

# Programme Specification

## BA (Hons) Fashion Design and Technology



This Programme Specification is designed for prospective students, current students, graduates, academic staff and potential employers. It provides a summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

Whilst every endeavour has been made to provide the course described in the Programme Specification, the University reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances beyond its control. Any changes are made in accordance with the University's academic standards and quality procedures.

This document is available in alternative formats on request.

## ARTS UNIVERSITY BOURNEMOUTH

### PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Fashion Design and Technology** course, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found in your Course Handbook.

<b>Key Course Information</b>	
Final award	BA Honours
Course title	BA (Hons) Fashion Design and Technology
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Professional accreditation	N/A
Length of course / mode of study	3 Years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design
UCAS code	W235
Language of study	English
External Examiner for course	Libby Curtis Associate Head of School Gray's School of Art The Robert Gordon University  <i>Please note that it is not appropriate for students to contact external examiners directly</i>
Date of validation	May 2012
Date of most recent review	N/A
Date programme specification written/revised	September 2012

## Course Philosophy

The design form and function of a garment evolves and completes a journey within a significantly urban, commercial and global community. It is a diverse and vibrant study.

The course is driven by a fascination with commercial fashion in its many forms, which is at the core of what we do. This is combined with an engagement in its critical study. The commercial fashion eco-system is a pure form to be explored.

The course of study encourages a mind-set that is open to a diversity of fashion forms (rigorously exploring the relationship between aesthetic and commercial concepts). It is skills led, self-determined, and confident combining the power of conceptual design, knowledge and fashion design technologies to inform commercial practice.

The course promotes fluent, expressive and creative use of this technology that in turn informs aesthetics. Additionally social media and networking are ubiquitous within fashion production and expression, and are embedded throughout the curriculum.

Fashion borne of free experimentation with form, material and concept is critical and it exerts a powerful influence on commercial expression. The course is involved with the process and aesthetic of bringing fashion ideals to market, through placement opportunities students become fluent and expert whether as individual practitioners or industry employees.

## Employability

You will learn about the reality of the fashion industry, and be able to develop your *fashion eye* and explore and realise your career aspirations .You will be equipped with the skills to move into a wide range of roles within fashion which may include designer to promoter, pattern cutter to garment technologist and web developer to blogger (as illustrated in the *Fashion tree* diagram).



Fashion Tree – Roles and Progression

## **Course Aims**

- A1. To apply industry relevant technologies using fashion specific software at a professional level through design, pattern cutting and technical illustration comparable to industry equivalents.
- A2. To respect ethical and sustainable approaches to practice that equip you with a framework for thinking and applying innovative and intellectual solutions to complex problems.
- A3. To equip you with the learning strategies of theoretical, critical and intellectual enquiry, and enable you to refine your understanding of the fundamental importance of research, evaluation and reflection in relation to practice, and to make judgements which are critically informed both aesthetically and professionally.
- A4. To encourage advanced use of transferrable skills and formal and informal cross course collaborative working, making full use of the inter-disciplinary potential of live links, projects and placement entrepreneurial.
- A5. To provide opportunities to network and develop contacts through work experience, keep up-to-date with technological advances and apply and extend college based experience. In addition this will equip you to progress your academic practice and interests in post-graduate study should you wish.

## **Course Outcomes**

By the end of the course you will be able to:

- O1. Apply a broad range of creative and analytical processes to support design and technological innovation and contemporary fashion outcomes.
- O2. Select, evaluate and critically reflect upon ethical and sustainable approaches, and consider cultural, political and environmental concerns.
- O3. Demonstrate a sound understanding of the broad critical and cultural debates surrounding fashion and therefore knowledge of the principles and methods which underpin them in relation to your own practice.
- O4. Understand the benefits of cross course/collaborative and interdisciplinary practices and your relationship to commercial and professional environments.
- O5. Demonstrate competence and appropriate communication skills necessary for commercial professional practice and/or the academic ability necessary to progress to post graduate study.

## **Reference Points**

UK Quality Code for higher education, including:

- Subject Benchmark Statement: ***Art and Design***
- Framework for Higher Education Qualifications (FHEQ)

AUB Undergraduate Regulatory Framework

AUB Learning and Teaching Strategy

## **Learning, Teaching and Assessment**

### **Learning and Teaching Strategies**

A wide range of delivery methods will be used during the course including studio practice, lectures, seminars, group critiques, guided reading, tutorials, projects, and demonstrations. Taught sessions are underpinned by personal planning, reflection and independent study. Key methods are work related learning, visits to practitioners and 'live' project briefs. Opportunities also exist for collaboration with peers in other areas, for example make up, textiles, film or photography. In Level 5 methods are developed to give increased opportunities for student centred learning. The introduction of Learning Agreements increases responsibility for self-reflective learning and preparation for the professional world.

### **Assessment**

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

For every unit of your course you will be provided with a Unit Handbook, which will state what you are expected to learn within the unit; the work that you have to submit; and how it will be assessed. The Unit Handbook will also give the deadline for presenting your work for assessment.

You will receive a final mark for each unit in the form of a percentage, which will be recorded on your formal record of achievement (transcript). Each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are \*2, \*5 and \*8 (eg 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each grade band.

On successful completion of your Honours degree course, you will be awarded a degree classification based on your unit marks. The final classification is determined using all unit marks at Levels 5 and 6 using two different algorithms, which are detailed in your *Quick Guide to the regulations*. If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 having completed a Foundation Degree (FdA) the final classification is determined using only your unit marks at Level 6.

For further information on progression, awards and classifications, please visit <https://my.aub.ac.uk/viewpoint/>

## **Course Structure**

All students are registered for the award of BA (Hons); however exit awards are available if you leave the course early, having successfully completed one or two levels. If you successfully complete a level of the course, you will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the University following successful completion of the first year of your course.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave the University following successful completion of the second year of your course.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your course.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

## **Course Content**

The course consists of three levels, each lasting one academic year of full-time study.

Each level is divided into units of study. Units may vary in size. A standard unit represents 200 hours of study and is worth 20 credits. Depending on the complexity of the area being studied some units may be smaller or larger. For example, there are double units (400 hours/40 credits). One level is worth 120 credits, which is 6 standard units or equivalent and equates to 1200 hours of study.

The levels can be summarised as follows:

### **Level 4 Explores and discovers**

An intense and disciplined set of units that provide you with the creative, practical and theoretical skills upon which you build during your experience of the course. At the end of first year you will undertake a two to three week Placement which allows you an opportunity to practice the skills you have learnt on the course to date and to begin to understand how the different departments interact and where you might fit into the industry. This limited time (although some do extend their time over the summer break) gives you a very useful snapshot of the fashion business. You will end the first year with a completely different (and more realistic) understanding of what fashion as an industry is about.

## **Level 5 Develop and gain**

Apply and extend an enriched understanding and set of skills to an increasingly autonomous level of enquiry and practice. This is where great technical and conceptual leaps are made. The Placement 2/Virtual Business unit gives you an opportunity to engage in action based learning (through the three month placement).

## **Level 6 Advance and realise**

An opportunity to fit extended understanding back into a college environment, students will be encouraged to refine and advance personal lines of enquiry through a series of technically advanced workshops and may interpret their work through a live brief or competition brief. Alongside more practical workshops, there will also be workshops that include entrepreneurial activity and portfolio presentation.

You will also have an opportunity through the investigative study to explore and express ideas in a rigorous, formal and objective manner.

The first year is about you gaining the knowledge and skills necessary to carry out and enjoy the next two years of study and eventually to compete successfully in the fashion careers market. Units in the first year are all about the development of innovative and creative concepts and design ideas in Design and Research Methods alongside hands on skills which are developed in Pattern Cutting and Construction; this is a defining unit which sets the tone for the entire three years of study.

Digital Fashion gives you the opportunity to discover and use emerging new technologies. BA (Hons) Fashion Design and Technology currently use a highly sophisticated fashion specific software package supplied by Lectra who are world leaders in this field. Creative Realisation gives you the opportunity to establish your own personal design identity and apply these to an individual and practical project brief.

In order for you and industry placement providers to be fully prepared and for both parties to gain as much from the experience as possible, preparation for the first Placement begins as early as induction week, when you are reminded of this opportunity at the end of your first year and are encouraged to contact any contacts you might have in the fashion business. It continues throughout Design and Research Methods where job roles within design and business are discussed and picks up speed within the Fashion Commerce unit when specific job roles and the fashion tree are analysed and explored. By the time the preparation for Placement unit begins in week 24 there is a list of established placement opportunities available and you are required to 'bid' for the placement that suits your needs closest – which may be down to location or interest. Either way, discussions with tutors and results of previous units confirm which students are more suited to particular placements and job roles within. We continue to have much success in this area and often are contacted by industry to ascertain when you might be available for work placement throughout the year.

In the second year Garment Engineering builds on your technical skills to date and develops and applies advanced skills in pattern cutting and construction. Commercial Awareness explores the relationship and journey of the product to market and

includes 'onstreet' reporting. The Future Fashion unit is focussed upon the forecasting and analysis of predicted trends and their impact upon fashion markets. You will be required to create innovative three dimensional shapes in toile form and use digital and graphic practices to develop creative and critical thinking.

The aim of the Placement 2/Virtual Business unit is to allow you an extended opportunity to engage in either a three month placement or the experience of setting up a virtual business. This unit takes up the entire third term and will heavily influence your decision making towards your third year studies. Both the Investigative Study, Professional Practice unit and eventual Major Project will undoubtedly be influenced by the experiences and knowledge gained whilst on placement or carrying out virtual business activities. This unit will allow you an opportunity of an extended engagement and action based learning with industry.

In order for you and industry placement providers to be fully prepared and for both parties to gain as much from the experience as possible, it is proposed that preparation begins early in the second year as part of the Commercial Awareness unit and includes the preparation and finalisation of the personal CV. Further appreciation of supply chain management. Useful discussions around awareness of the complexities of liaison with suppliers both here and abroad will also be covered as part of the Garment Engineering unit.

Organisation and management towards the Placement 2 unit will continue in the form of tutorials between you and the year tutor throughout the second term, until placement begins after the Easter break in the third term from April to June (assessable) but may extend into the summer vacation (non-assessable).

Dialogue with industry partners is a continuous process. Placement visits and correct Health and Safety procedures are now well established as part of the course paperwork, AUB documentation and in line with FHEQ guidelines concerning Placement. The contacts database is updated regularly and visits are scheduled to as many placements as possible within any one year usually on a rota basis which may see visits occur bi-annually.

Whilst on placement you will maintain continuous contact with both theory tutor and Placement 1 and 2 unit leaders. This contact may take the form of online discussion, telephone conversations, on site visits or social networking sites –Skype, another example of how the course actively use new and emerging technologies to improve your experience whilst on the course.

## **Course Units**

<b>Unit code</b>	<b>Unit Title</b>	<b>Credit Weighting</b>
<b>Level 4</b>		
FTY450	Pattern Cutting and Construction	20
FTY451	Design and Research Methods	20
FTY452	Fashion Commerce	20
FTY453	Digital Fashion	20
FTY454	Creative Realisation	20
FTY455	Placement 1/Live Project	20
<b>Level 5</b>		
FTY550	Garment Engineering	20
FTY551	Commercial Awareness	20
FTY552	Future Fashion	40
FTY553	Placement 2/Virtual Business	40
<b>Level 6</b>		
FTY650	Investigative Study	20
FTY651	Professional Practice	40
FTY652	Major Project	60

## Course Diagram

This schematic diagram shows the proposed start/end dates for each unit with assessment periods. Further information on the structure of each unit will be included in unit handbooks.

Level 4 – Explore/Discover																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28		
Induction week	<b>FTY450 Pattern Cutting and Construction</b> (20 credits)										Assessment	<b>FTY452 Fashion Commerce</b> (20 credits)										Assessment	<b>FTY454 Creative Realisation</b> (20 credits)							Assessment
	<b>FTY451 Design and Research Methods</b> (20 credits)											<b>FTY453 Digital Fashion</b> (20 credits)											<b>FTY455 Placement 1 / Live Project</b> (20 credits)							

Level 5 Develop/Gain																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>FTY550 Garment Engineering</b> (20 credits)										Assessment	<b>FTY552 Future Fashion</b> (40 credits)										Assessment	<b>FTY553 Placement 2 / Virtual Business</b> (40 credits)								Assessment
<b>FTY551 Commercial Awareness</b> (20 credits)																														

Level 6																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>FTY651 Professional Practice</b> (40 credits)															<b>FTY652 Major Project</b> (60 credits)															Assessment
<b>FTY650 Investigative Study</b> (20 credits)																														

## **Resources**

### **Specialist resources:**

The studios and environment are well organised and maintained to the highest industry standards. Investment in state of the art equipment including a camera headset used for practical demonstrations, industrial sewing and pressing equipment and our development of advanced specialist fashion technology are some of the ways in which we do this. The course team have put together in depth “essential skills” guides covering software applications and these are used for workshops and independent study. In addition, practical manuals have been produced for all level four students and introduced at the start of the course.

### **University Resources:**

#### **Library**

The course is supported by a Subject Librarian who liaises closely with the team to ensure that the Library resources are relevant and meet student and staff research needs. As part of the AUB’s Information Literacy Framework, the Subject Librarian provides sessions on researching and using information, as well as individual support for students in the use of Library resources

The Library holds an excellent range of specialist learning materials including books, journals, CDs, DVDs, and newspapers. It has subscriptions to a wide range of specialist electronic resources focusing on art, design, media and performance, including e-books and e-journals. The Library’s facilities include computers, viewing rooms, a presentation space and a silent reading room.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

#### **Information technology**

The University provides a comprehensive range of IT resources, utilising Apple Macintosh, Windows Personal Computers and specialist resources for its art, design, media and performance disciplines. The University uses Industry standard software from Microsoft, Adobe, Macromedia, Apple, Quark and leading software suppliers, and is continually investing in its technology and resources.

IT resources are also available to you via the Library, plus through a number of bookable IT suites and dedicated base room provision. To enable access to learning resources, wireless internet access is also available.

The ITCS section (Information Technology and Communication Services) provides a helpdesk facility for IT enquiries and fault notification. The Helpdesk is open from 8.30am until 5pm from Monday to Friday Email: [itcshelpdesk@aub.ac.uk](mailto:itcshelpdesk@aub.ac.uk)

## Museum of Design in Plastic (MoDiP)

MoDiP is a registered museum of 20<sup>th</sup> and 21<sup>st</sup> century design and popular culture with a focus on plastics. Its collection is unique within the UK and has been developed to support teaching and learning at Arts University Bournemouth.

There are many ways in which MoDiP can play a part in your studies:

- as a source of inspiration – large numbers of items may be viewed, handled and explored in depth, drawn, photographed and filmed
- as the focus of a brief for products and projects relating to course work
- as an exhibition venue – your work can be displayed in relation to the collections and exhibitions and events may be mounted in the museum space

The Museum is in a purpose built space within the Library, designed with wheelchair access in mind, and has the same opening hours as the rest of the University for the viewing of exhibitions. Objects not on display can be borrowed and taken to the studio. To see what is available, go to the [Plastics Network](http://www.plasticsnetwork.org) website ([www.plasticsnetwork.org](http://www.plasticsnetwork.org)).

## The Gallery

The gallery is a major resource for contemporary visual art at Arts University Bournemouth and has received regional and national recognition. There are regular gallery events, including collections on loan from galleries and museums, as well as individual exhibitions by some of today's leading artists, photographers, designers and critical writers.

It also functions as a learning resource and is integrated into the teaching, learning, and research practice undertaken at the University.

**text + work** is the ethos which underpins the exhibition programme at Arts University Bournemouth. The **text + work** concept promotes and provides a forum for challenging dialogue between innovative contemporary art, design, and media practice and its theoretical context.

There are **text + work** gallery events, critical texts, shared and networked exhibitions and a **text + work** website.

## Student Support

### Academic Guidance

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the course. This is provided through “critiques” and written feedback, as well as guidance on practical work and informal discussion about your concerns. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to discuss in depth matters relating to creative or theoretical work, or the course in general. You will be entitled to at least

one formal recorded academic tutorial per term with a nominated member of the course team.

Support and advice is also provided on an informal basis throughout the course, through discussions between staff and students.

### **Career Education, Information and Guidance**

You will be prepared for employment, and given the opportunity to learn about the various career options available to you, through a wide range of projects which may include live briefs or external competitions. Academic staff remain very familiar with the discipline, and will often still work in the field, and are also able to advise on specific opportunities.

The Careers Service within the University offers impartial, confidential advice, support and guidance, to help you explore and develop your career ideas and manage your future career successfully. The Service offers individual career guidance interviews, as well as advice on job seeking strategies, CVs and interview skills, self-employment / freelancing, and further study opportunities.

The Senior Careers Officer holds regular lunchtime lectures, which cover a range of popular careers topics, including Postgraduate study and funding, Career planning, Networking and self-marketing, and Teaching as a career. Full details and dates of forthcoming lectures are available on the Careers intranet pages and on the Student Services notice boards.

The Careers Service also offers specialist events, working in partnership with local employers, AUB alumni, and external agencies to bring together a range of art, design, media and performance expertise.

### **Learning Support**

#### **Support for students with disabilities (including dyslexia)**

The Arts University Bournemouth is firmly committed to a policy of equal opportunities for all students and positively welcomes applications from people with disabilities and/or additional needs. Throughout all aspects of University life, we actively encourage and support the participation of students with disabilities. We aim to support disabled students by offering needs assessments and support plans which enable you to achieve your personal goals.

The Learning Support team provides academic support for students with specific learning difficulties including dyslexia. We ask all new Home students to complete a 'Quickscan' screening programme when they join the University. This screening is designed to check your learning style (the way you learn best) and whether you might have signs of dyslexia. If appropriate, you will be referred to an educational psychologist for a full assessment.

Students with a specific learning difficulty such as dyslexia are able to access individual tutorials aimed at improving your independent study skills, and are supported in applying for the Disabled Students' Allowance, which can provide specialist equipment and, if appropriate, personal support.

The Senior Disability Officer and Wellbeing Officer provide ongoing support and advice for students with all other types of disability, including mental health difficulties, physical disabilities, medical conditions and sensory impairments.

The Arts University Bournemouth has a duty to anticipate the needs of disabled students, and to make “reasonable adjustments” to ensure that these students can access education and related services. If you feel that some aspect of the learning, teaching or assessment on your course places you at a disadvantage because of your disability, please contact the Senior Disability Officer within Student Services, who will be happy to work with you and your course team to identify any appropriate reasonable adjustments. Contact Barry Gilbert on [bgilbert@aub.ac.uk](mailto:bgilbert@aub.ac.uk) or telephone 01202 363291.

### **Support for students for whom English is a second language**

If English is not your first language you will be invited to complete a brief written exercise during the initial weeks of your course, so that your current academic language skills can be assessed. Our English for Academic Purposes (EAP) tutors, who are part of the Learning Support team, will review the exercise and contact you if your work indicates that you would benefit from additional support. An EAP tutor will work with you to draw up an Individual Learning Plan, which will set out a structured approach to developing your independent academic and study skills. This may include helping you to develop strategies for interpreting assignment briefs, working on the structure of your written work, or developing your proof-reading skills, for example. The plan will be reviewed each term and will be shared with your course tutor so that they are aware of the work you are doing to improve your study skills. If necessary, your EAP tutor will refer you to a local language school so that you can improve your generic English language levels.

### **Pastoral support and guidance**

Support and advice on non-academic matters is provided through trained and qualified professional staff within Student Services. We have a team of professionally qualified male and female counsellors, with appointments available during weekdays and evenings. Students accessing the service are offered various levels of support ranging from regular weekly sessions, occasional support or just a “one off” consultation. In most cases, you can expect to be seen for a session within two days of making initial contact with the service. If the situation is very urgent and you are very emotionally distressed, we also have a crisis support service and you will be seen by one of our counsellors almost immediately.

Pastoral support is also available from the AUB Chaplaincy. The Chaplaincy at Arts University Bournemouth is shared with Bournemouth University and is an inclusive Chaplaincy, which welcomes people of all faiths and none. The Quiet Room and the Islamic Prayer Room are in regular use by staff and students, and meetings with ministers of any faith can be arranged.

Advice and support with practical issues such as funding, accommodation or childcare is available from the Student Advice, Funds and Accommodation Office within Student Services.

## **Methods for Evaluating and Improving the Quality and Standards of Teaching and Learning**

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the QAA Quality Code.

In addition all courses undertake an Annual Course Review which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey
- Results of the in-house Student Perception Survey
- Feedback from Student Representatives
- Feedback from relevant employer groups, including the course Industry Liaison Group

All courses develop an action plan arising out of this exercise, which is monitored by the Course and Faculty Boards of Study. Your student representatives can keep you informed about progress against the action plan.

Staff development priorities for the course team as a whole are identified through the Annual Course Review process, and for individuals through the Staff Performance Review process.

### **Indicators of Quality and Standards**

The Arts University Bournemouth was granted taught degree awarding powers by the Privy Council in 2008 following an intensive period of scrutiny by experienced academics from across the higher education sector.

The University was audited by the QAA in May 2011 and received a judgement of 'Confidence' in the management of the academic standards of its awards, and its management of the quality of learning opportunities. This is the best available outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of course outcomes, and the quality of the educational experience we deliver.

More detailed information is available in the following documents:

- Online course information
- Quick guide to the regulations
- Unit Handbooks
- HE Student Regulations – <https://my.aub.ac.uk/viewpoint/>
- AUB Student Guide