

Fashion Design with Fashion Management and Fashion Design with Fashion Management with Placement Year

This programme is no longer recruiting - please refer to the programme specification for BA (Hons) Fashion Design and / or BA (Hons) Digital Fashion.

Final award	BA (Hons)
Intermediate awards available	Cert HE, Dip HE
	W2NG - BA (Hons) Fashion Design with Fashion Management (3 year programme)
UCAS code	W2NF BA (Hons) Fashion Design with Fashion Management with Placement year (4 year programme)
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	Art and Design Benchmark Subject Statement
Date specification last updated	August 2012

Profile

The summary - UCAS programme profile

OVERVIEW:

Fashion @ UEL is: Luxury, Communication, Culture, Lifestyle, Identity. A combination of design and innovation meeting the future challenges of a diverse industry

ENTRY REQUIREMENTS

Students are selected on their suitability for the programme by a portfolio and skills interview. Applicants would normally have completed an Art and Design Foundation, GAD, or an appropriate BTEC, GNVQ or Access programme of at least one year's duration prior to joining the programme. Students with other relevant professional or life experience will also be considered.

Applicants should normally have GCSE Grade C (minimum) in English, Maths and GCSE Grade B in Art and 2 other subjects.

Students may be admitted through Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes.

In the case of applicants whose first language is not English, then IELTS 5.5 (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes.

ABOUT THE PROGRAMME

What is BA (Hons) Fashion Design with Fashion Management?

Students gain a breadth of knowledge and understanding of the Fashion Industry through the successful integration of studying Fashion Design and Fashion Management.

Fashion Design is exciting, demanding and competitive. All aspects of design are taught by experienced staff who are practising designers, researchers or practitioners. All have a broad range of experience in the Fashion and Creative Industries.

You have the opportunity to undertake an **optional** Placement Year that runs from January to January in Year 2. If you take this module you will be awarded a degree with the title Fashion Design with Fashion Management with Placement Year

Fashion Design at UEL

You will work in an art and design environment in a building designed specifically for Architecture, Fine Art, Digital Arts and Visual Communication and Visual Theories. In the area of Fashion and Textiles, you will work with students on three other BA programmes: Fashion Design, Digital Fashion and Printed Textiles Design.

In Design you will be involved in the following activities with project work, sometimes working with established designers or industry professionals:

- Design creativity and design development
- Visual research, drawing and visual communication techniques
- Trend prediction and forecasting
- Fabric and colour research
- Retail Analysis
- Pattern cutting and toile making
- Garment construction
- Range planning
- Visual communication and portfolio presentation
- Digital Media

In Fashion Management you will develop skills in the following areas, again working with established practitioners and industry contacts:

- Market Research
- Fashion industry structure
- Consumer Behaviour
- Fashion Marketing
- Retail Buying and Merchandising
- Retail strategy
- Project Management

- Identifying Business Opportunities
- Business Planning

Programme structure

Level 1 EXPLORE / DISCOVER

A Explore: Creativity Explore: Research A Skills for Academic Learning

B Explore: Materials Explore: Process Fashion Marketing

Level 2 DEVELOP

**A Develop Design &
Surface**

**Develop: Cutting Edge
Design**

**Buying and Merchandising:
Employability (Skills
Curriculum)**

Jan - Jan Industry Placement (OPTIONAL)

B Develop: Directional Design Fashion Retail Strategy: Industry Brief

LEVEL 3 / Final Year REALISE

**A Realise Design & External Competition Identify Business Opportunities:
Research (Skills Curriculum)**

B Realise: Collection Business Plan
OR
Realise: Alternative Practice

The programme provides you with the opportunity to study fashion and fashion management in a creative art school environment, delivered by a creative and professional staff team. The duration is three years, or four if you elect to spend a year on placement in the industry, it provides choice and flexibility in learning opportunities, and allows you to explore the discipline of fashion whilst developing your practice.

Level 1 is about **exploring** and **discovering** creativity, fashion and design and may build on skills which you already have. Two and three dimensional development is encouraged

through an innovative and original approach, where fundamental skills will be introduced to enable you to explore creativity, research, materials, and processes. You will discover **new approaches** to pattern cutting, construction, fabric, colour and trend prediction, retail scouting, and digital media. You will also explore the fashion industry to understand how it is structured, how consumers behave and how the market is segmented. You will explore methods of market research and customer profiling and the importance of fashion marketing relevant to future employment.

Level 2 allows you to **develop** and **build** on the skills gained at level 1 through a variety of exciting modules and options which develop your personal and professional practice. You will develop your creativity through innovative cutting and design. You will develop industry relevant skills in buying and merchandising and build skills in range planning to achieve budget targets. The optional placement year is situated between Semester A and B, and is an opportunity to gain invaluable experience in the professional industry, working in a company which marries with your personal career trajectory. Semester B introduces couture, and the development of a future interpretation of the craft for the twenty first century. You will also work on a brief supplied by a known retailer and research possible strategies to their business. You aim to present your findings to the retailer at their premises.

Level 3 allows you to **realise** your creative potential through external connections, competitions and extended learning opportunities, in order to prepare for a successful career in the fashion and creative industries or **post graduate study**. You have the opportunity to enter national and international competitions. You will either realise your own design potential in the production of a **collection**, or negotiate an **alternative practical project** with your tutor network. To compliment either choice is a module where you will devise your own exit strategy and negotiate your personal new horizon beyond graduation, whether in the creative industries or in post graduate education. In fashion management you will realise your research skills and identify a business opportunity either as a small fashion business start up or a strategy for an existing business. You will prepare a business plan for funding which would realise potential fashion entrepreneur skills.

Learning environment

Fashion Design with Fashion Management students work alongside students from three other programmes in the Area, Fashion Design, Digital Fashion, and Printed Textile Design, in open plan flexible studios adjacent to the fashion production room and staff offices. There is a dedicated computer suite. The studios suit many purposes – design, pattern cutting, presentations, cat walk shows, exhibition and all types of delivery. This creative space is echoed throughout the School, where students from other disciplines (Architecture, Fine Art, Digital Arts and Communication and Visual Theories) interact with you on a daily basis. Fashion Management lectures are delivered in lecture theatres and students are encouraged to use the excellent on site library facilities.

Teaching and learning methods in the Fashion & Textiles Subject Area (Field) are varied. Most modules include lectures, seminars and tutorials, and some also involve student-led seminars or other forms of group work. Visits to museums, galleries, retailers, agencies and other relevant field work play an important part in the Fashion Design with Fashion Management curriculum, and where appropriate there may be video and film screenings.

Teaching methods and learning outcomes of all Fashion & Textiles modules are commensurate with the level of study. Descriptions of the individual modules provide information of teaching formats, learning outcomes, assessment methods and relevant criteria.

Assessment

All work is assessed regularly: Summative assessment is given at the end of each module formative assessment is given at regular tutorials, at the end of each module, and in the studio environment. Assignments are verified by an External Examiner, double marked and moderated. There are feedback and appraisal mechanisms in place to encourage students to take responsibility for their own learning, reflect on their learning and progression.

Work experience/placement opportunities

This programme offers an optional one year industry placement, which is situated between semester A and B in Level 2. The modules prior to the placement help to prepare you for this experience, and staff work with you to marry your career aspirations with a host company. You are tutored by the module leader through the year through Face book and on line support. Actual visits to the premises (where possible) can be made by the Module Leader. Students are encouraged to source their own placements where possible. It is possible to negotiate two short placements of 6 months.

Project work

All assignments are problem based. Projects are either practical, i.e. answering a specific design brief responding to a given problem, (visual with 2D and 3D outcomes) **or** theoretical, i.e. have a written or formal presentation outcome. They are designed to enable and encourage you to develop individual, creative, academic potential and demonstrate individuality, flare and insight in research. There will be opportunities to work in groups to develop and learn skills. Project work is an important part of the module, and contributes fully towards the assessment.

Added Value

The programme is sited in a new purpose built Architecture and Visual Arts building on the University's landmark Docklands Campus. This is in turn, situated in the creative heartland of London, and an area of intense new media activity adjacent to Excel, Canary Warf, City Airport and the new international rail terminus for Europe at Stratford.

The Programme has strong links with Industry and education both in the UK and internationally, ranging from Trend and Forecasting Agencies, Design Studios, Media and Press Offices, well known High Street Retailers and several collaborative links with international Universities and Colleges.

Programme Staff are well connected within the Fashion Industry and Education, with some working as practitioners and consultants in both fields.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

- Exploring design and creativity
- Communicating ideas visually verbally and digitally
- Discovering and exploring with fabrics and new materials
- Developing your individuality
- Planning and organising ranges
- Developing garments – both cut and construction
- Being inspired by visual culture
- Becoming aware of the fashion industry and how it works
- Developing transferable employment skills in the sector
- Buying and Merchandising
- Fashion Marketing
- Making decisions
- Working within a group or on your own

If you enjoy...

- Exploring design through clothes
- Communicating ideas visually and verbally
- Discovering the properties of fabric and new materials
- Developing your individuality
- Developing garments through cut and construction
- Developing an awareness of the fashion industry through professional practice.
- Realising your creative potential and your business acumen
- Realising your professional goals
- Working within a group or a team or individually

If you want...

- To be part of a challenging and exciting programme, which offers a range of choices and opportunities
- To develop your practical skills alongside theoretical knowledge
- To be equipped with the right skills to join other practitioners in the fashion industry
- To participate in group and team work, organising events both internally and externally
- To be prepared to meet the future challenges of the fashion and creative industries
- To work in an area which will contribute to the future of fashion?
- To be challenged and excited by the business of fashion
- To contribute to the fashion environment and the visual media

Your future career

You will have the opportunity to develop your skills and interests, focus on your strengths and recognise your ambitions and goals. Our graduates usually gain employment in many sectors of the Industry, or become successful entrepreneurs. We have strong links with our alumni who hold senior positions in the industry, supporting our students and graduates in finding work via internships and job opportunities.

The broad range of destination possibilities includes:

- Retail Buying
- Retail Merchandising
- Retail Management
- Market Research
- Designer / Design assisting
- Design Co-ordinating
- Pattern Cutting
- Fashion Technologist/Sourcing
- Product Development
- Business start up / Entrepreneur
- Visual Merchandising
- Brand Management
- Public Relations/promotion
- Press and the media
- Events organisation
- Provides access to work in the cultural industries

* The programme equips you with a range of transferable skills. Therefore our graduates are able to apply their talents to a range of careers in the creative industries which may not be listed above.

How we support you

As a campus University UEL provides a comprehensive range of support services for students which includes: residential / student finance advice / careers advice / study skills development / IT learning resources/ library facilities. The programme provides strong personal tutor guidance and professional advice related to the practice and area in general. Visiting designers, researchers, and professionals will visit the programme regularly, and study trips to working environments (both UK and Europe) are important components. There are modules in skill development at Level 1, an employability module in level 2 prior to the industrial placement and research skills at Level 3. You will have the opportunity to enter national and international competitions sometimes as part of the programme, and sometimes as extra to the curriculum.

Bonus factors

The East London environment offers excellent access to central London and its wealth of world class galleries, libraries, museums and art collections, shops and retail. The proximity to a wide range of creative industries enables regular visits from industry professionals from all subject disciplines.

Trips are organised regularly to specific and relevant points of interest in London and beyond.

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- Explore creativity in Fashion (through 2D and 3D)
- Discover new processes and materials
- Explore fashion consumers and fashion markets
- Develop a range of visual verbal digital and written communication skills
- Develop your professional practice
- Develop your operational and strategic fashion management skills
- Enhance your personal and professional profile
- Realise your creative potential
- Realise your business acumen
- Prepare for a successful career in the Fashion Industry and related Creative industries

General Programme Aims:

- To develop graduates who have acquired an understanding of the fashion design and fashion management business processes and their integrated nature
- To produce graduates confident in practical, theoretical and digital communication skills appropriate for employment and for professional application
- To produce graduates with creative, critical and analytical, problem solving and transferable skills, suitable for employment in the fashion industry or related Creative Industries
- To equip graduates with the necessary skills (critical and analytical, problem solving and transferable skills) to enter the Fashion or Creative Industries, and for continuing professional development

What will you learn?

Knowledge and understanding

You will learn to:

- Articulate knowledge and understanding of the fashion design process (major/joint/minor)
- Apply a broad range of information to specific tasks in design and management (major/joint)
- Extend learning in different contextual frameworks (major/joint/minor)
- Develop both visual and entrepreneurial ideas (major/joint/minor)
- Develop skills in fashion management (major/joint/minor)
- Synthesise received information with intuitive knowledge (major/joint/minor)

Thinking Skills

- Analyse research undertaken in both design and fashion management (major/joint/minor)
- Interpret and develop 2D ideas to 3D forms (major/joint/minor)
- Evaluate the relationship between fashion product (design) and its intended market (major/joint/minor)
- Critically evaluate own work and the work of others (major/joint/minor)

- Formulate proposals, arguments and solutions in response to a range of tasks (major/joint/minor)

Subject-Based Practical Skills

- Generate ideas and concepts independently in response to set briefs (major/joint/minor)
- Test an appropriate range of materials and processes (major/joint/minor)
- Compare own practice with the practice of others (major/joint/minor)
- Work effectively in a team or independently (major/joint/minor)
- Assimilate skills in market research, consumer profiling, fashion marketing, buying, merchandising, retail strategy, identifying fashion business opportunities and business planning commensurate with industry standards (major/joint/minor)

Skills for Life and Work (general skills)

- Articulate reasoned arguments through reflection review and evaluation of studies (major/joint/minor)
- Demonstrate proficiency in observation, investigation, enquiry, visualisation and making (major/joint)
- Work diligently to fulfil briefs and deadlines, and to take responsibility for your own work (major/joint/minor)
- Demonstrate an awareness of the cultural, economic, and ethical issues affecting the industry (major/joint)
- Develop transferable skills for employment in the sector (major/joint/minor)

Structure

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits with 120P optional credits.

Typical duration

The expected duration of this programme is 3/4 years when attended in full-time mode or 6/7 years in part-time mode. It is possible to move from a full-time mode of study to a part-time mode of study and vice-versa, to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

How the teaching year is divided

The teaching year begins in September and ends in June. A typical student, in full-time attendance mode of study, will register for 120 credits in an academic year. A student in a part-time mode of study may register for up to 80 credits in any academic year.

What you will study when

This programme is part of a modular degree scheme. A student registered in a full-time attendance mode will take six 20 credit modules (or fewer, if any are 40 credit modules) per year. An honours degree student will complete modules totalling 120 credits at level one, modules totalling 120 credits at level 2 and modules totalling 120 credits at level 3.

It is possible to bring together modules from one field with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

Single - 120 credits at levels one, two and three

Major - 80 credits at levels one, two and three

Joint - 60 credits at levels one, two and three

Minor - 40 credits at levels one, two and three.

LEVEL	UEL Module Code	TITLE	SKILLS MODULES (Insert Y where appropriate)	CREDITS	STATUS SINGLE	STATUS MAJOR	STATUS JOINT	STATUS MINOR
1	FT1500	Explore Creativity		20	Core	Core	Option	Option
1	FT1501	Explore Research A		20	Core	-	Option	
1	VT1003	Skills for Academic Learning	Y	20	Core	Core	Core*	
1	FT1503	Explore Materials		20	Core	Core	Option	Option
1	FT1504	Explore Process		20	Core	Core	Option	

1	FT1507	Fashion Marketing		20	Core		Core	Core
2	FT2500	Develop Design & Surface		20	Core	Option	Option	Core
2	FT2501	Develop Cutting Edge Design		20	Core	Option	Option	
2	FT2503	Buying and Merchandising: Employability	Y	20	Core	Core	Core*	
2	FT2504	Placement (Optional)		120P	Optional	Option	Option	
2	FT2505	Develop Directional Design		40	Core	Core	Option	
2	FT2507	Fashion Retail Strategy: Industry Brief		20	Core	Option	Option	Core
3	FT3500	Realise Design & External Comp		40	Core	-		
3	FT3501	Identifying Business Opportunities: Research	Y	20	Core	Core	Core*	
3	FT3502	Realise Collection		40	Core** (or FT3503 core)	Core** (or FT3503 core)		
3	FT3503	Alternative Practice		40	Core** (or FT3502 core)	Core** (or FT3502 core)	Core	Core
3	FT3507	Business Plan		20	Core	Core	Option	

Modules are defined as:

Core - Must be taken

Option - Select from a range of identified module within the field

University Wide Option - Select from a wide range of university wide options

* unless taken on other programme

** You must take one of these two core modules

The Skills Modules listed in the Joint Route are Core, unless the equivalent Skills Modules are taken in your other combined subject.

Requirements for gaining an award

In order to gain an **honours** degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an **ordinary degree** you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a **Diploma of Higher Education** you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a **Certificate of Higher Education** you will need to obtain 120 credits at level one or higher.

In order to gain an Associate Certificate you will need to obtain a minimum of 20 credits at level one or higher.

In order to gain a Foundation Degree you will need to obtain a minimum of 240 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher

(A foundation degree is linked to a named Honours degree onto which a student may progress after successful completion of the Foundation degree.)

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

$$\frac{\text{The arithmetic mean of the best 100 credits at level 3}}{\times 2/3} + \frac{\text{The arithmetic mean of the next best 100 credits at levels 2 and/or 3}}{\times 1/3}$$

and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

70% - 100% First Class Honours

60% - 69% Second Class Honours, First Division

50% - 59% Second Class Honours, Second Division

40% - 49% Third Class Honours

0% - 39% Not passed

Assessment

Teaching, learning and assessment

Teaching and learning

Knowledge and understanding is developed through

- Practically based design projects - developing the key skills (research, design, recording information, exhibiting and presenting work)
- Lectures Seminars and practical demonstrations
- Live client project work and visiting professionals

'Thinking skills' are developed through

- Research both primary and secondary; qualitative and quantitative methods
- Essays reports and action plans
- Formulations of judgements – presentations and exhibitions
- Self directed study

Practical skills are developed through

- Working with academic and visiting staff, and support staff
- New technologies – CAD, digital media, photography and digital imagery
- External Competitions international and national

General skills are developed through

- Presentations – working individually and in groups
- Working in teams and group situations in project and assignment work
- Industrial placement – working in a professional situation as part of a team

Assessment

The criteria by which all modules in Fashion and Textiles are assessed are:

- Enquiry and use of sources
- Knowledge and understanding of subject matter
- Critical judgement and analytical ability
- Visual communication
- Written communication
- Oral communication
- Technical Skills
- Creativity
- Team working

Creativity

The aim is to celebrate and reward independence of thought and innovation. Measurements of such qualities should be qualified by an awareness and appreciation of standard norms of practice and precedents. Examples of creative work might include the ability to identify and solve problems, to think and act flexibly and to respond and react positively to changing situations.

Full descriptions of all Assessment Criteria are provided in the Student Hand Book

Knowledge is assessed by

- Oral presentation of ideas during seminars, tutorials, essay and reports
- Port folio and research books, ,patterns and garments , e-.portfolios and blogs
- Breadth and depth of your research

Thinking skills are assessed by

- Oral presentation of ideas during seminars tutorials essays and reports
- Synthesis of ideas – research, design communication, and technical ability
- Innovation and lateral thinking displayed in the realisation of work and to research material

Practical skills are assessed by

- Monitoring of workshop / production room and design studio progress
- Show presentations of realised projects
- Port folio/presentations, e.portfolio and blogs including patterns, toile's, garment manufacture

Skills for life and work (general skills) are assessed by

- Participation in workshops, seminars, tutorials ,meetings and interviews
- Time management in relation to meeting project deadlines etc
- Engagement in professional practice components of the programme, placements, group activities etc, meetings and events organisation.

Quality

How we assure the quality of this programme

Before this programme started

Before the programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;

- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This Programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;

- Providing feedback through an annual report that enables us to make improvements for the future.

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations and feedback questionnaires
- Student representation on programme committees (meeting 3 times year)
- Year group meetings (up to 4 per semester)

Students are notified of the action taken through:

- Circulating minutes of the Programme Committee
- Providing details on the programme notice board
- Group meetings

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- Annual student satisfaction questionnaire
- Questionnaires to former students
- Industrial liaison committee
- Placements Officer
- Discourse with visiting practitioners
- Feedback from exhibitions

Further Information

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
-	-	-	-	-

Where you can find further information

Further information about this programme is available from:

- The UEL web site (<http://www.uel.ac.uk>)
- The UEL School of AVA website (<http://www.uel.ac.uk/ava>)
- UEL Manual of General Regulations and Policies <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- UEL Guide to Undergraduate Programmes <http://www.uel.ac.uk/adi>
- Visit our gallery of student work here: <http://www.uel.ac.uk/adi/showcase/studentwork/>