

THE ARTS UNIVERSITY COLLEGE AT BOURNEMOUTH

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **FdA 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.

<u>Key Course Information</u>

Final Award	Foundation Degree (FdA)
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	2 years full-time
Level of final award (in FHEQ)	Level 5
<u>Progression route</u>	
Dedicated articulation to:	BA (Hons) Fashion Design and Technology
Subject benchmark statement(s)	Art and Design
UCAS code	W232
Language of study	English
Date of Validation	2003
Date of most recent review	2007
Date programme specification written/revised	2003 Revised September 2007

Course Philosophy

In recent years fashion has changed dramatically and will probably continue to do so. In order to succeed we must adapt alongside a business that is constantly evolving, inventing and re-inventing careers. Whether your interests are in design, buying, merchandising or technical disciplines there are endless possibilities and opportunities waiting for the appropriate candidate who can demonstrate the right blend of skills necessary to succeed.

This bold and innovative Foundation Degree in Fashion Design and Technology is able to appeal to a broad range of proven career aspirations and provides a realistic insight into the variety of career possibilities in the fashion industry. It aims to convey some idea of the buzz and sparkle of working in an environment that is constantly inventing and re-inventing the knowledge necessary to achieve success. The course will develop your creative design and problem solving skills and apply these to your developing professional abilities in self-management to prepare you for the next step, whether this is employment or continuing higher education.

We employ a dynamic mix of full-time lecturers and numerous industry professional visiting tutors who transfer knowledge first hand to students. This takes place within the head office environment or studio baseroom.

In recent years the UK industry has seen increasing globalisation of companies and a move away from the manufacturing focus. Offshore low cost manufacturing has increased the importance of branding, product development promotion and distribution and has probably given a wider scope for graduate careers than ever before. Graduates who have developed the right blend of skills in:

- Team working
- Creativity
- Organisation
- Communications
- Leadership
- Commercial awareness

and 'hands on' experience will compete successfully in the jobs market.

The on-going influence of the Industry Liaison group in retaining currency and relevancy of the course alongside focussed career objective setting and placement opportunities, has ensured students graduate with the experience and skills necessary to successfully and quickly secure positions in the fashion industry.

The FdA Fashion Design and Technology Course will adopt a proactive approach and encourage you to develop a network of contacts through work experience and sector knowledge. By keeping up-to-date with technological advances, practices and relevant software we aim to produce graduates with a willingness to work and demonstrate an adaptable, flexible attitude to employment.

You will be expected to be able to fulfil your creative potential. Your practical skills and ability to think conceptually combined with your commercial awareness will enable you to apply your creativity and originality to producing practical solutions. You will be highly motivated and a professional team player, adept at defining and presenting your individuality and strengths to others. You will be designers and problem-solvers, with the ability to analyse and use effective visual, oral and written communication skills.

During year one of the course you will study a programme of practical workshop skills, pattern cutting and construction. Fashion design principles will combine drawing skills and the use of CAD software application to create professional fashion images. Buying and merchandising techniques will introduce you to relevant business practices and techniques.

The flexible structure of the second year of studies encompasses units of Specialist Practice Preparation and Specialist Practice Realisation which will encourage specific work to an agreed brief (learning agreement) directly relating to the work experience placement unit, competition or live project.

The culmination of this two year Fashion Design and Technology foundation degree is the planning and production of a Professional Project which will enable you to produce a body of work defining the professional intent of your individual study.

Course Aims

1. Develop your knowledge and understanding of techniques and processes relevant to contemporary fashion design, making and garment technology.
2. Develop your creativity, design, and problem-solving skills.
3. Develop your knowledge of the clothing industry and working practices of buying, merchandising and quality assurance systems.
4. Develop your professional skills and their application to relevant employment.

5. Develop your abilities to manage self for personal learning and career development.
6. Prepare you for your next step, whether this is employment, promotion, or the final stage of a BA (Hons) course.

Course Outcomes

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

- 1 Show a clear and detailed working knowledge and understanding of a wide range of design and make techniques and applications, including CAD/CAM.
- 2 Demonstrate the ability to produce creative outcomes and solutions to design briefs, demonstrating an awareness of aesthetics and technical competence.
- 3 Demonstrate understanding and practical knowledge of fashion and fashion retail industries, showing awareness of the roles within them and the relevant employment opportunities.
- 4 Demonstrate resourceful and effective use of time in order to manage personal, learning and career development.
- 5 Demonstrate effective teamwork skills within the learning environment and demonstrate an understanding of the organisation of tasks to meet your responsibilities and work collaboratively with colleagues.
- 6 Demonstrate the development of appropriate technical, interpersonal, organisational and communication skills.
- 7 Apply skills in critical reflection and evaluation in the development of your learning and your career planning.
- 8 Demonstrate an ability to critically analyse and evaluate the work of others.
- 9 Demonstrate an awareness of relevant techniques and applications within a professional fashion context and find and apply creative solutions to 'live' and theoretical design based projects.
- 10 Apply your learning in the workplace and other work-related contexts through a knowledge of the industry in its many forms and variables.
- 11 Enter relevant employment with an informed knowledge of the industry and related professions, or apply to progress to Year 3 of a BA (Hons).

Reference Points

UK Quality Code for higher education, including:

- Foundation Degree Benchmark Statement
- 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

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 film or photography. In level five methods are developed to give

increased opportunities for student centred learning. The introduction of Learning Agreements increases responsibility for self 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). 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 FdA course, you will be awarded a classification based on your unit marks. The final classification is determined using unit marks at Level 5. If you progress to Honours level study, your degree calculation will be based on your percentage marks at Level 6 only. For further information on progression, awards and classifications, please visit <http://intranet.aucb.ac.uk/academicregulations>

Course Structure

All students are registered for the award of the Foundation Degree (FdA); however exit awards are available if you leave the course early, having successfully completed a stage. 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 College following successful completion of the first year of your course. (Note that part-time students do not complete Level 4 until part-way through their second year of study.)

For the award of the Foundation Degree (FdA), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification will be awarded upon successful completion of your course.

Course Content

The course consists of two 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 150 hours of study and is worth 15 credits. Depending on the complexity of the area being studied some units may be smaller or larger. For example, there are double units (300 hours/30 credits). One level is worth 120 credits, which is 8 standard units or equivalent and equates to 1200 hours of study.

In the introductory stages of the course students complete a series of largely studio-based units that develop creative and practical skills which will be built upon during the course. Students are introduced to fashion design, construction techniques and processes. Buying and Merchandising towards the end of the first year gives an insight into the business side of Fashion and Personnel, whilst Planning Reflection and Development provides the abilities of decision making and placement opportunities. Towards the end of Level 4 a placement is undertaken which draws together achievements thus far and applies learning in the workplace.

At Level 5 instruction both deepens and adapts to meet individual needs allowing opportunities for team work and liaison and/or industry led briefs. The work related aspects of the course continue, Specialist Practice units encourage identification and realisation of students individual goals, the Major Project demonstrates the students personal creativity, maturity and expressive ability, and an awareness of career progression. Students considering applying for progression to Year 3 of a BA (Hons) degree develop written and research skills necessary for higher-level study, through the unit Preparation for Level 6 Studies.

Course Units

Unit	Unit code	Credit weighting
Level 4		
Personal Planning Reflection and Development 1	FSN407	15
Pattern Cutting and Construction Principles	FSN410	22.5
Fashion Design Principles	FSN411	15
Lectra Pattern Design System	FSN412	15
Creative Design and Promotion	FSN413	22.5
Buying and Merchandising Techniques	FSN414	15
Placement	FSN405	15
Level 5		
Personal Planning, Reflection and Development 2	FSN507	15
Specialist Practice Preparation	FSN510	15
Specialist Practice Realisation	FSN511	30
Professional Project	FSN512	45
Fashion as a Forum : Design Aesthetics	FSN514	15
Or Work Related Learning	FSN505	15

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

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	FSN410 Pattern cutting and construction principles (22.5 credits)											FSN412 Lectra pattern design system (15 credits)					FSN413 Creative design and promotion (22.5 credits)										HE Exam Boards				
	FSN411 Fashion design principles (15 credits)													FSN414 Buying and merchandising techniques (15 credits)																	
	FSN407 Personal planning reflection and development 1 (15 credits)																									FSN405 Placement (15 credits)					

Level 5

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	FSN510 Specialist practice preparation (15 credits)				FSN511 Specialist practice realisation (30 credits)					FSN512 Professional project (45 credits)																		HE Exam Boards			
													FSN505 Work relating learning or FSN514 Fashion as a forum: design aesthetics (15 credits)																		
	FSN507 Personal planning reflection and development 2 (15 credits)																														

Resources

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 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 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](http://www.plasticsnetwork.org) 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 'Quicksan' 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