

# Fashion Design

This programme is only offered at: **Linton Education Group, Malaysia. Please refer to specification for BA (Hons) Fashion Design and Fashion Design for Fashion at UEL.**  
This programme is no longer running.

<b>Final award</b>	BA (Hons)
<b>Intermediate awards available</b>	Dip HE; Cert HE
<b>UCAS code</b>	W230
<b>Details of professional body accreditation</b>	N/A
<b>Relevant QAA Benchmark statements</b>	Art and Design Benchmark Subject Statement
<b>Date specification last up-dated</b>	November 2013

## Alternative locations for studying this programme

<b>Location</b>	<b>Which elements?</b>	<b>Taught by UEL staff</b>	<b>Taught by local staff</b>	<b>Method of Delivery</b>
Linton Education Group, Malaysia. This programme is no longer recruiting	Single only	No	Yes	Taught programme
-	-	-	-	-
-	-	-	-	-

## Profile

### The summary - UCAS programme profile

#### BANNER BOX:

Situated in the newest University Campus in London, BA (Hons) Fashion Design programme is a challenging and innovative discipline. Essential skills are taught and enhanced by links with industry which enable students to meet the diverse needs of the Fashion Industry.

#### ENTRY REQUIREMENTS

Students are selected on their suitability for the programme by a portfolio 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 and 4 other subjects.

Overseas applicants are required to show certificated evidence of qualifications and have an IELTS score of 6.0 – 6.5 or equivalent, together with a portfolio of work (which may be submitted digitally.)

## **ABOUT THE PROGRAMME**

### **What is BA (Hons) Fashion Design?**

- Students gain breadth of knowledge and understanding of the apparel Industry through the successful integration of Fashion Design and visual culture - theoretical studies.
- Fashion Design is exciting, demanding and competitive. All aspects of design, and theory are taught by staff who are practising designers researchers or theoreticians, experienced in the area of fashion business. All have a broad range of experience in the Fashion Industry

### **Fashion Design at UEL**

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

You will be involved in the following activities with project work, sometimes working with established designers or industry practitioners:

- Visual research, drawing and graphic techniques
- Trend prediction and forecasting
- Fabric and colour research
- Design creativity and design development
- Retail Analysis
- Fashion Styling
- Pattern cutting, flat and draped
- Range planning (planning a range of garments)
- Visual communication and presentation
- Garment construction
- Computer aided design

### **Programme structure**

**The programme** is duration is 3 years. Level 1 Semester A is common with Fashion Design with Marketing and Fashion Futures (Forecasting Innovation and Analysis). Some modules provide flexibility of choice, with regular opportunities to show work in a professional arena. There is opportunity to transfer to linked programmes within the Fashion area at the end of Semester B. All students are given the opportunity to take part in a professional static exhibition of their work in Final Year, and graduate work is selected for a catwalk show in a professional venue

**Level 1** - You are introduced to general subjects that will build on skills that you already have, while introducing you to new skills, and encourages strong personal and visual development. Every student is given the opportunity to be individual and original. These fundamental skills will be developed and learnt and will include research and visual development, introductory design and development, 3D moulage – shape making, basic pattern cutting, styling, illustration, CAD, fabric and colour work, garment manufacture,

retail reportage, mood boards, forecasting and trend prediction.

Semester A is common to all three fashion programmes. You are given the opportunity to confirm your choice of programme at the end of semester A after having guidance and support from specific tutors.

**Structure Diagram (shows modules for all three programmes in the Fashion Area).**

BA (Hons) Fashion Design with Marketing, Fashion Design and Fashion Futures new first year programme

Level One provides three common modules before splitting into three separate programmes

### **Fashion Futures**

FT1004 FT1030 VT1031

### **Level 1 Common modules Fashion Design with Marketing**

FT1001 FT1002 FT1003 FT1004 FT1005 FT1016  
Double module

### **Fashion Design**

FT1004 FT1005 VT1016  
Double module

**\*BA Fashion Design: Follow the first three modules, plus the lower three modules**

**Level 2** –builds on the skills gained at level 1 through a variety of Design projects in Fashion design. Some projects at level 2 involve a live clients or company sponsorship from the Fashion Industry. Subjects covered include textile print engineered with design, trend and concept prediction, creative and historically inspired cutting techniques, product development, range planning and an opportunity to explore an area of individual interest as part of a self initiated Learning Contract, which may include a period of work experience.

**Level 3** – Students consolidate skills through the development of their own personal design collection including the design development and partial manufacture of a fashion range. All students pursue the design development and realisation of a catwalk collection that may be shown as part of a professional show in a specific, prestigious show case event held in London.

All graduating students partake in a celebration of final year and second year work in the AVA building at Docklands campus.

### **Learning environment**

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 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 & 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. Overseas field trips are organised to destinations such as Paris, New York, Antwerp Berlin Barcelona.

### **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. There are no exams.

### **Work experience/placement opportunities**

There are two opportunities for Fashion Design students to undertake work experience. Firstly within the Learning Contract in Level 2, and secondly during the Summer vacation between Levels 2 and 3. This is usually arranged in conjunction with the placements tutor and the student.

Students usually work for between 6-8 weeks and are asked to produce a piece of work based on the experience, and is assessed by the reference given by the industry host. It is expected that students spend time in the fashion industry – particularly in the area that they have selected as personally interesting for future career.

### **Project work**

All assignments are Problem based. Projects are either practical, i.e. answering a specific design brief responding to a given problem, (usually visual 2D and 3D outcomes) or theoretical, i.e. have a written 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 and develop individually. 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. East London also represents the quintessential multicultural environment on the doorstep of 2000 years of cultural history.

The Programme has strong links with Industry both in the UK and internationally, ranging from Trend and Forecasting Agencies, Design Studios, Media and Public Relations, and many connections within the Cultural Industries.

Programme Staff are well connected with the Fashion Industry, in the area of design, prediction and trend forecasting, many working as practitioners and consultants in the field.

## **IS THIS THE PROGRAMME FOR ME?**

### **If you are interested in...**

- Designing clothes
- Communicating ideas visually and verbally
- Working with fabrics and new materials
- Developing your individuality
- Planning and organising ranges
- Making garments – both cut and construction
- Being inspired by visual culture
- Becoming aware of the fashion industry and how it works
- Making decisions
- Working within a group or team

### **If you enjoy...**

- A challenging and innovative programme of study
- Working with others – members of staff, visiting professionals from industry, your peer group, alongside students from other art and design disciplines
- Being introduced to new concepts and ideas
- Using new technology – digital photography, video, IT, CAD
- Always thinking of new ways to present your work
- Learning about the current contemporary and future fashion scene

### **If you want...**

- To be part of a challenging and exciting programme which offers a range of choices and opportunities
- To be part of the best New University in London.....

## **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 have no difficulty in gaining employment in all sectors of the Industry, or successful self employment. We have strong links with our alumni who hold senior positions in the industry and support our students and graduates in finding work through placements and their continued involvement.

The broad spectrum of destination possibilities includes

- Business start up / Entrepreneur
- Designer

- Product Development
- Visual Merchandising
- Retail Management
- Range Planning
- Sourcing
- Public Relations
- Press
- Events organiser

Many of our graduates choose to further their study with applications to Masters programmes (MA International Fashion Futures at UEL)

### **How we support you**

The University provides a comprehensive range of support services for students which includes: residential / student finance advice / careers advice / study skills development / IT learning resources. 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 research methods and practice, and an employability module in level 2 prior to the industrial placement. 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**

There are some opportunities for overseas exchanges, placements, exposure to industry, in one of the most energetic and well situated areas of London and the Southeast.

## **Outcomes**

### **Programme aims and learning outcomes**

#### **What is this programme designed to achieve?**

This programme is designed to give you the opportunity to:

- Prepare for a successful career in the Fashion or related industries, or for Postgraduate study
- Develop an awareness of Professional Practice and Personal Development
- Articulate an understanding of the design process, fashion process and fashion theory and the integrated nature of these subjects
- Develop and formulate a range of communication skills, visually and verbally

#### **What will you learn?**

##### **Knowledge and understanding**

- Articulate knowledge and understanding of fashion design process

- Apply and consolidate broad range of information to specific tasks in design and marketing
- Extend learning in different contextual frameworks, to develop both visual and entrepreneurial ideas
- Synthesise

### **'Thinking' skills**

- Analyse research undertaken in both design and marketing
- Interpret and develop 2D ideas to 3D forms
- Evaluate the relationship between product (design) and its intended market
- Apply resourcefulness and entrepreneurial skills to support our practice and the practice of others

### **Subject-Based Practical skills**

- Generate ideas and concepts independently in response to set briefs
- Select and test an appropriate range of materials and processes
- Critically evaluate own work and the work of others
- Formulate proposals, arguments and solutions in response to a range of tasks
- Compare own practice with the practice of others
- Work effectively in a team or independently
- Assimilate skills in Business Planning and Marketing Strategy, commensurate with the Fashion Industry

### **Skills for life and work**

- Analyse a range of information and experiences
- Formulate independent judgements and articulate reasoned arguments through reflection review and evaluation
- Identify personal strengths and needs
- Plan, manage and organise own time effectively
- Critically appraise own practice through reflection and analysis
- Compare critical and contextual dimensions of fashion design and marketing, in particular the cultural, economic, environmental, ethical and global nature of the industry

## **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 3 years when attended in full-time mode or 6 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 student, normally registering for 6 modules in one year (3 modules in each Semester) would do so in a full-time attendance mode of study and a student registering for up to 4 modules in one year (2 modules in each Semester) would do so in part-time attendance mode of study.

### **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 per year. An honours degree student will complete six modules at level one, six at level 2 and six at level 3.

It is possible to bring together modules from one field with modules from another to produce a combined programme. The University offers subjects 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.

### **Modules are defined as:**

Core - Must be taken

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

The following are the core and optional requirements for the single and major routes for this programme

LEVEL	TITLE	CREDITS	STATUS Joint	STATUS SINGLE	STATUS MAJOR
1	Technical Innovation	20	Core	Core	Core
1	Design innovation & communication	20	Core	Core	Core
1	Introduction to Fashion Marketing (SC – level1)	20	Option	Core	Option
1	Research Prediction and Design for mass production	20	Core	Core	Core
1	Construction for mass production	20	Option	Core	Core
1	Visual Theories module option	20	Option	core	option
2	Print to Garment	20	Core	Core	Core
2	Visual Theories Module	20	Option	core	Option
2	Corsetry & Construction Techniques	20	Core	Core	Core
2	Prediction, Promotion & Design	20	Core	Core	Core
2	Fashion and the body (theory)	20	Option	Core	option
2	Learning Contract (SC Employability)	20	Option	Core	Core
3	Design preparation and practice	20	Core	Core	Core
3	Thesis Module (SC Research)	20	Option	Core	Option
3	Learning Contract	20	Option	Core	Core
3	Final Collection	40	Core	Core	Core
3	Learning Contract	20	Option	Core	option

### 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.

## **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  $\times 2/3$  + 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
- 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, Digital Fabric Printing Laboratory, Photography and digital imagery
- 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.

## **Quality**

### **How we assure the quality of this programme**

#### **Before this programme started**

Before this programme started the University checked that:

- 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 University's Quality Standing Committee.

Once every six years the University undertakes an in-depth review of the whole field. This 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 University's 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 assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback to the University 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
- Student representation on programme committees (meeting 6 times year)
- Student/Staff consultative committee (meeting 3 times a year)

Students are notified of the action taken through:

- circulating the minutes of the programme committee
- providing details on the programme noticeboard

### **Listening to the views of others**

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

- Annual student satisfaction questionnaire
- Industrial liaison committee
- Placements Officer

## **Further Information**

### **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
- UEL School of AVA promotional material. Call Nadia Shah on 020 8223 2517