BA (Hons) Fashion Design
Programme Specification

> **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 [Faculty web site address], (2) in the Module Specifications and (3) in the Student Handbook.
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> 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** [B25]
Teaching Institution:	**Birmingham City University**
Interim Awards and Final Award:	**Certificate of Higher Education (L4)** **Diploma of Higher Education (L5)** **Batchelor of Arts with Honours (L6)**
Programme Title:	**BA (Hons) Fashion Design with pathways in**

- **Fashion Design** [W230]
- **Fashion Communication** [W290]
- **Garment Technology** [W2JK]
- **Design for Performance** [W2W4]
- **Fashion Accessories** [W233]

Main fields of Study:	*Fashion Design*
Modes of Study:	**3 year full-time;** **4 year sandwich option**
Language of Study:	**English**
UCAS Codes:	**W230; W290; W2JK; W2W4**
JACS Code:	

> **Relevant subject benchmark statements and other external reference points used to inform programme outcomes:**
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> **QAA Benchmarks for Art and Design**

Programme philosophy and aims

The general philosophy of the programme is to provide an environment in which graduates can realise their own potential, build on their individuality and strengths, graduating into the job market equipped with the necessary knowledge, skills and attributes to succeed in a wide range of careers related to fashion.

The programme is particularly designed to reflect and to respond to contemporary practice in the fashion industry. Students are introduced to a wide range of fashion subjects in the first year; this enables them to discover their own strengths whilst building a sound foundation of fashion knowledge and skills. The second year introduces advanced fashion skills and knowledge, personal and professional development relating to students own career goals and a range of options, which present students with the opportunity through strategic choice to either remain broad or to start to specialise in one of the six pathway areas, progressing towards final year pathways.

The programme also offers a sandwich year option after which students will return to their chosen final year pathway.

Individual creativity balanced by commercial realism are the key factors underlying the ethos of this programme. Students are encouraged to explore their talents through the application of the professional design process from concept to product. The development of a professional enquiring attitude and an ability to be self-motivated are considered paramount for graduates in preparation for employment in one of our most demanding of industries. A resurgence of interest in more individual and innovative fashion catering for niche markets is providing opportunities for new entrepreneurial businesses and designer makers; the programme aims to ensure that students are also ready to meet this challenge.

The Fashion Design pathway caters for those students who intend to pursue careers as Fashion Designers and involves both conceptual and trend driven design work through experimentation with creative cutting techniques, traditional pattern cutting and manufacturing skills and culminates in a final collection and portfolio outcome.

Fashion and costume overlap in contemporary performance and fashion skills are essential to graduates who wish to work on TV, Film, Music and Theatre productions. The Design for Performance pathway acknowledges the interest and opportunities in this related area of study.

The Garment Technology pathway caters for those students who aspire to work in pre-production, developing design concepts through to products for mass production; this pathway considers the implications of globalisation and off-shore manufacture. Students work on the industry standard Gerber computer pattern cutting system.

Fashion Accessories provides opportunities for those students who wish to specialise in either production or bespoke accessories, including bags, headwear, neckwear, gloves etc. The pathway has strong links with local employers.

Fashion Communication is for students who aspire to work in the fields of, Fashion Graphics and Branding, Trend and Prediction and Fashion Editorial Styling. Traditional illustration and drawing techniques, CAD, photographic outcomes and research and networking form essential elements to this pathway.

The aims of the programme are to:
Provide a nurturing learning environment in which students can become confident multi-skilled fashion professionals, able to:

- Generate conceptual design work in response to challenging briefs
- Research and investigate, source and analyse a variety of information, processes and materials
- Translate research into appropriate outcomes
- Source a variety of materials/ techniques and use these in the realisation of a variety of fashion outcomes
- Understand the design cycle and the design process and develop their ideas though to final fashion outcomes
- Manage their own time and workload from project rationale through to final outcome and presentation of work
- Be resourceful and entrepreneurial in the support of their work
- Understand business and commercial issues and constraints.
- Work to professional standards
- Respond to challenging briefs and manage their own time and workloads in order to meet deadlines
- Develop critical awareness in the review and evaluation of their own work and the work of both their peers and practitioners.
- Develop interpersonal and collaborative attributes
- Articulate their ideas in a variety of forms confidently to a range of audiences
- Use IT in all aspects of their work
- Gain CAD skills in industry standard software.
- Appreciate critical, contextual, historical, conceptual and ethical dimensions of fashion, and art and design in general.
- Demonstrate awareness of key developments in fashion technologies and art and design practice.
- Display motivation and enthusiasm for fashion.

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

Programme Learning Outcomes[1]
At the end of the programme you will be able to:

1. **Knowledge and understanding**
- Research, source appropriate materials 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 self 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

These learning outcomes will be put into context within module learning outcomes

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Learning teaching, and assessment methods used
- Group teaching of practical skills, pattern cutting, sewing, drawing, CAD, etc
- Small group tutorials on design and research projects.
- Individual tutorials at L6 on personal projects and dissertations
- Group critiques on design projects at all levels.
- Group seminars in research, design and theory elements.
- Lectures of theory elements to full year groups.
- Peer appraisal.
- Coursework assessment
- Practical tasks to assess knowledge, understanding and skills
- Theory tasks to assess knowledge and understanding
- Presentations in a variety of forms, displays and exhibitions of work, power point/ digital presentations, oral and written presentations.

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.

BA (HONS) FASHION DESIGN Level 4		
During this level students are introduced to a broad range of fashion studies theory and technical skills, building a sound base for further study in Level 5 and Level 6		
MODULE TITLE	CREDIT VALUE	CONTENT
Fashion Practice and Theory FAS <u>NOTE ON CHANGES</u> To provide a more holistic learning experience the two 15 credit modules previously delivered as a combined brief will be formalised as a 45 credit module. Fashion Theory is added to this to provide the opportunity for embedded theory and study skills at L4	45	**Pattern cutting and sewing skills:** Tuition of basic pattern cutting and sewing skills students will be taught the basic principles through workshop sessions. Pattern cutting demonstrations are also available via Moodle. Continued use of ipods in the workroom to facilitate students working at their own pace. Fabric knowledge embedded. **Design skills:** Drawing development, CAD; live fashion drawing, Design, Fashion Illustration, fashion flats, styling and photo shoots. **Theory:** Historical, current, contextual studies in fashion and related art and design. Including sustainability and green issues. This module adds breadth to the student awareness and understanding in relation to their own work **Design and Making project:** that brings together skills and embeds that knowledge through practical problem solving, design realisation project. [trialled in 2011/12]*
Fashion Materials and Form FAS4003	30	This module is a conceptual design and making project that incorporates experimentation with a range of fabrics, with a final outcome as a styled photo shoot
Fashion Design Practice FAS4002	30	This is a design and make project that incorporates trend and predictions research and fabric sourcing as part of the design process.
Personal Development **FAS**	15	Careers Research and self analysis Portfolio development drawing on previous project work, concentrating of presentation skills
Students will select L5 options before the summer vacation starts, this will facilitate better planning of the options.		

BA (HONS) FASHION DESIGN Level 5		
During this level students are introduced to Personal and Professional Development, a range of options and advanced design and technical skills. Work placement has been re-introduced as an assessed module within the option programme.		
FASHION BUSINESS and ENTREPRENEURSHIP FAS5001	15	This module provides an understanding of the Fashion Industry and entrepreneurship, it involved both individual and team work.
FASHION STUDIES OPTIONS* 	OPTIONS 1	OPTIONS 2	OPTIONS 3
Design for stretch fabrics	Conceptual design	Abstract Design Approaches
Styling For Editorial	Fashion Graphics	Trend forecasting
Corsetry	Design for Event	Costume and script
Intro to Gerber	Advanced Patterns	Technical Packs
Bespoke Accessories	Millinery	Accessories Products
Buying	Managing Talent	Styling for Success | Portfolio Development studio sessions inc CAD **PORTFOLIO PRESENTATION**	60	This menu of options allows L5 students to strategically select options that they wish to study. Allowing for early specialisation or a diagnostic approach that informs pathway specialisation. *Students pick 3 briefs from the options, every effort will be made to accommodate student choice but numbers will be capped on all groups to ensure that briefs can be properly resourced. Students sign up for options via Moodle on a first come first served basis. Some projects briefs may be offered more than once depending on demand. Formative feedback will happen during each option Final assessment will be based on a Portfolio Review
Work Experience placement **Or** **External/Collaborative self directed project** **[could be a competition]**	15	It is evident that work placement needs to be a core module rather than part of the options pot. Trials have shown that students to not want to 'miss out' on taught modules so the work placement is being separated with an option of a Self Directed external/collaborative brief.
At this point L5 students will select their final year specialist pathway		
Advanced Skills relating to L6 pathways	30	This module replaces the Tailoring skills, in recognition that some pathways have different skills requirements and this module seeks to provide the opportunity for advanced skills building prior to embarking on L6 pathways

BA (HONS) FASHION DESIGN Sandwich Placement Year 0 credits		
Year out in Industry (minimum 33 working weeks full-time employed in the work place)		
Placement Project • Reflective Journal • Placement Project		This module is partially completed during the year placement with a reflective journal, final assessment takes place in L6 when students return to complete the final year of their 4 year degree. The placement project replaces the dissertation for sandwich year students. **ASSESSED IN L6**

BA (HONS) FASHION DESIGN Level 6
During this level students join their specialist pathway and are introduced to specialist skills prior to Major Project and Dissertation

PATHWAY SPECIALIST Modules:		CONTENT
Fashion Design Pathway (Option) • Concept, Research and Creative Development for Major Project • FAS6012	30	This research, design and make module is designed to give students the opportunity for creative and conceptual research to inform the rationale for their major project. CAREER PATH: Fashion Design; Fashion Buying; Fashion Stylist; Fashion Visual Merchandising; Fashion PR
Fashion Communication Pathway (Option) • Fashion Trend Awareness and Market Research (15) FAS6032 • Visual Display and Promotion (15) FAS6033	30	Two modules that provide the opportunity for specialist experience at an advanced level in two key areas of Fashion Communication, building on previous experience. CAREER PATH: Fashion Stylist; Fashion Visual Merchandising; Fashion Illustrator; Fashion Trend Researcher; Fashion Graphics/ Print Designer; Fashion Writer/ Editor; Fashion Promotion and PR; Fashion Buyer
Garment Technology Pathway (Option) • Pre-Production Creative & Professional Pattern Cutting	30	This module provides the opportunity for specialist experience at an advanced level in two key areas of Garment Technology, building on previous experience. CAREER PATH: Garment Technologist; Product Development; Pattern Cutter; Gerber Pattern Technician
Design for Performance Pathway (Option) • Costume Design and Special Effects (30) FAS6022	30	This module challenges the student to produce a costume that includes both the design of the costume and the special effects that complete the character. Usually a live project. CAREER PATH: Costume Designer/Maker for Stage, Screen, Performance and Events; Bespoke Design for Niche Market e.g. Bridal wear; Evening wear; Fancy Dress [inc. Cosplay and Larping]
Fashion Accessories Pathway (Option) • **External Brief**	30	This module extends the students design skills applying these to a range of accessories: CAREER PATH: Accessories Designer; Bag designer; Footwear designer; Milliner;
DISSERTATION FAS6011 All Pathways **(Core Module)** **Or** for 4 year sandwich course Placement Project (**Core**)	30	The dissertation is closely linked to and supports the Major Project. **Or** Placement project which relates to the sandwich year placement for the 4 year sandwich option
MAJOR PROJECT FAS6010 All Pathways **(Core Module)**	60	The Major project is a self-initiated brief with negotiated outcomes appropriate to the pathway. The rationale for the Major project will form part of the final assessment.

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:

- Self evaluation is an integral part of each module.
- L4 students under take personal careers research, involving all elements of PDP
- L5 students are engaged in career related choices and work experience
- L6 students are involved in individual tutorials, engagement with employers.
- Group crits and/or individual written feedback are given at each assessment point.
- All students are made aware of the support mechanisms available via student services for dyslexia/ disability support and for writing support via library services.
- Students are able to request a personal tutorial with the programme director or module tutors at specific time slots each day time.
- Each year group is allocated a level co-ordinator or pathway leader as a point of contact.

Criteria for admission

Candidates must satisfy the general admissions requirements of the programme, which are as follows:

280 UCAS points plus an aptitude for the course which is evaluated on the basis of:
- Interview
- Portfolio presentation
- Academic achievement (A levels and/ or Foundation Year; BTEC National Diploma in relevant subject areas)
- APEL where appropriate for mature or transfer students
- Students with exceptional ability but without formal qualifications will be considered at the discretion of the admissions tutors.
- International students and UK/ EU students will be offered the opportunity to send an e-portfolio if they are unable to attend an interview

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

Student Surveys
Module Evaluation
Student Forums
Academic Boards of Study