THE ARTS UNIVERSITY COLLEGE AT 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.

Key Course Information

Final Award	BA Honours
Course Title	Fashion Design and Technology
Teaching institution	The Arts University College at Bournemouth
Awarding Institution	The Arts University College at Bournemouth
Professional accreditation	None
Length of course / mode of study	1 year full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design
UCAS code	WJ24
Language of study	English
Date of Validation	March 2010
Date of most recent review	N/A
Date programme specification written/revised	July 2010

Course Philosophy

The evolution of clothing - into business and industry - is the result of an ongoing dialogue between designer, maker and audience and this discourse is defined by the inter-relationship of fashion, design and technology. Designers are involved in both invention and delivery to the market place, where the consumer adapts and interprets what is available. A diverse set of social and cultural influences inspire and contribute to the next generation of garment design.

The relationship between supplier and customer is changing. It is an exciting time in which to be studying fashion, design and technology. Alongside traditional media and contexts newer modes of communication have altered, evolved and accelerated the progress of this discourse. Interactivity and multimodal forms of communication increasingly enable a level of engagement, understanding and recording entirely different to those attained previously. This course encourages curiosity, risk taking, and exploration of this constantly changing terrain, and asks students to push at the boundaries of subject knowledge, from within a nurturing and supportive studio environment.

The course recognises that creativity is a state of mind, an approach, and an ability that can be developed and individually nurtured to prepare students for a diverse set of working cultures'. As such, a creative ability is transferable across many contexts, subjects and disciplines both in national and

international approaches. This global diversity of the industry is reinforced by recognising that international commerce can be creative, and that the student experience, demonstrates a broad appreciation of relevant practices.

Underpinning the developing skills that make our students into professional designers is an embedded relationship with industry. This in terms of collaboration, cross discipline partnerships and strong team ethics ensure these skills are applicable and wholly relevant to the further development of the industry.

By encouraging creative maturity and conceptual awareness of industry practices this Level 6 programme will provide graduates with the critical and analytical skills required to challenge conventional methods and output. The distinct profile of this offer will provide graduates with problem solving and communication skills, as well as a robust work ethic, which will combine to enable them to become desirable employees and industry leaders able to respond to the changing nature of fashion, design and technology and the breadth of opportunities held therein.

It is also envisaged that upon course completion students should have developed sufficient graduate attributes to successfully undertake postgraduate study.

Course Aims

A1   To maintain an ethos within which you feel free to experiment, analyse and innovate, to question existing practice and to arrive at final solutions from an informed knowledge base.

A2   To encourage advanced use of transferable skills and cross course collaborative working, making full use of any interdisciplinary potential of live links and projects.

A3   To develop an ethical approach to sustainable design and apply your knowledge as an autonomous learner towards innovative and intellectual solutions to complex problems driven by the vocational opportunities and concepts presented as part of this award.

A4   To develop independent, innovative and intellectual abilities through the relationship of research to practice, self-reflection and professional engagement, awareness and critical understanding of the historical, contemporary, cultural and ethical issues and concerns of fashion design and technology, providing rigorous intellectual examination of key issues surrounding the industry.

A5   To equip you with the learning strategies of intellectual and critical enquiry and enable students to refine their understanding of the fundamental importance of research, evaluation and reflection in relation to practice, and to make judgements that are critically informed both aesthetically and professionally.

A6   To equip you with the advanced technical and written skills necessary for professional practice, by ensuring they develop individual arguments and identities as creative practitioners and are able to locate these within a professionally viable context.

A7   To enable you to refine the transferable skills and collaborative and independent working practices which are increasingly necessary within the contemporary fashion industry.

A8   To prepare you to progress your academic practice and interests in postgraduate study, including through the development of advanced visual, written and verbal communication skills.

Course Outcomes

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

O1   Apply a broad range of analytical, interrogative processes that inform experimentation, innovation and resolution required for contemporary fashion practice.

O2   Quantify the benefits in academic and professional environments of employability skills, as well as cross course/collaborative and/or interdisciplinary practices.

O3   Apply an ethical approach to sustainable design and the considerations of cultural, political and environmental concerns.

O4   Demonstrate a sound understanding of the broad critical and cultural debates surrounding fashion, and knowledge of the principles and methodologies which underpin them in relation to their own practice.

O5   Select, evaluate and critically reflect upon a range of research in order to create effective solutions to complex challenges.

O6   Demonstrate competence in the advanced technical and written skills necessary for professional practice.

O7   Evidence your ability to manage your own role within a professional context.

O8   Demonstrate the academic ability necessary to progress to postgraduate study.

Reference Points

UK Quality Code for higher education, including:
- Subject Benchmark Statement: Art and Design
- Framework for Higher Education Qualifications (FHEQ)
- QAA Code of Practice

AUCB Undergraduate Curriculum Framework
University College Learning and Teaching Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

The course objectives are met by deploying a wide variety of teaching and learning methods including projects, lectures, seminars, group critiques and tutorials. In consultation with the Course Leader, staff are responsible for co-ordinating individual units of study, and for selecting appropriate methods of delivery according to subject matter and student experience.

The methods employed induct you to the disciplines required of a creative practitioner and promote the development of transferable skills.

The study time allocated to each unit in the course incorporates a balance of formal teaching, tutorial support and independent learning. The course is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the course.

The progressive promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals. The teaching in Level 6 is directed at providing you with the judgements necessary to take increasing responsibility for the management of your own learning.

Teaching is directed at supporting individual engagement in learning although there will be opportunities for you to work in teams to enable you to learn the value of peer co-operation.

The integration of theory and practice is promoted and reinforced through a team teaching approach. Lectures, seminars and tutorials may be delivered by team members, as appropriate, in the creative environment of the studio.

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). The HE Grading Matrix will help you to understand the marking process, and this can be found as an Appendix to this Handbook.

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 6. For further information on progression, awards and classifications, please visit www.regulations.ac.uk

Course Structure

All students are registered for the award of BA (Hons).

For the award of a BA (Hons) you must have achieved a minimum of 120 credits at Level 6 (Honours level). This qualification will be awarded upon successful completion of your course.

A BA without Honours may be awarded if you have achieved a minimum of 60 credits at Level 6.

Course Content

The structure of Level 6 is made up of three units that will further develop the students' potential to become intellectually motivated and increasingly autonomous young professionals.

The structure of Level 6 has followed the framework of study followed by BA (Hons) courses at the Arts University College Bournemouth.

Two units are mandatory – *Investigative/Extended Investigative Study* and the *Major/Extended Major Project*. All students wishing to undertake this course must have completed and passed a Level 5 critical studies unit, in order for them to be prepared for the *Investigative/Extended Study* unit*.*

Extended Industry Placement/Entrepreneurship unit has been developed in collaboration with the Industry Liaison Group, course contacts and consultation with existing students. It is in spirit a pioneering way to complete study at Level 6. Students will either negotiate or complete a minimum of a 12 week placement within industry through thorough negotiation or students may take the opportunity to develop entrepreneurial activities leading to individual outcomes based upon personal business planning. Both these options will lead to the production of a comprehensive 3000 word report to include critical and creative reflection detailing their experiences whilst on placement and links they have made with the wider debates surrounding the industry. Students will also make an individual presentation to their peers thus maximising upon knowledge transfer activities.

This approach has enabled the course to continue its vocational emphasis by helping to prepare the students for employment, through not only their work but also their understanding of the fashion industry.

Induction Process for BA (Hons) Fashion Design and Technology

All students will be required to attend the University College at the start of the year in order to enrol (including those who have previously enrolled on line). During the induction days there will be:

- Introductions made to joining students.
- Staff introductions.
- Briefing and unit handbooks issued for Extended Placement /Entrepreneurship
- Briefing and unit handbooks issued for Investigative /Extended Investigative Study.
- Set up of contact Blogs and email exchange both tutors and students.
- Health and Safety protocols.

Further information on the induction period for the Extended Placement/Entrepreneurship unit is in the Unit Handbook

Course Units

Extended Industry Placement/Entrepreneurship	FSH612	45 Credits
Investigative Study	FSH600	15 Credits
Extended Major Project	FSH603	60 Credits

OR

Extended Industry Placement/Entrepreneurship	FSH612	45 Credits
Extended Investigative Study	FSH601	30 Credits
Major Project	FSH602	45 Credits

Level 6 study options

The University College offers two options of study at Level 6:

Option 1
An Extended Major Project of 60 credits and an Investigative Study weighted 15 credits (4000 words[*])

Option 2
A Major Project of 45 credits, and an Extended Investigative Study of 30 credits (8000 words*).

If you are following Option 1, you are expected to spend approximately 600 hours on your Extended Major Project and 150 hours on your Investigative Study. Your creative practice is therefore the focus of the year, and you should ensure that you develop a Learning Agreement which reflects the scope of project which is required.

If you are following Option 2, you are expected to spend approximately 450 hours on your Major Project and 300 hours on your Extended Investigative Study. Obviously this is a more balanced pattern of study, and you should ensure that your proposed area of research will provide the necessary breadth and depth to sustain a coherent academic argument which demonstrates critical analysis and understanding.

The different options are designed to permit a degree of flexibility in how you demonstrate Honours level outcomes in your discipline. However, both offer the opportunity to work at an advanced level within the discipline, and to show your appreciation of the context of your work. The outcomes below apply to the composite 75 credits; you should ensure that your two projects enable you to achieve these, as well as the specific unit outcomes.

Outcomes for project work at Level 6:

- Demonstrate the ability rigorously to apply specialist knowledge, understanding and creativity

- Demonstrate an enhanced level of discipline and ability in time-management and organisation.

- Demonstrate your awareness of the ethical, social and cultural issues appropriate to the concept of a responsible professional practitioner

- Demonstrate an awareness of the principles of sustainability, especially as they pertain to the discipline

- Demonstrate independent judgement in analysis and investigation and the ability to draw together ideas within a particular area of study

- Demonstrate the ability to plan, research, formulate and deliver sophisticated work which interprets, analyses and re-presents ideas to a specific audience

- Demonstrate the ability to reference appropriate historical, cultural, critical and contextual concepts through your work

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[*] Please note that all word counts should be considered as a norm, but +/- 10% is acceptable.

- Demonstrate advanced visual communication skills

- Demonstrate advanced written communication skills

- Demonstrate advanced problem-solving, and an ability to apply knowledge to new situations

- Identify and adopt research methodologies appropriate to your research, and be able to evaluate the integrity of sources

- Demonstrate professional autonomy in the development of your ideas, and their realisation.

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 6 option 1

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	31

Induction week	**FSN612 Extended Industry Placement Entrepreneurship** (45 credits)	**FSN603 Extended Major Project** (60 credits)	HE Exam Boards
	FSN600 Investigative Study (15 credits)		

Level 6 option 2

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	31

Induction week	**FSN612 Extended Industry Placement Entrepreneurship** (45 credits)	**FSN602 Major Project** (45 credits)	HE Exam Boards
	FSN601 Extended Investigative Study (30 credits)		

Resources

Specialist resources:

- Well equipped open plan studios with design/pattern cutting height tables and machining areas ;
- 20 Straight stitch industrial sewing machines
- 4 industrial over lockers
- 1 industrial hemmer
- 3 industrial cover stitch machines
- 1 buttonholer
- 1 popper and eyelet machine
- 3 industrial irons and vacuum tables
- 1 heat press
- Lectra suite comprising 10 PC's all equipped with ten licenses including software ;Modaris ProV5, Diamoino and Kaledo Style .
- Full size Digitiser ,Contour 50 Plotter.
- Plasma screen as a teaching aid
- These ten machines are also equipped with internet access ,Photoshop ,illustrator , and Microsoft office programmes also equipped with internet access
- 4 Macs.
- 5 Laptops are also made available during IT sessions.

University College 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. The Subject Librarian can offer advice on research skills, as well as individual support for students in the use of Library resources

The Library holds an excellent range of specialist learning materials including journals, books, CDs, DVDs, newspapers. It has subscriptions to a wide range of specialist electronic resources focusing on art, design, media and performance, including 37,000 e-books and 3,000 e-journals.

Colour and black and white photocopying facilities are available as well as viewing rooms for watching DVDs, videos and off air recordings from television. Students have access to iMacs and PCs and the Library is wi-fi enabled. The open plan design and high quality resources make the Library a popular space for work and study. The Library scores consistently high in both the in-house and national student surveys which are carried out annually.

Information technology

The University College 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 College 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@aucb.ac.uk

Museum of Design in Plastic (MoDiP)

MoDiP is a registered museum of 20th and 21st 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 the Arts University College at 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 College 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 website (www.plasticsnetwork.org).

The Gallery

The gallery is a major resource for contemporary visual art at the Arts University College at 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 College.

text + work is the ethos which underpins the exhibition programme at the Arts University College at 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 College 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 Adviser 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, AUCB 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 College at 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 College 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 College. 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.

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) tutor, who is part of the Learning Support team, will review the exercise and contact you if your work indicates that you would benefit from additional support. The 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, the 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 AUCB Chaplaincy. The Chaplaincy at the Arts University College at 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 College'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 national Subject Benchmarks and references the Framework for Higher Education Qualifications.

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.

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 College at 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 College 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.

Please note that this specification provides a concise summary of the main features of the course.

More detailed information is available in the following documents:
- Online course information
- Unit Handbooks
- HE Student Regulations – http://intranet.aucb.ac.uk/academicregulations
- AUCB Student Guide