QUALIFICATION SPECIFICATION

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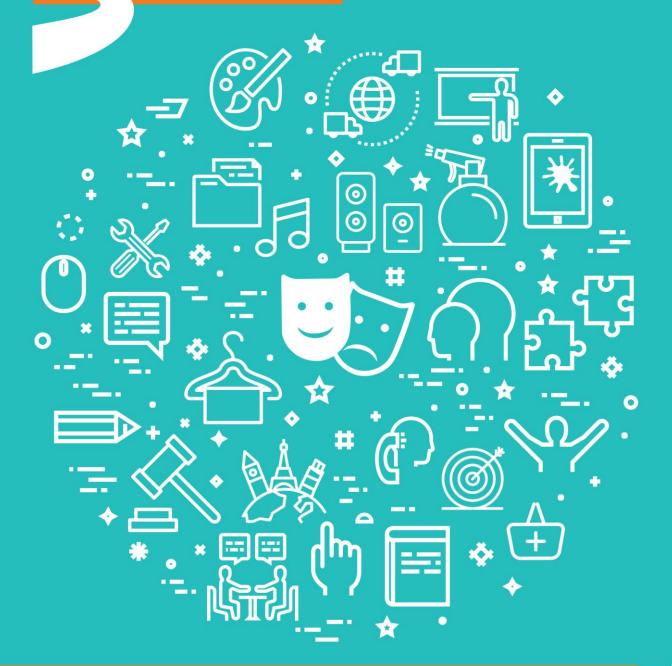qualifications

Diploma in Fashion (Vogue) (Level 4)

This qualification specification covers the following qualification:

Qualification Number	Qualification Title
603/0095/4	Gateway Qualifications Level 4 Diploma In Fashion (Vogue)

Version and date	Change detail	Section/Page reference
1.3 (Nov 2022)	Address removed and back cover changed Funding section update	Page 14 Page 8

About this qualification specification

This qualification specification is intended for tutors, assessors, Internal Quality Assurers, Centre Quality Managers and other staff within Gateway Qualifications recognised centres and/or prospective centres.

It sets out what is required of the learner in order to achieve the qualification. It also contains information specific to managing and delivering the qualification including specific quality assurance requirements.

The guide should be read in conjunction with the Gateway Qualifications Centre Handbook and other publications available on the website which contain more detailed guidance on assessment and verification practice.

In order to offer this qualification you must be a Gateway Qualifications recognised centre.

If your centre is not yet recognised, please contact our Development Team to discuss becoming a Gateway Qualifications Recognised Centre:

Telephone: 01206 911211
Email: enquiries@gatewayqualifications.org.uk
Website: www.gatewayqualifications.org.uk/recognition

Contents

1. Qualification Information

1.1. About the qualification

The qualification has been approved by Ofqual, the regulator of qualifications, examinations and assessments in England.

This qualification has been developed in conjunction with Condé Nast College of Fashion & Design for learners to develop the skills, understanding knowledge to work in the fashion industry.

The qualification has been developed as a bespoke qualification offer as part of a first year of a degree programme.

The qualifications focus on the specific workings of Vogue Magazine combined with a more general study of the fashion business.

It is a restricted qualification for the sole use of Condé Nast College of Fashion & Design.

1.2. Purpose

The purpose of the Gateway Qualifications Level 4 Diploma In Fashion (Vogue) is to develop learners understanding and knowledge of the fashion industry.

1.3. Key Facts

Qualification Title	Total Qualification Time	Guided Learning	Credit Value
Gateway Qualifications Level 4 Diploma In Fashion (Vogue)	1200	402	120

Total Qualification Time is the number of notional hours which represents an estimate of the total amount of time that could be reasonably expected to be required for a Learner to achieve and demonstrate the achievement of the level of attainment necessary for the award of the qualification.

Total Qualification Time is comprised of the following two elements:

- the number of hours which an awarding organisation has assigned to a qualification for Guided Learning, and

- an estimate of the number of hours a Learner will reasonably be likely to spend in preparation, study or any other form of participation in education or training, including assessment, which takes place by – but, unlike Guided Learning, not under the Immediate Guidance or Supervision of – a lecturer, supervisor, tutor or other appropriate provider of education or training.

1.4. Achievement methodology

The qualification will be awarded to learners who successfully achieve an approved combination of units through a Portfolio of Evidence that has been successfully verified and monitored through Gateway Qualifications' Quality Assurance process.

Achievement is therefore determined by successful completion of unit assessment with no further requirement for additional/summative assessment.

1.5. Geographical Coverage

This qualification has been approved by Ofqual to be offered in England.

1.6. Progression Opportunities

The qualification will provide learners with the opportunity to develop the skills and knowledge needed to prepare them either for further study in higher education or for employment in the world of work in fashion or a related sector.

This strongly vocational qualification is designed to give learners an introduction to the different careers in fashion or related industries.

1.7. Relationship with other frameworks

Relevant units within the qualification have been carefully developed according to relevant standards as appropriate and/or in conjunction with Users of qualifications

1.8. Funding

For information on potential sources of funding in England please visit the Education and Skills Funding Agency:

https://www.gov.uk/government/organisations/education-and-skills-funding-agency

https://www.gov.uk/government/collections/qualifications-approved-for-public-funding

https://hub.fasst.org.uk/Pages/default.aspx

1.9. Equality, Diversity and Inclusion

It is Gateway Qualifications' aim that there shall be equal opportunities within this organisation and in all the services it provides and within its recognised centres and via the services they provide and so meet the organisation's legal responsibilities to prevent discrimination.

In particular it is the organisation's intention that there should be no discrimination on the grounds of a protected characteristic including age, disability, gender assignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, sexual orientation. It is acknowledged that this is not an exhaustive list.

2. Learner Entry Requirements

2.1. Age

The approved age range for these qualifications is 18+.

2.2. Prior Qualifications

There is no requirement for learners to have achieved prior qualifications.

2.3. Prior Skills/Knowledge/Understanding

There are no prior skills, knowledge or understanding requirements for these qualifications. However, learners will benefit from having English skills, at least at one level below that of the qualification.

2.4. Restrictions

There are no restrictions to entry.

2.5. Access to qualifications for learners with disabilities or specific needs

Gateway Qualifications and recognised centres have a responsibility to ensure that the process of assessment is robust and fair and allows the learner to show what they know and can do without compromising the assessment criteria.

Gateway Qualification has a duty to permit a reasonable adjustment where an assessment arrangement would put a disabled person at a substantial disadvantage in comparison to someone who is not disabled.

The following adaptations are examples of what may be considered for the purposes of facilitating access, as long as they do not impact on any competence standards being tested:

- adapting assessment materials;
- adaptation of the physical environment for access purposes;
- adaptation to equipment;
- assessment material in an enlarged format or Braille;
- assessment material on coloured paper or in audio format;
- British Sign Language (BSL);
- changing or adapting the assessment method;
- changing usual assessment arrangements;

- extra time, e.g. assignment extensions;
- language modified assessment material;
- practical assistant;
- prompter;
- providing assistance during assessment;
- reader;
- scribe;
- transcript;
- use of assistive software;
- using assistive technology;
- use of CCTV, coloured overlays, low vision aids;
- use of a different assessment location;
- use of ICT/responses using electronic devices.

It is important to note that not all of the adjustments (as above) will be reasonable, permissible or practical in particular situations. The learner may not need, nor be allowed the same adjustment for all assessments.

Learners should be fully involved in any decisions about adjustments/adaptations. This will ensure that individual needs can be met, whilst still bearing in mind the specified assessment criteria for a particular qualification.

A reasonable adjustment for a particular learner may be unique to that individual and may not be included in the list of available access arrangements specified above.

Special Considerations

Requests for special consideration should be submitted as soon as possible. Please refer to the Reasonable Adjustments and Special Consideration Policy.

2.6. Additional Requirements/Guidance

There are no additional rules or guidance regarding learner entry requirements.

2.7. Recruiting Learners with Integrity

It is vital that centres recruit with integrity with regard to qualifications. Centres must ensure that learners have the correct information and advice on their selected qualification(s) and that the qualification(s) will meet their needs.

The recruitment process must include the centre assessing each potential learner and making justifiable and professional judgements about the learner's potential to successfully complete the assessment and achieve the qualification. Such an assessment must identify, where appropriate, the support that will be made available to the learner to facilitate access to the qualification.

3. Achieving the Qualification

3.1. Qualification Structure (Rules of Combination and Unit List)

The knowledge, skills and understanding that will be assessed as part of the qualification are set out within the unit specifications. These include the learning outcomes and associated assessment criteria. These are detailed below.

Gateway Qualifications Level 4 Diploma in Fashion (Vogue)

Learners must complete all mandatory units.

Unit Reference Number	Unit Title	Level	Guided Learning	Credit Value
A/615/0119	The Culture and Context of Fashion	4	50	15
T/615/0166	Visual Communication	4	50	15
L/615/0111	Fashion Trend Analysis	4	34	10
A/615/0167	Fashion Media	4	50	15
J/615/0169	Marketing Fashion	4	50	15
D/617/1979	Fashion Retailing	4	34	10
R/617/1980	Fashion Communication Project	4	100	30
D/505/6031	Professional Development Planning	4	34	10

3.2. Recognition of Prior Learning

Recognition of Prior Learning (RPL) provides learners and Centres with an alternative assessment method by which a learner's previous achievements can meet the assessment requirements for a unit/qualification through the knowledge, understanding or skills that they already possess and so, do not need to develop these through a course of learning.

It enables the recognition of achievement from a range of activities using any valid assessment methodology. Provided that the assessment requirements of a given unit or qualification have been met, the use of RPL is acceptable to contribute to a unit, units or a whole qualification according to the RPL criteria for a given qualification.

The process of Recognition for Prior Learning is not applicable to this qualification.

3.3. Links to other qualifications

There is an internal progression opportunity from the Gateway Qualifications Level 4 Certificate in Fashion (Vogue) to the Gateway Qualifications Level 4 Diploma in Fashion (Vogue).

4.   Assessment and Quality Assurance

The following are in addition to the standard assessment and quality assurance requirements set out in the Gateway Qualifications Centre Handbook.

4.1. Method of Assessment

The method of assessment for the qualification is through a portfolio of evidence.

4.2. Assessment Materials

There are no specific assessment materials provided for this qualification.

4.3. Qualification-Specific Centre Requirements

Centres must ensure that they have the appropriate resources in place when delivering performance units from vocational areas.

4.4. Qualification-Specific Tutor/Assessor Requirements

Tutor/Assessors must be fully qualified and experienced in the subject area in which they are delivering, details of which must be provided to Gateway Qualifications as part of the Qualification Approval application.

4.5. Qualification-Specific Quality Assurance Requirements

There are no additional internal/external quality assurance requirements for this/these qualification/s.

4.6. Additional Requirements/Guidance

There are no additional requirements that Learners must satisfy in order for assessment to be undertaken and the unit/qualification to be awarded.

5. What to do next

For existing centres please contact your named Development Manager or Development Officer.

Tel: 01206 911211

Email: enquiries@gatewayqualifications.org.uk

6.   Gateway Qualifications

Gateway Qualifications, a not for profit registered charity, is an Awarding Organisation based in Colchester.

We work with learning providers and industry experts to design and develop qualifications that benefit the learner and the employer.

We support flexible, responsive and quality assured learning opportunities whether it's in the classroom, at work, in the community or through distance learning.

We are recognised by Ofqual, to design, develop and submit qualifications to the Regulated Qualifications Framework (RQF).

| Unit Title: | Professional Development Planning |

Unit Title: Professional Development Planning

Unit Reference Number: D/505/6031

Level: Level 4

Guided Learning Hours: 34

Credit Value: 10

Unit Review Date: 31/07/2023

Withdrawal Date: N/A

Sector Subject Area: 9.2 Crafts, Creative Arts and Design

Grading Guidance: N/A

Assessment Guidance: Portfolio of Evidence

Unit Aim: To consolidate learning that has taken place throughout the programme, allowing students to focus on the area of study within Fashion that has interested them most, developing skills in that field in preparation for potential employment or further after completion of the course To provide the opportunity for students to undertake detailed studies, planning and managing a project from initial idea through to completion.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**

1 Understand a range of roles and career routes within fashion.	1.1 Identify and assess potential career opportunities within the fashion sector.
	1.2 Identify and employ suitable strategies for searching and applying for roles within fashion.

| 2 | Understand how to build professional networks. | 2.1 | Assess the use and effectiveness of a range of communication methods in a professional context. |
| | | 2.2 | Analyse the impact of online professional networking and social media sites in career development. |

| 3 | Be able to create a professional profile. | 3.1 | Produce a CV appropriate for submission to Vogue and other potential employers within the fashion industry. |
| | | 3.2 | Create a professional online portfolio of work. |

Unit Title:	Fashion Communication Project
Unit Reference Number:	R/617/1980
Level:	Level 4
Guided Learning Hours:	100
Credit Value:	30
Unit Review Date:	31/07/2023
Withdrawal Date:	N/A
Sector Subject Area:	9.2 Crafts, Creative Arts and Design
Grading Guidance:	N/A
Assessment Guidance:	N/A
Unit Aim:	• To further develop skills and knowledge of fashion brand communication • To consolidate learning that has taken place throughout the programme, allowing students to focus on the area of study within Fashion that has interested them most, developing skills in that field in preparation for potential employment or further after completion of the course • To provide the opportunity for students to undertake detailed studies, planning and managing a project from initial idea through to completion

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Understand and apply key principles and practices in fashion communication.	1.1 Identify and assess the different strategies fashion/media brands use to communicate brand values to customers across a range of channels. 1.2 Determine appropriate fashion communication channels for a specified fashion/media brand and audience.

		1.3	Produce a fashion image as part of a creative team.
2.	Be able to plan and manage an independent fashion communication project.	2.1	Develop a proposal for an independent fashion communication project, providing a rationale for the idea and stating clear objectives and targets.
		2.2	Organise own time and workload effectively, in order to meet deadlines and industry standards.
3.	Be able to undertake research to underpin a final project outcome.	3.1	Select and apply appropriate methodologies to carry out research using a range of valid and reliable primary and secondary sources, including Vogue.
		3.2	Analyse and apply research findings during the development of the project.
		3.3	Document the research and development process, referencing all research sources.
4.	Be able to communicate the outcomes of an extended fashion communication project.	4.1	Present project outcomes using relevant image editing and design software consistent with graphic design principles.

Unit Title:	Fashion Retailing
Unit Reference Number:	D/617/1979
Level:	Level 4
Guided Learning Hours:	34
Credit Value:	10
Unit Review Date:	31/07/2023
Withdrawal Date:	N/A
Sector Subject Area:	9.2 Crafts, Creative Arts and Design
Grading Guidance:	N/A
Assessment Guidance:	N/A
Unit Aim:	• To explore key aspects of the fashion retail industry, including the make up and features of the sector and broad range of retail formats • To consider the retail experience from a brand and consumer perspective • To examine the main characteristics of online and store based retailing, in relation to the service provided • To clarify key functions within retail organisations, such as buying, merchandising and Visual Merchandising

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Understand the impact of digital platforms on traditional retail formats.	1.1 Compare and contrast the key attributes of a range of international retail formats. 1.2 Explain how technology is utilised within experiential retailing. 1.3 Analyse how the retail industry has developed in response to online selling.

2. Be able to design a retail concept for a specified fashion/retail brand.	2.1 Carry out primary and secondary research into retail design trends and practices. 2.2 Analyse a chosen fashion/retail brand and consumer group. 2.3 Utilise design software to create an appropriate layout plan for a retail environment for a chosen fashion/retail brand.
3. Be able to present and explain a retail concept.	3.1 Utilise effective verbal and visual communication skills to describe the concept and its development.

Unit Title:	Marketing Fashion
Unit Reference Number:	J/615/0169
Level:	Level 4
Guided Learning Hours:	50
Credit Value:	15
Unit Review Date:	31/07/2023
Withdrawal Date:	N/A
Sector Subject Area:	15.4 Marketing and Sales
Grading Guidance:	N/A
Assessment Guidance:	N/A
Unit Aim:	• To introduce students to key fashion marketing theory, with emphasis on the core elements of the marketing mix. • To provide tools/methods for effective brand analysis • To ensure students can recognise and understand the unique characteristics of fashion marketing, considering how and why marketing fashion products differs from other consumer goods and services

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand key fashion marketing principles.	1.1 Analyse the 4 key components of the marketing mix. 1.2 Illustrate a global fashion brand's range pyramid. 1.3 Explain, using examples, the concept of 'added value' in relation to fashion products and retailing.

		1.4	Explain market positioning in fashion using perceptual mapping techniques.
2	Be able to research a chosen fashion and retail brand.	2.1	Conduct research using a variety of appropriate methods into a selected brand aligned with own career aspirations and areas of interest within fashion.
		2.2	Communicate research findings in an appropriate written and visual format.
3	Be able to develop a promotional campaign for a fashion brand.	3.1	Analyse, select and utilise appropriate fashion promotion channels to publicise a coherent brand message to a specified audience.
		3.2	Present and justify a promotional campaign appropriate for an identified brand and market segment.
		3.3	Create a suitable promotional outcome example to support a proposed strategy.

Unit Title:	Fashion Trend Analysis
Unit Reference Number:	L/615/0111
Level:	Level 4
Guided Learning Hours:	34
Credit Value:	10
Unit Review Date:	31/07/2023
Withdrawal Date:	N/A
Sector Subject Area:	9.2 Crafts, Creative Arts and Design
Grading Guidance:	N/A
Assessment Guidance:	N/A
Unit Aim:	• To examine how wider macro-trends develop and explore the research methods used to identify new trends • To introduce a variety of research methods, including gallery visits, quantitative and qualitative primary research, analysis of reliable secondary sources, and street photography.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Be able to create an online portfolio of original street style photography.	1.1 Summarise the key components of an effective street style image and apply these to their own work.
	1.2 Explain how street photography can be used as a research tool in fashion.
	1.3 Select and utilise a suitable sharing platform.

2	Be able to predict a trend using recognised forecasting methods.	2.1	Select and apply different primary, secondary and visual research methods to predict a trend.
		2.2	Create a mood board to communicate a named, predicted trend.
		2.3	Evaluate identified new and emerging PESTEL factors that have influenced the trend.
3	Be able to promote a fashion trend via a media or retail channel, providing a clear rationale for the approach used.	3.1	Explain how wider macro-environmental factors have influenced a specified fashion trend.
		3.2	Evaluate the influence of Vogue's trend pages on retail sales.
		3.3	Visually communicate a fashion trend as appropriate for an identified channel and consumer.
		3.4	Present a fashion trend via a media or retail channel with the aim of increasing consumer interest and sales in associated products.

Unit Title:	Fashion Media
Unit Reference Number:	A/615/0167
Level:	Level 4
Guided Learning Hours:	50
Credit Value:	15
Unit Review Date:	31/07/2023
Withdrawal Date:	N/A
Sector Subject Area:	9.3 Media and Communication
Grading Guidance:	N/A
Assessment Guidance:	N/A
Unit Aim:	• To explore the relationship between fashion brands and the media, considering the influence of the media on perceptions of fashion • To examine the fashion media landscape and consider the impact of digital channels on the industry, with reference to the evolution of fashion magazines in the last century • To introduce key media roles and career paths.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand how fashion is influenced by the media.	1.1 Analyse how key media channels and platforms influence fashion. 1.2 Assess the influence of Vogue on the global fashion industry. 1.3 Evaluate the main ethical issues directly connected to the fashion media industry.

2	Understand the impact of new technologies and digital culture on the fashion media industry.	2.1	Assess the impact of the internet on traditional fashion media channels.
		2.2	Explain the job roles now required within fashion media, across a range of digital and print formats.
3	Be able to contribute to a proposal for a new issue of a specified magazine.	3.1	Pitch ideas for editorial content.
		3.2	Develop editorial content suitable for a selected magazine brand and readership in collaboration with other team members.
4	Be able to work effectively as part of an editorial team.	4.1	Document and critically reflect on a team editorial project.
		4.2	Analyse own levels of professionalism and productivity.
		4.3	Identify personal strengths and reflect on career goals in relation to a completed task.

Unit Title:	Visual Communication
Unit Reference Number:	T/615/0166
Level:	Level 4
Guided Learning Hours:	50
Credit Value:	15
Unit Review Date:	31/07/2023
Withdrawal Date:	N/A
Sector Subject Area:	9.2 Crafts, Creative Arts and Design
Grading Guidance:	N/A
Assessment Guidance:	N/A
Unit Aim:	• To explore a range of visual communication methods and introduce students to key visualisation techniques across a range of media. • To allow students to begin to using industry standard software and identify suitable methods of expressing their ideas visually. • To examine the importance of images and what they communicate while providing core visualisation skills that will be developed further throughout the course.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Be able to apply key visualisation and presentation techniques.	1.1 Select appropriate images to illustrate text. 1.2 Create a mood board that effectively communicates a clear, specified message. 1.3 Select and utilise fonts/typography appropriate for use in fashion.

2	Understand how different visual communication methods are used in fashion.	2.1	Analyse the most widely used visual communication methods in the fashion industry.
		2.2	Evaluate and select the appropriate software required for creating a range of visual communication outcomes.
3	Be able to apply key principles of colour theory in fashion promotion.	3.1	Analyse physical, psychological and cultural responses to a range of colours.
		3.2	Apply colour theory to promote a fashion brand, product or trend.
4	Be able to create visual outcomes using specified industry software.	4.1	Create visual outcomes using Adobe Creative Suite.
		4.2	Create a Vogue cover mock-up using InDesign and Photoshop.

| Unit Title: | The Culture and Context of Fashion |

Unit Title: The Culture and Context of Fashion

Unit Reference Number: A/615/0119

Level: Level 4

Guided Learning Hours: 50

Credit Value: 15

Unit Review Date: 31/07/2023

Withdrawal Date: N/A

Sector Subject Area: 9.2 Crafts, Creative Arts and Design

Grading Guidance: N/A

Assessment Guidance: N/A

Unit Aim: • To introduce students to fashion theory and provide an overview of the key aspects of the evolution of fashion • To provide opportunities for students to discuss and evaluate each topic on the syllabus, in order to develop their analytical and critical thinking skills • To support students in the development of their writing skills, as a foundation for future academic writing tasks

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand key influences on the development of fashion.	1.1 Evaluate key historic developments in the evolution of fashion. 1.2 Analyse the relationship between fashion and the wider cultural environment.
2 Be able to plan and carry out research in fashion history.	2.1 Evaluate the suitability of a range of research sources.

	2.2	Select and utilise appropriate secondary research sources.
	2.3	Effectively utilise appropriate museums, exhibitions and archives, including Vogue archives.
3 Be able to analyse a range of research sources.	3.1	Analyse key fashion theory texts and historical and contemporary fashion objects, as relevant to a selected topic.
	3.2	Apply critical thinking skills when evaluating evidence and developing arguments.
4 Be able to write an illustrated essay on a chosen topic, following recognised academic standards and practices.	4.1	Write competently on the culture and context of fashion, meeting accepted standards of grammar, spelling and structure.
	4.2	Select suitable images to illustrate key points.
	4.3	Utilise a recognised academic referencing system, providing a bibliography of all research sources.