Programme Specification for *BA (Hons) Fashion Design Styling and Promotion*



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| **1. Programme title** | BA Hons. Fashion Design, Styling and Promotion (FDSP) |
| **2. Awarding institution**  | Middlesex University |
| **3. Teaching institution**  | Middlesex University |
| **4. Programme accredited by**  | N/A |
| **5. Final qualification**  | B A Hons. |
| **6. Academic year** | 2012/13 |
| **7. Language of study** | English |
| **8. Mode of study** | Full Time  |

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| **9. Criteria for admission to the programme**Specific Admissions policy and procedures for Fashion Design, Styling and Promotion:All applicants must submit a portfolio of recent work with supporting sketch books (see the website for advice on portfolios). Those subsequently selected as candidates for the programme will normally be interviewedAcademic qualifications or admission to this programme are:A Foundation Course Certificate in Art and Design – at Merit Level orA National Diploma in General Art and Designor, where appropriate, equivalent, demonstrable and/or appropriate experience e.g City and Guilds at DMM LevelAt least three passes at Level C and above in GCSE should be academic subjects, including English Language – 260 points.Direct entry to 2nd Year and 3rd YearCandidates are eligible for entry at a higher level upon successful completion of:a Higher National Diploma in Textiles/fashion or Certificate(for applicants to 2nd year) or Diploma (for applicants to 3rd year) level of an equivalent BA Fashion programme in another Institute.It is unusual for applicants to apply for the third year of any of the Fashion based degrees.Mature students.If you are a mature student and you do not have the required qualification but can submit the required standard of portfolio, you can still be eligible for a place.International studentsInternational students must have an IELTS score of 6.0 (or equivalent) (students who score less than 5.5 on any element are strongly recommended to attend the M.U. pre-sessional programme) and should submit a portfolio of recent work. This can be supplied electronically. |

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| **10. Aims of the programme** |
| The programme aims to:Produce confident, ambitious, skilled students who become committed, creative, professional people, able to adapt themselves to the specific needs of their chosen career path within Fashion and related creative industries. |

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| **11. Programme outcomes** |
| **A. Knowledge and understanding**On completion of this programme the successful student will have knowledge and understanding of :1.How to undertake a confident, investigative and original approach to research and design problems 2.How to communicate through presentation of their work3.The cultural, historical and socioeconomic context of fashion and its’ related fields of design.4.Awareness of fashion concepts including contemporary fashion  | **Teaching/learning methods**Students gain knowledge and understanding throughOne-to-one tutorials, group critiques, self - directed study, resource - based learning are used within design projects. (Resources include libraries at Cat Hill and elsewhere for books, DVD and videos, journal and magazine archives, special collections (see glossary), also the internet, shops and museums) Lectures within HAA modules**Assessment Method**Students’ knowledge and understanding is assessed by coursework. |
| **B. Cognitive (thinking) skills**On completion of this programme the successful student will be able to:1.Selection and gathering of visual and written information 2 Analysis and evaluation of selected information3.Articulation and documenting research outcomes.4.Reflection upon process and outcomes 5.Undertaking a design project that results in original work. | **Teaching/learning methods**Students learn cognitive skills throughOne-to-one tutorials, group discussion and critiques, self-directed study, resource - based learning (see above) through design projects**Assessment Method**Students’ cognitive skills are assessed by coursework. |
| **C. Practical skills**On completion of the programme the successful student will be able to:1. Demonstrate and apply presentation skills including illustration techniques, film and photographic techniques, reprographic and digital media techniques, computer based graphic skills relevant to a varied fashion portfolio 2, Make objects and models to support the communication of their ideas3. work innovatively with virtual design communication. | **Teaching/learning methods**Students learn practical skills throughmaster classes, technical workshops, demonstrations and practice.**Assessment Method**Students’ practical skills are assessed by coursework. |
| **D. Graduate Skills**On completion of this programme the successful student will be able to:1. Personal and Career development2. Effective Learning3. Communication to a professional audience using a variety of media4. Professionalism, teamwork and self management5.IT 6.Numeracy | **Teaching/learning methods**Students acquire graduate skills through the preparation for and participation in, the Transferable Skills and Professional practice activities, and inclusion in peer group discussion and assessment during group critiques. **Assessment method**Students’ graduate skills are assessed by their ability to display professionalism. Thus, assessment criteria include the ability to achieve deadlines, display good conduct and attendance and voluntary inclusion/participation in peer group activities: |

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| **12. Programme structure (levels, modules, credits and progression requirements)** |
| **12. 1 Overall structure of the programme** |
| B.A. Honours Fashion Design, Styling and Promotion is a three year, full time programme. (For part time study please consult the Programme Leader) Each academic year is divided into three terms covered by a set of year long modules – a module is a unit of study. Each module provides credit points that allow each student to progress to the following year.Students will need 360 credit points in total for a BA Honours Degree in Fashion Design, Styling and Promotion. This made up of a total of 120credit points in each year. **For Programme Structure Diagram, see page 16.** |

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| **12.2 Levels and modules** **Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below.** |
| Level 4 (1) |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:FSH 1100FSH1200VCD 1400FSH 1931 | N/A | Pass all modules |
| Level 5 (2) |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:FSH 2100VCD 2400FSH 2936 | N/A | Pass all modules |
| Level 6 (3) |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:FSH 3100FSH 3200FSH 3930 | N/A | Pass all modules |

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| **13. A curriculum map relating learning outcomes to modules** |
| **See Curriculum Map attached** |

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| **14. Information about assessment regulations** |
| Please see Middlesex University Guide and Regulations. at www.mdx.ac.uk Automatic deferral is not permitted on any modules within the Fashion Design programme. Students wishing to defer must consult the Assessment Manager. |

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| **15. Placement opportunities, requirements and support (if applicable)** |
| A placement is included in the FSH 2100 module in the second year. It is approximately 6 weeks in length and is designed to allow the student to spend time in their chosen area of the Fashion industry on a full time basis in order to experience professional activity first hand. It is held in the weeks leading up to London Fashion Week so as to allow maximum opportunity for a full experience. This placement can take place abroad, typically Paris, upon production of the appropriate insurance.* The placement is run with the support, and within the regulations, of the Placement Office.
* The placement is supported in the first semester by Curriculum Vitae and Interview Skills workshops.

Workshops after completion of the work experience support the generation of the learning outcomes of this part of the module. |

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| **16. Future careers (if applicable)** |
| The programme supports the graduates’ future career development by the activities within it. Students from the Fashion Programme have forged successful and lucrative careers in fashion design and closely related areas. |

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| **17. Particular support for learning (if applicable)** |
| * The staff team have a wide variety of skills and experiences and are actively engaged in personal practice outside the University ensuring awareness of current practice.
* Support for self directed learning appraisal and analysis through individual and group work
* Campus support includes workshop availability (with prior arrangement) and relevant Health and Safety inductions by technical staff on all specialist equipment.
* ILRS facilities and resources, including specialist books, journals, videos, DVDs, slides, special collections and computer programmes and subject dedicated librarians.
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| **18. JACS code (or other relevant coding system)** | W230 |
| **19. Relevant QAA subject benchmark group(s)** | Art & Design |

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| **20. Reference points*** Relevant University Regulations <http://mdx.ac.uk/regulations/>
* QAA Subject Benchmark Statement for Art & Design / BA(Hons) Fashion Design
* The Framework for Higher Education in England, Wales and Northern Ireland
* Student, Staff, External Examiners and Graduate feedback comments
* Learning and Teaching Policy and Strategy
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Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the student programme handbook and the University Regulations.