ideas and improve your understanding of the topics and study material. It is an important part of your learning and allows academic staff to provide feedback on your progress.

Various assessment and learning strategies will be employed during your course. The assignments and coursework requirements for each module will be set out in the Module Handbook with submission dates indicated for each submission. You should plan your work in advance to ensure that you allow sufficient time to complete assignments, allowing for unforeseen difficulties. This Programme Handbook, Module Handbooks and taught sessions include the key information you will need to undertake your module assignments and coursework within the set timescales. The Programme Handbook also provides an overview of submission and assessment time scales with dates for the year, allowing you to plan your study time accordingly.

You must ensure that you understand the requirements of the assignments and coursework set, and if not, resolve any problems or ambiguities with the relevant member of the permanent academic team prior to the submission date for the assignment.

6.3 GROUP WORK

It is every group member’s responsibility to ensure the group assignments are completed to the desired standard on time. Unless otherwise specified in the assignment brief, through a clear rationale and method for distinguishing between performances, the tutor will mark the assignment, awarding equal marks to all members for the group work component, unless presented with written evidence prior to the submission date of the assignment that a student has not been an active member of the group. Where the written evidence is conclusive that a student has not made an adequate contribution to the group assignment, the tutor will reduce the group work marks awarded to the student concerned. In cases where the evidence is conclusive that a student has not made any contribution to the group assignment, they will be awarded a mark of zero for the group work component in question.

6.4 SATISFYING MODULE REQUIREMENTS

A student will be considered not to have satisfied the module requirements for any module where that student has:

- a) been excluded from the examination under Regulation 4.4.2
- b) been absent from the examination without proper explanation or without having obtained the prior permission of the Global Director of Operations
- c) been deemed by the examiners to have made no serious attempt in the module assignments, examinations or in the prescribed coursework.

6.5 ATTENDANCE

Lectures, seminars, tutorials, workshops and external visits are an integral part of your programme of study and students are expected to be regular and punctual in their attendance. Students need to attend a minimum of 75% of their classes in order to have the sufficient knowledge to succeed in their assignments/ examinations. Attendance below 75% could jeopardise your work and result in a fail grade. If you cannot attend a class for any reason please email attendance@voguecollege.com.

Students with a Student Visa must meet the statutory attendance requirements of the UKVI. Failure to meet these requirements (without good cause) can result in removal from both the College and the UK.

Low or non-attendance on a module may result in you being refused entry to your examination, which includes assessment of the project work.

Academic Regulations Relating to Attendance:

- 6.6.1 Students are required to attend punctually and regularly the modules, lectures, seminars, workshops and tutorial periods prescribed by the special regulations together with such other lectures or classes as may be directed, and be examined in them.
- 6.6.2 If the Global Director of Operations certifies that there has been a breach of the attendance regulation then the student shall not be admitted to the examination or assessment for that module
- 6.6.3 Wherever possible, permission for absence should be sought in advance. Where permission for absence is not sought in advance, the absence must be reported at the earliest possible opportunity. Please contact attendance@voguecollege.com to submit your request for permission to be absent or explain the reasons for your absence. Appropriate evidence should be supplied and this will be passed on to the Global Director of Operations. In the case of illness causing an absence of five days or more, a medical certificate will be required. (For ill-health and requests for Mitigating Circumstances please see Section 10 of this handbook.

6.6 REISTERING YOUR ATTENDANCE

You must swipe in using your student ID card at the start of every taught session. Each classroom has a grey reader which you touch your card against. This automatically maintains your attendance record and is emailed to programme staff daily. Where sessions are conducted in locations other than the College, including on trips and visits, a paper register will be taken to confirm attendance. If you are late, please ensure that you touch your card, or sign in on a break or when exiting. You will be shown how this works as part of orientation. You may only swipe in for yourself. If it is discovered that other students have been swiping/signing in on your behalf, or that you have been swiping/signing in on the behalf of other students, then disciplinary action may be taken.

Students' engagement with online learning and teaching activities is monitored through the CANVAS LM system, which tracks the sessions a student participates in, and the pages on the system that they have viewed, including recorded sessions and the submission of assignments, timely or otherwise.

Programme Coordinators are the first point of contact for students to report and explain absence or lack of engagement and it is their responsibility to update, maintain and monitor the attendance and engagement records of students. Students are expected to respond immediately to notices regarding attendance issued by Programme Coordinators. Please email attendance@voguecollege.com

6.7 APPROPRIATE CONDUCT IN LECTURES & CLASSES

Late arrival to lectures and classes: If you arrive to a lecture or class late, you are asked to make every effort to ensure that your entrance does not interrupt the lecturer or distract the class. If your lateness is likely to disrupt the class too much, you may not be able to join the session. For talks by industry guests, you will not be permitted to enter late. We do understand that on occasion there are good reasons to be late – but we still ask you to abide by the rules of good conduct and not enter the class or lecture (you can go to the social learning spaces and use that time productively).

Etiquette in Class: Mobile Phones – it is essential that phones are turned off or put on silent when in class. They should be kept out of sight and must not be used once your class is in session. This is a very strict rule at the College and all students are expected to adhere to it, if not you may be asked to leave the class. Other than water, eating and drinking in class is not permitted.

Note Taking: You are encouraged to take written notes during classes to complement the material provided and aid your understanding. During lectures with industry guests it is recommended that notes are handwritten rather than taken on a digital device. This is to promote professional behaviour and ensure that industry guests are not given the impression that students are not listening (checking phones, tablets or laptops rather than listening can be exceptionally disconcerting for a speaker). *If you have declared any learning difficulties, we will then discuss with you regarding your individual needs for the best possible way for you to take notes.*

Audio-Visual Recording: Recording of lectures in College is not permitted at any time, unless part of a study support plan for an identified learning difficulty. If you need to record a lecture for this reason you **MUST** inform each speaker in advance and have this agreed, however all speakers at the College have the right to refuse. Any student found recording or photographing a speaker without their knowledge will be subject to College disciplinary procedures.

Slides from the majority of sessions will be made available on Canvas afterwards, however some guest speakers will not provide their slides. The content of lectures and all teaching material is the intellectual property of the College and/or the writer/speaker and must not be shared with anyone outside the College or used to inform the creation of teaching material for other institutions. Any infringement will be taken very seriously by the College and may result in future action.

Online lectures and seminars are usually recorded and uploaded to Canvas for students to view.

WiFi: Wi-fi is available throughout the College and you are encouraged to bring a laptop each day.

6.8 YOUR COHORT

Your cohort will comprise the students studying for the MA from September 2024 till September 2025. Some of your sessions will be programme-specific and others will be shared with other MA cohorts as relevant. Shared

sessions are designed as a space for you to learn alongside other postgraduate students whilst also aiding the development of a close-knit postgraduate community.

7.0 ASSESSMENT & GRADING

Your course utilises a range of assessment methods. These include class tests, written and visual reports; written and visual essays, group and individual presentations; research and reflective journals and visual portfolios of creative work. The details of each assessment are outlined in the Module Handbook provided for each module. Assessed presentations may be recorded for assessment purposes (either filmed or audio recorded). These recordings will only be made available to those marking your work, relevant admin staff and external examiners. Copies of recordings of your presentations can be provided on request.

All grading utilises the generic descriptors outlined below, on which all module marking schemes are based. The College aims to be as transparent as possible regarding its approach to assessment and grading – all information on assessment, grading and award classification can be found below in this Programme Handbook. If, after reading this Handbook and the appropriate Module Handbook, you are still unsure on how your work will be graded, please contact the relevant module leader.

7.1 GRADING & CLASSIFICATION

Grading Bands

| | |
|------------|-------------|
| 70% - 100% | Distinction |
| 60% - 69% | Merit |
| 50% - 59% | Pass |
| 0% - 49% | Fail |

7.2 ASSESSMENT CRITERIA

For the MA courses, the College makes use of step-grading. This means that the work submitted will be assessed as attaining a level at the low, mid or high point of a specific percentage band. For example, work assessed within the 50% - 59% grade band would be awarded; 52% if it was assessed at the low end of this band; 55% if it considered to be in the middle of the band; or 58% if assessed to have achieved a grade at the top end of the band. Students will receive feedback to indicate why they have achieved their grade, with information on how to raise the level within the band or step up to the next level grade band. The exceptions to the above are for non-submission which is assessed at 0%. Work considered a substantial fail will be graded at 20%; work achieving a bare pass or that has been capped due to late submission will be awarded 50%. Work can achieve 100% for multiple choice exams where it is possible to score 100.

Each individual assignment within a module will be assessed using step-grading. However, the final grade may end up at a percentage point that is not stepped, depending on how each assignment is weighted. For example, if a student gained 68% for one assignment within a module that was weighted at 60% of the overall grade; and 72% for another assignment within the same module weighted at 40%, then their final grade will be 69.6%. In this instance the grade would be rounded up to 70%, as it was 69.5% or above.

7.3 ASSESSMENT RUBRICS

Every module has its own assessment rubric which can be found in the Module Handbook. There is a descriptor for every learning outcome at each grade band of achievement. These descriptors are used by tutors when assessing work. The rubric for every module is discussed at the module briefing and during mid-module reviews, so that

students are aware of what is expected and how the assignments will be assessed. Rubrics are accompanied with information on “*what we expect to see*” for each learning outcome of the module.

7.4 MARKING & MODERATION

Each module or project has one lead marker who will provide feedback. A second member of the academic team also marks a sample of work before a final grade is awarded. Moderation is used to ensure that an assessment outcome is fair and reliable. Moderation can take various forms including sampling, additional marking of borderline cases or a statistical review of marks.

The internal moderation process at the College operates as follows:

1. First marker/s assesses projects against the module learning outcomes and assessment criteria contained within the assessment rubric
2. Second markers assess a balanced sample of work that reflects the range of achievement levels. Any project that does not pass must be assessed by a minimum of two assessors.
3. In borderline cases when two markers cannot agree on whether to award within a particular grade band or between a pass or fail; then a third marker (usually the Postgraduate Programme Director) must assess the work, without having viewed the feedback of the other markers. All 3 markers will then meet to reach a decision. The qualitative feedback from all markers should then be taken into account when preparing formal written feedback for the student.
4. If there is a significant discrepancy in first and second marking across a range of assignments a further sample of work must be double marked and moderated.
5. For presentations, it is preferable for two markers to be present in all cases, however if this is not achievable due to unforeseen circumstances, two markers must be present for a minimum of 50% of presentations in a unit cohort. If this cannot be accomplished, all presentations must be filmed for the second marker to view later.

Vogue College of Fashion requires that in addition to external examining requirements, more than one member of staff is normally involved in marking and moderation processes. In many cases there may be three assessors, especially if there are several assignments for which several tutors were involved in the learning and teaching within the module. This should ensure that grades are not finalised based on only one internal assessor’s decision. The Academic Standards Committee oversees appropriate marking and moderating mechanisms and the criteria for the identification of samples to be considered through the moderation process.

The University of Buckingham also appoints an external examiner. The external examiner’s, main duties are to:

- Evaluate all forms of assessment which contribute to students’ degree results
- Evaluate, and help ensure fairness and consistency in, the assessment process
- Moderate summatively assessed work at module and programme level
- Comment on draft examination papers and assessment tasks as appropriate
- Report on the structure, content, academic standards and teaching of programmes
- Comment, if invited to do so, on any alleged cases of assessment irregularities.

The external examiner for the MA Fashion Journalism & Editorial Direction and MA Creative Direction for Fashion Media is Sarah Lewington.

The external examiner for the MA Entrepreneurship: Fashion & the Creative Industries, MA Fashion Communication and MA Luxury Brand Strategy and Business is Julie Hodson.

7.5 WORD LIMITS

Word limits are set by academic staff with the level, range and depth of the piece of work in mind. Setting a word limit ensures that students are being assessed on the same criteria and ensures that the focus of the assignment is maintained.

Where a word limit is identified for an assignment, you must declare the accurate word count on the document. Your work should not be more than 10% over or under the set limit. If work does not adhere to the set word limit this will be reflected in the grade awarded or you may be asked to re-sit the assignment. The word limit runs from the introduction to the conclusion of the assignment. The word limit does not include the following: direct quotes, abstracts, contents page, diagrams, graphs, images, reference list, bibliography or appendices.

7.6 SPECIAL ASSESSMENT ARRANGEMENTS

If you have a physical or learning disability you should declare this and contact the Global Director of Operations before the start of your studies. As stated above, the College attempts to be anticipatory in attending to students' needs, but any information that enhances this process is an advantage to the individual. We will then be able to assess your needs and make recommendations to support you with the completion of your coursework.

7.7 EXTENSION TO DEADLINE

For students with mitigating circumstances who are unable to fulfil the assessment requirements, the College may offer the opportunity to submit work later, however extensions to deadlines are only given in extreme circumstances when evidence is provided. Please be aware that members of the academic team cannot grant extensions; all extensions must be approved by both the Global Director of Operations and Programme Director after a formal application for consideration of mitigating circumstances has been lodged (see Section 10 for further information and Academic Regulations 8.5-8.6). Please contact the Director of Operations in advance if you cannot submit an assessment on time.

7.8 MODULE RETRIEVAL

Subject to the provisions relating to the course load for students, (point 5.9), or in the event of a student failing part or all of an assessment, or where a student has not satisfied the module requirements for any module specified by the curriculum for the MA programme, that student:

- a) will have one resit opportunity to satisfy the module requirements for the module concerned and if following the resit opportunity, has still not satisfied the module requirements will be required to re-attend and retake the module when it next runs.
- b) is deemed to have not satisfied the requirements under the Attendance Regulations, shall be required to re-attend the module concerned.
- c) may not if the Board Examiners so decides, be permitted to proceed to the next stage of study before satisfying the module requirements.

7.9 COURSE LOAD FOR STUDENTS

This is a full-time course and you are expected to dedicate 5 working days for your studies. This includes the days you come into the college for lectures, workshops and seminars as well as your self-directed study days dedicated for completing course assignments.

8.0 FEEDBACK

It is important to note that feedback comes in many forms and is not always formally written. During your time at the College you will receive feedback in a variety of ways, as follows:

- Formative feedback (given during the project) provided verbally in class and in responses to questions asked at any other times.
- Formative feedback given in mid-module reviews, small group tutorials, or individual project tutorials.
- Summative feedback (given on completion of a project), or given verbally after a presentation.

All these methods are equally important and should be taken into account when considering the feedback provided. Feedback from the academic team is given to help you improve your work, as well as help you understand the grade awarded. Feedback is given to aid your professional and academic development, it is not given to criticise and find fault with your work and should be taken as it is intended, as something to help you learn and develop. Comments are intended as suggestions for improvement or questions to provoke further thought or study. Final feedback and grading is communicated using Canvas, the College VLE.

Formative feedback is given during a project in tutorials and workshops.

Summative feedback is provided at the end of a project, when it is complete. Normally, assessed assignments and coursework will be returned within 20 working days of submission/presentation. 'Working days' means when the College is open to students and does not include the Winter, Spring and Summer breaks. If, exceptionally, this 4 week turnaround cannot be achieved you will be notified with an explanation and a new return date. If you do not understand the comments you have received or you are unsure why a particular grade has been awarded, you should speak to the marker of the assignment in the first instance.

8.1 PROPERTY RIGHTS

Where a student has developed intellectual property (IP) that may have commercial value, the intellectual property will be managed in accordance with the College's guidelines, please see the Student Intellectual Property Policy, which is available on Canvas.

9.0 SUBMISSION POLICY & GUIDELINES

Submitted work must be well presented and comprehensible. A good standard of English is expected; please see a member of the academic team as soon as possible if you are having problems with this. The use of word processing and spell checking is essential in producing written work, please ensure that the language on your computer is set to U.K. English. Details of specific requirements for the presentation and submission written and design work will be detailed in the Module Handbook. All projects require a digital copy of all work produced, with occasional requests for printed material. If printed copies of assignments are requested these should be in the format specified in the Module Handbook, which may involve printed zines, leaflets, posters or projects that are bound, legible, clearly labelled and in good condition.

9.1 ONLINE SUBMISSION

Most of your assignments are required to be submitted online via Canvas. You will be given a comprehensive induction on how to do this. Submission via this method will serve as your coursework receipt. The submission requirements and guidelines are published in the relevant module briefs. For details of each assignment's requirements, submission

deadline and file formats please make sure you read your Module Handbook and assignment brief carefully *before* you start working on your assignment.

To submit your assignment on Canvas, please go to the relevant module page, click on the assignments link on the left-hand side menu and then click on the desired assignment. On the next page you will see the details of your assignment requirements as described below:

Due: The date and time that your assignment is required to be submitted. You will be marked late for your submission if it is submitted one second or more past the deadline.

Points: Available points for the assignment (usually 100).

Submitting: The type of online submission can be a combination of file upload, website URL, media recording and a text entry box.

- **File upload:** If your assignment requires you to submit a non-media file (i.e. pdf document) this option will be available to you.
- **Website Url:** If you are required to create a website or blog as a part of your assignment, this option will be available to you. Please make sure there are no viewing restrictions on your website before submitting the link. For example, your website / blog should not require any username or passwords to load. Please note a screenshot of your website at the time of submission will be available to your tutor via Canvas.
- **Media Recording:** Any Video and Audio recording files submitted to Canvas should be uploaded via the 'Media Recording' tab.
- **Text Entry:** You may be asked to submit a piece of text or the Panopto recording of your assessed presentation. You will have to insert the text or the Panopto recording in the text entry box. Guidelines on how to submit your Panopto recordings are published in an additional document.

Note: when submitting different submission types, for example website URL and pdf document upload, you **MUST** submit them separately. Canvas will not accept multiple submission types in one submission.

File Types: Canvas assignments are set up to accept only the file format requested in your module briefs. You will not be able to upload any files which do not follow the requested file format set in your module brief.

Some commonly requested file formats include PDF for Essays, reports, R&D books and presentation slides etc and JPG for visual elements.

Any video files submitted as part of your assignment **MUST** be in MP4, H.264 format. Audio file formats supported by Canvas are MP3, WMA and WAV.

Please refer to your module brief for accepted file formats for your assignments.

Timeframe: Your tutor may limit the time that you can submit your work for an assignment. If this option is set, you will not be able to submit before or after the available time.

File Size:

Please see the chart below for file size requirements.

| File Type / Format | Recommended Size | Maximum Size |
|-----------------------------|------------------|--|
| PDF (Written material) | Less than 40MB | 40MB (PDF files larger than 40MB can not be processed by Turnitin. This will result in a non-submission by the student, and you'll have to resubmit your work) |
| Media Files (Audio / Video) | Less than 100MB | 500MB |
| Panopto Videos | N/A | N/A |
| Website URL | N/A | N/A |
| Text Entry | N/A | N/A |
| All other file types | Less than 40MB | 5GB* |

* Please be aware depending on your internet speed, large files may take a very long time to be uploaded onto Canvas. If you are submitting a large file, please allow plenty of time for the upload.

File Names:

Your file names should follow the format requested in your brief. Below is the standard naming convention your files should follow:

VCFxxxx_AssignmentName_InitialSurname.FileType
 (VCFxxxx represents your student number)
 Example: VCF1234_Report_ASmith.pdf.

Similarity Report for Online Submissions:

Your submission of any written material will be run through our similarity detection system, Turnitin. Turnitin will compare your submission against several databases of books, journals, student papers submitted to Vogue College and other colleges and universities in addition to websites, magazines and newspapers.

The similarity report of your submitted document should be available to you and your tutors within a few minutes of the submission.

Please note: Any written material submitted must be in text format and submitted as PDF files. Your PDF file must not be more than 40MB in file size.

You may submit drafts of your work to access your similarity report and make necessary amendments before submitting the final version.

Multiple Submissions:

You may make multiple submissions for one assignment. Your tutor will have access to all of the submissions you have made for each assignment. In case of making multiple submissions for an assignment, please use the comment box to inform your tutor of this.

If multiple submissions of the same work are made on an assignment, the last submitted work before the deadline will be graded. Using the submission comment box, you may request your tutor to grade a different

submission if you wish to. Please note only one submitted document of the same work will be graded. Please note, in case of multiple submissions, Canvas will only show you the last submission attempt. However, your tutors will have access to all submissions you made for an assignment.

Submission Support for Online Submissions:

In case of any technical issues when uploading to Canvas, please email support-lon@voguecollege.com for support.

Before requesting support, please make sure you have read your Module Handbook and have followed the guidelines on file type and formats. If you have difficulties uploading your files, please make sure your files are within the recommended size. Please also make sure you are using Chrome as your browser as other browsers may not be compatible with Canvas.

When contacting support, please provide the following information:

- Name of the module
- Name of the assignment
- Your assignment file type
- Your assignment file size
- Description of the error / issue
- Screenshot of the submission page / error.

Any submission support request without the above information will not be answered.

Please note: You can ask for technical support for submissions up to 3 hours prior to your deadline. Any support requests received after this time may not be answered.

9.2 PHYSICAL SUBMISSIONS

Some assignments require you to submit a physical copy. This will also be required by a specific date and time and must be handed in by the deadline or it will be considered late. All physical submissions must be handed in at reception. The date and time of the submission will be recorded and the receiver and you will need to sign the sheet to confirm the submission details. Please give yourself plenty of time to arrive at the college far in advance of the deadline as transport issues etc. will not be an accepted excuse for a late submission.

Similarity Report for Physical Submissions:

To generating the similarity report, the PDF of any written material submitted physically will also need to be submitted to Canvas by the same deadline.

Please note: Students must not submit coursework to the Office (unless directed to do so for a physical submission or directly to teaching staff either physically or digitally). It is your responsibility to ensure that your coursework is submitted on time and in the correct manner.

9.3 PLAGIARISM DECLARATION

By submitting coursework for assessment, you are agreeing to the following declaration:

“The work I have submitted is exclusively my own work except where explicitly indicated (with quotations and citations). I have read and understood the statement on plagiarism contained in the course handbook and understand that plagiarism is a serious academic offence and could result in my exclusion from the College.”

Please note that your assignments will be checked using specialised software to detect plagiarism.

9.4 LATE OR NON-SUBMISSIONS

Assignments and coursework **MUST** be submitted by the set deadline for you to keep up to date with your work and to receive feedback on your performance. Missed deadlines cause disruption to work schedules and resentment amongst those who observe the set submission dates. You should aim to have your work completed before the deadline to allow for any problems, such as uploading to Canvas.

You must ensure that you submit the correct assignment required for your module and that the version you submit is the final one. If you are uploading a URL, you must make sure that the URL is working. If the site is password protected, you will need to include the password in the submission comments. It is recommended that once you have uploaded a file or URL check it to make sure that it is the correct file, not corrupt and the URL is working. Students will not be able to claim mitigating circumstances for submitting the wrong piece of coursework, a draft version by mistake, a corrupted file or a URL which is not accessible, etc. Please note that an assignment is considered late even if it is submitted 1 second past the deadline. Canvas will automatically mark work as late when it is 1 second after the deadline (i.e. 1 second after 5pm).

If your work is submitted from 1 second and up to 5 working days after the deadline it will be capped at 50%. After 5 working days it will be considered a 'non submit' graded at 0% and a resit assignment will need to be done.

Good Practice: Do not leave completing or submitting your assignment until the submission time. It is advisable to upload your work several hours before the deadline in case you encounter technical difficulties (i.e. broken/ frozen laptop, slow/no Wi-Fi, loss of work etc.) Technical difficulties will not be an accepted excuse for late submission. You can contact support-lon@voguecollege.com up to 3 hours before the deadline for technical support.

10.0 MITIGATING CIRCUMSTANCES REGULATIONS

The College defines Mitigating Circumstances (MC's) as circumstances, either external or personal, beyond the control of a student, which prevent a student from completing an assessment, affect their performance during an assessment or are deemed to have affected their capacity to study prior to an assessment.

Examples of the types of mitigating circumstances that might be accepted include ill health, bereavement or other personal issues which were unexpected, out of the student's control and may have affected preparation for an assessment or performance during the assessment itself.

Circumstances such as the availability of books, IT problems (i.e. slow/no Wi-Fi, broken/slow laptop, loss of work etc.), conflicting assessment deadlines, transport difficulties, routine work commitments, personal holidays or circumstances that could have been foreseen and/or prevented will not be accepted.

Academic staff cannot make changes to assessment arrangements due to an individual student's mitigating circumstances.

10.1 SPECIAL ASSESSMENT ARRANGEMENTS

Where special assessment arrangements have been made (i.e. for students with dyslexia or a visual impairment) the same cannot be claimed under the MC Policy.

10.2 PROCESS FOR SUBMITTING A MITIGATING CIRCUMSTANCES CLAIM

The claim should be submitted as soon as possible after the circumstances occur, preferably before the assessment deadline, but must be submitted no later than 7 days after the submission date. As there will sometimes be a delay in obtaining the supporting documentary evidence, please ensure that the College Mitigating Circumstances Form is submitted within 7 days and the evidence can follow.

- After this point, mitigating circumstances can only be submitted as part of an appeal
- The claim must be submitted on the College Mitigating Circumstances Form
- Mitigating circumstances claims must be submitted to the Director of Operations
- You must include both a description of the circumstances; including the impact you are claiming they have had on performance in the assessment, and evidence to support your claim
- The type of evidence that might be required is outlined at the end of this document

If you do not submit your claim within 7 days, and therefore have to submit mitigating circumstances as part of an appeal, you will have to prove that there was a demonstrated, valid and overriding reason why the circumstances were not submitted earlier. A professed lack of knowledge of the mitigating circumstances regulations or an assumption on your part at the time of the assessment that your performance would not be affected by an event (which you have since decided resulted in mitigating circumstances) will not normally be considered as acceptable reasons for delay. Mitigating circumstances should not be used as an insurance against poor assessment results.

10.3 MITIGATING CIRCUMSTANCES FORM

Discussing MCs with academic or administrative staff does not constitute a submission of an MC claim. Claims for MCs must be submitted on the Mitigating Circumstances Form and completed as soon as the MCs occur and prior to the meeting of the Examination Board.

Making false MC claims and/or fraudulent evidence will be dealt with via the College's Disciplinary Procedures. If you would like to apply for mitigating circumstances, please complete a Mitigating Circumstances online form.

Please email the Director of Operations UK & Spain, Register (dhyland@voguecollege.com) to inform her that you have done so and include your supporting evidence in the email.

10.4 CONSIDERATION FOR A MITIGATING CIRCUMSTANCES CLAIM

Mitigating circumstances are considered by a Mitigating Circumstances Panel, which will decide whether your claim for mitigating circumstances is valid and the extent of the impact the circumstances are deemed to have had. The decision will be based on whether the panel is satisfied that the mitigating circumstances occurred AND is satisfied that they prevented you from completing the assessment, affected your capacity to study prior to the assessment or had an adverse effect on your performance during the assessment.

If there is insufficient evidence to make a recommendation, the Panel may request further information. Failure to provide sufficient information could lead to your claim being delayed or rejected. Once the Mitigating Circumstances Panel has decided whether the claim for mitigating circumstances is valid and the extent of the impact, it will report the outcome to the Examination Board. The decision as to the significance of the impact of any mitigating circumstances is one of academic judgement. The Examination Board will not consider further the validity of the mitigating circumstances claim.

The following actions are possible:

- A. Where the mitigating circumstances are not valid or where they are deemed to have had no impact on the student, no action should be taken.
- B. Where the mitigating circumstances are valid and are deemed to have had a small impact on the student, a review of borderline award cases should normally be undertaken.
- C. Where the mitigating circumstances are valid and are deemed to have had a significant impact on the student, the student should normally be offered the opportunity of another attempt at the assessment. This will be either as an additional first attempt (if the mitigating circumstances related to his/her first attempt).

The decision of the Mitigating Circumstances Panel will be reported to you as soon as possible and subsequent action by the Examination Board will be communicated to you with your results.

10.5 RECURRING CIRCUMSTANCES

If MCs re-occur during more than one assessment period, a separate claim must be submitted for each period affected. You cannot assume that your MCs will automatically be reconsidered during each assessment period.

10.6 DOCUMENTARY EVIDENCE

All claims must be supported by adequate independent documentary evidence and meet the following requirements:

- Post-dated evidence will not be accepted unless it can be demonstrated that the evidence could not have been obtained at the time
- The evidence must be submitted on headed paper and signed and dated by the appropriate third party who issued the evidence (i.e. counsellor, doctor, solicitor etc.). Letters from family, friends, fellow students, or tutors are not acceptable
- The evidence must give details of the circumstances, their duration and their impact upon the student
- The evidence must be original; photocopies will not be accepted except for officially certified copies of Death Certificates. If you need to keep your original document, the College will photocopy your documents and return the originals to you
- Electronic evidence such as emails will not be accepted.

Evidence must be provided in English. Evidence in a different language must be accompanied by an official translation. A translation shall be deemed to be an official translation if it is a sworn translation produced by a sworn translator or notary (in countries where sworn translators exist). In the case of translations produced in a country where sworn translations do not exist, any translation shall need to be produced by a qualified translator who is a member of that country's professional association (in the UK, for example, a member of the Chartered Institute of Linguists or the Institute of Translation and Interpreting). Any translation that is not produced by an official sworn translator shall include a note from the translator setting out that translator's qualifications and memberships, and contain a statement along the following lines:

"I [Name] of [address] hereby certify that this is a true, complete and accurate translation of the attached document"

A copy of the original document to be translated should be affixed to the translation.

10.7 REASON FOR MITIGATING CIRCUMSTANCES

- Illness/Injury/Hospitalisation
- Illness of a dependent/relative
- Bereavement

- Personal/emotional problems and trauma
- Victim of crime
- Court attendance
- Financial problems
- Religious observance
- College computer problems
- Unexpected transport problems
- Other serious circumstances
- Severe and unexpected transport problems
- Other serious circumstances.

10.8 DATA PROTECTION

By submitting an MC Form, you are agreeing to the College holding this personal data for the purposes of processing your claim. The College holds this data in accordance with its notification under the 1998 Data Protection Act.

11.0 STUDY & SUPPORT

11.1 REFERENCING

Your course is an academic postgraduate degree, and it is essential that you reference your work. The College uses Harvard referencing, and it is essential that you use this system effectively in all assignments. Introductory sessions on referencing are included in the first term, and via the College's Referencing Guide, which you refer to throughout the course. It is essential that all research sources, including images, are credited correctly to evidence good academic practice and avoid plagiarism. Your results and grades may be affected adversely if you do not use correct referencing for your assignments.

The College policy on plagiarism can be found in the Policy Section.

11.2 PRESENTATIONS – KEY CONSIDERATIONS

Many modules include assessed presentations, so it is essential to develop formal verbal communication skills during the course. Key considerations for all presentations, whether for formal assessments or informal classwork, include:

- Follow the project brief or task instructions closely
- Always use appropriate visual aids
- Keep to the allocated time – significantly under, and a pass is unlikely; significantly over and the presentation will be stopped
- Avoid reading from a script – we suggest using cards with bullet points
- Speak clearly and at an appropriate pace
- Practice beforehand – ask peers to act as the audience and critique the effectiveness of the presentation
- Check the technology is all working properly beforehand
- Be prepared to answer questions and remember that your responses will form part of the assessment.

11.3 TUTORIALS

During each term/module, a selection of tutorial appointments will be made available. These will either be scheduled appointments, or opportunities to sign up for 1-2-1 support. If you cannot attend a booked tutorial, it is essential that you notify the tutor in advance – please be aware that if you cancel a tutorial appointment, it may not

always be possible to arrange an alternative time. Tutorials last either 15, 20, or 30 minutes, and if you are late then this time is reduced. Most tutorials take place online and may be scheduled on your self-study days.

You are expected to prepare for tutorials in advance by considering the key points you would like to cover. Key points discussed during your tutorial will be recorded by your tutor and they may then email these to you as a record. It is also advisable that you write your own notes in addition, so you can keep your own record of the feedback and discussion.

Please bring all the work that you have completed so far to your tutorials. It is much easier for tutors to support you if they have something to see and discuss. Work does not have to be complete or fully formed, but it is essential that you bring something to the table to get the best support possible. Tutorials are an essential part of the formative assessment process: they help tutors to see your progress and provide tutors with evidence that work submitted is a student's own. Tutors want to see your work in development, not just the final work - please do not skip tutorials even when fully confident with project work.

You will also have a personal tutorial once a term to discuss your overall progress on the course.

11.4 SUPPORT FOR LEARNING DIFFICULTIES

Many successful professionals in fashion and the creative industries have an identified learning difficulty such as Dyslexia. If you have any kind of formally diagnosed learning difficulty it is important that you inform Dione Hyland (Director of Operations UK & Spain, Register) as soon as possible and provide evidence and details of your diagnosis. This allows us to plan suitable learning support and make any required reasonable adjustments to assist you.

11.5 EXTRA COSTS

The course fee covers all provision associated with the course, including all visits to exhibitions. The costs for fashion shoots that are part of a module on your course, will be covered by the College. This will include models, hair and makeup and photographers as relevant to the situation. There are only a few extra costs to be considered:

- **Laptop computer** - you will need a laptop for your studies. Specification details are below:
 - **Hardware:** Processor: Minimum 2GHz Intel® 6th Gen or newer CPU
 - Operating system: macOS v10.15(Catalina) or later
 - RAM: 16GB | GPU: 4 GB of GPU VRAM
 - Hard disk space: Minimum 250GB SSD Hard Drive
 - Monitor resolution: 1920 x 1080 or greater
 - _ Our recommended laptop for this course is one of the MacBook Pro 2019 models or newer.
 - **Software:** As part of your course, you will be given access to Office.com, which includes a suite of desktop and online apps (Word, PowerPoint, Excel, Outlook, and Teams)
- **Adobe Creative Cloud** - You will be learning and using multiple Adobe Creative Cloud packages for your projects during your course. Once you are enrolled as a student you will be entitled to a discounted student rate. The cost is approximately 19£ per month.
- **Final Exhibition** - There may be costs associated with exhibiting your work at the end of your course. These might relate to printing images of your work, producing printed and bound documents, or copies of a magazine if that constitutes your final project. Other things you may need to consider would be booking models, hair and makeup or photographers for fashion shoots, if this is the direction you choose for final work. (*Although many students support each other to provide these services, and we encourage you to keep your costs down to a minimum.*) Also think about any props or garments you may need for your photoshoots or

film projects. We recommend reserving between £100 - £300 for producing materials for your final exhibition but these costs will vary depending on the ambitions and the style of your project. Dedicated visual communication tutors will be able to make recommendations for different presentation styles to control costs.

New York Trip - There is an opportunity to join the College trip to New York. The actual price for this will depend on the final number of students who choose to go, and the market price for travel at the time. We estimate that this will be in the region of £1400 - £1700. This covers flights and accommodation, College organised trips to Vogue HQ, and other activities. The only element not included is the cost of food and transport around New York City.

12.0 INDUSTRY PRACTICE & CAREERS

Career support is provided throughout the academic year and is fully confidential and impartial. Career Services provides employability education to enable you to enhance your professional skill sets and understanding of the jobs market. The service provides support through extra-curricular career workshops, employer talks and employability 'Fair'. You can also book one-to-one appointments with the Head of Careers

Services include:

- 1-2-1 appointments
- Employability workshops
- Careers Events
- Career Resources

Should a company request the College to recommend students for a job opportunity, the shortlisting will be made by the Director or Programme / Course Leader and Head of Careers based on the following criteria:

- Academic success on the course
- Attendance record
- Work produced during the course and the relevance of this in relation to the position.

12.1 INDUSTRY SOFTWARE

The College will support you with sessions where you will learn industry standard software programmes. These include Adobe Photoshop, Illustrator and InDesign. These are used continuously during your course and students that do not already have the software installed on their computers are advised to sign up to the Adobe Creative Cloud for the duration of their course. Other programmes that may be used are Adobe Premiere Pro and / or Adobe Premiere Rush for video editing; Sketchup for visualising store windows and in-store or event space design; Adobe XD or Figma for User Experience (UX) wireframing; WIX for website design, and non-code platforms such as ReadyMag. Instructional classes, additional instructional videos and the College Design Hub are available to support you in learning and applying these programmes.

12.2 WORK PLACEMENT SUPPORT

Vogue College of Fashion defines a work placement as, a role within an organisation or business, undertaken by a student, for an agreed period. It is an approved period of assessed learning that is conducted in the professional workplace.

The main aim of you undertaking a work placement is to help bridge the gap between your academic study and highly important real-world experience, by giving you the opportunity to apply much of the theory and skills

learned during your course, to a period of professional work.

It's your responsibility to find a work placement, however, there will be help, guidance and advice available to you from the College, to avail of this you should:

- Attend all relevant work placement briefing sessions, career-focused workshops and preparation sessions.
- Attend scheduled and bookable one-to-one tutorials offered
- Research the industry to ensure you understand the roles and types of businesses that you are interested in working for
- Utilise all the resources and any contacts provided to you by the College

From time to time, work placement opportunities are offered to students via the College. These opportunities are advertised via the 'Announcements' section on Canvas in the Careers Hub page. These opportunities are advertised to all students and students will need to apply directly to the company / organisation.

Please note: Should a company request the College to recommend students for a job opportunity, the shortlisting will be made by the Director or Programme / Course Leader and Head of Careers based on the following criteria:

- Academic success on the course
- Attendance record
- Work produced during the course and the relevance of this in relation to the position.

13.0 ASSESSMENT / EXAMINATIONS

Examination by Assessed Coursework, Term Papers and Projects

In any report or essay constituting assessed work there must be disclosed full particulars:

- A. of all sources of information consulted (which must be distinguished as either primary or secondary); and
- B. of all money paid in respect of its preparation.

In the research for and preparation of assessed work a student must not receive any assistance other than in either or both of -

- A. the typing of the student's own manuscript; and
- B. the obtaining of access to a source of information, including obtaining the opportunity to question a person orally or in writing.

Any student in breach of this regulation will be deemed to be guilty of unfair practice and will be subject to disciplinary proceedings under the procedure for Academic Misconduct.

13.1 ABSENCE FROM / DEFERRAL OF EXAMINATIONS

Examinations must be taken at the time specified by the curriculum. No student may defer an examination or assessment without the prior written approval of the Director of Operations. Where a candidate requests to defer examinations on medical grounds, the application should be accompanied by a letter from the local doctor addressed to the Director of Operations fully explaining (in confidence) the nature of the illness and making any relevant comments. (The doctor may charge for this service). The Director of Operations is unable to authorise requests to be absent from, or to defer an examination if the request is made within fourteen days of the commencement of the examination period. If a student is absent from an examination without prior approval of the Director of Operations and believes the absence is due to mitigating circumstances, then he/she must apply in accordance with Mitigating Circumstances: Policy and Procedure.

13.2 MARKING & CLASSIFICATION

For the purposes of marking and classification the following scale is used:

70 - 100 Distinction

- 60 - 69 Merit
- 50 - 59 Pass
- 0 - 49 Fail

For borderline marks, examiners will ensure that marks of 49, 59 and 69 for individual modules are given careful consideration.

13.3 ASSESSMENT & RE-ASSESSMENT

- a) In order to pass a module a student must obtain a minimum of 50% in each individual element of the assessment and a minimum weighted average of 50%.
- b) A student who fails a module at the first assessment will be required to be re-assessed in that module at a time agreed by the Programme Director.
- c) The mark for a module with re-sit components or which has been re-attended will be capped at 50% or at the original mark whichever is the higher.

13.4 ACADEMIC PROGRESSION

A student passing all modules will be allowed to proceed to the next stage of their studies.

A student carrying failures may be permitted to the next stage of studies carrying those failures (with the requirement to be reassessed) at the discretion of the Board of Examiners.

14.0 AWARD & CLASSIFICATION

Degrees of Master may, at the discretion of the Board of Examiners, be awarded as a Pass, or with Merit, or with Distinction. For the purposes of calculating the final weighted mean, rounding to the nearest integer must apply. In cases where the mean falls exactly between two integers (0.50) the weighted mean must be rounded up

To be awarded the degree, a student must pass every module comprised within the degree. A student will be awarded a given class if one of the following criteria are met:

- a) The weighted mean of all modules (by unit value) is in the given class indicated below:

| | |
|----------|-------------|
| 70 - 100 | Distinction |
| 60 - 69 | Merit |
| 50 - 59 | Pass |
| 0 - 49 | Fail |

- (b) At least half of the modules by unit value fall within or above the given class; and the weighted mean of all modules (by unit value) reaches the level specified below:

| | |
|-------------|-----|
| Distinction | 69% |
| Merit | 59% |
| Pass | 49% |

No candidate who has gained sufficient credit and completed in full the prescribed programme of study for the Master's degree shall be permitted to enhance the classification of his degree by re- sitting examinations.

14.1 PASS BY COMPENSATION

To be awarded the degree, a student must normally pass every module comprised within the degree. A candidate who obtains a mark between 40–49 in not more than 30 units may be permitted to pass the degree by compensation where, in the opinion of the Board of Examiners, the candidate has demonstrated sufficient strength in the other modules comprised within the degree.

Candidates who have passed by compensation are not normally eligible for the award of merit or distinction. Candidates who have passed by compensation, but have demonstrated exceptional strength in other components may be considered for merit or distinction if their performance in all components comprised within the degree are significantly better according to the following scale:

Distinction 75 or higher

Merit 65 or higher

14.2 EXAMINATION RESULTS

Publication of results of examinations are released by email to the student's email account following ratification by the University of Buckingham Senate. Marks in individual papers are not published.

Final examination results are also sent to students as a hard copy letter confirming the classification of the degree. These will be sent to their home address as held by Registry. Academic transcripts, showing classification, subjects and grades will also be released.

It is the responsibility of the student to ensure that our Registry holds the correct address to which all results shall be sent.

15.0 ACADEMIC MISCONDUCT

Academic misconduct is any action that produces an improper advantage for the student in relation to their assessment or deliberately and unnecessarily disadvantages other students. It can be committed intentionally or accidentally. Plagiarism, cheating in an examination, collusion, impersonation, falsification or fabrication, duplication or self-plagiarism, ghosting and disruption are non-exhaustive types of academic misconduct. Further information on these types of academic misconduct is available at the end of this section of the handbook.

Academic misconduct is different from poor academic practice, which can be dealt with within the assessment criteria. Where poor academic practice has been identified, markers will use the ordinary marking procedures to provide the student with an appropriate mark for their performance. They should also provide feedback on how to improve academic practice and where relevant inform the student if there is a concern that their academic practice might result in a charge of academic misconduct in the future.

15.1 INVESTIGATION INTO CASES OF SUSPECTED ACADEMIC MISCONDUCT

The College actively pursues all cases of suspected academic misconduct. This safeguards the integrity of its awards as well as the interests of most students who work hard for their award through their own efforts. Decisions on the severity and extent of misconduct are matters of academic judgement.

15.2 COLLEGE PROCEDURES RELATING TO SUSPECTED CASE OF ACADEMIC MISCONDUCT

A member of staff who suspects academic misconduct has been committed will firstly consult an academic colleague responsible for the module in question. If they also believe that misconduct has taken place, the Module Leader and / or Programme Director will arrange a meeting with the student concerned to discuss the situation and potential ways forward. After discussion with the student the Programme Director will feedback to the Global Director of Operations and a decision will be made. If the case is not resolved at this stage, including if the student disputes the charge, it should be referred to an Academic Misconduct Panel which consists of the Module Leader and Programme Director.

15.3 ACADEMIC MISCONDUCT PANEL

The student will be invited to the meeting and may choose to be accompanied. Evidence will be provided to the panel and the student in advance of the meeting. The student may provide a written response to the evidence provided. If the student chooses not to attend or fails to attend without submitting in writing valid reasons for a postponement, the panel may meet in the student's absence. The Panel will consider the case and witnesses may be called by the student or by those bringing the allegation. The student will have an opportunity to present any mitigating circumstances prior to the outcome of the hearing being finalised. If the allegations are not substantiated, no further action will be taken. If the case relates to academic misconduct and the allegations are substantiated, options available to the Panel are:

- A fail for the assessment component or Module with the right to resit removed
- Exclusion

This can include selective restriction of:

- a) Attendance at or access to the College;
- b) Exercise of functions or duties of offices or committees of the College;
- c) Contact with named person(s);
- d) Privileges associated with the College, for example those associated with the Library

- Suspension, either total or qualified (e.g. providing permission to attend for the purpose of an assessment)
- Expulsion from the College
- Retrospective withdrawal of any College awards

Sanctions can be combined as appropriate and reasonable. The Panel should also consider the period of time for which a sanction will remain effective, if relevant, and whether a review of a sanction should be undertaken at any point. The last four actions would only take place in consultation with the Programme Director and Global Director of Operations.

15.4 TYPES OF ACADEMIC MISCONDUCT

Plagiarism: passing off the ideas or words of someone else as though they were your own. It applies equally to the work of other students as to published sources and can include:

- Submitting, as one's own, an assignment that another person has completed
- Downloading information, text, artwork, graphics or other material from the internet and presenting it as one's own without acknowledgment
- Quoting or paraphrasing material from a source without acknowledgment
- Copying from other members while working in a group
- Contributing less, little or nothing to a group assignment and then claiming an equal share of the marks .

Collusion: students working together to create and submit a similar or identical assignment or assessment, without authority from their tutor or College.

This does not include those times when students are asked to undertake group-work and in situations in which students may legitimately work together. However, any group-work task should be clear in explaining how and to what extent students may work together. If students work together beyond the group work arrangements, that might constitute collusion

- Impersonation: where a person assumes the identity of another person with the intention of gaining unfair advantage for that person.
- Falsification or fabrication: inventing or altering data or references.
- Duplication or self-plagiarism: Preparing a correctly cited and referenced assignment from individual research and then handing part or all of that work in twice for separate subjects/marks, without acknowledging the first assignment correctly.
- Ghosting: Submitting as your own work that has been done in whole or in part by another person on your behalf, or deliberately making or seeking to make available material to another student for it to be used by the other student. Investigating the possibility of using another person's work can also be counted as academic misconduct.

Disruption: preventing an assessment from being conducted in an orderly and appropriate manner.

Use of Generative Artificial Intelligence: See Academic Writing section on VCF London for detailed guidance about Harvard Referencing, the use of AI and how to credit collaborative work.

The following practices are intended to ensure the avoidance and/or detection of any academic malpractice:

- A digital copy of all work is required, allowing staff members responsible for assessment the opportunity to check work using suitable plagiarism software and Internet searches.
- Students are required to show and discuss the development of their work during project tutorials and workshops, allowing supervising staff to confirm that the student has carried out project work.
- Teaching of referencing skills and provision of a referencing guide.
- Varied assessment methods for projects that encourage students to take a uniquely personal approach to their work. This is reinforced in workshops and tutorials.
- Use of research portfolios and presentations that require each student to explain their creative process and outline how their project was developed.
- Staff development to ensure that those responsible for assessment are vigilant with regard to academic malpractice.

16.0 APPEALS & COMPLAINT

16.1 STUDENT APPEALS

Appeals by students will be managed in accordance with the College's Student Appeal Policy.

General: The College defines an appeal as a request from a student for a review of a decision made by an Examination Board regarding their assessment, progression or award. Appeal claims can be made after an Examination Board. A student who submits an appeal claim against one decision may submit an appeal claim against another decision at a later date, as long as the appeal is submitted within the appropriate timescales.

Consideration of Appeals: Student appeals are different from student complaints, which should be dealt with via the Student Complaints Policy.

The College aims to deal with appeals fairly, transparently, confidentially and in a timely manner. A student will not suffer any detriment if they appeal in good faith. However, a student should be aware that if an appeal is pursued inappropriately, disciplinary action may be taken against them.

A student should submit an appeal claim or review request to the Director of Operations. Students should note that appropriate evidence must also be provided. The initial scrutiny stages will determine whether sufficient evidence has been provided to merit consideration. Whilst the claim made and the evidence provided for each case will be considered individually, the following provides some indications of the types of claims that will be more likely to merit consideration:

Material Error: Examples of situations where material error might occur include:

- Where the assessment process was not managed in accordance with the College's rules and regulations
- Where it can be demonstrated that the Examination Board was biased when reaching its decision
- Where the lecturers responsible for marking the work did not apply the assessment criteria correctly

Mitigating circumstances not made known for a demonstrated, valid and overriding reason: A student must prove that there was a demonstrated, valid and overriding reason why they did not submit the mitigating circumstances claim within the initial deadline before the circumstances can even be considered:

- Demonstrated: verified evidence is provided to explain why the initial deadline could not be met
- Valid: the reason stated for the deadline not being met is logical and well-grounded in fact
- Overriding: given the circumstances, it would be unreasonable to have expected the student to have met the initial deadline

If mitigating circumstances exist, students should submit them prior to the meeting of the Examination Board.

Attendance at Panel Hearings: A student is invited to attend College appeal panel hearings. If they choose to be accompanied, they must provide information about that person to the Director of Operations at least seven days in advance. The information will include the person's relationship to the student and the reason for the person's attendance. A student should note that they may only be represented in their absence in exceptional circumstances. Any request for this requires the agreement of the Director of Operations.

16.2 STUDENT COMPLAINTS

General: Complaints by students will be managed in accordance with the College's Student Complaints Policy. The following is an extract from the Student Complaints Policy;

Vogue College of Fashion is committed to providing an environment that is conducive to study and provides academic and support services to facilitate the achievement of your target award. However, we recognise that from time to time students may wish to raise issues regarding the academic, administrative, support or other services provided by the College. Vogue College of Fashion is committed to managing complaints in a way that:

- Is timely and efficient, to facilitate a speedy resolution
- Is fair and transparent to all parties
- Promotes informal conciliation such as mediation, where appropriate
- Promotes feedback and best practice to inform staff and enhance the student experience

Consideration of Complaints: The College takes student complaints extremely seriously and will do its best to resolve matters that are brought to its attention. It encourages an informal resolution where possible and positive engagement with those who complain. The College aims to deal with complaints transparently, and confidentially, following the principles of natural justice and in a timely manner. A student will not suffer any detriment if they make a complaint in good faith.

Complaints that are submitted anonymously will not normally be considered and complaints that are found to be unsubstantiated will be dismissed. A student should also be aware that if a complaint is pursued inappropriately, disciplinary action may be taken against them.

Staff and students are expected to take every opportunity to resolve a complaint before escalating the matter to the next stage of the process. Each stage of the process should be exhausted before the next stage is used. Making a complaint is different from appealing against the decision made by an Examination Board on a student's assessment, progression or award. The timescales of the two are also different. If a student has a concern, they must ensure that they choose the most appropriate route for pursuing that concern depending on its nature. Concerns should, where possible, be raised at the time.

Stage 1 – Local Resolution

- Students are expected to try and resolve any complaints locally with the relevant staff member in the first instance.

- All complaints should normally be made within 21 days of the alleged incident, matter or concern. Staff can be contacted in writing or by email and should normally respond to your complaint within 21 days or, where this is not possible, advise you of the anticipated timescale.
- Students should keep a record of their action taken to resolve the complaint and keep copies of any relevant correspondence.
- If you are unsure of who you need to contact regarding your complaint, then the Director of Operations will be able to advise you.
- If it is not possible to resolve your complaint locally then you can submit your complaint under Stage 2 of the Student Complaints procedure.

Stage 2 – Formal Resolution

- Where the complaint has not been resolved or satisfactorily dealt with locally, then a student can submit a formal complaint. Students will be expected to provide details of their attempt to resolve the matter locally.
- All formal complaints should be made to the Director of Operations within 21 days of the last verifiable attempt at local resolution. Where it is not appropriate for a complaint to be submitted for local resolution, a formal complaint should normally be made within 21 days of the alleged incident, matter or concern.
- If a complaint is submitted outside the advertised deadlines, then the complaint will be deemed out of time and the College reserves the right not to progress the complaint.
- Students should complete a complaint form and provide appropriate evidence to support any allegations they made [evidence may include signed witness statements, letters, emails and any other relevant information]. Where a student fails to provide reasonable evidence to substantiate their allegations, the College reserves the right not to progress the complaint further.
- Students are required to specify the remedy they seek and/or the desired outcome to their complaint.
- A letter of complaint and relevant evidence should be submitted to the Director of Operations
- Students will receive a formal acknowledgement within 5 working days of submitting a complaint to the Director of Operations

There are several ways in which the complaint may be progressed at this stage, depending upon the nature of the complaint. Students will be notified of this in writing. Such action may include:

- A meeting to clarify matters of procedure
- Forwarding the complaint to a named person in the College who will investigate the matter locally and provide a written response to the complaint
- Mediation facilitated by an adviser[s]
- Where the complaint is complex and/or contains serious allegations against staff or students, the Director of Operations will either: appoint an independent Investigating Officer to investigate the circumstances of the complaint; or arrange a Formal Hearing of the complaint.
- Wherever possible the College will seek to facilitate an early resolution of the complaint. The College aims to provide a response within 30 working days of submission of the complaint. Should this not be the case, the student will be kept informed of any likely delay and the reasons for the delay, at the earliest opportunity.
- Students will receive written notification of the outcome of their complaint from the Director of Operations. This will include whether the complaint is upheld or not and any further action to be taken.

Stage 3 – Appeals: Where a student believes that the student complaint procedures have not been followed correctly or their complaint has not been appropriately addressed or the decision regarding the outcome of their complaint is unreasonable, they have the right to appeal to the CEO within twenty-one (21) days of the date of the notification letter.

- The grounds for the appeal should be clearly stated in writing and sent with full supporting evidence, in the first instance
- The papers will be forwarded to the Director of Vogue College of Fashion (or nominee)
- The appeal will not consider new evidence

- The decision of the Director of Vogue College of Fashion is final
- The student will be formally notified in writing of the decision, a normally within 30 days
- Students, who are dissatisfied with the outcome of the appeal and believe that the College has failed to follow this procedure correctly, may take their case to the University of Buckingham; the Director of Operations can provide further details if required.

16.3 OFFICE OF THE INDEPENDENT ADJUDICATORS (OIA)

When the College’s internal procedures in relation to student appeals, student complaints or student disciplinary cases (including cases of academic misconduct) have been concluded, a student will be issued with a Completion of Procedures (CoP) letter. Following this, a student who is dissatisfied with the final decision on their case may be able to apply to the Office of the Independent Adjudicator for Higher Education (OIA). The OIA is a national body operating an independent scheme for the review of student complaints, which is free to students. The College is expected to comply with the formal decision and any recommendations of an OIA Reviewer, but OIA decisions are not binding on students.

17.0 COMMUNICATING WITH STAFF & WHO TO CONTACT

17.1 COMMUNICATING WITH STAFF

You should communicate with staff via your college email only (staff will not accept emails from your personal accounts). When emailing please remember that academic staff do much more than teach your group, so they may not necessarily be free when you are. They will respond to emails as soon as possible. Full-time members of College staff / academic faculty will endeavour to respond within two working days, but please remember they may have other professional commitments as part of their role. Part-time staff and academics only work certain days for the College, and will not be able to respond to you on days when they are not engaged to work or teach.

You are encouraged to raise any queries in class with your regular lecturers, as this is the quickest and most effective way that we can assist you.

We have many Visiting Lecturers (VLs) who will teach you during your time studying with us. There are some Visiting Lecturers who will be core to a module and may also be the Module Leader. Core VLS will have a College email address. Biographies and information about these lecturers will be available to you on Canvas within relevant Module Handbooks. Please always email your Module Leader with queries about a specific module.

17.2 THE COURSE & COLLEGE TEAM

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| <p>Johannes Reponen: Global Academic Director jreponen@voguecollege.com</p> | <ul style="list-style-type: none"> • General Academic Matters |
| <p>Dione Hyland: Director of Operations UK & Spain, Register dhyland@voguecollege.com</p> | <ul style="list-style-type: none"> • Absence and sickness • Personal circumstances impacting on coursework and performance • Notification of learning support needs • Student feedback & Steering group • Late submission • Pastoral care • Library / Digital resources |

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| Clare Buckley Postgraduate Programme Director cbuckley@voguecollege.com | <ul style="list-style-type: none"> • All general enquiries related to the postgraduate provision, • Postgraduate curriculum and timetables • Academic progress |
| Anna Nilsson: Senior Lecturer Postgraduate in Fashion Media, Business and Communication anilsson@voguecollege.com | <ul style="list-style-type: none"> • All general enquiries related to the postgraduate provision, • Postgraduate curriculum and timetables • Academic progress |
| Harriet-Rea Cronin: Programme Coordinator hcronin@voguecollege.com | <ul style="list-style-type: none"> • General queries • Requests for letters of recommendation • Booking tutorials • Queries about timetabling/groups |
| Zoe Souter: Head of Careers zsouter@voguecollege.com | <ul style="list-style-type: none"> • Zoe will be supporting you when it comes to terms 2 & 3 in securing your work placement. Please email Sophia Rasab who will be coordinating this. |
| Sophia Rasab: Careers and Student Coordinator srasab@voguecollege.com | <ul style="list-style-type: none"> • Booking careers tutorials • Requests for letters for Council Tax remission • Fashion Industry Placement Admin |
| IT & Submissions Support support@voguecollege.com | <ul style="list-style-type: none"> • For ALL technical issues • Issues with Canvas or TimeEdit • Any issue related to submission of work. |
| Absence and Late Attendance attendance@voguecollege.com | <ul style="list-style-type: none"> • Please email to alert College staff that you will be absent or late to class. |
| Admissions admissions@voguecollege.com | <ul style="list-style-type: none"> • Any issue to do with fees or enrollment. |

Additionally, you can visit reception at any time during the college day and they will help you with your query or direct you to the appropriate member of staff.

17.3 THE WIDER COLLEGE

In the previous table, is a list of the key College members of staff whom you are likely to engage with and contact. Below is information with the names of other directors across the wider college

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| Ana Garcia-Siñeriz: Condé Nast College Director |
| Johannes Reponen: Global Academic Director |
| Sara Hassan: Creative Director, Head of Styling |