

Programme Specification for
BA (Hons) Fashion Design



1. Programme title	BA (Hons) Fashion Design
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	
5. Final qualification	BA Honours
6. Year of validation Year of amendment	
7. Language of study	English
8. Mode of study	Full-time / Part-time

9. Criteria for admission to the programme

These regulations are made in accordance with the Academic Regulations for University Awards and conform to the Middlesex Academic Credit Scheme (MACS) and the Common Academic Framework.

Specific Admissions Policy and Procedures for Fashion Design:

All acceptances for 1st Year are subject to submission of portfolio for possible selection for interview and are conditional on having successfully completed either:

- a Foundation Course Certificate in Art and Design;

or

- a National Diploma in General Art and Design;

or, where appropriate, equivalents:

- a recognised professional qualification in one experience of the design disciplines – fashion/textiles, three dimensional design, interior or spatial design, product/industrial design, visual communication/graphics, furniture, ceramics, jewellery, metals, glass or architecture;

- at least three passes at Level C and above in GCSE should be in academic subjects, including English Language;
- at least three passes at Level C and above in GCSE should be in academic subjects, including English Language.

Direct Entry to Second Year

Candidates are eligible for entry to the second year upon submission of portfolio for possible selection for interview and successful completion of a Higher National Diploma in Fashion or Certificate level of an equivalent BA Fashion programme in another Institute.

Direct Entry to Third Year

International 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-session programme) and should submit a portfolio to the Fashion staff. This can be supplied electronically.

10. Aims of the programme

The programme aims to:

- produce confident 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;
- enable exploratory, experimental work that develops an individual style or identity;
- establish the attainment of visual and technical skills and a particular market awareness that relates to their individual aspiration;
- foster and encourage a range of critical research skills.

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 work.
3. The cultural, historical, political and socio-economic context of fashion

Teaching/learning methods

Students gain knowledge and understanding through:

- one-to-one tutorials, group critiques, self - directed study, resource - based learning which are used within design projects;
- resources, including libraries at Hendon and elsewhere for books, DVD and videos, journal and magazine archives, special collections (see glossary), also the internet, shops and museums)

<p>and its' related fields of design.</p> <p>4. Awareness of fashion concepts including contemporary fashion.</p>	<p>lectures within CCS (FSH/ FNA) modules.</p> <p>Assessment methods</p> <p>Students' knowledge and understanding is assessed by:</p> <ul style="list-style-type: none"> • coursework.
<p>B. Cognitive (thinking) skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Select and gather visual and written information. 2. Analyse, evaluate and develop selected information. 3. Articulate and document research outlines. 4. Reflect upon and process outcomes. 5. Undertake a design project that results in original work. 	<p>Teaching/learning methods</p> <p>Students learn cognitive skills through:</p> <ul style="list-style-type: none"> • one to one tutorials; • group discussion and critiques; • self-directed study; • resource- based learning through design projects. <p>Assessment methods</p> <p>Students' cognitive skills are assessed by:</p> <ul style="list-style-type: none"> • coursework.
<p>C. Practical skills</p> <p>On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Draft patterns. 2. Construct garments. 3. Demonstrate and apply presentation skills including illustration techniques, working drawings using specific industrial software and graphic skills relevant to a fashion portfolio. 	<p>Teaching/learning methods</p> <p>Students learn practical skills through:</p> <ul style="list-style-type: none"> • master classes; • technical workshops; • demonstrations and practice. <p>Assessment methods</p> <p>Students' practical skills are assessed by:</p> <ul style="list-style-type: none"> • coursework
<p>D. Graduate skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Personal and Career development. 	<p>Teaching/learning methods</p> <p>Students acquire graduate skills through:</p> <ul style="list-style-type: none"> • preparation for and participation in, the Transferable Skills and

<p>2. Effective Learning.</p> <p>3. Communication to a professional audience using a variety of media.</p> <p>4. Professionalism, teamwork and self-management.</p> <p>5. I.T.</p> <p>6. Numeracy.</p>	<p>Professional practice activities, and inclusion in peer group discussion and assessment during group critiques</p> <p>Assessment methods</p> <p>Students' graduate skills are assessed by:</p> <ul style="list-style-type: none"> • displaying professionalism; • achieving deadlines; • displaying good conduct and attendance; • voluntary inclusion/participation in peer group.
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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 is a three year full-time programme. Each year contains a set of modules, which provide credit points that allow each student to progress to the following year. Students will need 360 credit points in total for a BA Honours in Fashion Design. This is made up of a total of 120 credit points in each academic year.

The Programme

This programme is designed as a classic Fashion Design degree, one which offers a combination of intensive, aspirational and personal creative development, teamed with the best technical practices e.g. workshops in couture cut and make, and Savile Row tailoring. Core Fashion modules run through the degree with other modules allowing the student to study complementary areas of activity especially in the area of specialist skills.

The programme is enriched, informed and supported by History of Art and Design modules, which contextualise the academic work within the Fashion modules and connect the students thinking to cultural, political, socio-economic and philosophical issues that inform our society.

The **first year** has modules that introduce the study of the various areas of Fashion and advance that knowledge. Complementary modules introduce and advance the knowledge and understanding of the specialist skills associated with the construction of clothing, i.e. pattern cutting, draping on the stand and garment construction, as well as portfolio presentation, illustration, embellishment and finishing, technical/working drawings using specific industry software and styling. Modules are divided into a series of projects of varying lengths that incorporate research skills that lead to design and design development.

The **second year** builds on the knowledge and skills gained in the first. About halfway through the second year, a placement of approximately five weeks duration is included where the student spends time working with a designer and/or in a fashion design studio. The placement takes place in the weeks leading up to London Fashion Week. This second year also involves the study of more advanced specialist skills associated with the construction of clothing, such as corsetry and Savile Row tailoring.

The **third year** allows further development of the chosen specialist skills and their application to Fashion through to the final presentation of an extensive and varied portfolio of work and the design, cut and make of a final fashion collection that displays professionalism, quality and originality.

Year 1/Level 4

The work during the first year introduces a series of research and design projects.

Modules:

- **FSH1900** (30 credits);
- **FSH1200** (30 credits);
- **FSH1300** (30 credits);
- **FSH1931** (30 credits).

The three Fashion modules in the first year run alongside one another. Students work individually and in group discussions and critiques. All projects on the BA Fashion Design Programme demand an intense amount of research and it is at this stage that the student begins to learn to apply and investigate and be thorough in their approach to all aspects of their work. The History of Art and Design module **FSH1931** relates to, and supports the Fashion modules and is compulsory.

FSH1900 covers a series of Fashion Awareness projects. How to apply information skills to navigate, retrieve, and manage information from a variety of sources and the selection and employment of communication and information technologies. Induction to the Libraries fashion learning resources Its outcomes include sketchbooks, portfolio presented work and contemporary mediums such as blogs, tumblers and WebPages.

FSH1200 introduces and advances the knowledge and understanding of the specialist skills associated with the construction of clothing, i.e. pattern cutting, draping on the stand, garment construction, embellishment and finishing's, as well as design skills such as the selection and gathering of visual and written information, analysis, evaluation and development of selected information, portfolio presentation, illustration, technical/working drawings using specific industry software and styling. Outcomes include sketchbooks; portfolio presented work and finished garments.

FSH1300 covers the specialist skills associated with garment construction i.e. Basic and more advanced pattern cutting, draping on the stand and the building of a book of sewing techniques and samples, as well as continuing research and development skills in terms of design.

Students work individually and in group discussions and critiques. All projects on the BA Fashion Design Programme demand an intense amount of research and it is at this stage that the student begins to learn to apply and investigate and be thorough in their approach to all aspects of their work. The Critical and Contextual Studies module **FSH1931** relates to, and supports the Fashion modules and is compulsory.

Year 2/Level 5

The second year builds on the skills acquired in Year 1 with projects that provide an opportunity for the creative, more professional and self-directed, development and study of theoretical and technical aspects of fashion design. During the year each student is required to undertake a period of work experience.

Modules:

- **FSH2200** (30 credits);
- **FSH2300** (60 credits);
- **FSH2936** (30 credits).

The work during this year comprises a series of design projects of varying lengths that may demand historical, cultural and/or sociological research thus relating to the Critical and Contextual Studies module at this level. These projects are run parallel to the module **FSH2200** which furthers interpretation and use of specialist skills.

These projects are accompanied by group discussions and presentation tutorials to develop communication skills. Curriculum vitae and interview skills workshops are held to support the work placement contained in module **FSH2300**, which comprises of a placement in the fashion industry of approximately six weeks duration. The destination is defined by the student with their tutor in conjunction with specialist skills and interests and a proposed career path.

These projects are accompanied by group discussions and presentation tutorials to develop communication skills.

Year 3/Level 6

The focus of the final year is on the further developing and establishment of individuality and personal style as the student moves toward presenting final work outcomes with an encouragement to more practical thinking and a professional approach. The third year is to bring the work to a conclusion.

Modules:

- **FSH3400** (90 credits),
- **FNA3930** (30 credits).

The year starts with a number of projects – within **FSH3400** – that encourage more precise location and exploration of areas of personal design interest and identify areas of

work that may require further attention or focus. It is through these projects that each student is encouraged to carry out the research and development that will support the summation of work encompassed by **FSH3400**. This (**3400**) is the module that is devoted to the synthesis of all previous experience and the honing of specialist skills and research that informs and supports the designing and presentation of the final Fashion Portfolio and final Fashion Collection and the defining of an area of proposed professional activity. There are further periods of technical tuition and master classes.

This year also includes the Critical and Contextual Studies Dissertation module which allows, with specialist tutor support, personal exploration and research resulting in a dissertation.

12.2 Levels and modules		
Level 4 (1)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: FSH1900 <i>30 credits</i> FSH1200 <i>30 credits</i> FSH1300 <i>30 credits</i> FSH1931 <i>30 credits</i>		Successful completion of all modules.
Level 5 (2)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS

Students must take all of the following: FSH2200 <i>30 credits</i> FSH2300 <i>60 credits</i> FSH2936 <i>30 credits</i>		Successful completion of all modules.
Level 6 (3)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: FSH3400 <i>90 credits</i> FSH3930 <i>30 credits</i>		Successful completion of all modules.

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Module level	Module code

13. Curriculum map

See attached.

14. Information about assessment regulations

Please refer to the Middlesex Regulations: <http://www.mdx.ac.uk/regulations/>

Automatic or Self-deferral is not permitted on any modules within the Fashion Design programme. Students wishing to defer must consult with the Assessment and Achievement Officer for Art & Design, and also inform their Year Tutor / Module Leader and Programme Leader.

15. Placement opportunities, requirements and support (if applicable)

A period of work experience is included in the FSH2222 module in Year 2 (Level 5). It is approximately 6 weeks in length and is designed to allow the student to spend time in their chosen area of the Fashion/Textiles industry on a full time basis in order to experience professional activity first hand. It is held in the weeks before London Fashion Week so as to allow maximum opportunity for a full experience.

The work experience is run with support, and under the guidelines, of the Work Placement Office. The work experience is supported earlier in the year by Curriculum Vitae workshops and tutorial advice on destinations. Blogs and presentations after completion of the work experience support the generation of the outcomes of this part to the module.

16. Future careers (if applicable)

The programme supports the graduate's future career developments by the activities within it. Students from this Programme have forged successful and lucrative careers in fashion, art direction and Fashion Design, styling, pattern cutting, sample machinist illustration and associated areas. We have many successful alumni for example Ashley Fletcher (Head of Menswear, Versace), BodyMap, and the Senior Designer at Burberry, and a recent graduates collection is now stocked in Harvey Nichols.

One of the key options for recent graduates here at Middlesex University is to progress onto one of our Art and Design MAs and in particular the MA Fashion. There are many incentives, including financial support for any Middlesex University students wishing to follow this path.

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.

18. JACS code (or other relevant coding system)

W230

19. Relevant QAA subject benchmark group(s)

Art & Design

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

21. Other information

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 rest of your programme handbook and the university regulations.

Appendix 2: Curriculum Map

Curriculum map for *BA (Hons) Fashion Design*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	How to undertake a confident, investigative and original approach to research and design problems.	C1	Pattern Drafting.
A2	How to communicate effectively in a range of contexts including through presentation of work.	C2	Garment Construction.
A3	The cultural, historical, political and socioeconomic context of fashion and its' related fields of design.	C3	Demonstration and application of presentation skills, including illustration, working drawings and graphic skills relevant to a fashion portfolio.
A4	Awareness of fashion concepts including contemporary fashion.		
Cognitive skills		Graduate Skills	
B1	Selection and gathering of visual and written information.	D1	Personal and career development.
B2	Analysis and evaluation and development of selected information.	D2	Effective learning.
B3	Articulation and documenting of research outcomes.	D3	Communication to a professional audience using a variety of media.
B4	Ability to reflect upon process and outcomes.	D4	Professionalism, teamwork and self-management.
B5	Undertaking a design project that results in original work.	D5	IT.
		D6	Numeracy.

Programme outcomes																	
A1	A2	A3	A4	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5	D6
Highest level achieved by all graduates																	
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Module Title	Module Code by Level	Programme outcomes																	
		A1	A2	A3	A4	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5	D6
Generic Fashion	FSH 1900	X	X		X	X			X	X			X		X	X	X	X	
Fashion Skills	FSH 1200	X	X		X	X	X	X	X	X			X						
Fashion Skills Two	FSH 1300						X		X	X		X	X		X				X
Fashion, Cultural Contexts and Representation	FSH 1931	X	X	X		X		X	X					X					
Developing Fashion	FSH 2300	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X		
Advanced Fashion Skills	FSH 2200	X					X		X		X	X							X
Fashion Cultures	FSH 2936	X		X				X						X	X				
Establishing Fashion and Professional Practice in Design	FSH 3400	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Critical and Contextual Proposition	FNA 3930			X		X	X	X	X							X	X	X	