

# Programme Specification

## BA (Hons) Fashion Studies



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 Studies** 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><u>Key Course Information</u></b>
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Final Award	BA Honours
Course Title	Fashion Studies
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Professional accreditation	None
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	W230
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	2001
Date of most recent review	2011
Date programme specification written/revised	Revised September 2012

## **Course Philosophy**

The face of the Global fashion industry is a complex network of opportunities, driven by changing patterns of consumption. BA (Hons) Fashion Studies reflects this reality in its holistic approach to fashion product by addressing the growing market forces which includes Fashion Accessories, Jewellery, Writing for Fashion, Fashion Film and Creative Marketing.

BA (Hons) Fashion Studies promotes directional fashion and visionary thinking, through critical reasoning and analysis. What also defines the uniqueness of the course is the diversity of options available to students and the student-centred experience of learning. You will be encouraged to challenge and 'risk take' and devise new concepts through collaborative practice.

You will be nurtured to establish a unique 'design philosophy' whilst questioning existing practices and looking for new solutions. A broad area of the Global Fashion Industry now looks to employ individuals who make conscientious choices and want to make a positive difference. You will be encouraged to apply and practice integrity in design decisions and collaborate with appropriate external partners

Internationalism and global markets will be examined and explored within the curriculum and the Level 5 Unit Design: Enterprise & Innovation will offer the opportunity for you to professionally engage with global markets through 'Live' projects and collaborations, placements and internships. This will give you flexibility of choice and experience whilst preparing them for the 'real world' of employment or through the opportunity of the Erasmus Programme, to experience a different cultural and educational environment.

The changing face of Commerce and the employment market will see you exploring entrepreneurial opportunities in a broader context. The BA (Hons) Fashion Studies course will encourage exploration of Creative Business practices appropriate for today's markets including entrepreneurialism, 'e-tail', m-commerce, pop-up retail environs and virtual shopping.

You will be encouraged to realise your own potential and appropriate expression across a range of diverse outcomes. Practical skills and the ability to think conceptually, combined with commercial awareness, will enable you to apply creativity and originality to your work further informed by ethical and social issues. The course supports the development of critical thinking, underpinned by effective research.

The BA (Hons) Fashion Studies course provides a specialist environment in which creative individuals and communities collaborate across levels, courses and with external sources. Key areas of integration within the curriculum are internationalism and global awareness, sustainability, ethics and diversity, all encouraging you to consider making choices with a conscience. Internationalism has become a crucial directive for fashion education in the 21<sup>st</sup> Century

The diverse expertise of the dedicated staff team is reflected in the options of study available within the course, currency of delivery and content are assured by research and engagement in appropriate professional activity, conferences etc. both in the UK and internationally.

Our aim is to produce reflective practitioners who have the confidence and abilities to productively contribute to the future development of fashion as responsible, creative individuals. On completion of the course, you will have an awareness of global issues pertinent to the fashion industry and will be prepared to actively engage in a professional context.

### **Course Aims**

The course aims to:

1. Develop a comprehensive understanding and knowledge of directional fashion products for the global market.
2. Develop an understanding of the historical, contextual and theoretical fashion frameworks which provide strategies to become a reflective practitioner.
3. Encourage the engagement with socio-cultural eco-political and technological issues which will inform a responsible and creative practitioner.
4. Develop a range of multi-disciplinary skills encouraging experimental collaborations in the design environ through lateral thinking and risk taking.
5. Develop knowledge of global markets within their respective macro and micro environments. Encourage enterprise and innovation that is relevant to the creative industries.

### **Course Outcomes**

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

1. Relate specialist knowledge and skills you have developed within fashion to contemporary practice and to emerging trends at the forefront of the discipline.
2. Make coherent visual statements with the ability to communicate through the synthesis of observation, analysis and interpretation
3. Develop arguments and demonstrate an engagement with a diverse approach to Fashion through your specialist practice.
4. Work well as part of a team and demonstrate collaborative working experience.
5. Demonstrate an awareness of creative business practices in relation to employability and professional development.

### **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**

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.

### **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**

‘As we now operate in a global fashion economy any student with international employment on their CV will be more employable’

*Bruce Montgomery – Speaker, Design Futures – Fashion & Textile Association Conference, Liverpool 2009*

The revised BA (Hons) Fashion Studies Course offers a progressive curriculum, written to deliver design education for the 21<sup>st</sup> Century. It promotes directional fashion design for a broad range of fashion products. These include garments,

footwear and accessories, digital fashion exploring fashion film, photography plus writing for fashion and creative marketing. The content of the course reflects growing market forces and areas of employment opportunity.

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. Exploring diversity and emotional considerate design as practice will be key and will be in direct collaboration with 'All Walks beyond Catwalk' an initiative founded by Caryn Franklin and Erin O'Connor.

You will prepare to work in global markets through placements and internships. An alternative to this will be through a 'Live Project' or case study or international student exchange. Creative business practices appropriate for today's markets; entrepreneurialism and creative marketing will be explored throughout the course.

Level 4 provides you with a sound intellectual and practice base for your studies by introducing them to the subject areas of fashion design and fashion communication supported by an historical and contextual framework and a range of transferable skills.

A series of technical workshops will be delivered at the start of Levels 4 and 5 to diagnose technical skill levels and standards.

Level 5 builds on the first year of study and enables integration and consolidation of learning to take place. You are introduced to individual learning agreements allowing greater depth of study aligned to personal subject interest and future career planning.

The Design Identity unit in Level 5 nurtures individuals to establish a unique 'design philosophy' you will be encouraged to question existing practices and look for new solutions. You will be encouraged to challenge and 'risk take' and devise new concepts through collaborative practice throughout the course.

Level 6 will confirm in-depth subject focus in design and communication, informed by innovative professional practise directed towards consumers, markets and audiences. Emphasis will be placed on confident use of sophisticated visual language as well as analysis and interpretation of ideas and information. You will be prepared for your intended careers in fashion or postgraduate education.

## **Course Units**

<b>Unit code</b>	<b>Unit Title</b>	<b>Credit Weighting</b>
<b>Level 4</b>		
FSH450	Creative Practice: Fashion Product	20
FSH451	Creative Drawing and Digital Application	20
FSH452	Design Application and Process	40
FSH453	Fashion Futures	20
FSH454	Introduction to Professional Portfolio	20
<b>Level 5</b>		
FSH550	Design Identity	40
FSH551	Writing for Fashion	20
FSH552	Global Sourcing	20
FSH553	Design: Enterprise and Innovation	40
<b>Level 6</b>		
FSH660	Fashion Theory and Concept Development	40
FSH651	Major Project	60
FSH652	Professional Preparation for Design Futures	20

## 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
Induction week	<b>FSH450 Creative Practice: Fashion Product</b> (20 credits)										<b>FSH452 Design Application and Process</b> (40 credits)															
	<b>FSH451 Creative Drawing and Digital Application</b> (20 credits)										<b>FSH453 Fashion Futures</b> (20 credits)															
											<b>FSH454 Introduction to Professional Portfolio</b> (20 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
	<b>FSH550 Design Identity</b> (40 credits)										<b>FSH551 Writing for Fashion</b> (20 credits)										<b>FSH553 Design: Enterprise and Innovation</b> (40 credits)					
											<b>FSH552 Global Sourcing</b> (20 credits)															



## **Resources**

### **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 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 'Quicksan' 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