

PROGRAMME SPECIFICATION

BA (HONS)
FASHION



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.

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Fashion** 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 within this Handbook and the online Unit Information, which is available on your course blog.

<u>Key Course Information</u>	
Final Award	BA (Hons)
Course Title	Fashion
Award Titles	BA (Hons) Fashion BA (Hons) Fashion (Design) BA (Hons) Fashion (Design Technology) BA (Hons) Fashion (Image and Communication) BA (Hons) Fashion (Product)
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the Faculty of:	Art, Design and Architecture
<i>Contact details:</i>	
Telephone number	01202 363354
Email	foada@aub.ac.uk
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement	Art and Design
UCAS code	W230
Language of study	English
External Examiner for course	Dr Sue Thomas Heriot Watt University
<i>Please note that it is not appropriate for students to contact external examiners directly</i>	
Date of Validation	2001
Date of most recent review	February 2013
Date programme specification written/revised	Revised September 2017

Course Description

The BA (Hons) Fashion course recognises the uniqueness of the individual and celebrates the sublime art of making and creative risk taking. Through the journey of the course you will experience challenges and new possibilities whilst seeking unpredictable solutions to concept origination and product development. A guiding principle of the course is for you to initially develop key skillsets which will underpin and inform your personal design philosophy and your chosen area of specialism. Following this, you will be encouraged to make conscientious choices that question existing practices whilst embracing the importance of being confident and creatively diverse.

The course will deliver a challenging curriculum that embeds theory with practice and is rooted in professional contexts. It challenges you and should exceed your educational expectations whilst crystallising your industry relevance when progressing to alumni. The BA (Hons) Fashion Course with four optional Award Titles will encourage creative diversity through the energetic delivery of content that has global and sustainable currency. You will have the ability to assess, question, dream, conceptualize, translate and deliver for a breadth of challenges and opportunities offered by the global creative industries.

These key points define the philosophy of BA (Hons) Fashion:

- **Future Fashion**

BA (Hons) Fashion promotes directional fashion looking at the development of a broad range of fashion products and key markets. You will be encouraged to challenge and 'risk take' and devise new concepts through both independent and collaborative practice.

- **Individual Design Identity**

The Design Identity unit in Level 5 nurtures you to establish a unique 'design philosophy'. You will be encouraged to question existing practices and look for new solutions, exploring diversity and emotional considerate design as practice.

- **The Sublime Art of Making**

Throughout the course, you will be taught making and manufacturing skills for a range of final outcomes. Emphasis will be on aesthetics in choices of materials, the design of palettes for colour and fabric plus the engineering of garments through high quality fit and construction.

- **Philanthropy and Sustainability**

A broad area of the global fashion industry is now looking to employ individuals who make conscientious choices and want to make a difference. You will be encouraged to apply and practice integrity in design decisions and link with appropriate companies.

- **Collaborations with International and National Companies and Strategic Partners**

You will prepare to work in global markets through 'live' projects and collaborations, placements and internships. The placement opportunities in Levels 4 and 5 will give you a solid grounding in recent industry practice as well as expanding and enhancing network possibilities.

- **Innovation and Entrepreneurship**

The course encourages the exploration of creative business practices appropriate for today's markets including entrepreneurship, 'e-tail', M-COMMERCE, pop-up retail and virtual shopping.

Course Aims

The course aims to address these philosophical statements by producing reflective practitioners who have the confidence and abilities to productively contribute to the future development of fashion as responsible, creative individuals. You will have an awareness of global issues pertinent to the fashion industry and will be prepared to actively engage in a professional context. You will be critically reflective and able to learn independently in preparation for professional environments or postgraduate study. These aims can be defined specifically as:

- To develop a comprehensive understanding and knowledge of directional fashion products or services for the global market.
- To develop an understanding of the historical, contextual and theoretical fashion frameworks, which provide strategies to become a reflective practitioner.
- To encourage the engagement with socio-cultural eco-political and technological issues, which will inform you as a responsible and creative practitioner.
- To develop a range of multi-disciplinary skills encouraging experimental collaborations in the design environment through lateral thinking and risk taking.
- To develop knowledge of global markets within their respective macro and microenvironments. Encourage enterprise and innovation that is relevant to the creative industries.

Course Outcomes

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

- Relate specialist knowledge and skills developed within fashion to contemporary practice and to emerging trends at the forefront of the global industry.
- Adapt to and engage with a breadth of challenges that exist in a fast changing professional environment.
- Demonstrate an ability to contribute to and collaborate with companies and brands at both the commercial and high end levels of the industry.
- Demonstrate an awareness of creative business practices in relation to employability and professional development.
- Build on networks of professional contacts to open up new opportunities for engagement in professional projects.

- Apply transferable skills, exercising initiative and personal responsibility.
- Extend academic learning as an independent, self-reflective and creative practitioner, fully prepared for professional environments or postgraduate study.

Reference Points

UK Quality Code for higher education, including:

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

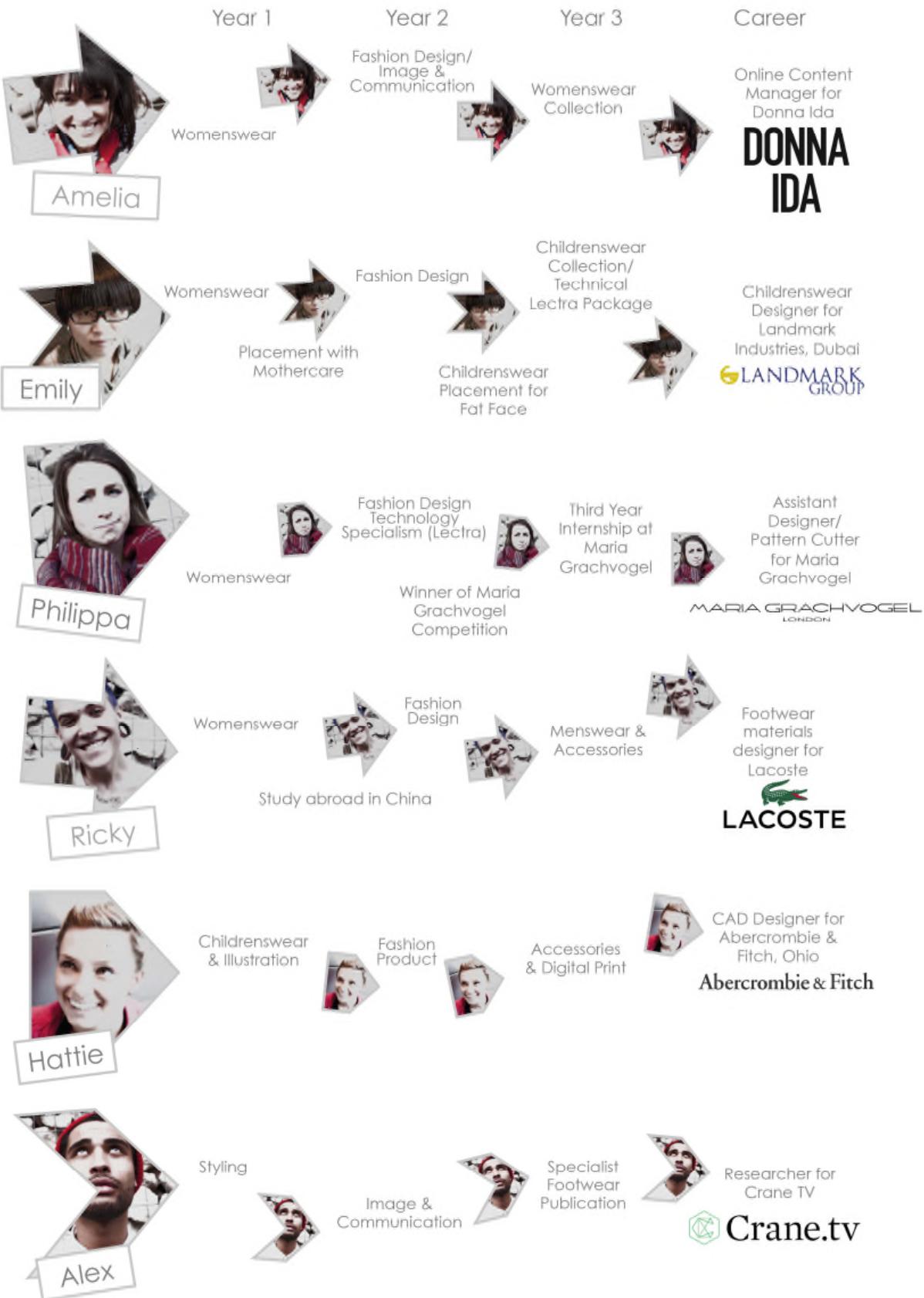
AUB Regulatory Framework and Undergraduate Assessment Regulations

AUB Creative Learning Plan

AUB Strategic Plan

AUB Employability Framework

Student case studies



Learning and Teaching Strategies

The course combines independent learning and taught sessions throughout all levels. Taught sessions are designed to support and underpin independent learning and are delivered in a variety of styles including practical workshops and demonstrations, lectures, group and individual tutorials, seminars, critiques, unit briefings and optional study visits. These are delivered by the course team and supplemented by visiting practitioners from the fashion industry.

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 anticipated maturity and allows you to direct learning towards individual goals. Emphasis is placed upon reflective practice where you will be expected to progressively take personal responsibility for your learning.

Teaching is directed at supporting individual engagement in learning although there are opportunities to work in teams to enable you to learn the value of peer co-operation. As members of the cohort, you are active participants in learning and teaching and through this the sharing of good practice is established. Peer learning is facilitated through group critiques and feedback sessions, collaborative projects and more informally within the studio environment.

The course team has developed a variety of learning and teaching methods which support different learning styles, inclusivity and access to learning. The main focus for the learning and teaching methods is through the assignment(s) undertaken for each unit, which reflect the level of study.

The course team has developed team teaching opportunities, both within the core team and in collaboration with Visiting Tutors and industry professionals, to enhance learning opportunities and to further your knowledge and awareness of industry practices and expectations.

Course Content

The Arts University Bournemouth offers a unique opportunity to study fashion. A major strength of this course is its position within a specialist arts, design and media institution with the potential for you to study alongside other creative and cultural disciplines. The course is located in a dynamic and creative studio environment. Individual development is supported and nurtured through experimentation, exploration, innovation, and risk-taking.

During the course you will build an appropriate portfolio of skills, which supports the development of individual practice, and informs your decision regarding the selection of a specialist named award. The curriculum acknowledges that the creative process is informed and nourished by your development as an independent, critically self-reflective learner. Each level is broadly defined as follows.

Level 4 (Year 1) Exploration

At Level 4 there are a range of four skill-based units delivered as iterations in the first

and second terms. These units draw on a range of expertise as part of an instructional yet intellectually challenging student journey. Theory is embedded across each of the units and is identified within the learning outcomes and assessment components offering you the opportunity to critically reflect on the study of fashion from the start of your learning. These four units do not directly relate to your later specialisms but define through investigation and experience the range of possible practices and areas of study you may want to engage with as specialism during your time on the course.

Level 4 concludes in the third term with an individual design project where you will begin to define strengths and specialist choices. This runs concurrently with the Professional Practice unit where you will be directed to produce an appropriate portfolio, both digital and hard copy, which is suitable for industry scrutiny. At the end of Level 4 you will undertake a two week placement or have professional engagement with a brand or company and the portfolio will be significant in securing and supporting this process. The Level 4 journey will not only shape your experience through learning new skills, but will identify your strengths, interests and areas of specialisms as well as introducing you to live industry practices, it will also ensure that you engage with a broad range of experiences, which will support specialist decisions in the future.

Level 5 (Year 2) Innovation

Level 5 will begin with the unit Design Identity which is instrumental in the investigation of your unique character and individual design philosophy. You will be encouraged to question existing practices and look for new solutions, exploring diversity and emotionally considerate design as practice. Following on from this during the second term you will undertake the Fashion Branding and Communication unit where you will engage with distinct and challenging research methodologies while at the same time preparing for a professional role in industry.

Concluding Level 5 is the Design: Enterprise and Innovation unit that offers you the opportunity of UK or international work experience or participation in a ‘Live Project’ with a high end brand or design company. This unit offers these options to give you flexibility of choice and experience. You may wish prepare for the ‘real world’ of employment or have the opportunity to experience a different cultural and educational environment.

Level 6 (Year 3) Application

Level 6 is the most challenging year. This where you will apply all previous knowledge and focus specifically on a specialist area of study related to the named awards. The Fashion Product Development unit prepares you for the Final Major Project using a Learning Agreement to define your outcomes. This 20 credit unit will inevitably be part of the 80 credits required to gain the specialist named award as its content will be directly linked to the Final Major Project.

In the Research Project unit you will either, conduct investigation into a topic relevant to your practice and produce a 5000 word dissertation, or develop a creative business proposal that supports your practice and further prepares you for a possible career. As an alternative form of presentation to the dissertation this proposal must comply with the learning outcomes and be of an equivalent academic quality in terms

of content and substance. Both options should demonstrate an advanced range of research and writing skills, which must be able to rigorously adhere to the required academic protocols.

In the Final Major Project you will focus on the development of a specialist body of work aligned to the named award whilst the Design Futures unit prepares you further for a career in fashion by developing a professional portfolio, considering self as brand and further engagement with industry.

Ultimately the final year requires you to define the final direction of your practice. It encourages you to be ambitious, innovative and required to understand the content and context that will allow you to create a cohesive and professional portfolio of practice, in preparation for the challenges of employment or further study. By completing the 60 credit Final Major Project you will have enough credits to confirm your chosen pathway award, should you elect to do so.

You will graduate with the knowledge, professional skills and creative agility necessary to further develop your specialist practices, in professional environments. You will also be equipped with the necessary skills, knowledge and differentiated modes of learning that will enable you to pursue postgraduate study or related forms of employment within the creative industries. The course recognises that in order to remain alert to the ever-changing demands of a dynamic subject area, you are required to be flexible, inclusive, proactive, reflexive and progressive practitioners, graduating from the course fully equipped to be confident professionals within your chosen field.

You are actively encouraged to form collectives, start-up businesses, organise events, complete internships, enter competitions and work collaboratively. The course values and recognises the importance of creative networks established while studying on the course.

Named Awards

The BA (Hons) Fashion course offers a unique student experience within the diverse and exciting possibilities of fashion practice. The course develops and builds strong skill bases, which allow you to make informed decisions regarding your chosen specialist practice and the opportunity to graduate with either a BA (Hons) Fashion award or one of four specialist named awards. To qualify for a named award, you must undertake a minimum of 80 credits of specialist output at Level 6, which will include the Final Major Project (60 credits) unit.

These awards are as follows:

- BA (Hons) Fashion (Design)
- BA (Hons) Fashion (Design Technology)
- BA (Hons) Fashion (Image and Communication)
- BA (Hons) Fashion (Product)

Course Units

Unit code	Unit Title	Credit Weighting
Level 4		
FSC450	Creative Practice	20
FSC451	Digital Fashion	20
FSC452	Creative Realisation	20
FSC453	Creative Drawing and Digital Application	20
FSC454	Design: Process and Application	20
FSC455	Professional Practice	20
Level 5		
FSC550	Design Identity	40
FSC558	Fashion Branding and Communication	40
FSC556	Design: Enterprise and Innovation	40
Level 6		
FSC650	Research Project	20
FSC651	Fashion Product Development	20
FSC652	Final Major Project	60
FSC653	Design Futures	20

Course diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included. Further information on the structure of each unit will be included in the online Unit Information which is available on your course blog.

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		
Autumn Term										Spring Term										Summer Term												
FSC550 Design Identity (weeks 1-10) (40 credits)										Assessment	FSC558 Fashion Branding and Communication (weeks 11-20) (40 credits)										Assessment	FSC556 Design: Enterprise & Innovation (weeks 21-30) (40 credits)										Assessment

