COURSE SPECIFICATION

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| Course Aim and Title | BA (Hons) Fashion Design (with Foundation Year)BA (Hons) Fashion Marketing (with Foundation Year)BA (Hons) Fashion Textiles (with Foundation Year) |
| Intermediate Awards Available | University Certificate |
| Teaching Institution(s) | UEL on campus |
| Alternative Teaching Institutions(for local arrangements see final section of this specification) | N/A |
| UEL Academic School | School of Arts and Creative Industries |
| UCAS Code | W233: BA Fashion Design (with Foundation Year)WD41: BA Fashion Marketing (with Foundation Year)4T25: BA Fashion Textiles (with Foundation Year) |
| Professional Body Accreditation | N/A |
| Relevant QAA Benchmark Statements | Art & Design 2017 |
| Additional Versions of this Course | NA |
| Date Specification Last Updated | September 2020 |

Course Aims and Learning Outcomes

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| This course is designed to give you the opportunity to:* Engage in an exciting and challenging learning environment that is supported by up to date and innovative resources with emphasis on enterprise, research and new technical innovations
* Introduce and refine craft-based fashion skills, practiced and demonstrated via exciting and innovative application
* Provide a foundational knowledge of instruction and critical guidance in the use of digital technologies relevant to the industry
* Allow students to learn the specialist options available within fashion
* Provide a foundation for understanding the theoretical contexts of art and design
* Enhance key skills in independent learning, teamwork, and time management within a higher education context

What you will learn:Knowledge * To differentiate the visual practices and contexts appropriate to art and design generally and to your specialist area of study.
* To differentiate the various workshop practices and processes appropriate to art and design generally and to your specialist area of study.
* To demonstrate a knowledge of the historical and contemporary context of your practice employing the conventions of creative and reflective writing

Thinking skills* Ideas and concept generation for Fashion
* Individual and collaborative responses to set fashion projects
* Critical thinking, reflection and evaluation of creative practice
* To apply an analytical approach to your research in galleries, creative studios and museums

Subject-Based Practical skills* To use a range of studio methods, workshop processes and approaches appropriate to your specialist study to produce an individual body of work
* To successfully demonstrate the drawing methods appropriate to your specialist subject
* To make links between your own practice and contextual/theoretical research
* To successfully understand the digital processes appropriate to specialist subject

Skills for life and work (general skills)* To demonstrate the ability to work independently and as part of a team
* To apply emotional intelligence to team work
* To present and articulate your practice effectively
* To plan work effectively in response to deadlines
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Learning and Teaching

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| The Fashion Foundation course’s learning and teaching methods are underpinned by UEL’s Strategic Portfolio which focuses on student success through active engagement: ‘learning by doing’. Courses are delivered by a dedicated staff team through lectures, seminars, workshops, project supervision, demonstrations, practical classes, workshops tutorials, field visits and guest speakers’ talks. All members of the teaching team use opportunities that the Centre for Excellence in Learning and Teaching (CELT) provides for staff development and keep up-to-date with the innovative approaches to teaching and learning that CELT promotes, with a special interest in Technology Enhanced Learning (TEL).Knowledge is developed through* Practical work
* Tutorials
* Workshops
* Research and research findings
* Application of information

Thinking skills are developed through* Concepts, solutions and arguments
* Processes: research, fashion and investigation
* Development of ideas through outcomes
* Independent studio practice

Practical skills are developed through* Presentations
* Visual imagery and fashion outcomes
* Exhibition and display of work

Skills for life and work (general skills) are developed through* Practical studio work
* Time management
* Acknowledging the work of others (professionals and peer group)
* Digital proficiencies
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Assessment

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| Knowledge is assessed by* Presentation of projects
* Creative and reflective writing skills
* Sketchbook

Thinking skills are assessed by* Presentation of projects
* Creative and reflective writing skills
* Sketchbook

Practical skills are assessed by* Sketchbook/ dossiers
* Portfolios
* Presentation of projects
* Quality of project output

Skills for life and work (general skills) are assessed by* Communication with tutors and students
* Ability to articulate ideas visually and verbally
* Creative and reflective writing skills
* Digital Proficiencies

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course. |

Work or Study Placements

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| N/A |

Course Structure

All courses 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:

3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.

4 Equivalent in standard to the first year of a full-time undergraduate degree course.

5 Equivalent in standard to the second year of a full-time undergraduate degree course.

6 Equivalent in standard to the third year of a full-time undergraduate degree course.

7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

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| **Level** | **Module****Code** | **Module Title** | **Credit Weighting** | **Core/Option** | **Available by Distance Learning?****Y/N** |
| 3 | FT3001 | Mental Wealth: Professional Life:Creative Research Practice | 20 | Core | No |
| 3 | FT3002 | Design and Application | 20 | Core | No |
| 3 | FT3003 | Design and Context | 20 | Core | No |
| 3 | FT3004 | Fashion Development and Techniques | 20 | Core | No |
| 3 | FT3006 | Technical and Creative Processes | 20 | Core | No |
| 3 | FT3005 | Final Realisation | 20 | Core | No |
| *Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.* |
| Additional detail about the course module structure:A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. There are no option modules. |

The overall credit-rating of this course is 120 credits.

Course Specific Regulations

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| N/A |

Typical Duration

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| The duration of this course is 1 year full-time. This course can only be taken on full-time basis.  |

Further Information

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| More information about this course is available from:• The UEL web site (www.uel.ac.uk)• The course handbook • Module study guides • UEL Manual of General Regulations (available on the UEL website)• UEL Quality Manual (available on the UEL website)• School web pagesAll UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors. |

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| Additional costs:Initially art materials are provided but as you progress through the course you will be expected to provide you own materials. Starter sewing packs £30Printing starting from £0.05pSketchbooks starting from £3Additionally, you will, throughout the course be required to go on gallery and museum visits, some of which may incur an entry charge. You will need to pay your own travel costs. |

Alternative Locations of Delivery

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| N/A  |