

Fashion and Marketing

This programme is only offered at: **Nanyang Academy of Fine Arts, Singapore.**

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|---|---|
| Final award | BA (Hons) |
| Intermediate awards available | N/a |
| UCAS code | N/a |
| Details of professional body accreditation | N/a |
| Relevant QAA Benchmark statements | QAA Benchmark Statement Art and Design 2008 |
| Date specification last up-dated | Mar 2012 |

Profile

The summary - UCAS programme profile

BANNER BOX:

Fashion at NAFA is creative, intuitive, innovative and evolutionary, a combination of innovative design, new technologies and relevant skills meeting the future challenges of a diverse industry.

ENTRY REQUIREMENTS

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 6 (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes.

Candidates must satisfy the general admission requirements of the school and the specific requirements of the programme in one of the following ways:

A minimum 5 GCE 'O' level passes with credit in English. For overseas students' English language proficiency - TOEFL score of 550 or IELTS Band 6.0.

Plus each of the following:

- NAFA Diploma in Fashion Design or Diploma in Fashion Merchandising and Marketing or equivalent for local and international students
- Diploma majors in Fashion Studies or Fashion Merchandising and Marketing, or equivalent for local and international students

Potential candidates will go through an interview represented by Nanyang Academy of Fine Arts (NAFA) staff and its partner university. A portfolio of appropriately creative and

original work must be presented during the interview as an evident of one's capability.

Candidates must comply with the above criteria and are normally expected to make application direct to NAFA through the Marketing and Admission Department.

ABOUT THE PROGRAMME

What is BA Hons Fashion and Marketing?

Students gain breadth of knowledge and understanding of the Fashion Industry through the successful integration of studying fashion and marketing, merchandising and branding business and retail management.

Fashion and Marketing is exciting demanding and competitive. All aspects of design and theory are taught by experienced staff who are practicing designers, researchers and theoreticians, who have a broad range of experience in the fashion and marketing / merchandising industry.

Fashion and Marketing at Nanyang Academy of Fine Arts

The BA (Hons) Fashion programme aims to provide a learning environment where critical thinking, creative innovation and originality is harnessed, whilst encouraging you to venture into new areas of fashion, which will challenge your future. You are encouraged to develop your creative, design communication and technical ability to a higher level, which is engineered through research, lectures, workshops and practical demonstrations, through project and problem-based learning. This approach is student-centered with emphasis on professional awareness of process and materials in the contemporary fashion industry.

The curriculum content reflects current professional practice in womenswear, menswear and childrenswear. Modules are designed to encourage innovation and creativity, balanced with commercial sensibilities which meet the demands of fashion and marketing in the professional landscape.

Programme structure

Fashion and Marketing Programme Structure Diagram

| Semester | Code | Title | Credits |
|----------|--------|---|---------|
| One / | FT3700 | Fashion: Product Innovation | 20 |
| Two | FT3740 | Fashion and Marketing: Branding, Merchandising, Business and Retail (BMBR) | 20 |
| | FT3741 | Fashion and Marketing: Portfolio | 20 |
| | FT3703 | Fashion Collection | 40 |
| | FT3742 | Fashion and Marketing: Business Report | 20 |

Bridging Studies

In addition the one month bridging studies at the beginning of the programme provides a variety of short workshops to equip students and assist them to adapt to the new learning environment. They will be carried out prior to the commencement of the course for one month prior to the start of the academic year.

The aims of the bridging studies are to enable you to:

- Prepare for the transition from the Diploma Programme to the culture and pace of the BA (Hons) Programmes.
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- Respond to set projects in your own personal way
- Develop your skills to respond creatively to a particular set of requirements
- Expand your range of research methodologies
- Encourage independent study
- Critically evaluate your own work

You will be set 4 projects to include:

- Technical Drawings
- Design Development
- Fashion Illustration
- Marketing Research

You will receive the assignments post interview for completion prior to the start of the academic year. You will be required to come to school for a briefing of the projects and will meet once a week (over a 4 week period) with the relevant tutors to discuss your progress. The work will not be formally assessed but will act as a vehicle for tutorial discussion at the beginning of the course.

This is a one year top up degree programme – you will study five modules which will culminate in a final catwalk show held at Nanyang Academy of fine Art. The programme provides you will the opportunity to study fashion design and fashion marketing in a creative Department of Fashion Studies, delivered by a creative and professional staff team. The duration is one year, or two semesters, allowing you to consolidate your skills and knowledge in Fashion Marketing theory and practice.

The programme (Level 3) allows you to realise your creative potential through challenging modules, external connections and extended learning opportunities, in order to prepare for a successful career in the fashion and creative industries or post graduate study. You will realise your potential as a fashion designer in the production of a fashion collection, together with the realisation of merchandising branding and research skills, identifying business opportunities as small fashion business entrepreneurs, or for existing brands, in the production of a business report.

Learning environment

Fashion and Marketing students work alongside BA (Hons) Fashion students in a shared creative space, in open plan studios, adjacent to the fashion production room. You will be assigned a personal work station which includes access to a tailors dummy or dress stand. These dedicated workspaces allow you to concentrate on your learning, and to spend time in

the development of your own work and out of class activities. Lectures, practical and tutorial sessions are delivered in classrooms and technical workshops. CAD and CAM sessions are delivered in dedicated computer suites. You are encouraged to use the library facilities for research, self-study and small group discussions.

These are all the available facilities to support students in their learning

Teaching and learning methods in Fashion Studies area are varied. Most modules include lectures, tutorials, workshops, seminars and other forms of group work. Visits to museums, galleries, retailers, agencies, manufacturers and other relevant field work play an important part in the Fashion Design curriculum, and where appropriate there may be video and film screenings.

Teaching methods and learning outcomes of all Fashion Design 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. Overseas field trips are organized to work renowned fashion capitals such as London and Paris to explore the cultural heritage, lifestyle and identity of European Fashion markets.

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 at mid-term reviews. Assignments are verified by an External Examiner, double marked and moderated. There are feedback and appraisal mechanisms such as grades assigned for progressive development for every module. The purpose is to encourage students to take responsibility for their own learning, reflecting on their learning and progression.

Work experience/placement opportunities

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Project work

All assignments are problem-based. Projects are either *practical* (attending a specific design brief responding to a given problem) or *theoretical* (executing a written or formal presentation outcome). They are designed to enable and encourage students 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 enhance your skills in working with others.

Added value

The programme is delivered at Fashion Campus of Nanyang Academy of Fine Arts, located in a vibrant district being promoted by the Singapore Government as an artistic educational hub. Its strategic location town area allows easy access to visual and retail research. You will have excellent access to museums (Singapore Art Museum, National Museum), prime shopping area (Orchard Road), mega fabric store (Spotlight) and the National library, all within walking distance.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

If you enjoy...

- Exploring design through clothes
- Communicating ideas visually and verbally
- Discovering the properties of fabric and new materials
- Developing your individuality
- Exploring visual culture and fashion theory
- Developing an awareness of the fashion industry through professional practice
- Realising your creative potential
- 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, organizing events both internally and externally
- To be prepared to meet the future challenges of the fashion and creative industries
- To work in an area that will contribute to the future of fashion
- To be challenged and excited by visual culture
- To contribute to the fashion environment and the visual media

Your future career

Our programme provides diversity of opportunities in its approach and strategies. Staff expertise is drawn from a broad variety of disciplines and experiences in design, technical and theoretical aspects. You will have the opportunity to develop your skills and interests, focus on your strengths and recognize your ambitions and goals. With inspiration drawn from a broad variety of disciplines and experiences, it will help to promote a sharing and potential cross-over of creative and interdisciplinary practices, aligned to the needs of contemporary designers and practitioners.

- The broad range of destination possibilities includes:
- Fashion Designer/ Design Development
- Design Coordinator
- Pattern Maker
- Fashion Technologist/ Sourcing
- Product Development
- Business start up/ Entrepreneur
- Visual Merchandising
- Fashion Photography and Styling
- Fashion Journalism
- Retail Management/ Boutique Management

- Range Planner
- Public Relations/ promotion / media
- Events management

Note: 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

Nanyang Academy of Fine Arts provides a comprehensive range of support services for students. These include: student care unit/ student finance advice/ career advice/ IT learning resources. The programme provides strong personal tutor guidance and professional advice related to the practice and area in general.

Bonus factors

The European Study Trip

The European study trip offers a 2 week organized overseas study visit to two of the main fashion capital cities of Europe: London and Paris.

London

You will visit **UEL**, and have the opportunity to study there for a 5 day programme to be set by UEL Fashion staff.

You will also experience London's best shops, galleries, and cultural hubs. You will be able to carry out extensive research for your Fashion Collection and Portfolio by visiting the V and A Museum, the British Museum, contemporary galleries and exhibitions, fabric shops and many different retail environments from Liberty's of London to Brick Lane in the East End, representing many different markets, designers and brands. You will gain inspiration and insights as you observe the diverse lifestyles, cultures, architecture and historical background of London.

There will also be an opportunity to visit places of interest outside London on organized day trips.

Paris

You will visit **Premier Vision**, the most high profile and important textiles trade fair in the Fashion industry. You will be able to experience first hand industry practice in fabric buying and trend research and prediction. You will also visit the Louvre, Musee de Mode, Rue St Honore de Faubourg and the fabric shops of Montmartre.

This is a fantastic opportunity to develop your research and your understanding of the various European markets, culture, retail, lifestyle.

You will be set specific projects whilst you are in Europe that directly relate to your module guides and will be submitted as part of your fashion portfolio for assessment. You will be given a comprehensive itinerary to enable you to record your experiences of the incredible diversity of these 2 cities, both historical and contemporary.

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)
- Explore fashion consumers and fashion markets
- Expand your range of visual verbal and digital 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 Fashion and the Creative industries

General Programme Aims

- To develop graduates who have acquired and understanding of the fashion design process and fashion theory/ marketing 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 fashion design / marketing or related areas of the fashion industry or the creative industries
- To equip students with the necessary skills (critical and analytical, problem solving and transferable skills) to enter the Fashion / Creative Industries, and for further study

What will you learn?

Knowledge

- Articulate knowledge and understanding of the fashion design process
- Apply a broad range of information to specific tasks in design and marketing
- Extend learning in different contextual frameworks
- Develop both visual and entrepreneurial ideas
- Develop skills in fashion marketing, merchandising and management
- Synthesise received information with intuitive knowledge

Thinking skills

- Analyse research undertaken in both design and the visual media
- Interpret and develop 2D ideas to 3D forms
- Evaluate the relationship between fashion product (design) and its intended market
- Critically evaluate own work and the work of others
- Formulate proposals, arguments and solutions in response to a range of tasks

Subject-Based Practical skills

- Generate ideas and concepts independently in response to set briefs

- Test an appropriate range of materials and processes
- Compare own practice with the practice of others
- Work effectively in a team or independently
- Assimilate skills in market research, consumer profiling, fashion marketing, buying , merchandising, retail strategy, identifying fashion business opportunities and business planning commensurate with industry standards

Skills for life and work (general skills)

- Articulate reasoned arguments through reflection review and evaluation
- Demonstrate proficiency in observation, investigation, enquiry, visualization and making
- Fulfill briefs and deadlines, and to take responsibility for your own learning
- Demonstrate an awareness of the cultural, economic, and ethical issues affecting the industry
- Develop transferable skills for employment in the sector

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.

Typical duration

The expected duration of this programme is one academic year (two semesters) full-time mode. There is no part-time mode available for this programme.

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:

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

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
- 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 judgments – 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
- Constructing and developing garments

General skills are developed through:

- Presentations – working individually and in groups
- Project and assignment work
- Discussions, tutorials, seminars

Assessment

The criteria by which all modules in Fashion Design are assessed:

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

Full descriptions of these assessment criteria appear in your programme hand book

Knowledge is assessed by:

- Oral presentation of ideas, tutorials, essay and reports
- Portfolio and research work,
- Toiles, patterns and technical production

Thinking skills are assessed by:

- Oral presentation of ideas during seminars, tutorials, essay and reports
- Synthesis of ideas – research, design communication and technical ability
- Innovation and lateral thinking displayed in the realization 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
- Portfolio/ presentations, e. portfolios, patterns, toiles, garment production

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, group activities
- Meetings and events organization
- Managing independent projects

Quality

How we assure the quality of this programme

Before this programme started

Before this 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 two times a year)

Students are notified of the action taken through:

- Circulating minutes of the Programme Committee
- Providing details on the programme notice board
- Meeting with the BA course leader

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
- Discourse with visiting practitioners
- Feedback from graduation show and 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

The Department of Fashion Studies (DFS) at Nanyang Academy of Fine Arts was established in 1986, and is one of the premiere Fashion Schools in Singapore. The main aim of the Department is to provide students with the opportunity to acquire the necessary creative and problem solving skills to enter the Fashion or Creative Industries or for continuing professional development.

Further information about this programme is available from:

- The UEL web site (<http://www.uel.ac.uk>)
- The NAFA website <http://www.nafa.edu.sg/dfs>
- The programme handbook <http://www.nafa.edu.sg/dfs>
- Module study guides <http://www.nafa.edu.sg/dfs>
- UEL Manual of General Regulations <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
- School web pages www.uel.ac.uk/adi
- Visit our gallery of student work
here: <http://www.uel.ac.uk/adi/showcase/studentwork/>