Programme Specification

BA (Hons) Textile Design
with pathways leading to one of the following awards
BA (Hons) Textile Design (Constructed Textiles)
BA (Hons) Textile Design (Embroidery)
BA (Hons) Textile Design (Printed Textiles & Surface Design)
BA (Hons) Textile Design (Retail Management)

Date of Publication to Students: September 2012

NOTE: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at the Faculty web site, (2) in the Module Specifications and (3) in the Student Handbook.

The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

Awarding Institution / Body:	**Birmingham City University**
Teaching Institution:	**Birmingham City University**
Interim Awards and Final Award:	**Certificate of Higher Education (Textile Design) Level 4** = 120 credits **Diploma of Higher Education (Textile Design) Levels 4 & 5** = 240 credits **BA Textile Design Levels 4, 5 & 6** = 300 credits **BA (Hons) Textile Design (Constructed Textiles) Levels 4, 5 & 6** = 360 credits **BA (Hons) Textile Design (Embroidery) Levels 4, 5 & 6** = 360 credits **BA (Hons) Textile Design (Printed Textiles & Surface Design) Levels 4, 5 & 6** = 360 credits **BA (Hons) Textile Design (Retail Management) Levels 4, 5 & 6** = 360 credits
Programme Title:	**BA (Hons) Textile Design**
Main fields of Study:	**Textile Design with pathway emphasis**
Modes of Study:	**Full time**
Language of Study:	**English**
UCAS Code:	**W231 Textile Design** **W222 Textile Design (Constructed Textiles)** **W223 Textile Design (Embroidery)** **(tbc) Textile Design (Printed Textiles & Surface Design)** **W2N5 Textile Design (Retail Management)**

JACS Code:	W231	Textile Design
	W222	Textile Design (Constructed Textiles)
	W223	Textile Design (Embroidery)
	(tbc)	Textile Design (Printed Textiles & Surface Design)
	WW2R	Textile Design (Surface Design)
	W2N5	Textile Design (Retail Management)

Relevant subject benchmark statements and other external reference points used to inform programme outcomes:

- o QAA Art & Design Subject Benchmarks
- o The University Learning and Teaching strategy
- o University level information including the mission statement

Programme philosophy and aims

Philosophy

The course equips students with the relevant knowledge, skills and attributes to succeed in a wide range of careers related to textile design. It offers students a diverse and vocationally focused contemporary textile design experience across a number of fields including fashion, interior and designer/craft /visual arts approaches. This understanding of the diversity of textile design, combined with creativity, business awareness, collaborative and individual ways of working and the development of personal direction, produces graduates who can creatively contribute to textile design and related professional practice.

A particular strength of the programme is the opportunity provided to students to select and focus on their particular interests and enthusiasms. From an introductory experience in the three design practice pathways (Constructed Textiles: Embroidery: Printed Textiles and Surface Design) there are a number of student choice/selection points during the course, resulting in the selection of one of four exit pathway awards - BA (Hons) Textile Design (Constructed Textiles): BA (Hons) Textile Design (Embroidery): BA (Hons) Textile Design (Printed Textiles and Surface Design): BA (Hons) Textile Design (Retail Management).

The named pathway brings the additional focus of specialist knowledge and experience. Students on all pathways undertake the same modules and briefs in level 4 and level 5. All are underpinned by contextual awareness of textile design The pathway specific content is within the work requirement, where the student presents evidence of their learning outcomes through an emphasis on their engagement with specialist requirements. This is enhanced by professional experience modules, live projects and contacts with the industry and related professions. In level 6 the same process applies for the design practice pathways (Constructed Textiles; Embroidery: Printed Textiles and Surface Design). The Retail Management pathway undertake specialist modules designed to enhance relevant knowledge, skills and attributes in relation to retail contexts.

The aims of the programme are to:

Provide learners with:

1. A learning experience that progresses from a broad-based diagnostic textile design experience including an introduction to Constructed Textiles, Embroidery and Printed Textile Design to specialist study and selection of one of five pathways (Constructed Textiles, Embroidery, Printed Textiles, Surface Design, Textile Retail Management).
2. Opportunities to develop, apply and synthesise the design skills needed to initiate creative concepts and progress ideas to effective conclusions
3. An understanding of contemporary cultural, social, commercial and historic design contexts relevant to the study and practice of textile design including responsible/sustainable design.
4. Generic, subject specific, contextual, enriching, and transferable knowledge skills and understanding to enhance employability.
5. The means to research, analyse, evaluate and synthesise information
6. Personal study skills including the ability to manage independent and collaborative learning
7. Visual, spoken and written presentation skills
8. An awareness of and the means to progress to professional practice, further study.

Intended learning outcomes and the means by which they are achieved and demonstrated:

Learning Outcomes

1. Knowledge and understanding
- Research, source appropriate material, record and utilise information.
- Articulate ideas in a variety of forms and situations.
- Respond to commercial and external issues relating to the brief.
- Demonstrate appropriate and relevant knowledge and understanding.

2. Intellectual skills
- Analyse and evaluate information, materials and research findings.
- Generate ideas and concepts in response to set or personally initiated briefs.
- Evaluate and appraise the quality of your design/technical solutions.
- Demonstrate critical awareness and articulate reasoned arguments.

3. Practical Skills
- Create appropriate design and technical solutions and final outcomes.
- Experiment and develop creative and practical solutions.
- Utilise information, knowledge, materials and appropriate techniques effectively.
- Apply professional and appropriate standards in the presentation of your work.

4. Key transferable skills
- Plan and manage your own time efficiently.
- Interact effectively with others through collaboration, collective endeavour and negotiation.
- Work within the constraints of ambiguity, uncertainty and unfamiliarity.
- Apply resourcefulness and entrepreneurial skills.

Learning teaching, and assessment methods used

- Group teaching and workshop demonstrations of practical skills including drawing, CAD, visualization, fabric finishing and pathway specific specialist study
- Small group tutorials and presentations.
- Individual tutorials.
- Group critiques and feedback sessions.
- Project briefings.
- Lectures
- Peer appraisal
- Visual (portfolio and digital), oral and written presentations.
- Coursework assessment
- e learning (moodle)

Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.

Level 4:

Induction to the course
TEX4006   Textiles in Historical Context = 15 credits
TEX4002   Introduction to Textiles = 45 credits

◉ *Selection point*
= Constructed Textiles or Embroidery or Printed Textiles& Surface Design

TEX4007   Textiles in Contemporary Context = 15 credits
TEX4008   Colour = 30 credits (with specialist brief)
TEX4005   Fabric Concepts = 15 credits (with specialist brief)

120 credits = Certificate of Higher education (Textile Design)

Level 5:

TEX5008   Trends = 30 credits (with specialist work requirement)
TEX5002   Design, Production and Application = 30 credits (with specialist work requirement)
TEX5007   Design and Business = 30 credits
Choice of module TEX5004 Professional Practice A **OR** TEX5005   Professional Practice B = 30 credits

◉ *Selection point for Level 6 exit pathway = Constructed Textiles or Embroidery or Printed Textiles & Surface Design or Retail Management*

240 credits = Diploma of Higher education (Textile Design)

Level 6:

TEX6001   External Brief = 30 credits
TEX6002   Textile Design Dissertation = 30 credits
TEX6003   Textile Design Final Project = 60 credits

300 credits = BA Textile Design
360 credits = pathway specific award
BA (Hons) Textile Design (Constructed Textiles)
BA (Hons) Textile Design (Embroidery)
BA (Hons) Textile Design (Printed Textiles & Surface Design)

Level 6:

TEX6010   Visual Merchandising and Display = 30 credits
TEX6011   Buying and Marketing = 30 credits
TEX6012   Research Report = 30 credits
TEX6013   Textile Design Retail Management Final Project = 30

300 credits = BA Textile Design
360 credits = BA (Hons) Textile Design (Retail Management)

Support for Learning including Personal Development Planning (PDP)

Students are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to meet those needs:

Students have access to tutorial support which encourages personal reflection and planning. Module teaching enables students to develop skills to evaluate and progress their personal and professional needs and intentions. Each year of the course offers a focussed support in relation to the module requirements, and the individual learners' needs.

L4 modules have been designed to enable students to question, with support their own interests within the course and the wider textiles industry. Each module addresses a variety of professional design issues such as idea development, researching and recording and presentation skills that are delivered by the course team, and are discussed in relation to learning outcomes and professional interests. Some are practical workshops or seminars, reflecting the diversity of experience, appropriateness and intended outcomes of each session.

Diagnostic tutorials with the First Year coordinator allow students to discuss their career aspirations in relation to their personal interests and result in them specialising in the pathway most appropriate until the next specialism point at the end of Level 5.

First year students are also supported to evaluate their learning at the end of Level 4 in preparation for progression to Level 5. Students are encouraged to develop portfolios in order to consolidate learning and identify key areas to develop.

Level 5 students are supported within the modules to develop a conscientious approach to tailoring their career path in relation to textiles. The teaching and learning takes a variety of forms but includes workshops on personal promotion addressing CVs and portfolios, securing and carrying out work placements and developing an awareness of textiles trends and professional concerns.

In order for students to make the decision of whether to opt for the Retail Management pathway or the new Surface Design Pathway students discuss this during Semester Tutorials and staff present information in relation to the new options available.

The Level 6 programme enables both design and retail students to consolidate their experiences of Level 4 and 5 and move forward in an increasingly evaluative, self-directed way with more independent approach to learning, tailoring research and practice to their career decisions, specific professional concerns, and the steps required to fulfil personal aspirations.

Students are made aware of the University support systems via student services for dyslexia/disability support and for writing support via library services.

Criteria for admission

Candidates must satisfy the general admission requirements of the programme.

The current admission requirements can be found under the 'Entry Requirements' tab of the web page for this course.

Methods for evaluation and enhancement of quality and standards including listening and responding to views of students

- o Individual student evaluation forms completed for each module.
- o Student surveys
- o Student Forums attended by student representatives from all levels and pathways.
- o Board of Studies attended by academics, technician/demonstrator staff, and student representatives for each level of the course.
- o School Academic Monitoring Committee
- o Faculty Academic Standards and Quality Enhancement Committee
- o Student Experience Committee
- o Annual Programme Monitoring including Module and Course Statistics
- o Twice yearly External Examiner visits and annual report.
- o Institute Board